

**DRY  
JULY**

**Dry July 2011/12  
Annual Report**

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This annual report details the Dry July 2011 campaign  
and covers the financials from 1 July 2011 to end of  
financial year 2012 (30 June 2012).

## **Mission**

Directly benefit adult cancer patients with real and tangible change by providing funds to create better environments and support networks for patients and their families.

Raise awareness of drinking habits and the value of a balanced healthy lifestyle.

## **Vision**

Be a well respected not-for-profit organisation locally, nationally and internationally in the online, cancer and hospital community.

## **Objectives**

To deliver an engaging charitable campaign which inspires people to enjoy a month off the booze, whilst raising funds to directly benefit the lives of adults living with cancer.

To raise awareness of the number of adults living with cancer in local communities & set out to improve the quality of their lives and journey.

Work closely with our beneficiary partners to document where the funds raised are being utilised.

To deliver an efficient, low cost fundraising campaign, utilising online technology to minimise administration costs.

## Chairman's Statement

The 2011 campaign has once again seen some incredible growth across the board for of the Dry July Foundation (DJF), consistent since our inception in 2008. In only four short years, participants have raised close to \$7 million for adult cancer treatment with a massive effort this year raising more than \$2.8million in Australia. This campaign saw over 11,400 participants create the funding and support for initiatives of 13 beneficiary hospitals and cancer centre's here in Australia.

All signs point to more people taking up the challenge each July to go dry and help support a worthwhile cause. With this in mind, we've grown too. Having recently opened an office in Melbourne to better service our Victorian and South Australian stakeholders, we're also increasing our staff numbers to keep up. With dedicated beneficiary management staff, web designers and administration all helping to directly benefit adult cancer patients with real and tangible change by providing resources that holistically improve the patient treatment landscape.

From a strategic perspective, the Dry July campaign will take on additional beneficiaries for our next 2012 and 2013 campaigns, with around 25 treatment providers in Australia (including more regional areas) set to benefit from participants efforts, and three beneficiaries in total throughout the North and South Islands of New Zealand. This growth will also be complimented by the exciting development of new Mobile interaction program for both donors and participants.

Dry July is also well placed to integrate into the new regulatory environment with changes to not-for-profit legislation and the introduction of the Australian Charities and Non-Profit Commission. Consistent with our transparent approach to our community engagement and complimented by an experienced board with considerable governance expertise, DJF has already begun to ensure we meet the high standards expected of an Australian charity.

On behalf of the Board and our Staff, I sincerely thank those who participated in the 2011 Dry July campaign and hope you share in the achievement of knowing the considerable impact you've made on the lives of those touched by cancer.

Best wishes,



David Brennan

## A Message from the Executive Directors

Dry July 2011 was a pivotal year for the foundation. We had achieved phenomenal growth and recognition over the previous campaigns and so this campaign year was one we wanted to set the foundations for longevity. Addressing structure, framework and procedures would allow us to achieve strong growth in the future.

For the 2011 campaign we had 13 beneficiaries nationally. Extending our reach in NSW we brought on board three new beneficiaries. The outcome achieved 15% growth in donations and 20% growth in participation from the 2010 Dry July campaign. This meant 11,463 people signed up to the challenge, raising AUD\$2,829,469.

A key focus for us is awareness. For the 2011 campaign we concentrated a great deal on our social media communication avenues. We identified this as a brilliant way to leverage the brand and messaging in a cost-effective way whilst attracting support.

The state of Victoria continues to be a difficult market for us to gain ground. We have learnt a great deal from Dry July 2011 about engaging the Victorian market and are excited about the opportunities we can develop there.

With over 11,400 people participating and over 60,000 donations coming via the website in 2011, the concept of Dry July isn't just limited to Australia. We have a lot of interest from New Zealand, United Kingdom, United States and Canada. As we are a very small team, we look forward to adapting the campaign in future years to realise the full potential of the initiative.

Thank you to everybody that worked tirelessly on making Dry July 2011 such a success. We greatly appreciate all the support shown to us by our partners, the hospital teams, our Patron Adam Spencer and fellow ambassadors. Without their dedication Dry July simply wouldn't receive the recognition it does.

Thank you to all those that signed up to the Dry July challenge, inspired donations and made all the changes detailed in this annual report possible. We hope you enjoyed the experience of going Dry for July and we look forward to seeing you back on board in future campaigns.

Cheers,



Brett Macdonald



Phil Grove

# About Dry July

## What is Dry July?

Dry July is an online social community, health awareness initiative, where an individual or group signs up to the challenge of a month long sponsored abstinence from alcohol.

The funds raised from sponsorship of participants brave 'dry' efforts directly benefit the lives of adults living with cancer right across Australia.

Sponsorship is primarily raised online via participant or group profile pages.

Dry July is about clearing your head and making a difference. Get healthy, challenge yourself, encourage positive change and a healthy attitude to alcohol consumption.

DJ (Dry.July.er) [dee-jay] noun: a person or group actively sponsored to participate in Dry July.

The Dry July Foundation is a registered charity approved by the Australian Tax Office.

We have been granted the following:

- Deductible Gift Recipient (DGR) status
- GST Concession
- Income Tax Exemption

## Background

Dry July began as an idea amongst mates in June 2007 to ease back off the beers for a month whilst raising money for a cause very close to their hearts.

With a collaboration of skills-sets and an aspiration to make a positive change, Brett Macdonald, Phil Grove and Kenny McGilvary founded Dry July in hope of improving the lives of adults living with cancer in their local community.

## Dry July 2011

With three successful campaigns already achieved and with continued vision to grow the campaign we set about raising the bar for the 2011 campaign. Bringing on a host of recognised identities we created a suite of short videos to inspire a range of new supporters along with being able to show how previous campaign funds have made a difference to the lives of adults living with cancer across our beneficiaries.

A fresher approach to engaging participants and donors saw a rustic, authentic re-brand which was adopted to simplify the website as well as strengthening our identity in the charity community.

We brought on three additional NSW based beneficiaries for the 2011 campaign. This growth allowed us to test our work-flow procedures and framework to allow for future expansion both locally and internationally.

Over 11,400 people signed up to Dry July 2011, raising AUD\$2.8+ million, meaning it was another record breaking year for the foundation. We are pleased to present the real tangible changes these funds have been able to achieve throughout this annual report.

## The 2012 campaign and beyond...

Our financial year ends during our 2012 campaign so we get a brief snapshot of the path the campaign is on. The volume of sign ups and donations received throughout the month of June 2012 meant that everything is pointing towards another record breaking year.

At the time of publishing this annual report the Dry July 2012 campaign had come to a close. We are delighted to note that participation numbers stood at over 15,000 people and funds raised exceeded AUD\$3.7 million.

With overall campaign growth of around 30% we look forward to documenting on the website and in our 2012/13 annual report the tangible changes we will bring to adults living with cancer through our beneficiary partners.

To have been able to continue a path of consistent growth over the five Dry July campaigns we are excited about the future for Dry July and the many benefits we can continue to bring to the lives of adult cancer patients.

Constantly striving to develop and grow the campaign we increased our beneficiaries in Australia to 19 for Dry July 2012. Confidence in our procedures allowed us to expand very quickly. This was also the inaugural year of Dry July in New Zealand supporting the Auckland City Hospital. Much to the delight of all involved Dry July New Zealand encouraged over 2,000 participants, raising over NZD\$550,000.

The path ahead will see continued growth of beneficiaries throughout Australia and New Zealand as well as developing relationships with additional international beneficiary partners.

We will continue to detail the full circle of how the funds raised are able to benefit the lives of adults living with cancer.

# Beneficiary Partners 2011

In the four Dry July campaigns to date, 26,000+ participants have collectively raised AUD\$6.8+ million to help improve the lives of adult cancer patients at our 13 beneficiary hospitals Australia-wide.

2011 was Dry July's biggest year to date and this isn't just a reflection of the funds raised, we added three new hospitals in New South Wales to our list of beneficiaries. This enabled more DJs in New South Wales to participate on a local level, increasing the number of sign-ups in the area.

The thirteen hospitals that benefitted from the Dry July 2011 campaign are detailed to the right.

For each campaign, Dry July sends out an 'Expression of Interest' early in the calendar year to a limited number of eligible hospitals that treat and support adults living with cancer.

We want to also take this opportunity to thank all the hospital teams for their involvement and dedication to the campaign as well as to their patients and their families. More and more people every year are diagnosed with cancer and it is very important to us that hospitals have what their patients need to improve their cancer journey in any way possible.

Ensuring the funds raised are set to work straight away the cheque handovers take place at the hospitals in September through to November. We then work closely with each hospital over the next few months documenting the difference the Dry July funds are making.

In the *distribution of funds raised* section of this annual report (p18) we detail what each hospital has achieved since receiving the Dry July funds.



**Australian Capital Territory - Canberra**  
The Canberra Hospital



**New South Wales - Newcastle**  
The Calvary Mater Hospital



**New South Wales - Lismore**  
Lismore Base Hospital & Our House



**New South Wales - Liverpool**  
Liverpool Hospital



**New South Wales - Penrith**  
Nepean Cancer Centre



**New South Wales - Sydney**  
Prince of Wales Hospital Foundation  
& the Dreams2Live4 Committee



**New South Wales - Wollongong**  
Wollongong Hospital



**Northern Territory - Darwin**  
The Royal Darwin Hospital



**Queensland - Brisbane**  
The Mater Adult Hospital



**Tasmania - Launceston**  
The Launceston General Hospital



**South Australia - Adelaide**  
Hospital Research Foundation



**Victoria - Melbourne**  
The Royal Melbourne Hospital



**Western Australia - Perth**  
Sir Charles Gairdner Hospital

## Partnerships

Dry July 2011 would not have been the success it was without support from the companies below. We are incredibly grateful for their commitment and fervor throughout the campaign process.

It is with their help and proficiency that we are able to raise awareness and deliver an exciting campaign that benefits not only people suffering cancer but also their family, friends and the hospital and cancer centre staff. We would also like to say a

special thank you to the companies who matched 'dollar for dollar' their employee and team fundraising achievements. They were: AMP Foundation, BHP Billiton, Black Horse Foundation, Google, Macquarie Group Foundation, MLC, NAB, Rio Tinto and Westpac.



### Partners



The partners detailed above committed to supporting the Dry July 2011 campaign either through monetary contributions, promotional activity, competitions, product or in-kind services.

# Patron / Ambassadors / Supporters

Every year Dry July welcomes the return of our patron Adam Spencer who has been with the campaign since its first year in 2008. The success of this year's campaign would not have been possible without Adam and the other 54 ambassadors and supporters who came from a diverse range of media channels including sporting heroes, Australian chefs, television personalities to local and national musicians.

We would sincerely like to thank each and every one listed here for playing such an important role in raising awareness, gaining participation and raising funds for Dry July 2011. This year the Dry July brand was brilliantly represented by all ambassadors and supporters involved. This in an incredibly vital part of the campaign as it enables participants to be fully informed about Dry July.

The Dry July Patron and Ambassadors all give their time voluntarily because they truly believe in Dry July and making a positive difference to the lives of adult cancer patients.



## Dry July Patron

Adam Spencer  
ABC 702 Sydney



Jeremy Lindsay Taylor  
Sea Patrol



Nikki Phillips  
Model / Presenter



Dan McPherson  
Actor / Presenter



Roy Billing  
Actor



Ed Halmagyi  
Better Homes  
& Gardens



Mikey Robins  
GNW panelist



Craig Foster  
SBS



Danny Clayton  
Channel [V]



Zan Rowe  
Triple J



Jane Gazzo  
Channel [V]



Brendan Jones  
WSFM



Amanda Keller  
WSFM



Melissa Bergland  
Winners & Losers



Chris Joannau  
Silverchair



Sarah Cumming  
Channel Seven



Pete Timbs  
Kerri Anne Show



Jono & Dano  
WSFM



Ant & Becks  
Mix FM - Drive time



Corbin Harris  
Pro Skater



Christo & Katie  
Nova FM - Nights



Ruby Rose  
DJ / Presenter



Desiree Savage  
Wave FM



Joel Creasey  
Comedian



Ben O'Donoghue  
Celebrity Chef



Daniel Hill  
92.9FM - Perth



Blake Worrall-Thompson  
Eat Yourself Sexy



Tony McManus  
6PR - Perth



Renee Gartner  
Fox Sports



Rose Elphinstone  
MKR



Esther Rupenovic  
MKR



Penny Pedersen  
99.3FM - Sydney



Ellie Mobbs  
2Day FM



Maz Compton  
Nova FM



Matt Saracini  
Nova FM



Marty Sheargold  
Nova FM - Brisbane



Rachel Corbett  
Triple M



Rosanna Mangiarelli  
Channel 7 - Adelaide



Dennis Walter  
3AW - Melbourne



Ally Pinnock  
Balls of Steel



Kane Lillywhite  
MKR



Mike Goldman  
Presenter



Nathan 'Nayta' Robb  
TRFM - Victoria



Ian Henschke  
891 ABC Adelaide



Sonya Feldhoff  
891 ABC Adelaide



David Bevan  
891 ABC Adelaide



Matthew Abraham  
891 ABC Adelaide



Spence Denny  
891 ABC Adelaide



Tim Noonan  
Channel 7 - Adelaide



Alison Donnellan  
929 FM



Bec Howard  
Presenter



Matt Acton  
2Day FM



Maude Garrett  
2Day FM



Kate Macpherson  
Nova 93.7 - Perth



Fiona Whyllie  
ABC Mid-North Coast

# In the Press

Supporting Dry July - Jonesy & Amanda  
1st July 2011

## DRY JULY

Clear your head, make a difference

CLASSIC GOOD TIMES



Get Healthy and Support Adults Living with Cancer

Dry July is an online social community where an individual or team can sign up to the challenge of a month long sponsored abstinence from alcohol. The funds raised from participants' sponsorship directly benefit the lives of adults living with cancer right across Australia. Dry July is about clearing your head and making a difference. Get healthy challenge yourself, encourage positive change and a healthy attitude to alcohol consumption. We hope you embrace the concept, take on the challenge and it has a positive effect on your life.



## Glasses lifted to sobriety

Liverpool community members encouraged to keep sober month by swapping wine for glasses of water for glasses variety of treatments and services include radiotherapy, chemotherapy, surgery, and providing new furniture and electrical goods. Dr Felicity said. The initiative at Liverpool

## Thommo's team takes the pledge for cancer fight

Down and Tuggerah Lakes area command senior constable Mark Pitt, who in his job often sees the worse sides of excessive drinking. "We often have to deal with the worst sides of heavy alcohol consumption in public," he said. "It is good to be part of a great cause which has not only an effect on our own well-being but also the well-being of others." Dry July is an online social community where

## ADAM TO DRY FOR

NEWTOWN resident and self-proclaimed social butterfly Adam Spencer says he has not met one person who has regretted taking part in Dry July. The 702 ABC Sydney radio host said although the thought of going without alcohol for the 31 days of July seems daunting, your social life need not disappear into a cocoon. "Even the humble butterfly has to seek shelter from the rain," the Dry July patron said. "Dry July is a chance for social butterflies to let the colour return to their wings and concentration on their pollination." In 2008 Spencer committed on air to having a Dry July and other people then joined him. They raised almost \$250,000



## Top drops and fine tunes

dry July, however there is a lot of fun to be had. "We were delighted with the turn out, everyone got in the spirit of things with their blankets and camp chairs, kicking back on the lawn listening to jazz, sipping on some really fantastic shiraz and just enjoying life," he said. "More than 600 people turned out to enjoy the festival atmosphere as Mother Nature put on her best with blue skies and sunshine. "It was the perfect weekend to indulge in life's bounty, amazing food and great company," Michael said. "After such a fantastic weekend, the Brisbane Island Bar is preparing for the Seafood and Sausage event so be hell!



Peter Wilson, Craig Thomson, Kerry Langdon-Down and Sir Const Mark Pitt are taking part in Dry July.



## Museum of Contemporary Art The Rocks

hit Obviously, there was no champagne flowing at the top of the fourth year of the tipple month, with guests (and ambassadors) including Channel V's Danny Jane Gazzo joking there would be Stefanovic-style post-Logies moments



## EMPTY GLASSES IN DRY JULY

The season of mocktails, healthier bank accounts and fundraising is upon us again, but this year's Dry July promises to be bigger and closer to home. Six new hospitals and close to 15,000 people have participated. The money raised goes towards cancer-related programs, from prostate cancer research with a wig to new equipment.

## Muso to resist pull of cold beer

NEWCASTLE-raised bass player Chris Joannou is kicking off his life after Silverchair with a dry July. This is the second year the musician has signed up for the initiative that raises cancer patients by abstaining from alcohol. "It's really great to take something meaningful like this and help in your own small way," the musician said. "Staying off the booze could be a little trickier for Joannou than most. His post-Silverchair ventures include focusing more on his beer company called Lovells. "A cold beer is going to be the toughest thing to stay away from in regard to alcohol," Joannou said. Newcastle's Calvary Mater Hospital is among the beneficiaries of Dry July. More than \$100,000 was donated to the hospital last year, which was spent on special comfort mattresses for cancer patients, a mobile bladder scanner and new wigs. This year, the hospital plans to buy new surgical endoscopy



TEMPTATION: Bob Westbury practices saying no to a beer at the Junction Inn hotel. The hotel supports responsible drinking.

## Mayor pledges month on the wagon

PORT Stephens mayor Bob Westbury is set to go on the wagon, shunning his regular glass of wine for the month. "I have been a passionate supporter of the charity and I hope to raise \$10,000. This is a great cause and I want to support it." Westbury said.



## Abstinence pays off

RANDWICK: Actor Roy Billing was at the Prince of Wales Hospital Foundation Dry July barbecue on Friday. With a sober July under their belts, Prince of Wales staff had a good reason to celebrate. "Cheers" was the call of the day for 35 team members who took their first swig of the Prince of Wales Hospital Foundation for cancer patients \$660,000 collected for the Prince of Wales Hospital Foundation for cancer patients. Picture: ELENOR TEDENBORG

## It's a dry July for local resident, Sara

A GLASS of wine at the end of a busy day was a welcome treat for Sara Heath. But a glass of wine is a challenge to break the habit of a glass of wine in the evening, but she was helped with the support of her husband, who also participated. "We're not very big drinkers," she said. "We will still know giving it up would be a bit of a struggle. "These people began sponsoring on there was no backing out." The funds raised from participants directly benefit the lives of adults living with cancer across Australia. So far the couple have managed to raise more than \$100. "We were surprised with how much we raised," Mr Heath said.



## A dry month in

SEVEN local women have teamed up as part of Dry July to raise money for Sir Charles Gardiner Hospital. The national campaign started in 2008 and encourages people to sign sponsors and abstain from alcohol for a month. Money raised will go to medical institutes around Australia to benefit cancer patients. The Sober Sisters have already raised \$1600 and hope to be in the top 10 fundraising teams. Last year more 9500 people raised more than \$2.45million.



Argument: Sarah Hanson, Jo Walker, Michelle McShane, Sharon O'Neil, Melissa Salter and Penny Mudge.

GO  
JULY

# DRY JULY

Could you go without alcohol for an entire month? Each July, a galaxy of celebrities and community members pledge to dilute their drinks, and intersperse with glasses of good old H<sub>2</sub>O.)

## Here's cheers to no boozy beers

**By JANELLA EKERT**  
janelle.ekert@dailymercury.com.au

GIVING up booze for a month might be tough for some but not Brett Larsson, who has swapped alcohol for soft drink for Dry July, a month-long sponsored abstinence from alcohol.

Co-ordinator of CQ community and in-home care with CQ Nurse, Mr Larsson admitted he never shied away from the local drinking culture, however he decided that, as a nurse, he should look after himself more. "Dry July came along and that gave me the motivation to stay away from drinking."

he said. "It helps raise funds for cancer and it's good to take a break from the evils of the drink."

This is the second year Mr Larsson took on the Dry July challenge and his decision to participate goes deeper than just abstaining from alcohol for a healthy change.

"My mother was diagnosed about six years ago with breast cancer," he said.

"She is now in remission."

Mr Larsson is one of six CQ Nurse employees participating in the challenge.

He said they all signed up individually but then joined forces.

Last year, the CQ Nurse team raised about \$500 dollars, and he hopes to increase that this year.

**DRY JULY**

■ Dry July is an online social community where an individual or team can sign up.

■ It began as an idea between mates in June 2007 to ease off beers for a month while raising money for a cause close to their hearts.

■ For more information, visit [www.dryjuly.com](http://www.dryjuly.com).



## Plenty FM sobers up

You won't find a drop of alcohol in Millie's studio. Hosts Brett Doornekamp and... July. Participating with 9500 people daunting to start.

### Dry July Launch

Museum of Contemporary Art, Circular Quay

WHAT'S your most embarrassing drinking story? That's the question we asked a bunch of Aussie on Thursday who are quitting booze for a big Dry July to raise money for hospital



Photography: TONY MOIT

ers & Losers starlet Melissa Bergland, it taken 21st moment where she face-planted or. Underbelly's Roy Billing can't remember phery he got up to as a young man, while presenter Danny Clayton once vomited into a washing machine. The organisers of Dry July acting to raise more than \$10 million this year. Some 10,000 Australians taking part, other faces participating include Jeremy Lindsay Nikki Phillips and Chris Joannou.

— JONATHAN MORAN



1. Rhys Nicholson and Ally P
2. Nikki Phillips and Danny Clayton
3. Blake Worrall-Thompson and Melissa Bergland
4. Phil Grove and Jane Gazzo

## Hawk will go cold turkey

By BEN LANGFORD

WOLLONGONG Hawks star Glen Saville has picked a tough time to go without a beer for a whole month.

July this year has five weekends - a rare event on any calendar - and many people in the Illawarra are marking the occasion by going the month without a drink, a rare event in itself for some.



Celebrating: Wave FM's Desiree Savage and basketballer Glen Saville support Dry July. Picture: KEN ROBERTSON

"The most important thing is we're raising money for the cancer patients of Wollongong Hospital," Saville said. "The second most important thing is can I go an entire month without alcohol?"

Dry July is a health and fundraising initiative in which participants pledge to go the month without booze and get people to sponsor them to do it. The money then goes to charity.

This year, the charity chosen for money raised in the Illawarra is Wollongong Hospital's Alkira

Lodge, which provides accommodation for adult cancer patients and their families who have to travel to be treated at the hospital.

For Dry July participants whose wife/power out. A gold pass can be bought for \$25, which goes to the charity, and gives the "Dier" a free pass to have a drink for one day.

For Saville, 35, the challenge coincides with Wollongong Hawks' pre-season training resuming, so it's a good time to try to be healthy.

"Being a bit older, the body doesn't recover like it used to and putting alcohol into it doesn't help," he said.

He said he went without a drink in 2000/2001 when they won the grand final.

To sign up go to [www.dryjuly.com](http://www.dryjuly.com)

## On wagon for cancer

FOR A GOOD reason, the health promotion workers are leading by example, going up alcohol for Dry July - a fundraiser for adults in my with cancer.

Health promotion officer Helen Giles said research linking alcohol consumption to breast cancer motivated her to take part.

"The findings by Cancer Council of Victoria revealed alcohol was a contributing factor in 22 per cent of breast cancers, and could be an important risk factor in other cancers."

"To know there was no safe amount of alcohol was a real motivator for me," she said. "I don't drink much, but I do like my wine on a Friday night and on the weekends, so it will be a challenge."

Mrs Giles said it was important for people in the health industry to "practice what they preach".

She said staff had distributed collection bins at the Ararat, Stowell and Horsham



Contributing to the staff: Deborah Dicker, Margaret Hudson and Nick Clark host Dry July. The photo was taken up about 10 minutes before the start. Picture: JILL CAMPBELL



Contributing to the staff: Deborah Dicker, Margaret Hudson and Nick Clark host Dry July. The photo was taken up about 10 minutes before the start. Picture: JILL CAMPBELL

**INSIDER INFO**

INSTEAD of the usual free flowing alcohol, there were yummy mocktails, sparkling water and soft drinks.

**ONLINE VIDEO**

JONATHAN MORAN TAKES YOU BEHIND THE SCENES [the telegraph.com.au](http://www.thetelegraph.com.au)

WRITER HOLLY RICHARDS  
• holly.richards@wanews.com.au

## Dry July for musos to help mate

Media coverage overview - Dry July 2011  
500+ Media placements / Circulation reach: 20+million

Media Channel	Actual Coverage (# of placements)	Circulation / Air time
National TV	6	24 minutes
Local TV	9	2.5 minutes
Magazines	25	1,083,855
Newspapers	85 (ex suburban)	16,430,028
	132 (inc suburban)	18,725,761
Newspapers Regional	72	924,779
Radio interviews	65	n/a
Online	123	n/a

# Fundraisers

This year, Dry Julyers fundraising efforts were nothing short of phenomenal. Their ideas were original and the figures show it. This year was our biggest, raising over \$2.8million for adults living with cancer around the country.

Communities got behind their local hospitals and cancer centres, holding events to raise more funds. Macquaire Bank held a BBQ with team members David Ball, Meagan McDonald and Stephen Ward cooking up a storm, all in the name of Dry July fun, fundraising and awareness! The rooftop lunchtime BBQ proved a hit with staff... selling out of 'snags' by 2pm!

Then there are the efforts from GoDo blogger, Aisling Kelly. Who knew jumping from a plane and Dry July went hand-in-hand?! GoDo would donate the value of each activity in cold hard cash to her chosen beneficiary.

The highest fundraising team in WA was 'A Month for Huntz', a team created to support Robert Hunter, a

much-loved Western Australian Hip Hop musician who was diagnosed with terminal cancer in 2009. The team of 39 members raised nearly \$8,000, and comprises of Hunter's music colleagues and fans, as well as some big names from the music industry.

After having had more than 3,100 litres of beer in the last 23 years, a Katherine man took himself 'off tap' for a good cause. Mr Buzza said with his participation in the Dry July campaign he was not only looking at raising money, but wanted to raise awareness for cancer. *"I had a bit of cancer scare myself, which made me stop and think" he said. "Suddenly you realise you're pretty fragile - something most people don't think about at all... And I can feel it, but I thought it would be tougher. But my 11-year-old daughter is a great supporter of the cause - when I told my family she went straight to the beer fridge and emptied it. She's my grog sheriff."* Mr Buzza raised over \$3,000, which will go towards cancer patients in the NT.

Taking out the overall highest fundraising trophy for 2011 was

Richard Nunn from NAB, raising a whopping \$18 000+. However, he had great competition with Ian Saines from CommBank. In the end he raised over \$17k for Our House in Lismore, only narrowly missing out on the top spot. Throughout the campaign they went head-to-head with their fundraising efforts, but in the end Nunn came out on top. Great efforts from both guys!

The teams united together making an extraordinary amount of funds for various hospitals across the country. Adam Spencer's team 'Breakfast Booze Busters' had another triumphant year, with 411 participants raising a collective \$170,682 for the Prince of Wales Hospital in Randwick, Sydney. Adam only just made the top celebrity spot too, Marty Sheargold narrowly missing out on the number 1 spot.

These individual and team efforts are just some examples of what this year's DJs were capable of and we thank everyone for their efforts to make a difference to the lives of adults living with cancer, we are truly grateful.

## Highest Overall Fundraiser -2011

Richard Nunn

## Highest Fundraising Team - 2011

Team name:  
Breakfast Booze Busters

Team leader:  
Adam Spencer - 702 ABC Sydney

## Highest Fundraisers -2011

### Highest State / Territory Fundraisers

- Vicky Wauchop - ACT
- Richard Nunn - NSW
- Stephen Hoey - QLD
- Dean Buzza - NT
- Joe Thorp - SA
- Ing Lanzone - TAS
- Wayne Oliver - VIC
- Mark Topley - WA

## Top Ten Teams

1. Breakfast Booze Busters
2. MLC & NAB Wealth
3. Dry Harbour
4. Prince of Wales Hospital Foundation
5. Nepean Cancer Carers
6. Adelaide Development Company
7. Liverpool Cancer Therapy Centre
8. Dry Hard 4
9. A Month For Huntz
10. Decmil Extra Dry (Decmil Australia)



## Top Ten Celebrity Fundraisers

1. Adam Spencer - NSW
2. Marty Sheargold - QLD
3. Craig Foster - NSW
4. Ruby Rose - VIC
5. Edward Halmagyi - NSW
6. Jeremy Lindsay Taylor - NSW
7. Ali Elphinstone - TAS
8. Ian Henschke - SA
9. Ben O'donoghue - QLD
10. Tony McManus - WA

# Campaign Features

We aim to run the Dry July campaign with a light hearted spirit, that entertains and inspires all involved.

Our campaign objective is to differentiate Dry July in the charity world by using various tools to create conversation across different platforms, build a strong and distinctive brand generating recognition, and ensure our charitable environment encourages loyalty from participants and donors.



## Golden Ticket

Many people have busy social lives and taking on the challenge of being alcohol free for the whole of July can be potentially very difficult. With this in mind, there is the 'Golden Ticket' that allows the Dry July participants (Dry Julyer's) to drink on a nominated

day throughout Dry July. Golden Tickets can be purchased for a minimum \$25 donation. Once donated, the participant receives the Golden Ticket via email, stating the date they are allowed to have a night off.



DJ11 - Number of Golden Tickets purchased: 7,439  
DJ11 - Golden Tickets donation value: AUD\$299,049

## Designated Dryver®

Dry Julyers become very popular in the month of July, especially when going out with friends, as they are allocated the driving. So it's time to get friends to show their appreciation of Dry Julyers willing to be their chauffeur.

The Designated Dryver® feature is on a participant's profile page where they can set the date they will be driving. Friends can then head to the Designated Dryver® page, select a seat and make a donation in support of Dry July.



DJ11 - Number of Designated Dryver® events created: 180

## Head to Head

There's nothing like a bit of healthy competition to help raise funds for a great cause! Head to Head challenges allow Dry Julyers to compete against friends/family and peers to see who can raise the most money.

Dry Julyers can set up their Head to Head challenges and penalty forfeits with friends or teams on their profile pages for all to see and witness.



DJ11 - Number of 'Head to Heads' setup: 192

# Media Launch

Thursday 23<sup>rd</sup> June 2011, MCA, Sydney, NSW



## Merchandise

In 2011, the Dry July shop was in full swing with over 100 orders of tees, stubby coolers and coasters, raising AUD\$4,500+. Our merchandise assists in enhancing the Dry July brand and awareness of the campaign. All funds raised through merchandise sales are evenly divided across our 13 beneficiaries.

Once again we teamed up with our friends at Industrie Clothing to create a range of exciting tee designs. Our products work as a promotional tool, as well as getting Dry Julyers in the spirit of the campaign.

We hope to expand our brand range for future campaigns.

**industrie**



### Merchandise Sales

Total Revenue: AUD\$4,554



## Positive Outcomes 2011

Following the 2010 campaign, we set out to increase our range of beneficiaries so more hospitals and their patients could benefit from the potential funds raised.

13 hospitals for 2011 was a 30% increase in beneficiaries from 2010. The outcome was once again incredible, with strong growth across the board from the 2010 campaign.

This has been, by far, the most successful Dry July campaign to date. 11,463 Dry Julyers encouraged 61,807 donations, resulting in a total of

AUD\$2,829,469 being raised to benefit the lives of adult cancer patients across Australia.

We are incredibly overwhelmed and humbled by the generosity shown by everyone involved in Dry July. We welcomed the participant insight which showed 98% planned to participate again, 99% believed Dry July was a positive experience.

The details on the following page provides a comprehensive breakdown of the three month fundraising campaign which ran from 1 June 2011

to 31 August 2011.

The funds raised were distributed to the hospital beneficiaries within five weeks of closing the campaign on 31 August 2011. Additional corporate matching and offline donations were received after campaign close-off. Dry July made two additional transfers of funds to the beneficiaries over the course of the financial year. One in December 2011 and another in March 2012.

## Participant Insight

Our post campaign participant survey showed:

- 70% enjoyed reading the Dry July newsletter
- 45% open rate for the Dry July weekly newsletters
- 6,000+ Facebook fans
- 99% of participants believed it was a positive experience
- 98% plan to participate again

Whilst not drinking:

- 71% continued to go to bars
- 90% continued to go to restaurants
- 90% went on weekends away
- 48% attended work functions
- 26% went to live music venues
- 36% went to sporting events
- 76% continued to go to private parties

# Dry July 2011 Campaign Statistics

Based on 3 month long national campaign running from 1 June 2011 to 31 August 2011.

## Website Statistics

440,758 website visitors  
222,712 unique visitors  
1,709,655 page views  
Average time spent on website: 3mins, 57secs

## Dry July Participants : 11,463

Male: 4,974 (43%)  
Female: 6,489 (57%)

Total number of teams: 1,390

## Age

18-25 - 2,065 (17%)  
25-35 - 4,291 (35%)  
35-45 - 2,578 (23%)  
45-55 - 1,607 (16%)  
55+ - 922 (9%)

## Donations

### Total raised AUD\$2,829,469

Total number of donations made 61,807  
Av. donation amount AUD\$46  
Av. raised per participant: AUD\$247  
Av. donation amount per day: AUD\$30,761  
Av. number of donations per day: 663

## Participants Per State

ACT - 391  
NSW - 5,719  
NT - 56  
QLD - 1,068  
SA - 601  
TAS - 148  
VIC - 1,551  
WA - 1,841  
Int. - 88

## Database Size

43,000+ people  
opted in to hear  
from Dry July

## eNewsletters

Number of versions sent: 4  
35,000+ successfully sent

## eNewsletters Opened

15,790+ (45%)  
10% of people who opened  
the email clicked a link

## e-Updates

Number of versions sent: 9  
186,000+ successfully sent

## e-Updates Opened

57,000+ (31%)  
10% of opened eDMs  
clicked through

## Total Emails Sent

390,000+ successfully sent

## Emails Opened

142,000+ (37%)  
15% of people who opened  
the email clicked a link

## NSW Breakdown

Calvary Mater Newcastle  
Participants: 652

Lismore Base Hospital  
Participants: 373

Liverpool Hospital  
Participants: 499

Nepean Cancer Centre  
Participants: 860

Prince of Wales Hospital  
Participants: 2,777

Wollongong Hospital  
Participants: 545

## Distribution of Funds Raised

The Dry July Foundation operates to a fundraising ratio of 80/20 meaning 80 cents in every dollar raised goes directly to the beneficiary hospitals.

Participants choose their beneficiary when signing up to the challenge, this choice is taken into consideration by us when determining how funds are distributed to our beneficiary hospitals.

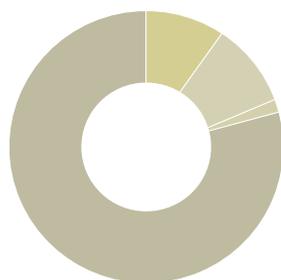
In keeping with the local, grass roots origins of Dry July we want to ensure money raised in a State /Territory stays there and benefits the local cancer patients.

It is our intention to be an efficient, accountable, low cost, transparent and effective charitable organisation.

Given the level of involvement Dry July requires to operate, the remaining 20 cents in every dollar is utilised to cover, but is not limited to, campaign, operating and administration costs..

The figures below indicate how and where the funds raised from Dry July 2011 have been directed.

### Distribution of funds raised



Distribution of Funds	%	AUD\$
Funds donated to beneficiaries	80%	2,263,574*
Administration and operating costs	11%	313,444*
Marketing and promotion	8%	221,410*
Funds retained	1%	31,041*
<b>Total</b>	<b>100%</b>	<b>2,829,469*</b>

\* The figures above detail the distribution of funds raised from the Dry July 2011 campaign. The figures do not include funds received from 1 June 2012 to 30 June 2012. These are applied to the Dry July 2012 campaign and will be detailed in the Dry July 2012/13 annual report.

### Funds raised and distributed across our thirteen beneficiary hospital partners for Dry July 2011

Beneficiary Hospital	Total Raised Per Beneficiary* AUD\$	Admin 20%	Total Donated Per Beneficiary AUD\$
The Canberra Hospital, ACT	111,433		89,147
Calvary Mater Newcastle, NSW	134,637		107,709
Lismore Base Hospital, NSW	109,278		87,422
Liverpool Hospital, NSW	162,177		129,741
Nepean Cancer Centre, NSW	259,276		207,420
The Prince of Wales Hospital Foundation & Dreams2Live4, Sydney, NSW	795,319		636,255
Wollongong Hospital, NSW	127,644		102,115
Royal Darwin Hospital, NT	26,653		21,322
Mater Adult Hospital, Brisbane, QLD	231,983		185,587
The Queen Elizabeth Hospital Research Foundation, Adelaide, SA	142,640		114,112
Launceston General Hospital, TAS	32,888		26,310
Royal Melbourne Hospital, VIC	261,572		209,258
Sir Charles Gairdner Hospital, Perth, WA	433,969		347,176
<b>Total</b>	<b>2,829,469</b>	<b>20%</b>	<b>2,263,574</b>

\*The 'Total Raised Per Beneficiary' also includes amounts raised through merchandise sales, generic donations to the Dry July Foundation and donations made to International participants, which are evenly split across the thirteen beneficiaries and added as additional funds that Dry July donates to the beneficiaries.

# Our Four-Year Performance

By charting the figures generated from the four Dry July campaigns to date we are able to identify the level of growth achieved through participation, fundraising and the website.

As seen below there were once again considerable increases across all the key aspects of the campaign.

This year saw significant growth, with a 20% participant increase,

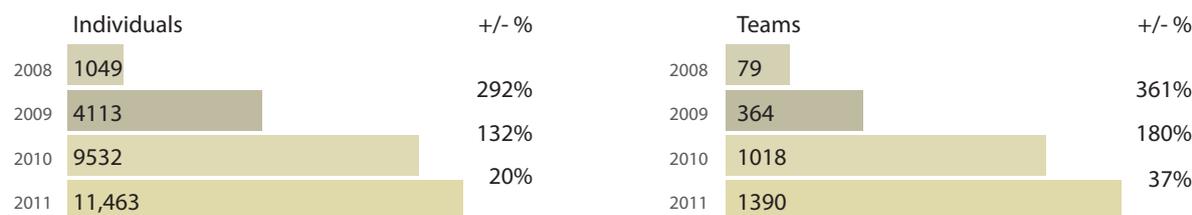
15% donation increase and 30% beneficiary increase.

A vital part of our campaigning this year came down to our online presence. Social media became a focal point for raising awareness, communicating the brand and increasing the word of mouth.

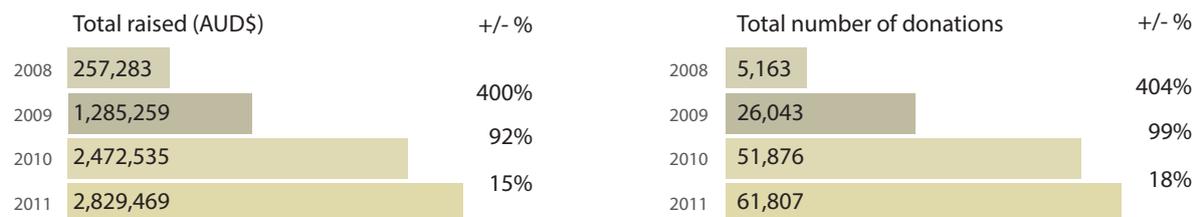
Considering our significant increase across a range of aspects of the

campaign, we hope to increase even further next year with greater corporate involvement. These statistics will allow us to approach the corporate sector and potential partners.

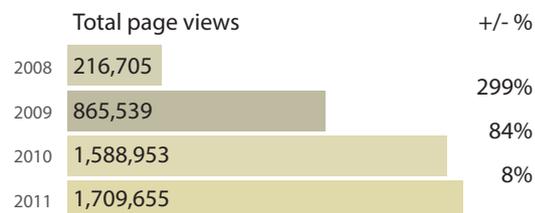
## Participants



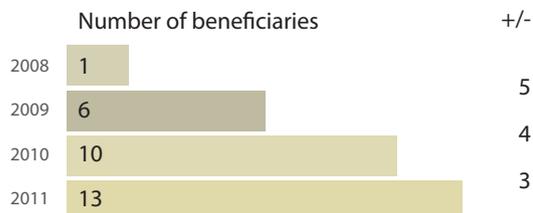
## Donations



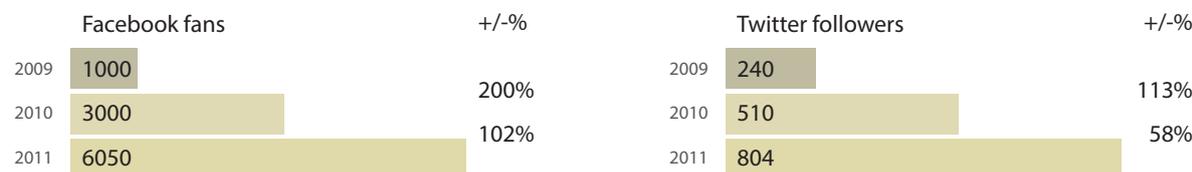
## Website



## Beneficiaries



## Social Media



# Funds at Work with Our Beneficiaries





## The Canberra Hospital

The Canberra Hospital is the largest public hospital in the region, supporting a population of almost 520,000 and has a strong link to community-based services that provide continuity of care for patients. The Canberra Hospital is an acute care teaching facility with approximately 500 beds and provides a broad range of specialist services to the people of the ACT and South East NSW.

The team are very excited to see the new Capital Region Cancer Centre building commence. This new centre will improve cancer treatment by integrating services, including chemotherapy, radiation therapy, haematology, immunology, and research and teaching programs within a single five-storey building on the Canberra Hospital campus.

The new five-storey centre will be an integrated, patient-centred environment built around the recently expanded and refurbished Radiation Oncology facility at Canberra Hospital. It will also be a support and information centre for patients and their families.

The Canberra Hospital supports patients from Canberra and the surrounding regions. The hospital has a 30 bed inpatient service for medical oncology, haematology and radiation oncology treatments, a 10 patient outreach service and a day ward service. The Canberra Hospital day ward service for patients living with cancer sees approximately 50 patients per day.

## Dry July funds at work

With the support of 391 DJs across the nation's capital, The Canberra Hospital received \$89,147 for the ACT's fundraising efforts.

Canberra Hospital are using their 2011 Dry July funds towards the hospital's new Capital Region Cancer Centre, which is proposed to be complete by June 2013. Specifically, the funds will go towards entertainment trolleys for patients receiving treatment in the Oncology ward, as well as new floor coverings in the family waiting area.

## Testimonial

*"The Capital Region Cancer Service, of the ACT acknowledge the commitment of the participants in this year's Dry July efforts. We sincerely thank all of the ACT Dry July participants and teams for the significant financial contribution that we will use to purchase items that will make the Capital Region Cancer Service clinical areas more comfortable for patients at the Canberra Hospital."*

**Kim Philpot**  
Canberra Hospital Foundation



## Calvary Mater Newcastle

Calvary Mater Newcastle is situated in Waratah, Newcastle, in the heart of the Hunter region. The hospital is an affiliated hospital under the health services act and one of only two affiliated hospitals left in NSW. It provides services to people of the Hunter New England region and Country NSW.

Calvary Mater Newcastle is a 187 bed facility and is the Hunter region's major centre for oncology (cancer) services, haematology, clinical toxicology and research. These services are supported by the intensive care unit, oncology treatment, surgery, general medicine and palliative care. While the hospital provides emergency, general medical and surgical care, they also specialise in the diagnosis and treatment of blood diseases, breast cancer and melanoma.

The hospital is also home to the Newcastle Melanoma Unit and Hunter BreastScreen.

Calvary Mater Newcastle has been serving the community for almost ninety years, providing their patients and their families and visitors with a genuine commitment to provide the best health care services possible. The hospital also has a wide range of district hospital activities including a busy

emergency department supported by clinical and non-clinical services.

Calvary Mater Newcastle is a fully accredited hospital by the Australian Council on Health Care Standards.

## Dry July funds at work

With 652 people giving up alcohol in support of Calvary Mater Newcastle we were delighted to be able to donate \$107,709.

With the following, Calvary Mater Hospital in Newcastle hope to enable staff to enhance the great care already given by investing in:

- Complimentary wigs for patients who lose their hair during their treatment.
- Steris system, One Express processor
- Entonox Machine, analgesic equipment for patient wounds and dressings.

## Testimonial

*"We are very honored to say that we are part of Dry July. It gives us all a sense of oneness to support our staff and community members who take part in this worthwhile cause. This fundraiser brings out the best in all, we look forward to enhancing our comfort to cancer patients through the significant donations raised by our community of valued supporters."*

**Ingrid Grenell  
Public Affairs and Communications  
Manager, Calvary Mater Newcastle.**

# NSW - Lismore Base Hospital / Our House



## Lismore Base Hospital

Lismore Base Hospital (LBH) is in the City of Lismore and is a major acute care provider and referral facility for the North Coast Area Health Service.

The new integrated Cancer Care Centre at Lismore Base Hospital has a MRI, 2 Lineac Machines, Pat Scanner and oncology unit. This means patients throughout the region no longer need to travel to capital cities for their cancer treatment. This is a great result for country people.

Our House is a 20 unit purpose built cancer care accommodation for regional patients, carers and their families. It is operated by a not-for-profit charity, adjacent to the new integrated Cancer Care Centre at Lismore Base Hospital. Our House will service patients from Tweed Heads in the north, South to Grafton, East to Ballina and West to the Tablelands.

Dry July funds have been instrumental in the fit out of the 20 unit and communal area within Our House.

## Dry July funds at work

Dry July attracted 373 people to help raise funds for the Lismore Base Hospital, Our House project. This resulted in Dry July donating \$87,422 to the Our House project.

Lismore Base Hospital used their funds towards buying much needed equipment for the Our House project.

- Appliances for rooms, including: 20 hot water jugs, 20 microwaves, 20 bar fridges, 20 flat screen televisions, 20 television brackets, 20 DVD/PVR combo stations, 20 steam irons, 20 telephone handsets, and 20 clock radios.
- Necessities for a communal kitchen, including: 4 cook tops, 2 mobile stainless steel benches, 2 tall fridges, 1 combo microwave, 1 hot water jug, 1 boiling water unit, 2 large toasters, 1 dishwasher.
- Lounge and dining room furniture and appliances, including: 2 two person sofa, 4 one person sofas, 4 dining tables and 12 chairs, flat screen television and DVD player, five table setting for 20.

## Testimonial

*"Lismore Base Hospital and the Our House project would like to thank all those who took on the challenge to go Dry for us in the Dry July 2011 Campaign. What an amazing effort not only giving up the grog for 30 days but also playing a major part in helping us to build quality accommodation for cancer patients who are undergoing cancer treatment at Lismore Base Hospital and their families during this time. With you playing a part in Dry July will make a huge difference for these patients during their treatment and during their stay. A huge Thank you to you all involved, we are very grateful."*

**Rebekka Battista - Director of Our House, Lismore Base Hospital.**



# NSW - Liverpool Hospital



## Liverpool Hospital

Liverpool Cancer Therapy Centre sees 2000 new cancer patients per year. It is a comprehensive adult cancer centre. The full range of cancer services provided include radiation oncology, medical oncology haematology, gynaecological oncology, cancer genetics, head and neck surgery, breast surgery, neurological surgery, palliative care and allied health. The centre has a strong record in both clinical and health services research.

Liverpool Cancer therapy centre delivers approximately 7000 chemotherapy and other intravenous therapy occasions of services annually. In addition, they provide approximately 12000 radiotherapy treatments annually. Multidisciplinary cancer clinics are conducted in all the major tumour sites. They have inpatient oncology and haematology wards. They provide comprehensive supportive care including the provision of psycho-oncology, lymphoedema, dietetics, speech pathology, social work services and have a dedicated clinical trials unit.

The centre provides services to patients from the entire South West Sydney Local Health District which includes Bankstown, Fairfield, Liverpool, Campbelltown, Camden and Southern Highlands areas.

Liverpool Cancer Therapy Centre is currently undergoing a significant expansion with additional chemotherapy chairs, new outpatient care areas, new radiotherapy treatment facilities including NSW's first Tomotherapy treatment machine, expanded inpatient services with dedicated palliative care beds, expanded clinical trials unit and integration of research activity into the new Ingham Institute. As part of the Ingham Institute an exciting radiation oncology research facility is currently under construction and is the focus of a major international collaborative research project. In addition, a translational research centre is being established.

## Dry July funds at work

With an overwhelming 500 people giving up alcohol in support of Liverpool Hospital we were able to donate \$129,741 in their first Dry July year.

So that patients receiving treatment at Liverpool hospital are comfortable, Liverpool Hospital used their 2011 funds to create a comfortable physical environment.

- TV and TV with DVD player.
- Chemotherapy chairs with mounted housing for portable DVD players.

- Portable DVD players for new chemotherapy chairs.
- Patient diary folders, these diaries hold all information relevant to a patients personal treatment process.

## Testimonial

*"The Liverpool Hospital Cancer Therapy Centre staff and patients would like to express their appreciation to all Dry July participants and particularly the 500 participants who nominated us as their beneficiary. We have raised funds to help our service obtain new chemotherapy chairs that contain entertainment systems. This will hopefully make patients undergoing chemotherapy feel a little more comfortable while receiving their treatment. We really appreciate the Dry July initiative and the tremendous goodwill that this brings to our hospital and our patients. Thank you to all of you."*

**Geoff Delaney, Director of Cancer Services, Cancer Therapy Centre, Liverpool Hospital**

# NSW - Nepean Cancer Centre



Health  
Nepean Blue Mountains  
Local Health Network



## Nepean Cancer Centre

Nepean Cancer Care is a part of the Nepean Blue Mountains Local Health District providing health care for people living in the Blue Mountains, Hawkesbury, Lithgow and Penrith local government areas.

They provide a comprehensive cancer service for both inpatients and outpatients. The centre offers a 'one stop shop' with chemotherapy, radiotherapy and palliative care services. There is a collaborative approach to patient centred care including a strong affiliation with palliative care consultants along with the community resources available in the area. The departments work together with community services to ensure a comprehensive approach to patient care. This multidisciplinary approach to treatment and healing encompasses physical, emotional and social care. The centre offers a team of psycho-oncology and allied health staff to give our patients the extra support they may need. In addition, the Centre is associated with collaborative national and international clinical research trials.

Last year Nepean were able to purchase a number of items that made the cancer journey a little easier.

## Dry July funds at work

860 people got involved to help raise funds for Nepean Cancer Centre in Penrith. This resulted in Dry July donating \$207,420. An amazing achievement for their first campaign.

The staff at Nepean Cancer Care Centre aim to create a ward and centre that is warm and welcoming allowing their patients to direct more energy into coping with the treatments and disease.

- Music system
- Dignity therapy
- Blanket warmer
- Ice machine
- Bioimpedence machine
- Scales
- Sonosite ultrasound
- Nikki pumps
- VC equipment
- Laser therapy

## Testimonial

*"Nepean Hospital thanks all Dry Juliers for their kind and generous support. You have helped raise funds which will be used to support cancer patients, their friends and families. You have conquered a challenge that was good for both mind and body... we look forward to getting together again next year, thank you."*

**Jenny O'Baugh, Nurse Manager, Medical Specialties, Nepean Hospital**

NSW

# The Prince of Wales Hospital Foundation and Dreams2Live4 Committee



## Prince of Wales Hospital Foundation

The Prince of Wales Hospital has been a proud community facility for over 150 years. Named after the Prince of Wales when he visited in the 1800's, it has a proud tradition of caring for the ill and injured from throughout NSW.

The cancer department boasts physicians, surgeons, oncologists, radiologists, nurses and allied health specialists who have over many years deservedly attracted an international reputation for their work. This hospital can positively claim to have gathered one of the best teams of cancer specialists in this country.

The cancer services are a public facility for both inpatients and outpatient. The centre is the referral hospital for complex cancers such as head and neck cancers and houses the first hereditary cancer centre in NSW.

The Prince of Wales Hospital services state wide tertiary referral and hospital with clinics throughout NSW.

The PoWHF will begin building a new comprehensive cancer centre in late 2012. It will be a nine story facility with a clinical trials centre within the building. The centre is and will remain closely affiliated with the UNSW Lowy cancer centre.

## Dry July funds at work

This year 2,777 people gave up alcohol in support of The Prince of Wales Hospital Foundation and Dreams2Live4 Committee, Sydney, we were delighted to hand over their incredible cheque for \$636,255.

Prince of Wales and Dreams2Live4 aim to not only improve current services in their cancer ward but also make dreams come true for their patients. With the Dry July funds raised in 2011, Dreams2Live4 were able to fulfil the dreams of 22 cancer patients.

Funds raised went towards the purchase of:

- 3 ECG machines
- 1 bladder scanner
- 12 bedside chairs
- Intraoperative ultrasound machine for cancer surgery
- Garden on the new 4E balcony
- Brain tumour surgery
- Bronchoscopes for head and neck surgery patients in ICU

## Testimonial

*"I am extremely grateful to the commitment of the Dry July initiative to raising funds for Cancer Services, and their significant contribution to Prince of Wales Hospital over recent years. The donation to POWH from Dry July 2011 will again be directed to improving the quality and amenity of services and equipment available for providing care to cancer patients."*

**Andrew Bernard, Director of Operations, Prince of Wales Hospital**

# Dreams2Live4 - Dreams...



## Dreams2Live4

Dreams2Live4 is a committee of the POWH Foundation, which was developed to help patients with metastatic cancer realise their dreams. Getting a diagnosis of cancer is always going to be devastating news. But hearing it for the second, third or fourth time demands real courage. Fighting metastatic cancer is an all encompassing battle, draining individuals and their families of energy, money and hope. That's where The Prince of Wales Hospital Foundation Dreams2Live4 program comes in.

Through Dry July funds, Dreams2Live4 has funded a total of 400 dreams including:

Travel to Russia, Uluru, port Douglas, Melbourne, Broome, Adelaide Japan United Kingdom Byron Bay Gold Coast, Alice springs, cruise Whitsundays, AFL grand final, a wedding, and a honey moon. It has facilitated meetings with the South Sydney team, Margaret Pomerance and David Stratton, Richard Glover and James Valentine, the Australian Cricket team and Rachel Griffiths. A family portrait, family dinners, hot air ballooning, precision driving, singing lesson.

## Testimonial

*"This program endeavours to make the dreams come true of this incredibly brave group of people we work on between 80 and 100 dreams a year and numbers are increasing every year. Without the financial assistance of Dry July this would not be possible."*

**Louise Mahoney - Dream Maker**

**Dreams become reality....** (below are just a some of the 'Dreams' the Dreams2Live4 team have made possible this year)



### Gareth's Honeymoon

Gareth was 22 when he married his childhood sweetheart. His special dream was to plan a memorable honeymoon. He worked with the dedicated team at Dreams2Live4 to plan his honeymoon on Hamilton Island for a week. But due to an escalation in his illness he was unable to go. Fortunately at the last moment Dreams2Live4 were able to change his travel plans and he and his wife enjoyed their honeymoon in Byron Bay. Gareth, through all his disappointments, has gained so much joy from planning this time for himself and his new wife. He felt that his fiancée had done so much for him so his dream was to plan and organise the honeymoon. It was something he could do for her, and with the help of Dreams2Live4 it became possible.



### Gabrielle's Wedding Dream

Gabrielle's dream was to marry her soul mate, and father of her two sons, at her dream wedding in Palm Beach. The battle to fight the breast cancer which had spread to Gabrielle's lungs had wrought an enormous toll on the young family.

*"Fighting cancer is an overwhelming and consuming battle. However in the midst of it we were given an opportunity to let love, hope and excitement in. I think this wedding was so beautiful because so many people gave so much of themselves to make it happen. People who have never met me wanted to help. It was the most amazing day. You could feel the love and support from all our family and friends. A true celebration of love and life. I want to thank everyone, especially Dreams2Live4, who gave my family such wonderful memories. It has shown my boys that dreams really do come true and the world is full of good people"* said Gabrielle.



### John's dream to have Maggie Beer cook lunch for him and his family

Our Dreamer John was thrilled when Maggie Beer dropped in to cook lunch for him and his friends *"The lunch was fabulous. Maggie produced in a very short time a meal that everyone thought was absolutely delicious. It was all that Heather and I had hoped it would be. Maggie is a gracious and charming lady, who immediately felt like an old friend, as well as an absolute artist with her cooking. I was deeply moved and gratified by the experience and everything went even better than I had expected. My sincere thanks go not only to Maggie but also to Louise and Dreams2Live4 for making it such a memorable event."* Dreamer John



## Wollongong Hospital

The Illawarra Cancer Care Centre is located on the Wollongong Hospital Campus and is part of the Illawarra Shoalhaven Local Health District. The centre provides care for people living in the Wollongong, Shellharbour, Kiama and Shoalhaven local government areas and integrates with other services at Shoalhaven District Memorial Hospital and Milton Ulladulla Hospital. Links also exist with metropolitan sites (St George Hospital, Prince of Wales Hospital and Royal Prince Alfred Hospital) for certain specialised services to ensure local residents are provided with the most appropriate care for their circumstances.

The service opened in 1992 initially with one linear accelerator and a principle range of haematology, medical oncology and radiation oncology services. Since that time the centre has expanded the range of cancer services to respond to the needs of the community with a second linear accelerator installed.

The inpatient cancer unit at Wollongong Hospital treated 1260 patients in 2011. These are often the treatments that are very highly complex in nature, requiring close medical and nursing supervision and as such are not delivered in the outpatient unit.

In the 2011/2012 financial year to date, there have been almost 40,000 patient

visits to the centre. Of these 4791 chemotherapy treatments have been delivered and there have been 12,800 attendances for radiotherapy.

Current network expansion includes construction of a 3rd bunker on the Wollongong site and a 2 bunker facility on the Shoalhaven campus. Each site will offer a full range of services for the cancer patient including state-of-the-art radiation therapy, chemotherapy, haematological oncology, pharmacy, allied health services, palliative care, psychosocial services, and patient support groups. There will also be self-caring accommodation for patients and their families who are required to travel long distances for treatment.

## Dry July funds at work

With 545 DJs supporting Wollongong Hospital we were tickled to be able to donate a whopping \$102,115 to benefit the lives of adult cancer patients.

With the 2011 Dry July funds, Wollongong has made the cancer ward more efficient and patient-friendly.

Last year funds from Dry July were used to update facilities at Alkira Lodge which provides comfortable accommodation for patients. Their purchases included:

- Whitegoods and televisions.
- Air-conditioning.

- Outdoor furniture and courtyard renovation.
- Replace floor coverings.
- Replace curtains, blinds and awnings.
- Wi-Fi internet hubs and free internet for patients whilst in lodge.

## Testimonial

*"This is the first year that Wollongong Hospital has been involved with Dry July. We have been amazed and humbled by the outstanding efforts of the 545 participants who abstained from alcohol throughout the month to raise money for adult cancer care services in the Illawarra. Funds raised will go towards refurbishing our temporary accommodation facilities for people who need to travel to Wollongong and undergo cancer treatments at the Hospital. These facilities support a holistic approach to patient wellbeing in a home-like environment and ensure that their families can be with them throughout their stay. Our sincere thanks and gratitude to everyone who contributed to our fundraising. We aim to make our involvement with Dry July one of our major fundraising events, which will help to improve the health services we provide to the people of the Illawarra."*

**Sue Browbank, Chief Executive, Illawarra Shoalhaven Local Health District.**



## The Royal Darwin Hospital

The Alan Walker Cancer Care Centre was opened in March 2010 at the Royal Darwin Hospital and is named in memory of Dr Alan Walker (1931-2007), a Northern Territory paediatrician credited with improving Aboriginal infant mortality and child health outcomes. The AWCCC services the entire Northern Territory and provides Northern Territorians with access to professional, high quality cancer treatment without the need to travel interstate. Previously patients had to travel to Adelaide for treatment. Having a treatment facility such as AWCCC in the Northern Territory has helped to minimise the impact that cancer treatment has on patient's lives.

AWCCC provides both Medical Oncology and Radiation Oncology services to the community. The 2 year old facility is equipped with the latest technology, ensuring that patients receive the very best treatment available. The funds raised from Dry July 2012 will help overcome some of the challenges that servicing such a remote population can bring.

AWCCC has the facilities for 8 chemotherapy patients at any one time and 2 Linear Accelerators for radiation therapy patients. They have a range of allied health services available for patients including dieticians, speech pathologists, social workers and Indigenous Liaison Officers. Accommodation is also available for rural and remote patients at Barbara James House.

## Dry July funds at work

The NT attracted 56 people to help raise funds for the Alan Walker Cancer Care Centre. Dry July was able to donate \$21,322 on behalf of all the NT DJs.

As the Alan Walker Cancer Care Centre is considered to be in a remote area, it is vital to the running of their foundation and cancer centre that they have an efficient teleconference facility which assists in communication interstate. With the 2011 Dry July funds, the cancer centre was able to upgrade their communication facilities with larger interactive monitors, making it easier for staff to communicate with patients in remote areas.

## Testimonial

*"The Alan Walker Cancer Care Centre would like to thank all Territorians who supported Dry July 2011 especially the participants who gave up their cool alcohol beverages on hot days. The \$22,000 raised will benefit the new Cancer Centre with improved environment to suit our cancer patients and their families who are from diverse culture and background."*

**Giam Kar, Practice Manager / Chief Radiation Therapist, Alan Walker Cancer Care Centre, Royal Darwin Hospital.**



## The Mater Adult Hospital, Brisbane

The Mater Adult Hospital Division of Cancer Services offers all aspects of comprehensive care to patients from Queensland, northern New South Wales and the nearby Pacific. The division is one of only two centres in the state able to offer fully comprehensive level 6 services. They treat approximately 1200 inpatients each year.

The service includes an inpatient ward with a 30 bed capacity and an adjacent day care oncology and apheresis unit. There are approximately 1200 inpatients from Brisbane and 4712 inpatients from regional Queensland treated each year in the Mater Adult Hospital. Ward 10A has approximately 300 to 450 outpatients every month, equating to approximately 12 000 visits each year.

## Dry July funds at work

The Mater Adult Hospital in Brisbane received \$185,587 fundraised by 1,067 Dry Queenslanders.

Using funds from Mater's 2011 campaign, items purchased include:

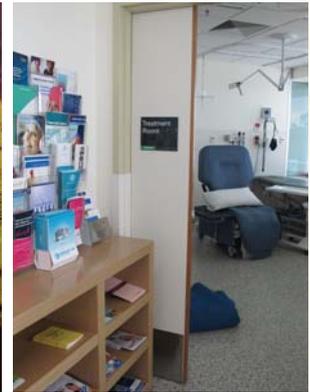
- 4 intravenous poles with handles and 5 ambulatory pumps
- Renovation in the Mater Breast Cancer Centre patient waiting area.
- Patient recreation room, including: 3 seat sofa with electric recliner and 3 nesting tables, wall mounted digital television and DVD player, CD and DVD storage tower and 1 microwave.
- Patient care necessities, including: blood fluid warmers, the refurbishment of ward 10A, 8 Thompson600 treatment chairs, ECG machine, patient education DVD, patient journey diaries, art therapy program, 3 Autologic overlay mattresses, and recliners and armchairs for the refurbished waiting room.
- Furniture and appliances for palliative care rooms 1 and 2, including: 2.5 seat sofa, 2 seat sofa, digital television and DVD player, and digital radio/CD players.

## Testimonial

*"On behalf of the cancer patients who are being treated at Mater, their families and the staff who care for them, I would sincerely like to thank the 1,067 wonderful Queenslanders who took part in Dry July. Thank you for raising an amazing amount, your efforts will go a long way in helping us provide people suffering from cancer with exceptional care."*

**Nigel Harris, Executive Director of the Mater Foundation.**

# SA - The Hospital Research Foundation, Adelaide



## The Hospital Research Foundation, Adelaide

The Queen Elizabeth Hospital is a 350 bed public hospital which provides a comprehensive range of specialist and diagnostic treatment services to a population base of approximately 250,000 people, living primarily in the western suburbs of Adelaide, South Australia.

The Queen Elizabeth Hospital provides health services by means of inpatient, outpatient and emergency services using the most modern available methods of assessment and treatment in medical, surgical, mental health, allied health and other techniques. Emphasis is placed on continuity of care before and after hospitalisation and care is coordinated by a multidisciplinary team.

There are 20 beds in inpatient and 13 chairs in the outpatient ward. The different types of cancers we treat are:

**Oncology:** All solid tumors, breast, lung, colon, upper gastrointestinal, pancreatic, sarcoma.

**Haematology:** Lymphoma, acute leukemia's, multiple myeloma aplastic anemia, autologous stem cell transplants.

## Dry July funds at work

601 South Australians got behind their Adelaide hospital, The Queen Elizabeth Hospital Research Foundation raising a whopping \$114,112.

With the funds raised from Dry July 2011, the Hospital Research Foundation aim was to purchase better distractions for patients during treatment as well as comfy furniture to lighten the load even if it's just marginally. Music was a very important element of their distraction methods, which help both staff and patients to improve care and face the difficult challenge of coping with cancer treatment.

- Children's toys and books
- Books and CD's
- Treatment chairs

## Testimonial

*"The Hospital Research Foundation thanks all South Australians who supported Dry July 2011 and helped raise funds for cancer patient care at The Queen Elizabeth Hospital. Dry July encourages people to do something which is beneficial for their own health and, at the same time, has a tangible benefit to cancer patients and their families. Our supporters help us create a hospital environment that is more friendly, relaxed and less threatening as patients go through this challenging time in their lives."*

**Vivien Dossmann, Director of Development, The Hospital Research Foundation, Adelaide.**



## Launceston General Hospital

The W.P.Holman Clinic is established within the Launceston General Hospital. The clinic is named in memory of Dr. William Holman who established an oncology based medical practice in Launceston in 1925.

The clinic supplies a comprehensive radiation oncology, medical oncology and clinical haem-oncology service as well as a supportive role for cancer research for the Northern Tasmanian region.

Equipment includes three state of the art linear accelerators, a treatment simulator, a computerised 3D treatment planning system and an aphaeresis unit. As well as Tasmania's only High Dose Rate Brachytherapy unit.

The facility has recently undergone renovations to the radiotherapy and brachytherapy treatment area and is about to begin a complete refurbishment of the chemotherapy treatment section. This will enable chemotherapy services to be delivered in a more appealing space giving a larger and more private place for patients receiving chemotherapy treatment. The Dry in July funds

will assist in creating a more patient friendly place to have treatment.

The Dry July funds will be used to give patients more comfortable treatment chairs, TVs and other comfort items.

## Dry July funds at work

Dry July attracted 148 people in Tassie to give their livers a rest in 2011. This resulted in Dry July donating \$26,310 to the cancer ward at Launceston General Hospital.

Across the course of the year the donated funds have been put to good use by implementing the following changes...

- Patient Information DVD captioning
- Patient accommodation

## Testimonial

*"The Launceston General Hospital congratulates everyone who went "Dry in July" for helping to make a difference in the lives of adults with cancer. Your fundraising efforts are appreciated."*

**Lou Partridge, Communication & Community Engagement Officer, Northern Area Health Service.**



# VIC - The Royal Melbourne Hospital



## The Royal Melbourne Hospital

Each year, 40% of all patients at The Royal Melbourne Hospital are being treated for cancer. This makes it one of the state's largest cancer care facilities. Annually they provide 713,000 occasions of service; of these 285,200 will be receiving cancer treatment.

The Hospital consists of specialised and multi-disciplinary cancer departments including Respiratory; lung cancer, Neurology; brain tumours, Oral Maxillofacial; oral cancer and Breast Screen; breast cancer. Many of their patients being treated for cancer also have other illnesses such as diabetes. Of all cardiothoracic surgeries performed at the Hospital, 70% are lung cancer related.

Patients with cancer at The Royal Melbourne Hospital could be treated in a vast number of our departments. However they have 3 wards solely dedicated to the treatment of cancer.

The Royal Melbourne Hospital also provides essential support services to cancer patients. These include though are not limited to music therapy, palliative care, pastoral care, nutrition and physiotherapy.

## Dry July funds at work

The Royal Melbourne Hospital received \$209,258 with help from 1,551 people in Victoria going Dry for July. They have since made the following changes to benefit adult cancer patients:

- Recliner chairs
- Bone Marrow Transplant electronic air-lock doors
- Carpet replacement
- Upgrade waiting rooms
- Painting of palliative care family room
- Items for music therapy, including: MacBooks, iPads and iPad accessories.
- Building a new consulting room
- DVD players for Bone Marrow Transplant patients
- DVD replacements in video library
- Soft refurbishment for the palliative care ward
- Professional interior design refurbishment of palliative care ward
- Palliative care ward refurbishment

## Testimonial

*"Congratulations to the wonderful Dry July Participants in Victoria. What an incredible achievement! On behalf of our thousands of cancer patients, their families and friends, thank you for your inspiring commitment and dedication to remaining dry for the month of July. The money raised will have a direct impact on achieving excellence in the quality of care we offer. Thank you for helping to brighten our patients' journey."*

**Cara Davey, Fundraising Corporate Relationship Specialist, The Royal Melbourne Hospital Foundation.**

# WA - Sir Charles Gairdner Hospital, Perth



## Sir Charles Gairdner Hospital, Perth

Sir Charles Gairdner Hospital (SCGH) is WA's largest cancer treatment centre.

Sir Charles Gairdner Hospital is home to WA's only comprehensive tertiary cancer centre, providing multiday, same-day and outpatients cancer treatments.

Completion of the new, purpose built Cancer Centre stage II in 2012 will allow the hospital to provide ambulatory Radiation Oncology, Medical Oncology, Haematology, Outpatient Palliative Care, Solaris Care, Allied Health Supportive Care and Oncology Pharmacy services in a single, purpose built facility, handling around 140,000 patient visits each year.

Ward G73 is the hospital's dedicated adult multiday haematology and oncology ward. The 30-bed ward annually cares for about 1,200 cancer patients requiring complex treatments that can have severe side-effects or suffering complications relating to cancer and cancer care.

## Dry July funds at work

With the overwhelming support from 1,839 Western Australians, Dry July was able to hand Sir Charles Gairdner Hospital a cheque for \$347,176.

With the funds raised from Dry July 2011, Sir Charles Gairdner Hospital spent their funds making the Lotus Room a home-like environment for their end of life patients. The room aims to be a caring, comfortable environment to provide a discrete and hospitable area for patient's families to farewell them. The Lotus Room is away from the main traffic and noise areas to ensure comfort and allow patients and their relatives some privacy, peace and quiet. The furniture purchased includes lamps, a coffee table, sofas, shades and recliner chairs.

## Testimonial

*"The Cancer Division thanks each and every person who gave up alcohol for the month of July 2011. There were an amazing 1,846 of you who made a supreme effort in raising \$433,000+ for the comfort of G73 cancer patients. We have seen the improvements that past Dry July money has made in transforming the Radiation Oncology and Medical Oncology Departments into colourful and comfortable environments. We can now look forward to seeing the development of an "End of life comfort room" on the G73 cancer ward. We are humbled by the efforts of all the wonderful 2011 Dry July participants."*

**Sharron Carson, Cancer Division,  
Sir Charles Gairdner Hospital.**

**Extract from the Audited Financial Report  
of Dry July Ltd as Trustee for the Dry July  
Foundation - financial year 2011/12**



# Summarised Financial Statements

Statement of Comprehensive Income for the year ended 30 June 2012

	Note	2012 \$	2011 \$
<b>Revenue</b>	2	2,918,605	2,689,669
Other income	2	149,757	254,401
Marketing expenses		(221,410)	(308,716)
Employee expenses	2	(208,696)	(173,354)
Administration expenses		(67,917)	(61,968)
Depreciation	2	(1,524)	(475)
Finance and merchant costs		(33,161)	(46,005)
Donation expenses		(2,533,508)	(2,349,617)
Other expenses		(2,146)	(3,935)
<b>Surplus before income tax</b>		-	-
Income tax expense		-	-
<b>Surplus after income tax expense</b>		-	-
Other comprehensive income		-	-
<b>Total comprehensive income</b>		-	-

To receive the full financial statements please email: [team@dryjuly.com](mailto:team@dryjuly.com)

## Summarised Financial Statements - continued

Statement of Financial Position as at 30 June 2012

	Note	2012 \$	2011 \$
<b>Assets</b>			
<b>Current Assets</b>			
Cash and cash equivalents	3	1,143,814	927,337
Trade and other receivables	5	131,484	93,257
Other assets		22,210	3,429
<b>Total Current Assets</b>		<b>1,297,508</b>	<b>1,024,023</b>
<b>Non-Current Assets</b>			
Property, plant and equipment		8,526	2,056
<b>Total Non-Current Assets</b>		<b>8,526</b>	<b>2,056</b>
<b>Total Assets</b>		<b>1,306,034</b>	<b>1,026,079</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade and other payables	6	1,299,984	1,017,604
Provisions	7	6,050	8,475
<b>Total Current Liabilities</b>		<b>1,306,034</b>	<b>1,026,079</b>
<b>Non-Current Liabilities</b>			
<b>Total Liabilities</b>		<b>1,306,034</b>	<b>1,026,079</b>
<b>Net Assets</b>		-	-
<b>Equity</b>			
Retained earnings		-	-
<b>Total equity</b>		-	-

To receive the full financial statements please email: [team@dryjuly.com](mailto:team@dryjuly.com)

## Summarised Financial Statements - continued

Cash Flow Statement for the year ended 30 June 2012

	Note	2012 \$	2011 \$
<b>Cash from operating activities</b>			
Receipts from donors		2,871,279	2,650,905
Payments to suppliers, employees and beneficiaries		(2,698,720)	(2,383,720)
Interest received		51,912	32,833
Interest paid		-	(883)
<b>Net cash provided by operating activities</b>	8(b)	<b>224,471</b>	<b>299,135</b>
<b>Cash flows from investing activities</b>			
Purchase of property, plant and equipment		(7,994)	(1,452)
Net cash (used in) provided by investing activities		(7,994)	(1,452)
<b>Cash flows from financing activities</b>			
Proceeds from related parties		-	-
Net cash provided by (used in) financing activities		-	-
<b>Net increase in cash held</b>		<b>216,477</b>	<b>297,683</b>
<b>Cash at beginning of financial year</b>		<b>927,337</b>	<b>629,654</b>
<b>Cash at end of financial year</b>	8(a)	<b>1,143,814</b>	<b>927,337</b>

To receive the full financial statements please email: [team@dryjuly.com](mailto:team@dryjuly.com)

# Corporate Governance

The Dry July Foundation board consists of 8 Directors.

The board is responsible for the corporate governance and strategic direction of Dry July to ensure successful delivery of accountable and transparent campaigns.

There have been 3 changes to note to the Dry July Foundation board this financial year. We welcome David Brennan as Chairman and Graeme Dennis as Non-Executive Director. Mark Robinson stepped down as Non-Executive Director and we thank him for his services to the foundation to date and his commitment to the cause.

## Meetings of Directors

During the financial period 4 meetings of directors were held. Attendances in the 2011 / 12 financial year were:

Name	Eligible to attend	Number attended
S. Abraham	4	4
P. Grove	4	4
L. Hendry	4	3
J. Jeffery	4	3
B. Macdonald	4	4
K. McGilvary	4	3
D. Brennan	1	1
G. Dennis	1	1
M. Robinson	3	-



### David Brennan MAICD - Chairman and Non-Executive Director

David is an investment professional currently employed by Dimensional Fund Advisers in Sydney and is also a Director of A Start in Life Foundation. He advises the Australian Taxation Office (ATO) as a member of the Charity Consultative Committee and works closely with the Board and Management Committee of the Royal Flying Doctors Service of Australia.

Prior to joining Dimensional, David was employed by WilsonHTM Investment Group within the Dealer Group Division and previously Macquarie Bank Limited.

David studied Applied Finance and International Management at the École Supérieure de Commerce (ESC) de Rouen in Normandy, France. He also completed the Executive Education program at Harvard University's Kennedy School and studied Business Law (Banking) at the University of Technology, Sydney. David is a fellow of the Financial Services Institute Australasia (FINSIA) and a member of the Australian Financial Planning Association, the Australian Institute of Company Directors and the National Institute of Accountants (Australia).



### Graeme Dennis - Non-Executive Director

Graeme is a lawyer with over 20 years experience acting in commercial and corporate law. Currently a partner of Clayton Utz, Graeme has advised the boards of some of Australia's largest companies on major transactions and acquisitions, and also advised the boards of State Government corporations on their powers, duties and responsibilities.

Graeme is Chair of Dry July Foundations Governance Sub-Committee and has also acted for a number of years as the honorary solicitor for the Wheelchair Sports Association Inc, advising particularly on charitable fundraising and collection rules. He is also a proud benefactor of the Northcott Society, a charity which provides respite care to the families of children with disabilities, and is also a benefactor of the Juvenile Diabetes Research Foundation.

Holding degrees in Law and Arts from both Sydney University and the College of Law (Sydney), Graeme has been admitted to practice as solicitor in the Supreme Courts of Victoria and New South Wales, the High Court of Australia and New Zealand.



### Scott Abraham - Non-Executive Director

Scott is a Chartered Accountant with over 16 years of commercial experience. Scott is a Director and an owner of ABR Virtus Chartered Accountants in Canberra.

His role involves the specialisation in business advisory and taxation issues for private business clients. Prior to the establishment of this business, Scott acted as an Executive Director of Canberra's largest business advisory firm where he was employed for over 8 years.

Scott has extensive business and taxation knowledge and is an Accredited Advisor of Family Business Australia. Scott also holds a B. Bus (Accounting) from Charles Sturt University.

## Corporate Governance - continued



**Brett Macdonald** GAICD - Executive Director

Brett is an experienced creative director with more than 15 years in branding and business communications.

With a background in start-ups, creative agency and the corporate sector means his range of skill sets, personable approach and passion for the cause are well suited to the development of Dry July.

Brett holds a BA (Hons) in Graphic Design and Communication, he was awarded membership to the Society of Typographic Designers and is a Graduate of the Australian Institute of Company Directors.



**Phil Grove** GAICD - Executive Director

Phil is an experienced online professional with over 16 years of development and web experience. His time in corporate, agency and contract roles has allowed him to see all facets of the online world.

In his role as Executive Director of Dry July, Phil has worked on many aspects of the business including corporate governance, legal, accounting, audit management and stakeholder management. His personal experience and passion for the cause helps Phil ensure Dry July grows year on year.

Phil holds a BSc (HONS) in Electronic Imaging and Media Communication from The University of Bradford, UK and is a graduate of the Australian Institute of Company Directors.



**Kenny McGilvary** - Non-Executive Director

Kenneth has ten years public relations consulting experience in ANZ and the UK and is well versed in communicating brand strengths to both consumer and specialist audiences. With considerable not-for-profit, corporate and consumer technology experience, he has key strengths in executive counsel, brand strategy, community engagement and problem-solving.

Kenneth is an Account Director with the corporate and marketing communications company Acumen Republic, where his role covers client management, team development and new business responsibilities.

Kenneth holds an MA (Hons) from St Andrews University and the Chartered Institute of Marketing's advanced certificate.



**Jacqui Jeffery** - Non-Executive Director

Jaclyn is an experienced public service manager specialising in governance, project and risk management currently working for the Commonwealth Government.

Bringing her strong background and experience in compliance, Jaclyn currently sits on the Governance Sub-Committee of the Dry July Foundation, implementing and managing various governance and risk management initiatives set by the Board.

Jaclyn has a passionate interest in cancer treatment; and like many, has had close first-hand experience with the disease and is dedicated to assisting Dry July reach its full potential to ensure the best possible treatment outcomes for people with cancer.

Jaclyn holds a Bachelor of Arts (Tourism Management) and a Masters in Human Resource Management.



**Louise Hendry** - Non-Executive Director

Louise is a Senior Finance Executive with 19 years experience providing risk based assurance and accounting services to listed and private companies in a diverse range of sectors including media, software, telecoms, manufacturing, professional services and mining. Louise was previously a partner with KPMG and is now working with Brambles Ltd as Head of Financial Reporting.

Louise is passionate about the Dry July cause. She was diagnosed with breast cancer in October 2007 and underwent surgery, chemotherapy and radiotherapy. Louise has a personal understanding of the positive difference Dry July makes to the lives of those affected by cancer.

Louise holds a Bachelor of Arts (Hons) History from the University of Durham, UK and is an Associate of the Institute of Chartered Accountants in England and Wales and Member of the Institute of Chartered Accountants in Australia. Louise is also a Registered Company Auditor and an External Examiner for The Law Society New South Wales.

# Auditors Report

## Independent Audit Report to the members of Dry July Limited as Trustee for the Dry July Foundation

### Report on the Financial Report

We have audited the accompanying financial report, being a special purpose financial report, of Dry July Limited as Trustee for the Dry July Foundation, which comprises the statement of financial position as at 30 June 2012, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended that date a summary of significant accounting policies, other explanatory notes and the directors' declaration.

### The Responsibility of the Directors for the Financial Report

The directors of the company are responsible for the preparation and fair presentation of this financial report in accordance with the accounting policies outlined in Note 1 to the financial statements, which form part of the financial report, are appropriate to meet the requirements of the Corporations Act 2001 and are appropriate to meet the needs of the members. This includes responsibility for the maintenance of adequate accounting records and internal controls that are designed to prevent and detect fraud and error, and for the accounting policies and accounting estimates inherent in the financial report.

### Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures

selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Association's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Independence

In conducting our audit, we have complied with the independence requirements of the Australian professional ethical pronouncements.

### Auditor's Opinion

In our opinion the financial report of Dry July Limited is in accordance with the Corporations Act 2001, including:

- (i) giving a true and fair view of the company's financial position as at 30 June 2012 and of its performance for the year ended on that date;
- (ii) complying with Australian Accounting Standards (including the Australian Accounting interpretations) and the Corporations Regulations 2001.

### Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 of the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the director's financial reporting responsibilities

under the Corporations Act 2001. As a result, the financial report may not be suitable for another purpose.

### Audit opinion pursuant to the Charitable Fundraising (NSW) Act 1991

#### In our opinion:

- (a) the financial report gives a true and fair view of the financial result of fundraising appeal activities for the period ended 30 June 2012;
- (b) the financial report has been properly drawn up, and the associated records have been properly kept for the period ended on 30 June 2012, in accordance with the Charitable Fundraising (NSW) Act 1991 and Regulations;
- (c) money received as a result of fundraising appeal activities conducted during the period ended 30 June 2012 has been properly accounted for and applied in accordance with the Charitable Fundraising (NSW) Act 1991 and Regulations; and
- (d) there are reasonable grounds to believe that Dry July Limited will be able to pay its debts as and when they fall due.

*Forsythes Assurance & Risk*

Forsythes Assurance & Risk

*Martin Matthews*

Martin Matthews  
Partner  
Chartered Accountants

Newcastle, 17 October 2012

  
Forsythes

## Charitable Fundraising Act Declaration

I, Philip Grove, Managing Director of Dry July Limited, declare that in my opinion:

a) the Financial Statements and notes thereto give a true and fair view of all income and expenditure of Dry July Limited with respect to fundraising appeals and merchandising;

b) the Statement of Financial Position, Statement of Comprehensive Income and notices thereto give a true and fair view of the state of affairs with respect to fundraising appeals and merchandising sales;

c) the provision of the Charitable Fundraising Act 1991 and its regulations, Charitable Collections Act 1946 and Charitable Collections Regulations 1947 have been complied; and

d) the internal controls exercised by Dry July Limited are appropriate and effective in accounting for all income received.



**Philip Grove**  
Director

Dated: 17 October 2012

## Directors Declaration

As detailed in Note 1 to the financial statements, the company is not a reporting entity because in the opinion of the directors there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this "special purpose financial report" has been prepared to satisfy the directors' reporting requirements under the Corporations Act 2001.

The directors declare that:

- a) in the directors' opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable; and
- b) in the directors' opinion, the attached financial statements and notes thereto are in accordance with the Corporations Act 2001, including:

(i) giving a true and fair view of the financial position of the company as at 30 June 2012 and of its performance, as represented by the results of its operations and its cash flows, for the financial period ended on that date in accordance with Note 1; and

(ii) complying with Australian Accounting standards, other mandatory professional reporting requirements to the extent described in Note 1 and the Corporations Regulations 2001.

This statement is made in accordance with a resolution of the directors made pursuant to s.295(5) of the Corporations Act 2001.

On behalf of the Directors



**Philip Grove**  
Director



**Brett Macdonald**  
Director

Dated: 17 October 2012  
Sydney, NSW

# Notes

## Note 1 to the Financial Statements for the Year Ended 30 June 2012

### 1 Summary of Significant Accounting Policies

#### (a) Financial reporting framework

The company is not a reporting entity because in the opinion of the directors there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this 'special purpose financial report' has been prepared to satisfy the directors' reporting requirements under the Corporations Act 2001.

This is a special purpose financial report that has been prepared for the sole purpose of complying with the Corporations Act 2001, NSW Charitable Fundraising Act 1991 and NSW Charitable Fundraising Regulation 1993 requirements to prepare and distribute a financial report to the members and must not be used for any other purpose. The directors have determined that the accounting policies adopted are appropriate to meet the needs of the members.

#### (b) Statement of compliance

The financial report has been prepared in accordance with the Corporations Act 2001, the basis of accounting specified by all Accounting Standards and Interpretations, and the disclosure requirements of Accounting Standards AASB 101 'Presentation of Financial Statements', AASB 107 'Cash Flow Statements' and AASB 108 'Accounting Policies, Changes in Accounting Estimates and Errors' AASB 1031 'Materiality' and AASB 1048 'Interpretations and Application of Standards'. Accounting Standards include Australian equivalents to International financial Reporting Standards ('A-IFRS').

#### (c) Basis of Preparation

The financial report has been prepared on an accruals basis and is based on historical cost.

The following significant accounting policies have been adopted in the preparation and presentation of the financial report:

#### (d) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held-at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

#### (e) Trade payables

Trade and other payables are initially valued at fair value. Trade and other payables are subsequently measured at amortised cost using the effective interest method, with interest expense recognised on an effective yield basis.

#### (f) Income Tax

The Company has been granted charity status and, as such, is exempt from income tax.

#### (g) Employee Benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to balance date.

Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs. Employee benefits payable later than one year have been measured at present value of the estimated future cash outflows to be made for those benefits. These cashflows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cashflows.

#### (h) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.

Cash flows are presented in the cash flow statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

#### (i) Revenue and Other Income

Donations received are credited to income in the period in which they are received. In respect of pledges committed, income is recognised when it is received.

Revenues from the sale of merchandise is recognised when the company has transferred the significant risks and rewards of ownership of the goods to the buyer.

In kind donations including professional pro bono services that can be reasonably valued are brought to account as revenue when the benefit of the service or control of the asset transfers to Dry July Limited.

Interest income is recognised by applying the effective interest rate.

#### (j) Finance Costs

Finance costs comprise commissions, transaction fees and charges and are recognised in profit or loss when they are incurred.

#### (k) Financial Assets

Trade receivables, loans, and other receivables that have fixed or determinable payments that are not quoted in an active market are classified as 'loans and receivables'. Loans and receivables are measured at amortised cost using the effective interest method less impairment.

#### (l) Critical Accounting Estimates and Judgements

The directors evaluate estimates and judgements incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and based on current trends and economic data, obtained both externally and within the company.

#### (m) Impairment of Assets

At each reporting date, the company reviews the carrying values of its tangible and intangible assets to determine whether

there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the profit or loss.

Impairment testing is performed annually for goodwill and intangible assets with indefinite lives.

Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Financial assets are assessed for indicators of impairment at the end of each reporting period. Financial assets are considered to be impaired when there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows of the investment have been affected.

For financial assets carried at amortised cost, the amount of the impairment loss recognised is the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted at the financial asset's original effective interest rate.

The carrying amount of the financial asset is reduced by the impairment loss directly for all financial assets with the exception of trade receivables, where the carrying amount is reduced through the use of an allowance account. When a trade receivable is considered uncollectible, it is written off against the allowance account. Subsequent recoveries of amounts previously written off are credited against the allowance account. Changes in the carrying amount of the allowance account are recognised in the profit or loss.

#### (n) Plant and Equipment

Plant and equipment are measured on the cost basis less depreciation and impairment losses.

Depreciation is recognised as to write off the costs or valuation of assets less their residual value over their useful lives, using the straight-line method. The estimated useful lives, residual values and depreciation method are reviewed at each year end, with the effect of any changes in estimate accounted for on a prospective basis.

The following depreciation rates are used in the calculation of depreciation: Plant & equipment 25%

To receive the additional 'Notes' to the financial statements please email: [team@dryjuly.com](mailto:team@dryjuly.com)

