



Little lives, big impact

Annual Report 2017



Cooper

2 months old,
Intensive Care patient



Contents

2017 Snapshot	4
Message from our Chairman	6
Exploring a new future	7
Board of Directors	8
Message from our CEO	10
Executive Team	11
2017 Review of Goals	12
The Impact of your Giving	22
20th Anniversary Gold Dinner	28
Financial Summary	35

A message from our Patron

Emeritus Professor Les White AM

Children's healthcare is evolving, embracing scientific discovery, knowledge, innovation and new technology with compassion, caring and humanity.

As Patron of the Foundation I am privileged to see how your donations are touching the lives of children and families, ensuring Sydney Children's Hospital, Randwick remains world-class and helping to change the landscape of paediatric medicine for generations to come.

Thank you for helping to make extraordinary healthcare accessible to every child every day, ensuring our young patients can live their healthiest lives.



Emeritus Professor Les White AM
Patron, Sydney Children's
Hospital Foundation



our Purpose

Why we exist

To inspire the community to support sick kids so they
can live their healthiest lives

our Values

The way we do things

Honesty

Our behaviour demonstrates that our integrity is beyond question

Excellence

We seek to deliver above expectations, consistently raising the benchmark

Accountability

We take responsibility for our actions and embrace feedback

Respect

We show compassion and act in ways that demonstrate understanding and empathy

Trust

We are reliable and inspire confidence

What we will focus on

Goal 1

Research for tomorrow



Improve and save the lives of children by investing in groundbreaking research

Goal 2

Clinical care for today



Nurture excellence and innovation to improve the care and wellbeing of children and families

Goal 3

Foundation development



Progressively increase our financial support of the Hospital

Goal 4

People to make it happen



Foster collaboration and performance to create a relationship focused organisation

2017 Snapshot

During the 2017 Financial Year, the Foundation made contributions totalling \$13.5 million to Sydney Children's Hospital, Randwick – an increase of 9.7% on the contributions made in the previous year.

This was only possible because of your support. From cake stalls to corporate partnerships, from fun runs to mountain climbing and everything in-between...there are so many ways that you make a difference.

We received:

34,967 donations from individuals

1,142 donations in celebration of a special event

3,392 donations from companies

540 donations to remember a loved one

1,823 donations through workplace giving

45 donations through grants

We were helped by:

842 community fundraisers

We have:

31,284 Facebook fans

5,993 Instagram followers

5,330 Twitter followers

1,766 LinkedIn followers

Visit www.schf.org.au to stay up to date with all our news and to learn more about the impact of your support. Your generous donations were invested in line with the Hospital's priorities and the Foundation's strategic goals.

Thank you for everything you do for our kids and our Hospital.

Mila

one year old,
Emergency
Department patient



A message from Duncan Makeig

Chairman, Sydney Children's Hospital Foundation

Thanks to the generous support of all our donors, we were able to contribute \$13.5 million to Sydney Children's Hospital, Randwick last Financial Year. In the pages that follow we share how you helped us raise these funds, where your donations have been directed, and the significant difference this will make.

The past year has been one of recalibration and renewal for the Foundation. We began implementing our new 2017-2022 Strategic Direction and this has given us greater clarity about where we can deliver impact.

We have sharpened our focus on investment in two core areas: research that will uncover better ways to diagnose, treat or prevent childhood disease, and priorities in clinical care that will deliver the best Hospital experience for children and families.

In February we farewelled Ron Malek as a director and I thank him for his guidance over the past five years. Emeritus Professor Les White retired from the Board but continues to provide an unparalleled contribution as our inaugural Patron. We also welcomed back Jane Freudenstein, whose energy and passion for improving children's health invigorates our thinking.

During the last quarter of 2017, the Board also began exploring a significant opportunity for growth, which would involve the Foundation expanding to support all the paediatric services within the Sydney Children's Hospitals Network. This will be an exciting step to a bold new future but requires careful planning and preparation.

At the time of going to press we are in the final stages of our negotiations with the Network. We anticipate a formal agreement will be reached by the end of the first half of 2018 when we will be able to share full details with all our supporters and stakeholders.



I am delighted to announce that after an independent recruitment process, Nicola Stokes has been appointed CEO-elect of the proposed new expanded entity, should the Boards agree to proceed. Nicola joined us in April 2016 and we are fortunate to have someone with her skills, experience and vision leading our team.

The Foundation's achievements are only possible because of the generosity of the community and the dedication of our supporters. Thank you for everything you do to help children live their healthiest lives.

A handwritten signature in dark ink, appearing to read 'Duncan Makeig', enclosed within a simple, hand-drawn oval.

Duncan Makeig
Chairman
Sydney Children's Hospital Foundation

Exploring a new future for the Foundation

Sydney Children's Hospital Foundation was established in 1986 to raise funds for Sydney Children's Hospital, Randwick. Since then we have contributed almost \$130 million to ensure the Hospital's expert practitioners can deliver world-class paediatric care enriched by knowledge gained from research.

Although our remit currently extends only to supporting Sydney Children's Hospital, Randwick the Hospital itself is not a stand-alone entity. It forms part of The Sydney Children's Hospitals Network, which also incorporates The Children's Hospital at Westmead, Bear Cottage, the Newborn and Paediatric Emergency Transport Service (NETS NSW), Kids Research and other vital services.

Across the whole Network, community support contributes \$50 million annually, enabled by an independent charitable Foundation at Randwick and in-house fundraising teams at The Children's Hospital at Westmead and Bear Cottage.

The Network, along with the Foundation, believe more can be done for the future of paediatric health by bringing these separate fundraising functions together under a single expanded Foundation.

Under a new expanded Foundation model, our current Foundation staff and the Network's fundraising staff would come together as a single team but continue to manage existing relationships from their current locations at Randwick, Westmead and Manly.

In the last quarter of 2017, in conjunction with the Network Board, the Foundation completed a feasibility study and a formal consultation process to review how a seamless transition to an expanded Foundation could be achieved. This was followed by a rigorous due diligence

process, with appropriate checks and balances to protect the best interests of our donors, our Foundation and the children and families we serve.

In late November, the recommendations arising from the Due Diligence process were presented to both Boards and we agreed to proceed with further negotiations to expand the Foundation's remit, under a working title of 'Sydney Children's Hospitals Foundation'.

This transformation will not be completed in a single step. It will take an overarching strategy, a shared vision and a willingness to collaborate, but it has the potential to deliver even greater benefits for all children. It is an opportunity too important to be ignored, and too important to fail.

We recognise the significance of the task before us, but both Boards are excited about the possibilities that lie ahead and are looking to the future with optimism.

"An opportunity too
important to be ignored
and too important to fail"

Board of Directors



Duncan Makeig
Chairman

(appointed October 2007)

Duncan is Chief Executive Officer of China Road Pty Limited and Chairman of Heineken Lion Australia. Mr Makeig was previously Managing Director of Lion Pty Limited's Asia Dairy business, General Counsel of Kirin's International Advisory Board, Lion's Group General Counsel and Sustainability Director, General Counsel for Pepsi Co Australasia / Africa and Senior Vice President and General Counsel for Tricon Restaurants International based in Dallas, Texas with responsibility for all of Tricon's legal and governance obligations across its operations in 160 countries.



Simon Hickey
Treasurer

(appointed October 2009)

Simon has been appointed Chief Executive Officer & Managing Director of Greencross Limited (Greencross) effective 5 March 2018. Greencross is Australasia's largest integrated consumer facing pet care company with over 300 veterinary clinics, pet specialty retail stores and vet related entities in Australia and New Zealand and is listed on the Australian Securities Exchange (ASX). Prior to Mr Hickey's appointment as CEO of Greencross, Mr Hickey was Group CEO and Managing Director of Campus Living Villages (CLV). Prior to joining CLV Mr Hickey was CEO of Qantas International & Freight, responsible for turning around the international business. Mr Hickey joined Qantas in September 2004 as Group General Manager Strategy and Fleet, and between 2007 and 2012 Mr Hickey was appointed CEO of Qantas Frequent Flyer, responsible for establishing the Loyalty business, Mr Hickey began his career with Arthur Anderson as a business consultant working in Sydney, Melbourne and London. Between 2001 and 2004, he was CFO for Bovis Lend Lease Americas. Prior to this, he held various roles with Lend Lease including Bovis Lend Lease CFO Asia Pacific.



Glenn Barnes

(appointed April 2016)

Glenn has over twenty years of governance experience in banking and financial services, business information, healthcare and wellbeing, body protection and consumer goods. Glenn has been involved in the in the packaged goods, banking and financial services sectors for over 30 years, as an executive, business leader and director in Australia, New Zealand, the United Kingdom, United States of America, Republic of Ireland, Japan and China. Glenn also has broad experience in other governance roles including as non-executive director, chairman, committee member and committee chairman. He has been involved in and led successful takeover defences, sales and purchases of businesses, and served on and chaired audit, finance, risk, leadership, nomination, remuneration, strategy, governance and investment committees. He is also the Chairman of Ansell Ltd.



James Brindley

(appointed August 2016)

James has worked with Lion for over twenty years and is currently Managing Director of Lion Australia. James holds a degree in economics and an MBA. He is Chair of Brewers Association of Australia, a director of DrinkWise and a member of Alcohol Beverages Australia.



Dr. Michael Brydon OAM

(appointed August 2015)

Michael is Chief Executive of the Sydney Children's Hospitals Network and has worked at Sydney Children's Hospital, Randwick, for 32 years after completing his undergraduate Medical Degree at UNSW and his Fellowship of Paediatrics in the Randwick Program. His other postgraduate qualifications include a Masters of Paediatrics and a Masters of Health Administration from UNSW. Over the past two decades, Michael has advocated for children, highlighting the differences in their needs and the importance of quality care in all that is delivered to these families.



Gina Cass-Gottlieb

(appointed August 2012)

Gina is a senior partner in Gilbert + Tobin's Competition and Regulation practice. She specialises in competition law and economic regulation advice working with corporate clients, industry associations and government agencies. She is a Board member of the Payment Systems Board of the Reserve Bank of Australia and a member of the Advisory Board Graduate Program in Competition Law, Melbourne Law School.



Ron Malek

(appointed August 2012,
retired August 2017)

Ron has extensive investment banking experience having advised local and international companies on mergers and acquisitions and capital markets strategy for over 25 years. Ron is a Co-Founder and Executive Co-Chairman of Luminis Partners, a leading independent corporate advisory firm. Ron was previously a Co-Founder of the firm Caliburn in 1999, which merged with New York Stock Exchange listed Greenhill and was previously Co-Chief Executive of Caliburn and Greenhill Caliburn. Ron retired as a Director in August 2017.



Jane Freudenstein

(Director 2012-2016, reappointed 2017)

After a career of 15 years in advertising, marketing, strategy and management, Jane undertook directorships for not-for-profit organisations. She is a graduate of the Australian Institute of Company Directors and has more than 10 years' experience in board governance roles that have allowed her to champion cultural arts and paediatric health in Australia. Jane is currently Co-Chair of The Australian Ballet Foundation NSW Board. She first joined the Board of the Sydney Children's Hospital Foundation in 2012, leaving in 2016 as Deputy Chair and returning in 2017 to continue supporting the Foundation's strategic objectives and the work of Sydney Children's Hospital, Randwick. She has previously held directorships on the boards of Sydney Children's Choir, Gondwana Voices and Sydney Dance.



Dr. Matthew O'Meara

(appointed November 2010)

Dr. Matthew O'Meara is a paediatric emergency physician and has been a staff specialist in Emergency for over 20 years and has been head of the Emergency Department and Director of Critical Care. He is the NSW Chief Paediatrician. Through roles in the Hospital, in NSW and nationally, he has been an advocate for improving the acute care of children.



Barbara Ward AM

(appointed November 2012)

Barbara is a non-executive director of Qantas Airways Limited, Caltex Australia Limited and various Brookfield Multiplex Group Companies. She is an experienced company director, having served on the boards of a number of public companies including the Commonwealth Bank of Australia, Lion Nathan Limited, Multiplex Limited and Data Advantage Limited. She has also been a director of a range of public sector entities including as Chairman of Country Energy.



Les White AM

(appointed August 1995,
retired February 2017)

Emeritus Professor Les White served as the inaugural NSW Chief Paediatrician from 2010 to 2016. He was Executive Director of Sydney Children's Hospital from 1995 to 2010, following a clinical and academic career with emphasis on childhood cancer. Other positions have included President of Children's Hospitals Australasia (1999-2004) and the John Beveridge Professor of Paediatrics (2005-2010). He has more than 130 publications, abstracts, awards, grants and invited presentations in his CV. Les serves on eight not-for-profit boards relating to children's health or medical research. He was awarded a Doctorate of Science for research contributions related to childhood cancer and holds a Master of Health Administration. In 2007 he received an Order of Australia award for service to medicine, medical administration and the community in the field of paediatrics. In December 2016, Les was appointed as the inaugural Patron of Sydney Children's Hospital Foundation. Les retired as a Director in February 2017.



Peter Wiggs

(appointed May 2016)

Peter was a founding Partner of Archer at its establishment in 1997. He is Chairman of its Investment Committee and oversees the fundraising program. He is also Chairman of Aerocare, V8 Supercars and Brownes Dairy and Director of Allity Aged Care. Prior to Archer, Peter was a member of the private equity team at Rothschild Australia. Peter's achievements in private equity were recognised at the Asian Private Equity and Venture Capital Awards when he was selected as Private Equity professional of the Year. Before Rothschild he spent five years at Booz Allen specialising in strategic and operational assignments for Australian and New Zealand companies in the healthcare, banking, insurance and FMCG industries. Peter holds a Master of Business Administration from Harvard Business School and a Bachelor of Economics (Hons) from the University of Sydney.

A message from Nicola Stokes

Chief Executive Officer, Sydney Children's Hospital Foundation



I am delighted to have an opportunity to share with you some of the highlights of the past twelve months at the Foundation.

When I first took on my role as Chief Executive Officer, my focus was on listening and learning. I met as many of our wonderful supporters as possible, to hear what is important to them and why they are so motivated to help sick children. I also spent time with clinicians, researchers and staff from across the Hospital, to understand the impact of community support for them and their patients.

My thinking has crystallised during my second year of tenure and I can see many exciting possibilities ahead for the Foundation. It is a privilege to be able to contribute to improving the lives of sick children and their families and we play a vital role in ensuring that Sydney Children's Hospital, Randwick remains world-class – but there is more to be done, and more that we can do.

We have a unique opportunity to change the game in paediatric health with the proposed expansion of the Foundation to raise funds across the whole of the Sydney Children's Hospitals Network.

I was deeply honoured to be appointed as CEO-elect of the proposed new expanded Foundation and to be able to work closely with our Chair, Duncan Makeig, our Board, Dr Michael Brydon, Chief Executive of the Network and the Network Board as we work together to make this a reality.

The time for action is now. If we can harness more support from the community and raise even more funds to invest in research and clinical care, I believe we could cure many childhood diseases within a generation.

A bold future awaits us – but this is not a journey that the Foundation can travel alone. Our success depends on the generosity and commitment of our partners, supporters, donors and collaborators.

Thank you for everything you do to make a difference every day for the health and wellbeing of our children. I look forward to continuing this journey with you. Together we will ensure that all children live their healthiest lives.

A handwritten signature in black ink, reading 'Nicola Stokes'.

Nicola Stokes
Chief Executive Officer

Executive Team



Nicola Stokes

Chief Executive Officer
(since April 2016)

In a career spanning more than 20 years Nicola has held national and international leadership positions in the corporate and not-for-profit sectors as CEO, senior executive and director. While working for ANZ Bank, Nicola was awarded the International Quality and Productivity Council (IQPC) Shared Services Thought Leader of the Year and was a member of the United Nations Environment Program - Finance Initiative (UNEP-FI) Steering Committee. Nicola has also been a member of the NSW Premier's Council for Active Living and the Expert Advisory Panel of the NSW Office of Preventative Health.



Jonathan Melrose-Rae

Fundraising Director
(April 2016 to September 2017)

Jonathan has more than 10 years' experience in fundraising in the not-for-profit sector, in both Australia and the UK. He has held senior positions with The Royal Flying Doctor Service, The Heart Foundation, Heart Research Australia and Guide Dogs NSW/ACT. He has held senior positions in the marketing and advertising industry working across Asia, Europe, and the Middle East.



Paul Kernaghan

Chief Operating Officer
(since April 2017)

Paul has more than 20 years' experience in senior management positions within financial services businesses. Prior to joining the Foundation, he worked for 11 years at Allianz Australia in Executive General Manager positions with a broad range of responsibilities including strategy, marketing, risk management, legal, compliance, internal audit and human resources. He ran the integration of Allianz and the Territory Insurance Office (TIO) and previously ran the Personal Injury Insurance Division.



Tanya Sarina

Head of Hospital Liaison
(since November 2014)

Tanya has more than 20 years' experience in healthcare, working on publishing, PR, marketing, public health campaigns and genetic research. She has held roles at The Heart Foundation and the Centenary Institute and has a Masters in Communications Management from the University of Technology Sydney. Tanya is currently completing a Masters of Public Health at the University of Sydney.



Yvonne Stewart

Head of Strategic Communications
(since January 2015)

Yvonne has 20 years' experience in marketing, communications and fundraising. She was Brand and Communications Manager for The Benevolent Society and 200th Anniversary Campaign Director. She also worked for the YWCA's Big Brothers Big Sisters Program and managed the Children's Promise campaign for the Foundation for Young Australians. Yvonne has also held senior product development roles for Thomson Reuters in London and Sydney.



Vanessa Johnston

Head of Marketing & Communications
(since September 2017)

Vanessa has spent more than two decades working in corporate and consumer marketing in Ireland and Australia, with major brands including Coca Cola, Kraft, OPSM and Nestle. She specialised in digital communications and was named Internet Marketer of the Year in 2010 (IIA & Enterprise Ireland). She also ran her own consultancy with a focus on digital marketing and communications, with a broad client base including companies in the financial services, optical, pharmaceutical and restaurant sectors.

2017 Review of goals



Owen

10 years old,
Kidney Transplant patient



Goal 1

Research for tomorrow

Improve and save the lives of children by investing in groundbreaking research.

Today's research is tomorrow's care. Our children are safer and healthier now because of past research – some of which has been conducted at Sydney Children's Hospital, Randwick. Yet despite much progress, there are still many gaps in scientific and medical knowledge and children's lives are still being cut short.

We are focusing our investment on initiatives that will create more opportunities for our clinicians and scientists to work side by side in multi-disciplinary teams, bringing the bench closer to the bedside and ensuring that our Hospital leads the world in every way. By discovering better ways to diagnose, treat or prevent childhood disease and injuries, we can help generations of children to come.

1.1 Innovative projects that diagnose, prevent and cure childhood diseases

Zero Childhood Cancer

In Australia, three children die from cancer each week. This shocking statistic is one of the reasons the Foundation is helping to fund Zero Childhood Cancer: a game-changing initiative led by the Kids Cancer Centre at Sydney Children's Hospital Randwick, in collaboration with the Children's Cancer Institute.

It brings together all major Australian clinical and research groups working in childhood cancer to offer Australia's first ever personalised medicine program for children with high-risk or relapsed cancer. The scale and sophistication of translating a discovery directly to the patient's bedside is unprecedented.

One of the highlights of 2017 came when the Lenity Australia Foundation announced a \$1 million pledge to the Foundation's campaign to support Zero Childhood Cancer over the next five years. This is a significant gift and builds a strong platform for future fundraising success. The announcement was made during the 2017

Gold Telethon broadcast, with Lenity Australia Director Geoff Henry and Chairman Kevin Gardner presenting the first contribution of \$200,000 live on air.

Molecular and Integrative Cystic Fibrosis Research Centre (miCF)

Every four days, a baby is diagnosed with Cystic Fibrosis, and one in 25 parents unknowingly carry the gene. It's the most common life-threatening genetic disease affecting Australian children, but there is currently no cure.

The Foundation has committed significant long-term support to miCF (formerly the Australasian Centre for Personalised Cystic Fibrosis Medicine) to improve the quality of life for children living with CF by improving clinical diagnosis and treatment.

This much-needed funding will establish the Centre as the leader in the Asia-Pacific region, helping to build collaborative partnerships nationally and internationally, attracting additional external funding and generating critical preliminary data to position the team to source ongoing, sustainable funding.

1.2 The next generation of paediatric researchers

The Foundation's CEO, Nicola Stokes, took part in the Starter Grants Committee in April to select the winners of the five Sydney Children's Hospital Foundation 2017 Starter Grants, valued at \$20k each.

This important initiative is designed to foster research across the Hospital and support younger clinicians or innovative research that requires preliminary data in order to secure longer-term sustainable funding.

The breadth and depth of research was very strong, with 29 applications submitted from various fields of paediatric health research.

The successful grants included funding for Associate Professor Susan Woolfenden from the Department of Community Child Health, who will explore the social determinants of health and early intervention and Dr Michelle Farrar from the Neurology Department, to conduct a pilot study to understand how patients and carers make decisions in Spinal Muscular Atrophy treatment.

The 2017 Sydney Children's Hospital Foundation PhD Scholarship was awarded to Sarah-Grace Paguinto, to conduct research into powered mobility for children and young people with neuromuscular conditions, to better understand perceptions and optimise practice.

1.3 Infrastructure to attract and retain world-class researchers

Sydney Children's Hospital Foundation is a major investor in The Bright Alliance, which was officially opened in April 2017 by the NSW Premier, The Hon. Gladys Berejiklian MP and NSW Minister for Health and Minister for Medical Research, The Hon. Brad Hazzard MP.

Levels 7,8 and 9 are dedicated to paediatric services and house a dedicated Research Centre, an expanded Clinical Genetics Service, and the first dedicated and purpose-built Outpatients service for adolescents and young adults in Australia, as well as clinical support services.

The Bright Alliance presents an opportunity to transform the future of children's health care through partnership and collaboration. It is more than simply an investment in bricks and mortar – it is an investment in the brilliant and talented researchers and clinicians who are working to find new diagnoses, treatment options and potential cures for chronic and previously terminal illnesses in our children.

Other highlights

19 Clinical research positions: funding for key staff working on various research projects across various Hospital Departments including the Clinical Research Centre, Respiratory, Kids Cancer Centre, Gastroenterology, Neonatology and the Pain Unit.

Nursing Research Scholarship: jointly funded with The Children's Hospital at Westmead

Scentre Laboratories at Sydney Children's Hospital, Randwick: funding for a Laboratory Coordinator

Academic Health Science Partnership (AHSP) Council: Sydney Partnership for Health, Education, Research & Enterprise (SPHERE): funding for a collaborative research effort with 13 other partners to provide life-saving research across 12 selected academic streams

Goal 2

Clinical care for today

Nurture excellence and innovation to improve the care and wellbeing of children and families.

To deliver high quality, safe and effective care the Hospital needs the best people who have access to excellent training programs. This year the Foundation has funded education courses to transform care, quality and safety. We have also provided educational grants and professional development scholarships for Allied Health and nursing professionals.

2.1 The highest quality clinical care

Technology plays an important role in pediatrics healthcare and in 2017 we invested in the development and launch of some innovative online tools such as the EpAPP which will provide teenagers with epilepsy education, medication alerts and reminders, mood information and a seizure diary. We also helped to fund the ALSi Simulation Kit, a portable simulation training tool delivered using iPads which the Anaesthetics team use to train medical and nursing staff across the Hospital.

2.2 Future leaders of paediatric healthcare

The Fellowship Program at Sydney Children's Hospital, Randwick is crucial to the development and success of the medical care of our children. It is fully funded by the Foundation and currently supports 15 Fellows across various Departments including Emergency, Community Health, Neurology, Intensive Care and the Kids Cancer Centre.

Fellowships are awarded to a doctor extensively trained in paediatrics, who elects to enter further specialised training in their chosen field. During their Fellowship they are responsible for the day to day care of patients and help to train junior medical staff members and they undertake a clinical research project which can lead to new medical advancements and treatments.

It is not only today's patients who benefit from the Fellowships Program, but future generations of children around the world.

2.3 The best Hospital experience for patients and their families

Creating a positive environment for children when they are unwell and feeling uncertain about what is happening around them is an important part of the healing process.

Creating art can help our young patients with their physical, mental, and emotional recovery by relieving anxiety and decreasing their perception of pain. The Foundation also funds and delivers the Art Program, which helps to transform the Hospital into a place of wonder, inspiration and respite.

One of the highlights of 2017 was 'A little Piece of Me', a collaboration with artist Andrew Christie. Using an iPad supplied by the Art Program, patients took photos of all the people important to them and then merged them to create a larger 'pixel portrait.' The project was a welcome distraction for long-term patients such as Jade, who suffered terrible side effects from her Treatment. Making a piece of art gave her something to focus on and she was able to see her work on display in our Art Exhibition before she went home.

Another way we help to make the Hospital experience a little easier for our young patients is by supporting the Child Life and Music Therapy team. Play is a very effective way to help children understand what is happening to them in the unknown Hospital environment. Children are encouraged to perform procedures on a doll or teddy, or paint with syringes. Our Child Life Therapists also use techniques such as bubbles, music, or interactive games to help children express their feelings and emotions.

We also purchased iPads and DVDs for education and entertainment, which is especially welcome for long-term patients and funded play equipment for the Short Stay Surgical Unit, the Emergency Department and the Infants, Cardiac and Renal Ward.

Ensuring parents and carers are also supported is another important focus for the Foundation as we know that children thrive when they have their families close by. In 2017 we funded sofa beds for several departments so parents can stay overnight beside their child and upgraded the balcony in the C3W Isolation and General Medical Ward so families have a safe space to enjoy the outdoors. We also received positive feedback about the Emergency Department Carer's Packs that we were able

to provide so parents and carers who arrived in a rush without time to pack a bag can have essential items such as a toothbrush and toothpaste.

2.4 Innovative equipment and technology

Paediatric equipment is highly specialised and must be small enough to treat tiny babies and children. Thanks to the generosity of our supporters, the Hospital can upgrade and replace equipment more quickly and invest in new technology. This can help to reduce waiting times, minimise pain and improve recovery times.

For example, children and adolescents with conditions affecting the musculoskeletal system, such as cerebral palsy, hip dislocations and scoliosis require multiple scans. We have been able to significantly improve their Hospital experience thanks to the purchase and installation of a new, world-class EOS Imaging System that allows scans to be done in around 20 seconds.

We were also able to purchase a Cone Beam CT Scanner for the Craniofacial Department, a major equipment and software system which will help approximately 300 children each year with severe facial deformities.

Other highlights

Immunology Department: funding for Camp Goodtime and Teen Camp for children across Australia who are living with HIV/AIDS or with a parent or carer who has HIV/AIDS

Intensive Care Unit: two ventilators with Neurally Adjusted Ventilatory Assist which has been shown to reduce complications, increase patient comfort and enable earlier weaning.

Sleep Medicine Department: two Pulse Oximeters to measure oxygen levels in a child's blood and identify children most at risk of potentially life-threatening sleep disorders to prioritise them for overnight sleep studies, and a Transcutaneous Carbon Dioxide Monitor.

Child Life Therapy: Mobile Sensory Station to use with children in isolation or other special needs.

Palliative Care: equipment to provide safe and comfortable positioning for patients with neuromuscular conditions and equipment to promote hand function in therapy sessions.

Revealing the Gold Dinner 2016 Tree of Hope

Donors and guests who attended Gold Dinner 2016 were invited to attend a special event at Sydney Children's Hospital, Randwick within The Bright Alliance, to see the Gold Dinner Tree of Hope that they helped to create.

Each leaf on the tree bears the name of one of the generous donors who pledged their support and this beautiful installation is now permanently installed at the entrance to the Centre for Child and Adult Health on Level 7 where the

TRAPEZE Program is located.

TRAPEZE supports young people to live their healthiest lives and not be defined by their health condition or disability and has benefited from the funds raised at Gold Dinner 2016.

So now the Gold Dinner Tree of Hope inspires patients, staff and families every day and reminds them the community cares deeply about their future.



Our generous Tree of Hope donors

Goal 3

Foundation development

Progressively increase our financial support of the Hospital.

The breadth of the Foundation's fundraising channels is one of our strengths, as we are not overly dependent on a single source of revenue. This mitigates risk for us, and more importantly offers our donors a diverse range of ways to engage with us.

3.1 Growth and innovation in fundraising channels and relationships

Our teams are currently structured around core channels of giving including special events and partnerships and in 2017 all staff were focused on finding new ways to increase funds and acquire supporters.

Taking on personal sporting challenges is a popular way for people to rally their family and friends to our cause, so our Community Fundraising team sought to extend our reach beyond traditional events such as the annual City2Surf. We successfully secured a two-year headline charity partnership with the Blackmores Sydney Running Festival and used the event to test fitness product incentives to motivate people to raise funds and a "double your donations" campaign, when our Team Kids corporate sponsor The Income Tax Professionals matched donations within a 48-hour period.

Many of our community supporters are staff members or families with personal connections to the Hospital, and we will be exploring this area further over the coming year.

Our Partnerships team launched "Children's Better Health", a new initiative involving an online public vote to determine the beneficiary of a \$500,000 two-year funding commitment from our long-term supporter Coogee Bay Hotel. Three options were put forward, with Research Priorities receiving the most votes and the campaign was very well received by everyone involved.

The Foundation's retail team also took on the innovation challenge, opening Sunny's Cafe Coffee Cart in the Bright Alliance building as a joint initiative with Prince of Wales Hospital Foundation, which will be trialled over six months.

3.2 Increased community recognition, awareness and interaction with the Foundation

As a Health Promotion Charity we take an active role in advancing paediatric health and delivering health promotion messages. To increase the space available to deliver this vital information we have adapted our website home page to facilitate a scrolling banner with three distinct messages.

Key health promotion messages we have shared in 2017 have included drowning prevention and hydration and managing asthma.

We also focused on reinvigorating our bequest program, Sunshine Guardians, in collaboration with our Patron, Emeritus Professor Les White AM, who featured in a new brochure and 'welcome pack', a 4-minute video for our website and social media channels. We were actively involved in Include a Charity Week, and for the first time we also invested in print and digital advertising to promote the bequest program to the appropriate target segments through retiree and industry publications.

3.3 Technology that makes it easier for donors and stakeholders to give their support

The Foundation launched a refreshed website in March 2017 which included significantly improved functionality for our supporters, including optimisation for access via mobile devices.

Along with a refreshed design aligned with our revised branding guidelines the new website includes functionality which integrates smoothly with our database including online event ticket sales, community fundraiser profile pages and an improved donation process. It also integrates with our social media profiles and allows visitors to easily share our digital content across their own networks.

As well as offering a vastly improved user experience for our website visitors, the automated processes also save time for staff.

We also expanded the number of payment methods available to donors, launching a new Mobile Gift App at all Foundation events to take payments and give 'real time' updated tally information. We are also now exploring using 'tap and go' technology for smaller donations.

3.4 The most effective business model

In 2017 we began using a new 'Registered Charity Tick' logo which was released by the Australian Charities and Not-for-Profits Commission (ACNC). The logo aims to give reassurance to the public that the charities they support are transparent and accountable and only charities registered with the ACNC are authorised to use it.

The Foundation also undertook a review of all processes and procedures in response to a new Code of Conduct which was published by the Fundraising Institute of Australia (FIA) and came into effect on 1 July 2017. The Code applies to FIA members and commits them to high standards of ethical conduct. The Code is self-regulatory but adherence to the Code is a requirement of FIA membership.

Key points of the Code include establishing best practice protocols when engaging with our supporters and the public, especially vulnerable members of the community. The Foundation will appoint a Compliance Officer to oversee the development and implementation of training and policy updates.

Other highlights

Craniofacial Department: innovative camera to help surgeons plan facial reconstruction surgery for children. The new camera reduces and potentially avoids the need for multiple CT scans, which is associated with increased risk of radiation and tumour.

Emergency Department: vital training specially designed for Emergency Department staff in Safe, Reliable and Effective Care keeping

Cardiology Department: an echocardiogram which can produce detailed images of the heart using ultrasound to diagnose heart problems and function in patients, from tiny babies to teenagers.

Future Fertility research project funding for Kids Cancer Centre: registry and research studies investigating the uptake and use of fertility preservation, future use and complications of assisted reproductive treatments in females who have experienced cancer as a child or adolescent

Goal 4

People to make it happen

Foster collaboration and performance to create a relationship focused organisation.

Culture is vital to the success of any organisation, and we have been working hard to build a strong, supportive and flexible environment which will ensure we attract and retain the best people. We want to build a culture that inspires our staff and aligns our stakeholders and our donors with our cause so they feel inspired to do even more to help sick kids. Building strong relationships is the key to fundraising success and we have taken steps to enhance our connections with Hospital clinicians this year, through a new Relationship Manager structure which gives our connections greater depth and meaning.

4.1 Personalised relationships with donors and volunteers.

At the start of the year we held a planning workshop for the Chairs and Co-Chairs of all our major fundraising events. The purpose of the day was to provide networking opportunities, share details of the Foundation's Strategic Direction and update them on our 'behind the scenes' work to ensure continuity of event success, donor management, audience and branding and economies of scale for event suppliers. We received positive feedback about this new approach and plan to repeat the workshop annually.

Rally for Recovery committee and volunteers do an amazing job each year raising \$120,000 for the Kids Cancer Centre from their base at Tomakin on the NSW South Coast. As they had not visited the Hospital since 2013, we coordinated and hosted 22 members from Rally for Recovery for a Hospital tour that featured a thank you from Nicola Stokes and a tour of the Kids Cancer Centre with Head of Department Associate Professor Tracey O'Brien.

President Ken Sloan was presented with a patient artwork which featured the theme of "garage sale", before being hosted for a thank you lunch. The feedback was very positive and in December, Nicola Stokes was invited to visit the Rally for Recovery "shed" to celebrate the unveiling of their newly-renovated facility with the Committee and volunteers.

4.2 Recognition as an employer of choice.

During 2017 our Fundraising staff and Marketing Communications teams relocated to new office space within Sydney Children's Hospital, Randwick, providing improved facilities and an even closer working relationship with Hospital staff.

A search for a new Operations Centre has also now begun, as operations staff must be re-located before September 2018, preferably to a location that will facilitate travel via public transport to either Randwick or Westmead Hospital Campuses.

A complete review of the Foundation's leave and flexible work policies has been developed and a consolidated draft prepared for consideration by the Executive Team in February 2018 and adoption in March 2018.

The Fay Bradshaw Staff Recognition Award is peer-nominated and recognises outstanding performance, initiative and team work. The 2017 recipient was Connlaith Ni Raifeartaigh from our Community Fundraising team. We congratulate her on this significant achievement.

4.3 Enduring partnerships with Hospital, clinicians and staff.

A new Relationship Model was piloted to engage more Foundation staff in relationships with Hospital clinicians. Previously the Head of Hospital Liaison managed direct relationships between the Foundation and the Hospital, but our new approach has allowed more of our staff to understand the processes for prioritising funding needs and develop links with Heads of Department.

Philanthropic law firm Allens funds the flagship Neurology Fellow at Sydney Children's Hospital and holds the longest consecutive running funded Neurology Fellowship record in Australia. Each year the summer clerks tour the Hospital to give the younger generation an insight into the importance of community support. This year a record 33 clerks attended a lunch and a tour hosted by the Foundation before hearing a talk by Dr Denise Chan, the current Neurology Fellow and Professor Annie Bye, Head of Neurology.

Other highlights

Respiratory Department: two new roles to establish the MiCF Research Centre which aims to fast track research focused on finding a cure for Cystic Fibrosis, and raise awareness of the condition in the community.

Child Protection Unit: full-time Occupational Therapist to assist in the critical work of The Interdisciplinary Reparative Project (IRP). A key program that combines Occupational Therapy with Social Worker / Psychologist counselling sessions for both parents and children to break the cycle of abuse or neglect.

Medical Imaging: Nobel Prize winning EOS Imaging Suite that can complete full body scans on children in around 20 seconds and reduce the dose of radiation by up to 85%.

Occupational Therapy: Jazz Easy Wheelchair for small children who are unable to sit upright on their own, for example after a brain injury, to help families be more mobile.

The impact of your giving



Kaitlin

15 years old,
Cancer patient



Celebrating our Champions for Children

Thank you for your commitment and generosity.



Marinic International Pty Ltd
Paul Henry - Pedal 4 Kids



We are extremely fortunate to have a number of supporters who have generously decided to leave a gift in their Will. We call them our Sunshine Guardians, and we thank them with all our heart.



Children's Cancer Institute
Australia
Lenity Australia
NAB Foundation
Terrace Tower Group
Public House Management
Group



AFEX
Arnott's Foundation
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Entertainment Ltd
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The Medich Foundation
VGI Partners
Camp Quality
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Research Fund
Benny Wills Brain Tumour Research
Program
ARC UNSW Philanthropy (Phil')
Procure Cricket Challenge



Beach House Charity Lunch
Ben Webster - Sharks to Sheep
Blue 449
CF Swim Macarthur
Children with Crohn's Charity Ball
Children's Cancer Foundation
Child's Play Charity
CPB Samsung John Holland JV
CVC Managers
David Wright - Pedal 4 Kids
Dexus

Emergency Services Mega Bash
Fishing for Sick Kids
Graham Pearson - 21 Half
Marathons
Income Tax Professionals
Intermedia - Hotel
Management Awards
Jugail No. 8
Lahey Constructions
Laing+Simmons Double Bay
Lions Club of Bondi
Loyal Foundation
MAC Cosmetics
Macquarie Bank
MPA
Multifile
NGI Investments

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and Cabinet
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Paul and Marie Duchon Family
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Royal Motor Yacht Club of NSW
St Spyridon Parish
Supagas
The Change Angels
The Cornucopia Committee
The Freedman Foundation
The Patter Foundation Company Ltd
The Wiggs Foundation
Total Steel of Australia
War on the Wharves
Willimbury Pty Ltd

A special thank you

HALL OF CHAMPIONS

Our Hall of Champions partners have each contributed more than \$1 million to the Foundation – an incredible achievement.



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FUND FOR NEWBORN CARE

The Daily Telegraph
The Sunday Telegraph

THE
SAUNDERS
FAMILY

THE
TURNBULL
FAMILY



2017 Hall of Champions inductees

Reaching \$1 million of giving is a significant achievement, so we were thrilled to welcome two new members to our Hall of Champions in 2017. We congratulate them on achieving this special milestone and thank them for their extraordinary generosity.



highland
property group

It has taken only three years for the amazing team at Highland Property Agents to achieve their ambitious target of raising \$1m through their annual Blue Lunch. This incredible result reflects their passion and dedication and the generosity of their event sponsors and supporters.



Long-term supporters, Australian Fund Managers, have been partners of the Foundation since 2003. Raising funds through their annual awards night, their generosity sets a wonderful example to the community about the importance of giving and demonstrates the power of collaboration. They bring together so many people and organisations from across the financial sector who are united by their desire to give sick kids a brighter future.

How your support helps:

Special events

Every year, the Foundation's special events collectively raise millions of dollars, thanks to the hard work, talents and dedication of our amazing volunteer Event Committees.

The Diamond Event

\$663,000 raised to support
**The Australasian Centre for
Personalised Cystic Fibrosis
Medicine (miCF)**



Committee Members

Samantha Luciano (Chair)
Sally Bettman
Deborah Coakley
Sally Donnelley
Vanessa Douglas
Melissa Marshall
Charlie Tynan

Gold Dinner Ambassadors

Natarsha Belling
Penny O'Meara
Mandy Steinberg

Bathers' Gold Lunch
\$66,000 raised to support
the Kids Cancer Centre



Committee Members

Marianne Lewis (Chair)
Belinda Russell

sunSCHine

\$832,461 raised to support
Pain and Palliative Care
within the Bright Alliance



Committee Members

Nikki Dunlop (Chair)
Tory Archbold
Yael Barkhan
Bahar Etminan
Jaz Harvey
Sarah Hogan
Nicky Love Joye
Debbie Manolas
Alexandra Smart

Gold Kids Disco

\$123,000 raised to support
the Foundation's Art Program



Committee Members

Meg Tudehope (Chair)
Alethea Flynn
Melissa Marshall
Charlie Tynan

Amber Affair

\$65,000 raised to fund
priority needs at the Hospital



Committee Members

Luke Hepworth (Chair)
Martin Haddad (Deputy Chair)
Joe Cook
Jarrod Saffy
Jordan Tang



Zoya



one year old,
Neurology patient

20th Anniversary Gold Dinner

Over the past two decades, Gold Dinner has raised more than \$23 million, becoming the most prestigious philanthropic social event in the Sydney calendar.

Founded in 1997 by Lucy Turnbull, Skye Leckie, Judith Joye (Crawford) and Lyndi Adler the purpose of the Gold Dinner was to raise \$1 million each year for the Sydney Children's Hospital, Randwick.

The Committee's energy and ability to create unforgettable events has been matched only by the generosity of their guests, who are equally committed to the future of children's health.

Gold Dinner has consistently pushed the boundaries of paediatric health, funding innovative projects including state-of-the-art smart operating theatres for neurosurgery, a rare diseases database and a purpose-built Child and Adolescent Mental Health Facility.

"We have always strived to be relevant," says founding Committee member Skye Leckie OAM. "We can't help every single department straight away, so we focus on Hospital priorities and where we can make the biggest difference."

In 2017, the Committee chose to invest in a new Centre for Clinical Genetics that will offer a 'golden key' to unlock new diagnoses and treatments, not just for Australian children but for others around the world.

Medical genetics now touches every aspect of paediatric medicine. Every year the Hospital's expert Clinical Geneticists see more than 2,000 new patients, from newborns to young adults. In years to come, thanks to Gold Dinner 2017, the

Centre for Clinical Genetics will help to unravel many more mysteries and provide new weapons against childhood disease and disability

Congratulations to the wonderful Skye Leckie OAM, who received an Order of Australia in 2017. Skye has been involved as a committee member and Ambassador since the very beginning of Gold Dinner, so were delighted that her generosity and commitment to children's health has been acknowledged in this special 20th anniversary year.

Gold Dinner

\$2 million raised to support the Centre for Genetics within the Bright Alliance

Committee Members

Chrissy Comino (Co-chair)
Athena Wagner (Co-chair)
Alina Barlow
Kirsten Dale
Eva Galambos
Wallis Graham
Roslyn Hakim
Sara Lane
Edwina McCann
Emma van Haandel

Gold Dinner Ambassadors

Jane Freudenstein
Skye Leckie OAM
Nikki McCullagh





How your support helps:

Gold APPeal and Telethon

Thank you to our
generous partners

Gold Appeal & Gold Telethon



The Daily Telegraph
The Sunday Telegraph

ADSHEL



news local

Gold Day



EMU Australia

Cheer for the Kids Appeal

coles

We were thrilled to reach our \$6 million target at our 8th annual Gold Telethon, bringing the total raised to date to \$30 million.

As well as raising vital funds, Gold Telethon helps the Foundation to attract new donors, with 1,870 new supporters coming on board during the 2017 campaign. The campaign gives us a powerful platform for sharing health promotion messages and stories about the children and families who rely on the Hospital.

Our Gold Day launch at the Hospital is always a fun day, and our sponsor Emu Australia delighted our young patients by donating 300 pairs of 'Little Creatures' branded boots. The children were able to choose their favourite animal design at a pop-up shoe store near Sunny's Cafe. The animal theme was picked up by our Art Program and Dashing Print who donated cut out animals to decorate the Hospital foyer and wards.

On the day of the live TV broadcast, music performances from Boy George and Kelly Rowland and other celebrities kept viewers

entertained but regular live crosses to the Hospital helped to remind them about the vital need for their donations. Our 'Face of Telethon' Owen travelled from Dubbo with his family to the studio and NSW Premier Gladys Berejiklian also called in to meet families and present a donation.

Highlights included Mastercard presenting a 'priceless surprise' Sydney Harbour experience to a Hospital patient, and an unexpected boost to the tally from Macquarie Bank Foundation, who matched donations during a specific hour.

A special edition of Millionaire Hot Seat featuring patient families and staff from the Hospital and the Foundation raised an extra \$20,000 and helped to get us to our target right at the close of the broadcast.

We are incredibly grateful to everyone who helped to make the 2017 Gold Appeal and Telethon possible, especially all our staff and supporters and the Channel Nine viewers across New South Wales who gave so generously.



How your support helps:

Community fundraising







HIYAM

four years old,
Oncology patient

Financial summary

During the 2017 Financial Year, the Foundation contributed \$13.5m to Sydney Children's Hospital, Randwick. These vital funds have been invested in line with the Foundation's 2017-2022 Strategic Direction, guided by priority needs identified by the Hospital.

Our vision is to improve children's lives by investing in paediatric researchers, innovative projects that diagnose, prevent and cure childhood illnesses and world-class infrastructure that attracts the best and brightest talent.

The Foundation funded 16 Research positions and a further 16 Clinical Education and Support positions across the Hospital at a combined cost of \$3.61m. We provided funding of \$0.92m for the Australasian Centre for Cystic Fibrosis Personalised Medicine (miCF), \$3.0m for the Bright Alliance facility and \$0.44m for the Zero Childhood Cancer (ZCC) Program. We also contributed \$0.05m for research priorities, \$0.15m for minor facilities upgrades, \$0.15m for the Health Sciences Precinct Group (Sphere), \$0.21m for specified patient and family support and a further \$0.10m for additional training.

As well as investing in the future of paediatric medicine, we also nurture the health and wellbeing of children and families who need the Hospital now. Our aim is to ensure every child has access to the highest quality clinical care, the latest equipment and technology and the best Hospital experience possible.

A total of \$3.05m was used to purchase new state of the art medical equipment, ranging from new medical imaging and diagnostic technology to the latest generation of critical care monitors. The Foundation also funded 15 Fellowships across the Hospital at total cost of \$1.84m. These Fellows will go on to become the specialists of the future, treating tens of thousands of children.

The Foundation generates revenue from a broad range of sources. This offers donors a range of touchpoints, so they can engage with us when and how they prefer. This diversity also offers multiple channels through which to share health promotion messages and raise awareness of the Foundation and the Hospital.

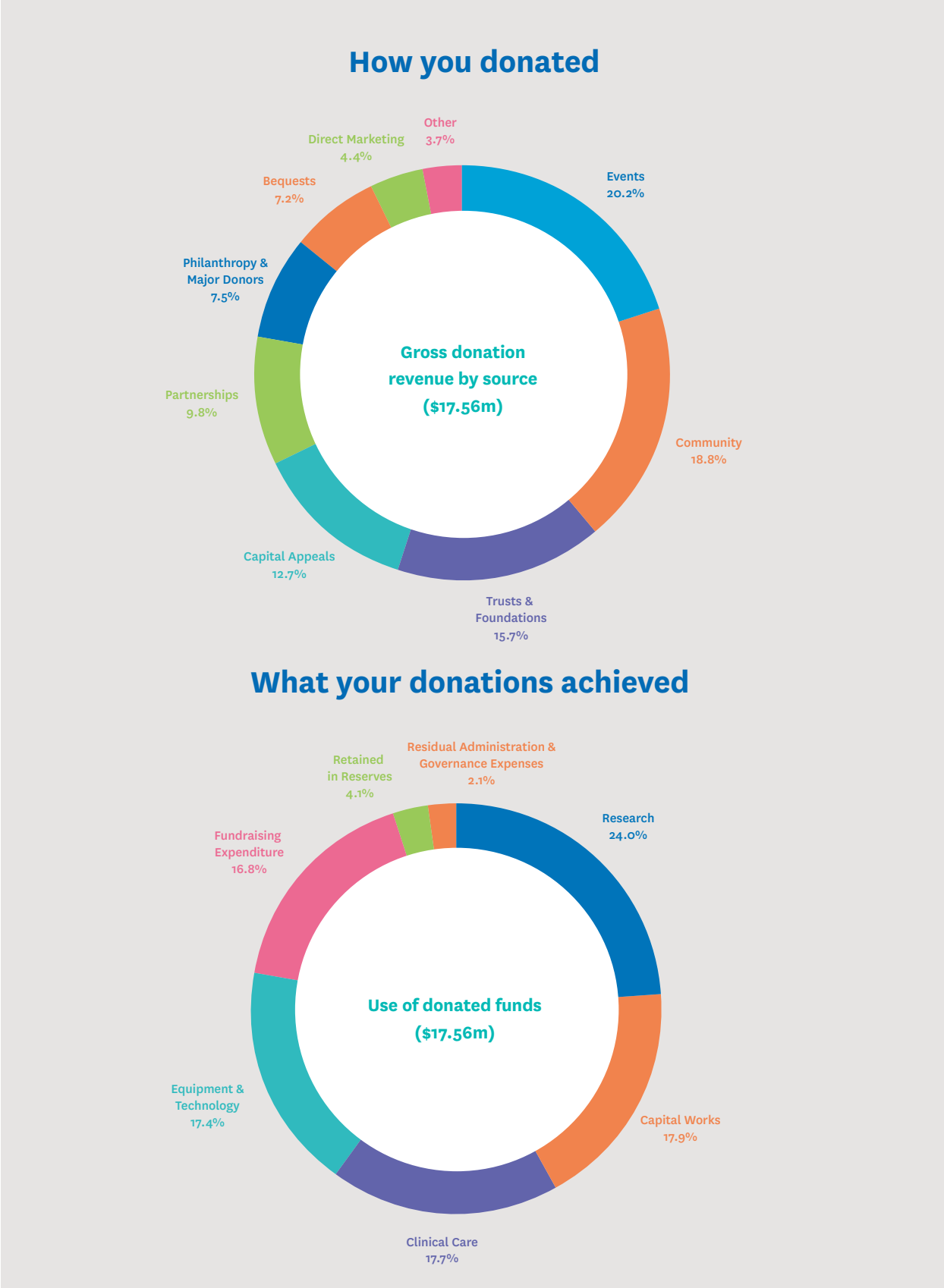
2017 was a particularly challenging year for fundraising. The not-for-profit sector is crowded and the market increasingly competitive and cuts in Government funding created additional pressure. In response, we invested more resources in digital fundraising and corporate partnerships and new strategies such as a revitalised bequest program.

Gross expenditure for the year was \$7.82m compared to \$7.72m for 2016. Fundraising expenses and retail (cafe and gift shop) expenses were \$0.24m and \$0.04m respectively below 2016. Other operational expenses were \$0.38 higher than in 2016, due to the need to undertake some important compliance projects and explore the feasibility of a new strategic opportunity to significantly expand the Foundation's remit, which is still in progress at the time of going to press.

In 2017 we increased our overall contribution by 9.7% compared to last year. Our aim is always to maximise the amount of donated funds available to invest in the Hospital.

Visit www.schf.org.au to view our full Financial Statements

Sydney Children’s Hospital Foundation supports a broad range of health promotion activities and has a diversified range of Fundraising channels.



Note: this analysis excludes the proceeds from the sale of Foundation properties in 2017 which were re-invested in investment assets backing reserves.

The Foundation incurs two types of expenses:

1. Costs incurred in generating and raising donated funds, and
2. Cost of administering and governing the Foundation in accordance with the ACNC, NSW Fundraising Act (1991), ATO and other regulatory requirements.

Residual administration and governance expenses	\$'000
Gross Administration and Governance expenses	(3,454)
Net Investment income	2,597
Retail Profit	453
Administration fees	42
Residual expenses	(362)

Our current model uses investment income and retail profits to minimise the amount of residual administration and governance expenses that need to be recovered from donated funds. Our aim is to maximise the amount of donated funds available to invest in research, equipment, clinical care and infrastructure (capital works).

In 2017 we successfully increased the amount of donated funds available to support the Hospital to 81.10 cents for every dollar donated.



Cents in the dollar contributed to the hospital

Sydney Children's Hospital, Randwick is a very special place.
Every day around the clock, our brilliant and dedicated staff save lives, deliver expert medical care
and help children and families on their recovery journey, while our brightest medical researchers look
for answers and make new discoveries.

Thank you for your support.



Sydney Children's Hospital Foundation
is registered as an Item 1
Deductible Gift Recipient (DGR)
by the Australian Tax Office

ABN 72 003 073 185
CFN: 13211

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