

# ANNUAL REPORT 2018



  
**McGrath  
Foundation**

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[mcgrathfoundation.com.au](http://mcgrathfoundation.com.au)

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## OUR VISION, MISSION AND VALUES

### OUR VISION

Every family in Australia experiencing breast cancer has access to a breast care nurse no matter where they live or their financial situation and everyone has the highest level of breast health understanding.

### OUR MISSION

We raise money to place McGrath Breast Care Nurses in communities across Australia and seek to increase breast health understanding.

### OUR VALUES

- **Respect:** For each other, the partners and communities that support us
- **Passion:** Belief in and commitment to our Mission
- **Accountability:** Doing what we say we will do
- **Integrity:** Honesty, trust, reliability
- **Fun:** Creating inspiring, uplifting, energising, engaging moments
- **Friendship/Partnership:** Together we can make a difference
- **Innovation:** Always looking at smarter ways of doing things
- **Mutual Benefit:** Working together to create value that means something for individuals, organisations and the wider community





## ABOUT THE MCGRATH FOUNDATION

Ours is a story with simple – but well-known – beginnings. It started with Jane and Glenn McGrath's very public experience with breast cancer and has become one of Australia's most recognised and respected charities, the McGrath Foundation.

Some years after her initial diagnosis, Jane's cancer returned. This time, she had a breast care nurse, who both empowered and comforted her, and the entire family. This experience set the mission for the Foundation, which has become an enduring commitment to support thousands of women and men every day, no matter where they live – for free.

We raise funds to place McGrath Breast Care Nurses in communities right across Australia and seek to increase breast health understanding.

While more than 64,000 families have been supported by 120 McGrath Breast Care Nurses, there's still lots more to do to reach every family going through breast cancer. We rely on the heartfelt support we receive from all over Australia – including individuals, communities, corporate partners and government. They help by donating, hosting or attending events, or purchasing McGrath Foundation products, which helps us continue Jane's legacy and achieve our mission.



TOGETHER,  
WE CAN MAKE  
A DIFFERENCE



## A MESSAGE FROM OUR PRESIDENT

Every year when I reflect on the past 12 months I'm blown away by the support we receive from the community and our partners across Australia, who enable us to fund McGrath Breast Care Nurses for individuals and families experiencing breast cancer.

This year was particularly special for the Foundation, as in January we marked an important milestone – 10 years of the Pink Test.

The tidal wave of support was nothing short of phenomenal. From the passion of our partners at Cricket Australia and the SCG Trust, through to the show of support from the NSW Police, to the 750 volunteers who turned out to help us fundraise and the response of the public who continued to embrace our cause and dress in their best pink outfits – it was an extraordinary moment and really brought home how iconic the Pink Test has become.

This year we set ourselves our most ambitious Pink Test target ever – to raise \$1.3m – and thanks to the generosity of all involved we were thrilled to beat the target and hit \$1.35m! This allows us to fund 10 McGrath Breast Care Nurses who will support 1,000 individuals and families going through breast cancer in the coming year.

Our grassroots campaign, Pink Stumps Day, also continued to go from strength to strength, with the greatest number of participants ever this year. Clubs and communities from Berrimah to Bunbury held matches on beaches and country ovals, in school grounds and back yards, raising more than \$1m and showing us the Aussie community spirit is alive and kicking right across the nation.

For me this is one of the most special things about being part of the Foundation – seeing people from all walks of life come together to show they understand what it means to have the support of a McGrath Breast Care Nurse and to raise money to ensure everyone has access to a nurse for free. It truly warms my heart as I know the impact a breast care nurse had on my family.

In the thirteen years since we established the McGrath Foundation we have made significant progress and I am so proud that together we now fund 120 nurses. And although the need is growing, and there is still so much to be done, I'm filled with optimism about what we will achieve in the future.

Finally, I'd like to take this opportunity to recognise and thank our supporters from the community, our corporate partners, the Federal Government, our tireless volunteers and all of our people at the Foundation for their generosity and commitment to helping us change the lives of those going through breast cancer. My family and I are truly grateful for your passion, friendship and partnership.

Thank you. Together we are making a difference.



Glenn McGrath  
President



## A MESSAGE FROM OUR CHAIRMAN

This year the McGrath Foundation has continued working towards its vision of a breast care nurse for every person experiencing breast cancer, no matter where they live or their financial situation.

We were thrilled to welcome our new CEO, Holly Masters, in October 2017 and are delighted with her achievements in the relatively short time she has been with us.

In June we were pleased to announce our 120th McGrath Breast Care Nurse position. Based at Liverpool Hospital, this nurse is dedicated to supporting people with metastatic breast cancer. This takes the number of dedicated metastatic breast care nurses to seven across Australia and is part of our commitment to supporting people across all stages of the disease.

While we've made great progress over the past 13 years, the reality is that we're still a long way from meeting the growing need for breast care nurses. The encouraging news is that the five year breast cancer survival rate has improved to 90% as a result of earlier detection and better treatment. However, the number of people diagnosed is also rising.

Taking the above into account we forecast that there's a gap of around 80 breast care nurses required across Australia as at 30 June 2018.

Thank you to all our donors and partners who enable us to raise the \$13m we need every year to fund our current nurse program. To add the additional nurses we need, we must accelerate growth in our revenue and continue to find service delivery improvements.

Consequently, the twelve months to June 2018 (FY18) have been about preparing for the next phase of growth. We have revisited our mid-term strategy and enhanced the team to deliver it. Under Holly's leadership, we have completed this process in addition to achieving our FY18 forecast and embarking on a major project to define the 'gold standard' Model of Care to support people with breast cancer. Key achievements in FY18 include:

- Non-government fundraising +11.7% (total revenue +6.7%)
- Spend on our nursing program +7.6%
- Supported 9,627 individuals and their families

Being Chairman of the Foundation is an enormous honour. I remain hugely grateful to the community, our valued corporate partners and the Federal Government for their continued support. I also extend my deep appreciation to my fellow Board members who donate their time and expertise to help guide the Foundation. Most importantly, I recognise both the team at the Foundation and our wonderful McGrath Breast Care Nurses whose skill and passion are helping to drive new levels of care and support in the community.



John C Conde AO  
Chairman



## A MESSAGE FROM OUR CEO

It was with great excitement that I stepped into the role of CEO of the McGrath Foundation in October 2017 and since then it's been an absolute privilege to lead this extraordinary team who is so passionate about working to improve the quality of life for those living with breast cancer.

Over the past 13 years the Foundation has made significant progress supporting more than 64,000 individuals and their families whilst building an enviable reputation as one of Australia's most recognised and best loved charities. However, there's still a big job to do to meet our vision of free access to a McGrath Breast Care Nurse for every person experiencing breast cancer.

When I joined the Foundation, a key priority of mine was to understand what it is that makes the Foundation so special in order to create focus, amplify our strengths and accelerate our fundraising so we can optimise our support for those with breast cancer.

Consequently we've developed a new five year strategic plan that will enable the team to grow our revenue faster and deliver on our vision.

Another key priority for me was to spend significant time with our nurses and patients to truly understand what it means to have the support of a McGrath Breast Care Nurse and how we can continue to improve what we do and how we do it.

What immediately struck me – and continues to do so – is the depth and quality of the relationships between our McGrath Breast Care Nurses and their patients. It is also hugely rewarding to see how often this support is felt by the extended family and community.

Time and again patients told me about the shock of diagnosis, how overwhelmed they felt by the amount of information they had to absorb and the speed they often had to make life-changing decisions.

They described how their McGrath Breast Care Nurse helped them cut through the noise, create some time and space to think, talk freely, genuinely understand their choices and enable them to make good decisions. They said having the support of a McGrath Breast Care Nurse meant they could ring-fence their breast cancer, so it didn't affect every area of their life, creating time in their life not defined by breast cancer.

As Jane herself said back in 2007; "A breast care nurse gives that reassurance. They answer your questions and silence those demons to restore peace of mind."

With this in mind, in addition to improving access to McGrath Breast Care Nurses across Australia, we are focused on optimising the care our nurses deliver their patients. So in April we embarked on an ambitious 18 month project to establish a best practice Model of Care with the aim of defining and standardising the way breast cancer nursing is delivered across the continuum of care.

This is a once in a generation opportunity to both define the 'gold-standard' of breast cancer nursing and improve outcomes for both women and men diagnosed with breast cancer.

Finally the progress the McGrath Foundation has achieved and the impact we have had on people's lives when they need it most is only possible through the work of our team and the on-going support from our valued partners and communities across Australia. Thank you and know that what you do means so much to so many.

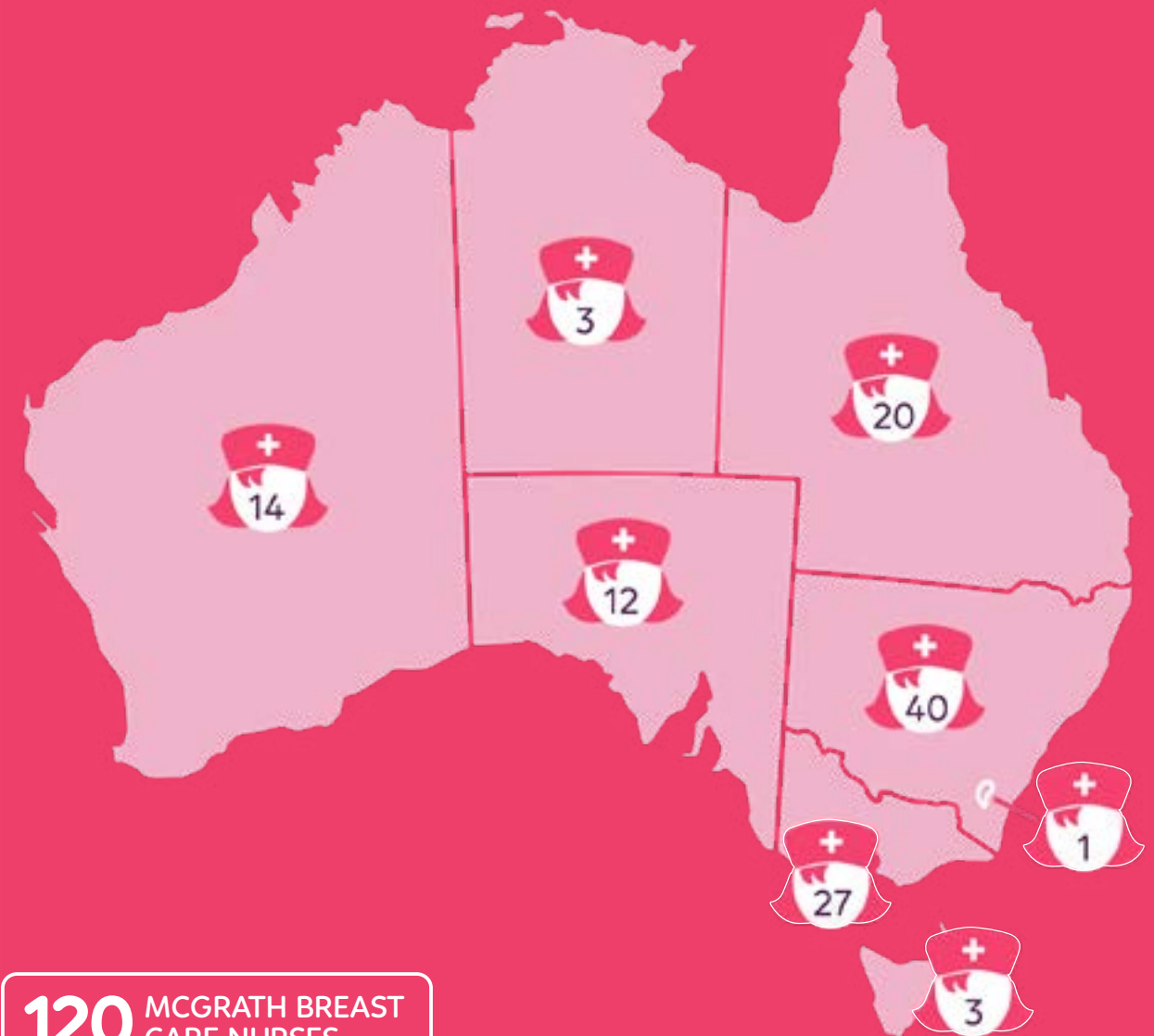
As we look to the future, our vision for the McGrath Foundation is crystal clear. We know what we need to do to get there and with the commitment of our team and the support of you all, we know that together we can make a difference.



Holly Masters  
CEO



## OUR MCGRATH BREAST CARE NURSES



**120** MCGRATH BREAST CARE NURSES  
AROUND AUSTRALIA

MCGRATH FOUNDATION HAS SUPPORTED MORE THAN  
**64,000** FAMILIES  
RIGHT ACROSS AUSTRALIA SINCE 2005



**71%** OF OUR NURSES ARE IN REGIONAL AND RURAL AREAS

**7** DEDICATED METASTATIC  
McGrath Breast Care Nurses



“ Me and mum are pretty close so her diagnosis was a bit of a kick in the guts, but I knew that because it was so early that it'd hopefully be alright. Joylene is my mother's breast care nurse and she was always there for mum whenever she needed her. Joylene also really helped everyone in the family deal with the breast cancer. She was able to help me open up and speak with her about what was going on and how I felt about it. It meant I didn't have to worry as much about mum as I knew that Joylene was going to be there for her. ”

– Evan Elliott, 21  
from regional Victoria





## OUR MISSION: MCGRATH BREAST CARE NURSE PROGRAM

**McGrath Breast Care Nurses are at the heart of the McGrath Foundation. From the time of diagnosis, and throughout treatment, they inform, organise, empower and support people with breast cancer and their families.**

No cancer treatment is without its challenges, but this is where a McGrath Breast Care Nurse can help. They listen, guide and support people with breast cancer and their families every day through meaningful conversations, advice and quality evidence-based care.

Our qualified McGrath Breast Care Nurses are an important part of the multi-disciplinary team managing the care of people with breast cancer. They are specially trained and experienced in supporting both early and metastatic breast cancer from diagnosis, right throughout treatment.

### OUR FY18 ACHIEVEMENTS

In FY18 our nursing program has been focused on four key priority areas:

1. Improving access to McGrath Breast Care Nurses across Australia
2. Optimising care for people with breast cancer
3. Enhancing support for people with metastatic breast cancer
4. Developing breast cancer nursing leadership

#### 1. Improving access

We are incredibly proud to have funded 120 McGrath Breast Care Nurses this year. These nurses have helped support over 64,000 families since 2005.

However the reality is that we're still a long way from meeting the growing need. Our latest research tells us that as at June 30 there's a gap of around 80 breast care nurses across Australia.

In FY18 we've been focused on closing the gap as we work towards our vision of a breast care nurse for every person experiencing breast cancer.

Across the course of the year we've created three new McGrath Breast Care Nurse positions in Bass Coast (VIC), Liverpool and Randwick (NSW). Collectively these nurses will deliver essential support to both individuals and their families into the future.

#### 2. Optimising care

An important aim for us in FY18 was the investment in projects that will enhance breast care nursing practice and deliver improved care to patients and their families.

Independent research shows that treatment outcomes are improved when people have their first contact with a McGrath Breast Care Nurse within the first week of being diagnosed with breast cancer.<sup>1</sup>

In April we embarked on an ambitious project to establish a national breast care nursing 'Model of Care' which we'll be working on over the next 18 months.

The new Model of Care aims to define and standardise the way breast care nursing is delivered across the continuum of care including diagnosis, treatment, rehabilitation, follow-up and palliative care; with guiding principles that are patient centric, support multi-disciplinary care and are evidence based.

The result will be a clearly defined 'gold-standard' of breast care nursing that improves outcomes for women and men diagnosed with breast cancer and provides direction for breast health services into the future.

#### 3. Enhancing support for people with metastatic breast cancer

This year we continued to work towards enhancing the support and care that is available to metastatic breast cancer patients.

The needs of those diagnosed with metastatic breast cancer differ to those with early breast cancer. At this stage of the disease, people are usually on multiple treatments and require far greater involvement with different parts of the health care system, while the focus of treatment is often on ensuring the quality of life is maximised.

In June we were proud to announce our 120th McGrath Breast Care Nurse position – one that is dedicated to supporting people with metastatic breast cancer at Liverpool Hospital. This takes the total number of dedicated McGrath metastatic nurses to seven across Australia.

<sup>1</sup> Health Consult Evaluation of the Second Federal Government Funded Breast Care Initiative

### OUR IMPACT IN FY18

- **9,627** new families supported
- **3** McGrath Breast Care Nurse positions established in FY18
- **+3.8%** increase in nursing hours compared to FY17
- In total our nurses completed **456 e-Learning modules**

#### 4. Developing breast cancer leadership

We remain committed to promoting a culture of continuous learning and development for our workforce of McGrath Breast Care Nurses.

Throughout FY18 we've delivered opportunities for face to face education and training as well as online learning through our e-learning platform.

In June 2018 we sent 105 McGrath Breast Care Nurses to the Cancer Nurses Society of Australia (CNSA) Annual Congress for extended learning and networking opportunities with cancer nurses from across Australia. As part of this conference we collaborated with CNSA to host a breast care symposium with two sessions in Wound and Seroma management hosted by McGrath Breast Care Nurses, Rebecca Chenery, Kerry Patford, Vanessa Hyland and Lynda Horning.

We've also released new e-Learning modules throughout FY18 including a two part Lymphedema management model, a training guide in Cultural Competence and a two part Metastatic Breast Cancer module accredited by the Australian College of Nursing. Collectively our nurses have completed 456 e-Learning modules demonstrating a strong appetite for learning and development.

In October 2017, 15 McGrath Breast Care Nurses attended the Australian Society of Breast Disease scientific meeting, while in June 2018 our Canberra metastatic McGrath Breast Care Nurse, Kerryn Ernst, attended the Oncology Nurse Society Summit in Chicago to research international cancer models of care and to bring learnings to the Model of Care that we are currently developing.

Since 2015 we have provided scholarships for eight of our nurses to complete a Masters in Breast Care Nursing and this financial year we were pleased to see the first two scholarship recipients, Lismore McGrath Breast Care Nurses Karen Hennings and Bendigo McGrath Breast Care Nurse Rosie Gillies, complete their Masters degrees.

“ I liked the idea of working with people with breast cancer and I snapped up this role because I'm passionate about providing the care that these women and men need. I'm reminded of why I do this every time I see someone after surgery. They are so happy to see us – and you know you have made a huge difference to their whole breast cancer experience. ”

– Tamara Hernandez, Gosford  
McGrath Breast Care Nurse





## OUR MISSION: BREAST HEALTH UNDERSTANDING

**We're committed to empowering people to know and look after their own bodies and take action to improve their breast health understanding. We do this by providing tools, information and support through our McGrath Breast Care Nurses and on our website to ensure people know the risks, are confident in detecting change and to remind them to check their breasts regularly.**

### Improving resources and enhancing access

This financial year we revitalised our breast health understanding materials for schools and workplaces, while new materials were created for our McGrath Breast Care Nurses to enable stronger engagement with the community with breast health messages.

One of our key aims was to ensure that these free materials were more easily accessible. In line with this we enhanced access to a new online workshop platform that has been particularly well received by rural and regional teachers.

### Creating generational change by reaching young people

Throughout FY18 we have continued our commitment to reaching young people through our breast health understanding schools and universities program.

Across the country schools embraced our specially designed curriculum based health and wellbeing programs while incorporating key fundraising initiatives for the Foundation. At the same time, universities have continued to engage with our breast health education resources, using them as part of their curriculum with students training as teachers as well as promoting the breast health education message to the wider university community.

In order to engage and educate teachers the Foundation took part in the NSW ACHPER PDHPE Conference, the VIC ACHPER HEP Conference and the NSW Association of Independent Schools Student Wellbeing Conference by hosting workshops to inform teachers how to go about delivering the breast health education message and trade stands with information and collateral.

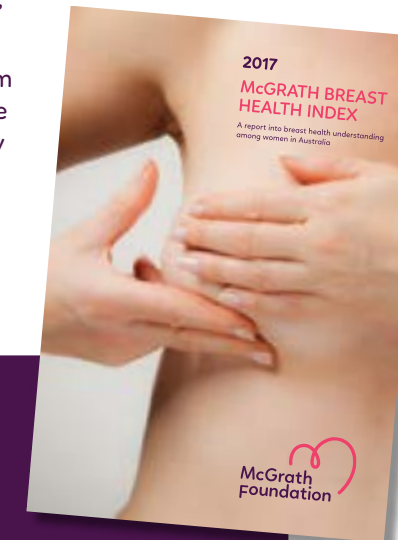
### A measure of the nation's breast health: the McGrath Breast Health Index

'Breast awareness' is a term that's used a lot. Many women consider themselves breast aware, without giving much thought to what that actually means. However the challenge is that awareness alone without taking action, doesn't have an impact on the disease nor on earlier diagnosis, survival rates or breast screening uptake.

In 2017 we released the second McGrath Breast Health Index – a measure of what we're calling 'breastpertise'. Breastpertise, or good breast health understanding, measures four key criteria that can effect real change to a person's health outcomes. The Index measured awareness of course, but also confidence in identifying change, knowledge of the risk factors and behaviour around frequency for checking for change.

For the second year running the results revealed a disconnect between belief and reality when it comes to the nation's breast health. Almost three quarters (73%) of Australian women believe they are breast aware, yet fewer than one in five (16%) fulfil the four criteria to have solid breast health understanding.

This research shows that 'knowing' your breasts is a lot more than simply being breast aware. Our aim was for the research to help people across Australia take responsibility for their breast health – educate themselves, and have the right conversations, to build a new generation of 'breastperts'.



### Breast Health Index: Key Findings

- Almost three quarters (73%) of Australian women consider themselves to be breast aware, yet only 16% fulfil all four criteria to be considered a 'breastpert'
- Women who first learnt about the importance of breast health from their mother are more likely to check their breasts regularly
- 50% of Australian women believe mothers are best placed to educate young women on the importance of being breast aware

**“** My big dream, my pipe dream, would be for every family in Australia to have access to a breast care nurse... and that one day the next generation of Aussies – our children – will know the importance of checking their breasts and being vigilant and looking after themselves because I don't want our daughters growing up thinking, breast cancer can't happen to me, because I was 31 and I know that it can happen. **”**

– Jane McGrath



**“** The McGrath Foundation's educational resource is an up-to-date and innovative tool for teachers to use in the modern classroom. It facilitates teachers in spreading the important message on body awareness and women's health. The statistics are current, images and quotes are catchy and they are easy to use. I have used this resource for the past five years and have shared with many colleagues who also think it's great. **”**

– Nicole, Sydney Teacher





## FUNDRAISING

**We rely on the heartfelt support we receive from all over Australia – including individuals, communities, corporate partners and government. They help by donating, hosting or attending events, or purchasing McGrath Foundation products, which ensures we can continue Jane's legacy and achieve our mission.**

In FY18 there were more than 660 community fundraising events held around Australia which raised more than \$1.63 million for the Foundation. As usual the fundraising creativity of the Australian public was outstanding with events ranging from pink luncheons to pink hair challenges and almost everything in between.

A major highlight of FY18 was our Pink Stumps Day campaign, our most successful to date. Over one thousand teams from around the country turned their cricket matches pink collectively raising over \$1 million for the Foundation.

We were delighted to roll out the inaugural Pink Up Your Town campaign this financial year which saw seven towns in NSW turn pink in support of the Foundation. It demonstrated the strength of regional communities coming together for a purpose and paved the way for the campaign to grow in the next financial year.

Generating a consistent income stream to provide stronger planning for the future has been a major focus for the Foundation in FY18. With this in mind we were pleased to have been able to grow our regular giving program by 18%, with more than 12,000 individuals from around Australia now donating to us on a monthly basis.

Across the financial year we've also been the fortunate recipient of 10 grants from Trusts and Foundations which have enabled us to fund nurses and develop a new website.

### OUR IMPACT IN FY18

- 660 community fundraising events
- 1,242 Pink Stumps Day fundraising events
- 18% year on year growth from our monthly regular giving program
- 10 Grants from Trusts and Foundations
- 7 Bequests

Karnup WA local, 13-year-old Layla, cut off her much-loved long hair after both her Grandmother and Aunt were diagnosed with breast cancer and in doing so raised \$2,000 for the McGrath Foundation.

“My Uncle, Grandad and Step-Dad all shaved their heads to show their support and so I decided I'd get on board by cutting my hair too. Nana and Auntie are really strong women, but their breast cancer experience would not have been the same if not for the support they received from organisations like the McGrath Foundation, which is why I wanted to do something that would give back.”



### Thank you to our major donors

Across the course of FY18 we have received support from individual major donors whose generous contributions help us work towards our vision.

- Karen Bird
- June Bramich
- Margaret Browne
- Peter Dodd
- Mr & Mrs Goding
- Hendrik Halmans
- Bob Ingham
- Susan Joyce
- Katherine & Graham Milliken
- Brian & Alison Scullin
- Basil Sellers
- Carol Sisson
- Maureen Stevenson
- Jean Williamson
- Lynn Yager

### Generous support from Trusts and Foundations

The generous financial support of a variety of Trusts and Foundations in FY18 has enabled us to continue working towards our vision.

- Australian Communities Foundation
- De Lambert Largesse Foundation
- E Robert Hayles & Alison L Hayles Charitable Trust
- Glen Rocky Foundation
- Greater Charitable Foundation
- Helen Lyons Foundation
- Lady Fairfax Charitable Trust
- Mulgrew Family Endowment
- Thomas Hare Investments
- Union for International Cancer Control

### Leaving a lasting legacy

We are always touched by the generosity of those who choose to leave a gift in their Will to the McGrath Foundation. In FY18 over \$163,000 was donated from gifts in Wills ensuring that each of these individuals will continue to make a difference beyond their lifetime.

We honour the memory of those who left a legacy gift:

- Olga Black
- Maxwell John Bradford
- Lorraine Lister
- Barbara May Mason
- Sophie Pederson
- Shirley Isabel Mackenzie Robertson
- John Raymond Warbrooke

“Barb and I have been married for nearly 50 years, so when Barb was diagnosed with breast cancer, it was a complete shock and really rocked our boat. Not everyone has the same support network as we do and so now Barb's in remission we donate to the McGrath Foundation so that others can have access to the important support of a McGrath Breast Care Nurse.”

– Desmond Olsen, Queensland





## CORPORATE PARTNERSHIPS

We're extraordinarily proud to collaborate with a diverse range of organisations who help us to raise funds to place McGrath Breast Care Nurses in communities across Australia.

In FY18 just over \$3.1m was contributed by our Corporate Partners through a range of initiatives from the sale of pink products to event sponsorship, media campaigns and direct funding of McGrath Breast Care Nurses.

### Nurse level partners

Our Corporate Partners play a vital role in sponsoring dedicated nurse positions which is honoured with our partners' names for the duration of the sponsorship.

We're incredibly grateful to our partners who hold nurse sponsorships including:



### Major partners



### BP Australia fills up to support nurses

In July 2017 BP partnered with the McGrath Foundation to highlight the work of McGrath Breast Care Nurses by asking all Australians to dig deep and donate to support their ongoing work.

BP also helped people to make a difference simply by filling up their tanks, with a portion of all national fuel sales donated to the McGrath Foundation.

*"We're now entering our fifth year as a supporter of the McGrath Foundation and we're truly thrilled to be able to work with such an amazing organisation. During our partnership, we've raised more than \$1.2 million to support the McGrath Foundation in placing breast care nurses in communities right across Australia."*

– Brooke Miller, VP Sales and Marketing



### Celebrating 10 Years of the Sydney Pink Test with Cricket Australia

In January 2018 the McGrath Foundation and Cricket Australia celebrated 10 years of the Sydney Pink Test and a decade of one of sport's most successful partnerships.

The Pink Test has become the iconic centerpiece of the Cricket Australia and McGrath Foundation partnership with the SCG turning pink in honour of Jane McGrath every year since 2009 to raise money to place McGrath Breast Care Nurses in communities across Australia.

McGrath Foundation Co-founder and President Glenn McGrath said Jane McGrath Day on Day 3 of the Test was an opportunity to reflect on 10 years of the event and to celebrate reaching a significant milestone.

"We'd like to thank everyone across Australia for a decade of generosity and support," he said. "We set out in 2009 with a small goal in mind and it's incredibly humbling to see how significant the Pink Test has become to people all over the country."

For the tenth anniversary of the Pink Test the McGrath Foundation set and reached its most ambitious target to raise \$1.3m to fund 10 McGrath Breast Care Nurses for a year, to support 1,000 families' through breast cancer.

Cricket Australia CEO James Sutherland said; "The generosity of the cricket community has seen the Foundation raise over \$6.4 million through the iconic Pink Test in the last decade.

"Cricket Australia is incredibly proud of its partnership with the McGrath Foundation and the example it provides through sport and charity working together for community benefit."



### KEY HIGHLIGHTS

- \$1.35m raised to fund 10 McGrath Breast Care Nurses for a year
- 180,000 Australians attended
- 60,000 pink bandanas sold
- 750 volunteers helped us to fundraise
- 19 pubs and clubs turned pink in support
- 420 people attended the Jane McGrath High Tea on Day 3

### Tama Australia thinks pink

Cotton is traditionally wrapped in yellow bales, however, thanks to Tama Australia, bales around country Australia were wrapped in pink during 2017. With four pink covers on offer in the Tama Australia range, farmers rallied behind the opportunity to raise funds for the McGrath Foundation. Not only did this wave of pink support generate great national and regional media interest, the campaign raised more than \$34,000 to help fund McGrath Breast Care Nurses in communities across Australia.





## HOW WE SPEND FUNDS

**65.8 cents** FROM EVERY DOLLAR DONATED GOES DIRECTLY TO OUR MISSION



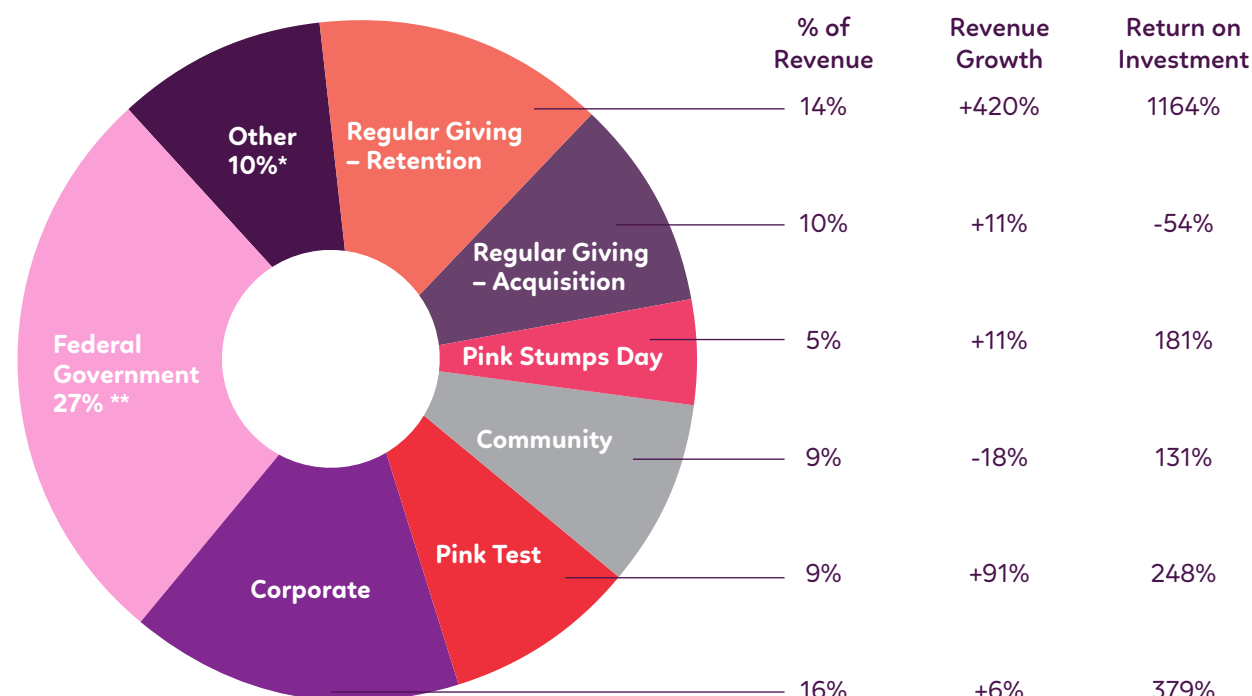
### Spend

We're proud to have increased spend on our Mission in FY18 while reducing our fundraising costs.



### Revenue

Our focus in FY18 has been on pursuing revenue opportunities that provide a strong return on investment (ROI).



\*Other - This represents various smaller revenue sources and therefore no relevant ROI can be calculated.

\*\* Federal Government - In 2016 the Federal Government renewed a four year commitment, this amount is fixed so no ROI can be calculated.

## CONCISE FINANCIALS

The concise financials are an extract from the Financial Report from the year ended 30 June 2018.

### PRINCIPAL ACTIVITIES

The principal activities of the Foundation during the financial year were raising funds to provide McGrath Breast Care Nurses and seeking to increase breast health understanding in the Australian community. There was a continuing expansion in the provision of nurses during the current year. Further details on the breast care nurse program can be found on pages 9 and 10.

### Short and Long-term objectives of the Foundation

The Foundation's short and long term objectives are to:

- Develop and implement strategies to facilitate the employment or engagement of appropriately qualified breast care nurses servicing hospitals, health care agencies and communities throughout Australia, including provision of funding for this purpose
- Increase breast health understanding in the Australian community
- Undertake fundraising activities and the procurement of donations and contributions from the public for the purpose of promoting or supporting the fulfilment of the objectives of the Foundation.

### Strategy for achieving these objectives

The Foundation intends to achieve these objectives through:

- Community fundraising activities and events including but not limited to sporting events
- Partnerships with corporate entities
- Sale of goods and branded merchandise
- Implementing breast health understanding programs
- Liaising with government at all levels

### Performance measures

The Foundation measures performance through monthly monitoring and oversight to:

- Assess the cost effectiveness of fundraising activities
- Assess control over the Foundation's administrative and other indirect costs
- Ensure that funds raised are directed effectively to the employment and engagement of appropriately qualified breast care nurses and breast health understanding programs
- Assess the number of Australian families experiencing breast cancer who are supported by a breast care nurse and the extent of such assistance

### Operating and financial review

A review of operations of the Foundation during the year and subsequent to the end of financial year is contained in the Message from the Chairman on page 6.

In the opinion of the Directors there were no significant changes in the state of affairs of the Foundation that occurred during the financial year under review.



## STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2018

	2018	2017
	\$	\$
<b>Revenue</b>	19,352,880	18,136,252
<b>Expenses</b>		
<b>Programme Expenses</b>		
Foundation funded Breast Care Nurses programme expenses	7,371,274	6,238,239
Government funded Breast Care Nurse Initiative expenses	5,309,256	5,564,191
Education programme expenses	52,065	33,950
<i>Total programme expenses</i>	12,732,595	11,836,380
<b>Non-Programme Expenses</b>		
Fundraising and marketing expenses	7,626,659	8,398,547
General and administration expenses	1,599,773	1,732,816
<i>Total non-programme expenses</i>	9,226,432	10,131,363
<b>Total expenses</b>	21,959,027	21,967,743
Finance income	445,116	615,900
<b>Net (deficit) for the year</b>	<b>(2,161,031)</b>	<b>(3,215,591)</b>
Changes in fair value of financial instruments that will not be subsequently realised in surplus/(deficit) for the year	419,254	346,925
<b>Other comprehensive income for the year</b>	<b>419,254</b>	<b>346,925</b>
<b>Total comprehensive (loss) for the year</b>	<b>(1,741,777)</b>	<b>(2,868,666)</b>

## STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED 30 JUNE 2018

	2018	2017
	\$	\$
<b>Current Assets</b>		
Cash and cash equivalents	3,311,310	3,890,838
Investments	-	1,400,000
Trade and other receivables	1,248,824	1,072,756
Prepayments	112,458	139,986
Inventories	59,061	33,956
Other financial assets	250,860	197,710
<b>Total Current Assets</b>	<b>4,982,513</b>	<b>6,735,246</b>
<b>Non-current Assets</b>		
Investments	16,725,426	15,982,375
Property, plant & equipment	745,696	88,468
Intangible assets – computer software	223,924	288,530
<b>Total Non-current Assets</b>	<b>17,695,046</b>	<b>16,359,373</b>
<b>Total Assets</b>	<b>22,677,559</b>	<b>23,094,619</b>
<b>Current Liabilities</b>		
Trade and other payables	2,926,723	1,562,073
Employee benefits	176,126	144,269
Provisions	24,436	82,803
Deferred income	-	-
<b>Total Current Liabilities</b>	<b>3,127,285</b>	<b>1,789,145</b>
<b>Non-current Liabilities</b>		
Employee benefits	46,780	60,203
<b>Total Non-current Liabilities</b>	<b>46,780</b>	<b>60,203</b>
<b>Total Liabilities</b>	<b>3,174,065</b>	<b>1,849,348</b>
<b>Net Assets</b>	<b>19,503,494</b>	<b>21,245,271</b>
<b>Equity</b>		
Fair value reserve	792,801	373,547
Accumulated surpluses	18,710,693	20,871,724
<b>Total Equity</b>	<b>19,503,494</b>	<b>21,245,271</b>



## OUR BOARD

### Mr Glenn McGrath AM

President  
Non-Executive Director



Glenn is the co-founder and President who donates all of his time spent on Foundation business.

Glenn McGrath has had a successful professional cricket career spanning 14 years. He has been a Director on the Board of R.M. Williams since April 2015 and has been a Director of the McGrath Foundation since 20 November 2007.

### Mr John Conde AO

Chairman  
Independent Non-Executive Director



John provides pro-bono support to the Board by drawing on his wealth of experience at board level with public, private and not-for-profit organisations.

John Conde is also the Chairman of Cooper Energy Limited, President of the (Commonwealth) Remuneration Tribunal and Deputy Chairman of Whitehaven Coal Limited. He is a Director of Dexus and a Member of the Independent Parliamentary Expenses Authority. He retired in March 2018 as Chairman of Bupa (Australia and New Zealand). Some of his other previous positions include Chairman of the Sydney Symphony Orchestra, Director of BHP Limited, Chairman of Ausgrid (formerly EnergyAustralia), Member of the Asian Football Confederation (AFC), Asian Cup Local Organising Committee and Chairman of the Australian Olympic Committee (NSW) Fundraising Committee. He has been a Director of the McGrath Foundation since 23 April 2012 and Chairman since 20 September 2013.

### Mrs Tracy Bevan

Foundation Ambassador  
Director



Tracy helped set up the McGrath Foundation in 2005. As a Director and member of the staff of the McGrath Foundation, Tracy spends a great deal of her time travelling around the country speaking at different events to raise awareness about the vital role the McGrath Foundation plays in funding McGrath Breast Care Nurses in the community and encouraging greater breast health understanding. Tracy has been a Director of the McGrath Foundation since 11 December 2008.

### Mr Terry Brown

Independent Non-Executive Director



Terry is a pro-bono Director and donates all of his time spent on Foundation business.

Terry Brown has been a practising lawyer for over 35 years, and is a fellow of the Australian and New Zealand College of Notaries. As a friend and professional advisor to the McGrath family, Terry was a co-founder of the Foundation. Terry also co-founded the Belle Property Group and presently sits on a number of Advisory Boards. He is Joint Managing Director of Tax Assure Pty Ltd. Terry has been a Director of the McGrath Foundation since 2 August 2005.

### Ms Suzanne Young

Independent Non-Executive Director



Suzanne is a pro-bono Director and donates all of her time spent on Foundation business.

Suzanne Young is the Executive General Manager, Operational Partnering at Insurance Australia Group Limited. Suzanne is a recognised senior executive and Non-Executive Director across a range of industries and regulated sectors. She has broad leadership and operational experience spanning financial services, aviation, technology, not-for-profit and professional services across Australia, New Zealand, Asia, Europe and the US. Suzanne has been a Director of the McGrath Foundation since 19 September 2016 and is Chair of the Finance, Audit and Risk Committee.

Suzanne is also Chair of IAG's Diversity Network Advisory and a member of the Shared Value Committee. She also serves pro-bono on The University of Sydney Business School Advisory Board and Surf Sports Australia Limited.

### Ms Christine McLoughlin

Independent Non-Executive Director



Christine has been a pro-bono Director since September 2016 and donates all of her time spent on Foundation business.

Christine McLoughlin is an experienced Non-Executive Director and business adviser across a range of sectors including financial services, mining, infrastructure, telecommunications, insurance and health. Christine currently serves as Chairman on Suncorp Group Limited and Venues NSW. She is also a Director on nib holdings and a co-founder of Minerva Group.







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A large, stylized red heart graphic, similar to the one in the logo, is positioned in the lower right quadrant of the page. It is partially obscured by a dark purple curved shape that forms the background for the slogan.

**TOGETHER,**  
**WE CAN MAKE**  
**A DIFFERENCE**