







THE SNOWDOME FOUNDATION MAKING HOPE REAL AGAINST CANCERS\*

\*Leukaemia, Lymphoma & Myeloma



# OUR MISSION: TO ACCELERATE NEXT-GENERATION TREATMENTS FOR AUSTRALIAN

IN FIVE YEARS

SNOWDOME SUPPORT HAS ENABLED 13 CLINICAL TRIALS TO COMMENCE

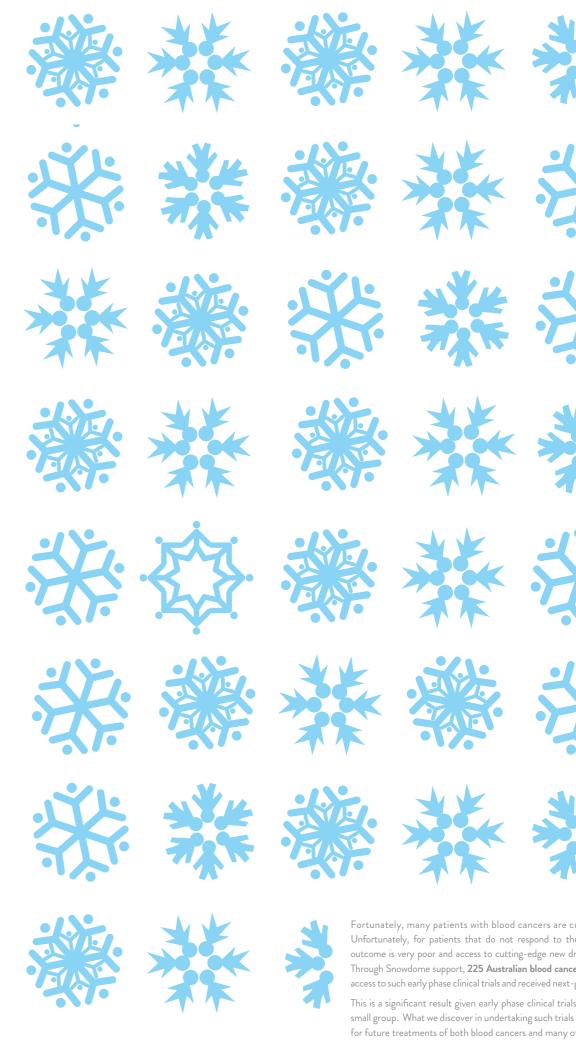




In Australia, blood cancer research is essential. Innovative therapies in clinical trials are showing positive patient outcomes. Australian blood cancerpatientsneedaccesstoclinical trials of next-generation treatments. The Snowdome Foundation exists to provide critical funding support for early phase clinical trials, research into personalised medicine as well as improved patient identification for new drugs. Our efforts in Australia have resulted in fast-tracking treatments.

## By the end of 2015, our achievements included:

- > 13 clinical trials commenced with Snowdome support
- > 225 Australian blood cancer patients are on trials
- > 190 patients are participating in biomarker studies
- > Launched the Centre of Research Excellence in Myeloma at Victorian Comprehensive Cancer Centre
- > Facilitated the establishment of Maddie Riewoldt's Vision to research cures for bone marrow failure syndromes
- > Raised \$10,300,000, of which \$7,600,000 has been assigned to research grant commitments
- > Maintained a very low expense base (15%) to enable the vast majority of raised funds to be directed to research.











Fortunately, many patients with blood cancers are cured of their disease. Unfortunately, for patients that do not respond to the initial therapy, their outcome is very poor and access to cutting-edge new drugs can be life-saving. Through Snowdome support, 225 Australian blood cancer patients have gained access to such early phase clinical trials and received next-generation treatments.

This is a significant result given early phase clinical trials are only suitable to a small group. What we discover in undertaking such trials has major implications for future treatments of both blood cancers and many other cancer types.

**MESSAGE FROM** THE CHAIRPERSON **& CHIEF EXECUTIVE** OFFICER

ACHIEVEMENTS GRANTING

25 **BOARD OF** DIRECTORS

**NEED FOR BLOOD CANCER RESEARCH** 

**ACHIEVEMENTS: OPERATIONS** 

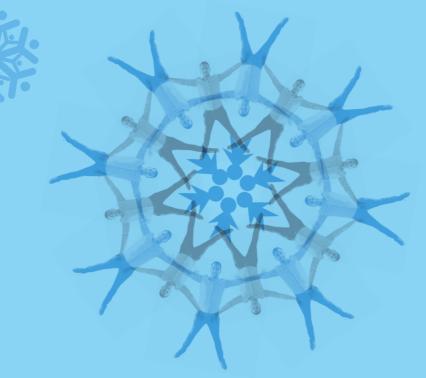
28 **FINANCIALS** 

**OUR STRATEGIC** DIRECTION

20**ACHIEVEMENTS:** FUNDRAISING

**APPRECIATION** 

**& DEDICATION** 



## **MESSAGE FROM** THE CHAIRPERSON & CHIEF EXECUTIVE OFFICER

The Snowdome Foundation was formed to provide hope for Research at the brand new Monash Health Translation Precinct ----Australians with blood cancers. For the men, women and soon to be one of the largest early-phase clinical trial facilities children with leukaemia, lymphoma and myeloma, accessing next in the Australia. generation treatments is crucial. This is where the Snowdome • Dr. Michael Dickinson, Director of the new Centre of Research Foundation's work is significant. We raise funds to help accelerate Excellence in Myeloma at Victorian Comprehensive Cancer new treatments for Australian blood cancer patients to help Centre, has been able to successfully fill high calibre positions for them live longer, better lives and we passionately remain true to this Australia-first initiative. In fact, Michael's precision medicine our cause and ensure that all funds raised are granted efficiently concept preceded President Obama's announcement to support and effectively.

We are proud to report that Snowdome's results and achievements were delivered with an **industry best practice expenses to** revenue ratio of 15%. In other words, 85% of funds raised by Snowdome are available to research projects and clinical trials that will help improve the lives of Australians with blood cancers. This would not be possible without the generous support of our pro bono partners: Arnold Bloch Leibler, Gandel Philanthropy, Grant Thornton, King Wood Mallesons, The Pratt Foundation, Watermark and Allen Smith Associates as well as our Major Event Partners: Village Roadshow, AFL Media, Cisco, Viocorp and b2cloud.

In May 2015, as a best practice approach in the not-for-profit sector, we announced a strategic collaboration with Maddie Failure Syndromes. Within the world of haematology, Bone Marrow Failure Syndromes are considered part of the blood cancer spectrum and patients receive similar treatments to those with blood cancer. Joining resources in a competitive market to enable sharing the same mission, expense and expertise bases were just some of the reasons why this alignment was forged. We are confident our collaboration with the entrepreneurial team at Maddie's Vision will deliver great results for Australian blood cancer and Bone Marrow Failure Syndrome patients. To read more about Snowdome's collaboration with Maddie's Vision, please see page 24.

At the end of 2015, Snowdome raised and directed a total of \$10,300,000. This funding enabled Snowdome researchers to apply for added funding to further support Snowdome initiatives. To date, an additional \$10,000,000 has been raised through these efforts bringing the combined total to \$20,300,000 for Australian blood cancer research. An outstanding result to support the translation of this research to the bedside to benefit Australian blood cancer patients.

Throughout 2015, Snowdome committed another \$600,000 to urgent blood cancer research (raising the total of funds granted to \$7,600,000). Snowdome funding currently supports a collaboration of researchers based at Peter MacCallum Cancer Centre, Alfred Health, Royal Melbourne Hospital, Walter & Eliza Hall Institute and The University of Melbourne.

Importantly, Snowdome's research is delivering world class results:

 Associate Professor Mark Dawson's research in understanding the causes of leukaemia made front page headlines in May 2015; Snowdome proudly funds the George and Yolanda Klempfner Fellow in Mark's laboratory at Peter MacCallum Cancer Centre.

· Associate Professor Jake Shortt, Erdi/Snowdome Fellow, recently announced the commencement of patient trials for his ground breaking research, as well as becoming Head of Haematology

- personalised medicine in his 2015 State of the Union address.
- The ability to stay nimble and maintain strong governance is critical to our success.
- This year, long serving Director, Susan Timbs retired. Susan was hugely instrumental in our formative years to secure governance documentation and establish operating procedures. On behalf of the Board, we would like to express our deep appreciation to her for her significant contribution to Snowdome. See page 25 for more about Sue's invaluable contribution to Snowdome.
- In 2015, we welcomed several new Directors who have bolstered our skills-based Board: Ian Thompson, Chief Global Credit Officer at Standard & Poors; Professor Sharon Lewin, Head of the Dougherty Institute and Melbournian of the Riewoldt's Vision whose mission is to find a cure for Bone Marrow Year in 2014; Neil Carabine, Partner at King & Wood Mallesons; Amanda Jones, Principal at Watermark; Professor Richard Boyd, Group Leader, Stem Cells & Immune Regeneration Lab Chair and Nick Riewoldt, co-Founder of Maddie Riewoldt's Vision.
  - As we look to the future, we are confident. We have a clear strategy. We have a passionate, skill based Board, engaged stakeholders and a strong Executive. We look forward to continuing our mission of 'making hope real' for Australians with blood cancer and blood diseases.
  - Snowdome wishes to thank all our major donors who are extremely committed to making a difference to the lives of Australians living with blood cancer. For this we are hugely appreciative of their ongoing support.
  - We would also like to extend special thanks to our volunteer Board & Committee members, pro bono & event partners, researchers and clinicians for their outstanding contributions in the fight against blood cancers. It is their combined passion and commitment that is 'making hope real'.

We are delighted to share the Snowdome Foundation's 2015 Annual Review which highlights the 2014/15 financial results.

ROGER GREENMAN AM CHAIRPERSON





## NEED FOR **BLOOD CANCER** RESEARCH

## **BLOOD CANCERS**, THE MOST PREVALENT **BEING LYMPHOMA**, **LEUKAEMIA AND** MYELOMA, ARE THE THIRD LEADING **CAUSE OF DEATH IN AUSTRALIA FROM CANCERS<sup>1</sup>**

In Australia, it is estimated that over 12,000 people each year are told those terrible words, words that are completely unexpected... 'You have a blood cancer'.

IN AUSTRALIA, BLOOD CANCER RESEARCH IS ESSENTIAL. Innovative therapies in clinical trials are showing positive patient outcomes. Australian blood cancer patients need access to clinical trials of next-generation treatments. The Snowdome Foundation exists to provide critical funding support for clinical trials and thereby fast-tracking treatments.

## WE HAVE SOME OF THE WORLD'S **BEST RESEARCHERS AND** CLINICIANS HERE IN AUSTRALIA, WHO ARE MAKING ADVANCES IN CANCER RESEARCH WHICH COULD CHANGE THE LIVES AND **OUTCOMES OF CANCER PATIENTS.**'

Associate Professor Mark Dawson, consultant haematologist in the Department of Haematology and Head of the Cancer Epigenetics Laboratory at the Peter MacCallum Cancer Centre.

## OUR STRATEGIC DIRECTION

**BASED ON THE** SNOWDOME FOUNDATION STRATEGIC PLAN, WE MADE SIGNIFICANT **ADVANCEMENTS IN THE FIVE FOCUS AREAS WE IDENTIFIED FOR** 2015-2017:

## PROFILE

STRENGTHEN AWARENESS ABOUT THE **CRUCIAL WORK SNOWDOME SUPPORTS** 

## FUNDRAISING

MAINTAIN STRATEGIC FUNDRAISING **APPROACH, WITH MINIMAL EXPENSE** 

## RELATIONSHIPS

**ENGAGE WITH CURRENT & POTENTIAL DONORS** 

## FUNDING

**EXTEND FINANCIAL SUPPORT TO EARLY** PHASE TRIALS, RESEARCH AS WELL AS **IMPROVED PATIENT IDENTIFICATION** FOR NEW DRUGS

## **INTERNAL**

**CONTINUE TO OPERATE WITH PROFESSIONALISM, INTEGRITY AND MISSION FOCUS** 

'SOURCE: AUSTRALIAN INSTITUTE OF HEALTH AND WELFARE 2014. CANCER IN AUSTRALIA: AN OVERVIEW 2014. CANCER SERIES NO 90. CAT. NO. CAN 88. CANBERRA: AIHW.



## MAJOR DONOR PROFILE MRS EVA & THE LATE DR LES ERDI

With thanks to the generosity of Mrs Eva and the late Dr Les Erdi, in July 2014 the Snowdome Foundation was delighted to announce a joint initiative with government agency, the Victorian Cancer Agency (VCA), to deliver an innovative Clinical Research Fellowship up to \$800,000 over 4 years. The Eva and Les Erdi / Snowdome Foundation Fellowship for New Targets in Haematological Malignancies was made possible due to the extraordinary passion from Mrs Eva and the late Dr Les Erdi to recognise life is precious and their motivation to improve people's lives.

Associate Professor Jake Shortt was awarded the Fellowship by the incumbent Victorian Minister for Health, David Davis at a <u>VCA Awards ceremony</u> in July 2014.

The aim of the Eva and Les Erdi / Snowdome Foundation Fellowship for New Targets in Haematological Malignancies is to:

- provide the opportunity for a blood cancer clinician to develop and sustain a career in research; and

- encourage research with a focus on new biological targets in haematological malignancies such as epigenetic targets, potential biomarkers, pathway discovery and novel agents. that switches normal genes back on in cancer cells. The causal effect is to activate the immune system to fight the cancer. The project will include laboratory experiments evaluating patient samples from a world first human clinical trial. This trial has commenced and Associate Professor Jake Shortt is accruing 1-2 patients per month. During this trial, Jake is monitoring the drug's effect on the immune system to help predict which patients will benefit most.

Associate Professor Shortt has been studying a new drug class

With great thanks to Eva & Les Erdi and together with the Victorian Cancer Agency, the Snowdome Foundation is delighted to support Associate Professor Shortt's project and looks forward to following his progress. This funding model is an example of Snowdome's targeted funding approach. Snowdome is pleased to be supporting a unique research opportunity that enables government and philanthropy to work together.



NB: In August 2015, Associate Professor Shortt was promoted to Head of Haematology Research at the new Monash Health Translational Precinct, soon to be one of the largest phase 1 facilites in the Southern Hemisphere.



## PROFILE MAJOR PARTNERS FOR PRO BONO SERVICES

#### WATERMARK

Watermark specialises in Intellectual Property (IP) and Intellectual Asset Management (IAM) advisory services. A firm of patent and trade mark attorneys, IP lawyers and advisors (R&D Tax) that works with its clients to identify, protect, enforce and manage their IP to generate commercial value.

Watermark takes Corporate Social Responsibility seriously. They are a foundation supporter of Snowdome and have provided office accommodation for the Snowdome Executive for over four years as well as pro bono IP and legal services. Amanda Jones, Principal of Watermark, was appointed to the Board of Snowdome and serves on a number of committees.

**WATERMARK HAS A LONG TRADITION OF 'GIVING BACK'** AND OUR RELATIONSHIP WITH THE SNOWDOME FOUNDATION IS HIGHLY VALUED BY ALL OUR STAFF. WE ARE EXCITED BY THE SCIENCE THAT IS BEING GENERATED **THROUGH SNOWDOME'S FUNDING** AND SUPPORT AND THE POTENTIAL FOR FAST TRACKING INNOVATIVE TREATMENTS FOR AUSTRALIAN **BLOOD CANCER PATIENTS.** PERSONALLY, I AM VERY PROUD TO BE A PART OF SNOWDOME **AS AN ORGANISATION THAT PASSIONATELY BELIEVES IN ITS** MISSION AND WORKS TIRELESSLY **TO ACHIEVE IT.**'

Amanda Jones, Principal at Watermark and Snowdome Board member

#### ARNOLD BLOCH LEIBLER

Arnold Bloch Leibler (ABL) is one of Australia's pre-eminent law firms, renowned for advising clients on high-stakes transactions, disputes and commercial issues.

ABL is a foundation supporter of Snowdome and was instrumental in providing pro bono governance and legal services during Snowdome's formative years. We are so appreciative of Joey Borensztajn and Emily Simmons for their ongoing contribution to the Snowdome Foundation for over five years.



#### KING & WOOD MALLESONS

King & Wood Mallesons (KWM) is an international law firm combining local and global services. They are the only firm in the world able to practice Chinese, Hong Kong, Australian, English, US and a significant range of European and Middle Eastern laws and focus on opening doors and unlocking opportunities for clients as they look to unleash the fullest potential of the Asian Century.

KWM provides pro bono legal services to Snowdome. Neil Carabine, partner of KWM Melbourne, was appointed to the Board of Snowdome and served on the Audit & Risk Committee. We thank Amit Chowdhury and KWM for their ongoing legal support, especially in this year with Snowdome entering nine funding agreements in 2015 to advance blood cancer research.

#### **GRANT THORNTON**

Grant Thornton is one of the world's largest professional services network of independent accounting and consulting member firms which provide assurance, tax and advisory services to privately held businesses, public interest entities, and public sector entities.

Grant Thornton has been a long-time partner of Snowdome and has provided pro bono auditing services over the last four years. This independent review is essential to confirm Snowdome's strong business practices. We thank Eric Passaris, Chris Norris and the Grant Thornton team for their ongoing support.

#### THE PRATT FOUNDATION

The Pratt Foundation (Pratt Philanthropies) has been working with communities for over 30 years across areas such as Mental Health, the Arts, Education, Cancer Care, Jewish Life, Aboriginal Advancement and the Environment.

We are especially thankful to The Pratt Foundation for their generous funding of our CEO position during our formative years and into our development years. This support as well as ongoing advice has been critical to Snowdome's early success.

#### GANDEL PHILANTHROPY

Gandel Philanthropy began as the Gandel Charitable Trust in 1978 and has become one of Australia's largest independent family philanthropic funds. Through their generous contributions to the community they strive to create a positive and lasting difference in people's lives.

Snowdome is delighted to be working with Gandel
 Philanthropy to advance blood cancer research.
 Their generous multi-year contributions will make a
 significant impact on accelerating new drug development.

### A DOUBLE DISCOVERY FOR LEUKAEMIA CURES

Snowdome-supported researchers at the Peter MacCallum Cancer Centre (Peter Mac) have discovered how a form of leukaemia fights back against a ground-breaking treatment, providing vital new leads on how to outwit the deadly disease.

Acute Myeloid Leukaemia (AML) stem cells are particularly aggressive, insidious and nimble. Knowing how they respond when under attack enables researchers to devise interventions that can neutralise the source of resistance before it develops, translating into more effective treatments for AML and potentially other leukaemias.

As part of the research, and for the first time, Peter Mac's Cancer Epigenetics Laboratory team has been able to grow and maintain leukaemia stem cells in a laboratory dish, making it easier and faster to test new treatments with the potential to eradicate the disease.

The double discovery will boost understanding of AML, which affects more than 900 Australians each year, and 300,000 globally, with five-year survival rates of just 25% according to lead investigator, Associate Professor Mark Dawson. "Our clinical trial of BET-inhibitors is giving new hope to selected patients with aggressive forms of AML. However, the risk of resistance developing is common in any cancer treatment. Knowing precisely how that happens in advance puts us one step ahead in outmanoeuvring the disease."

This therapeutic strategy is very effective in pre-clinical models of aggressive leukaemias and now Associate Professor Dawson is leading a first-in-class international clinical trial of these drugs in Australia, with the goal of increasing survival rates and advancing cures for aggressive blood cancers over the longer term.

The Snowdome Foundation is very proud to support the work of Associate Professor Dawson and the Cancer Epigenetics Laboratory. Through Snowdome, the George and Yolanda Klempfner Fellow has been instrumental in progressing Mark's research.

Associate Professor Mark Dawson is a consultant haematologist in the Department of Haematology at The University of Melbourne and Head of the Cancer Epigenetics Laboratory at the Peter MacCallum Cancer Centre.

His research interests lie in understanding the epigenetic regulation of normal and malignant haematopoiesis. The Cancer Epigenetics Laboratory aims to understand the role of epigenetic regulators in normal and malignant haematopoiesis and to use these insights to identify novel therapies for the treatment of blood cancers.

ACHIEVEMENTS GRANTING

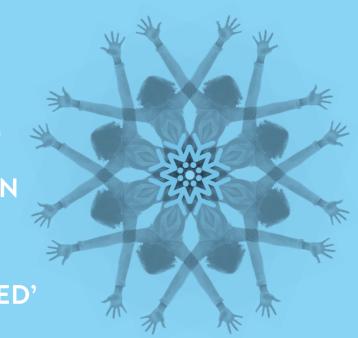
**FROM INCEPTION IN 2010** TO THE END OF 2015, THE SNOWDOME FOUNDATION HAS GRANTED AND COMMITTED \$7,600,000. **ENSURING THAT FUNDS RAISED ARE 'FAST-TRACKED INTO STRATEGIC BLOOD CANCER RESEARCH AND RELATED ACTIVITY IS A KEY PRIORITY.** 

During 2015, Snowdome committed \$600,000 to strategic blood cancer projects. Importantly, Snowdome's granting is delivering results. At the end of 2015, through Snowdome support, 225 Australian blood cancer patients had gained access to new treatments through 13 clinical trials.

The Snowdome Foundation seeks opportunities to 'enable' clinical trials to commence. We work with world leading Australian researchers to prioritise key research opportunities across a consortium of numerous hospitals including Peter MacCallum Cancer Centre, Alfred Hospital and Royal Melbourne Hospital.

Once the key granting opportunities are identified and prioritised, we then work to fund these strategic, multi-year research opportunities. Importantly, Snowdome funds are granted or released to strategically defined research projects following thorough review by our Grants Committee and final approval by the Board. The Snowdome Executive then prepares funding agreements with specified deliverable milestones for each research project. In 2015, there was a record number of grant agreements executed (nine). These agreements totaled over \$4,000,000 relating to grants approved in 2014 and 2015.

To date, Snowdome has achieved success in funding critical 'human infrastructure' (ie. Research Fellows, Clinical Trial Research Nurses, Research Scientists, Clinical Trial Project Managers, etc.) over multiple years to ensure clinical trials can run to completion. This ensures patients receive the full benefit of being on a clinical trial.









## SNOWDOME FUNDED RESEARCH SINCE INCEPTION IN OCTOBER 2010

Peter MacCallum Cancer Centre Clinical Fellowship ~ 2011
Victorian Epigenetics Group Clinical Fellow ~ The Alfred Hospital ~ 2012/13 (Part Funded to 66%)
Clinical Trial Research Nurse ~ Peter MacCallum Cancer Centre ~ 2012/13 (directed)
Clinical Trial Nurse ~ Royal Melbourne Hospital ~ 2013/14/15/16
Victorian Epigenetics Group Management Team ~ 2012/13/14 ~ Q1&2
Peter MacCallum Cancer Centre Clinical Fellow ~ 2013/14 ~ Q1&2
Alfred Research Scientist ~ 2014 ~ Q1&2
Peter MacCallum Cancer Centre Clinical Fellowship ~ 2015/16/17 ~ Q1&2 (co-funded)
Alfred Research Scientist ~ 2015/16 (co-funded)
Erdi-Snowdome Fellowship ~ The University of Melbourne ~ 2014/15/16/17 (co-funded)
George and Yolanda Klempfner Fellowship ~ The University of Melbourne ~ 2015/16/17
Molecular Profiling of MDS Grade 2 Scientist, consumables & analysis ~ The University of Melbourne ~ 2015/16/17
Aza Biomarker in MDS Research Assistant, consumables & analysis ~ Peter MacCallum Cancer Centre ~ 2015/16
Walter & Eliza Hall Institute Fellowship ~ 2015/16/17/18

Centre of Research Excellence in Myeloma at Victorian Comprehensive Cancer Centre ~ The University of Melbourne ~ 2014/15/16/17/18/19:

- > Julie Borschmann Fellowship ~ The University of Melbourne ~ 2013/14/15/16/17 (directed funding)
- > Comprehensive clinical and tumour database ~ 2015/16/17
- > Bioinfomatics project and related costs ~ 2015/16/17/18/19
- > Morris Family Fellowship ~ 2015/16/17/18/19
- > Two Data Managers/Nurses ~ 2015/16/17



**'THE SNOWDOME FOUNDATION IS** A 'GIVING CHARITY', OUR DESIRE IS TO RAISE FUNDS AND THEN GET THE FUNDS WORKING ON MEANINGFUL RESEARCH RATHER THAN RETAINING LARGE CASH BALANCES, THROUGH THIS STRATEGIC APPROACH, WE ARE FAST-TRACKING BLOOD CANCER **RESEARCH. SNOWDOME ALSO** WORKS CLOSELY WITH AUSTRALIAN CLINICIANS AND RESEARCHERS TO **IDENTIFY KEY STRATEGIC EARLY-PHASE OPPORTUNITIES THAT REQUIRE** URGENT FUNDING WHICH ENSURES **OUR GRANTING IS MAKING A MEANINGFUL DIFFERENCE TO AUSTRALIAN BLOOD CANCER PATIENTS.** Grant Rutherford.

Grant Rutherford, Snowdome Foundation co-founder and Board member



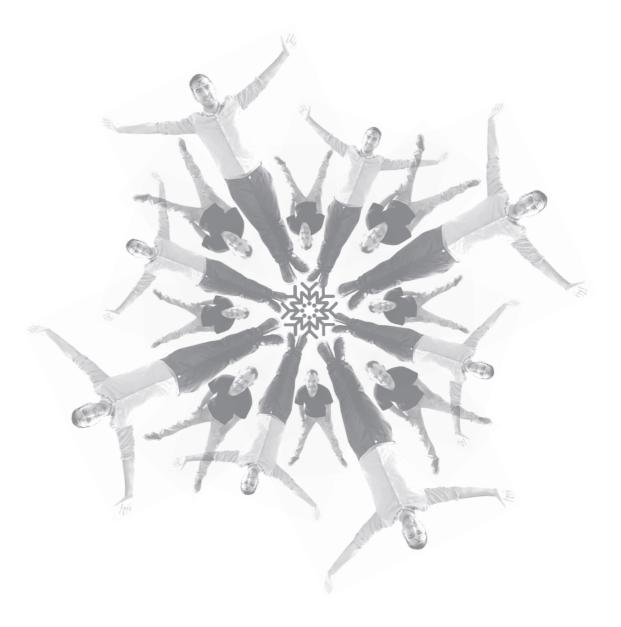
**'ENABLING BLOOD CANCER PATIENT TRIALS & PROJECTS IS SNOWDOME'S KEY PRIORITY. WE** WORK WITH A **COLLABORATION OF AUSTRALIAN CLINICIANS AND RESEARCHERS WHO PRIORITISE KEY** STRATEGIC EARLY-**PHASE ACTIVITIES** THAT REQUIRE **URGENT FUNDING.** THESE TRIALS AND **PROJECTS ARE** THEN ALIGNED WITH **MAJOR DONORS** WHO WANT TO MAKE A MEANINGFUL DIFFERENCE.'

Professor Miles Prince AM Snowdome Foundation co-founder and Board member

### **ACHIEVEMENTS OPERATIONS**

## AT THE END OF 2015, SNOWDOME'S OPERATING **EXPENSES TO REVENUE** WERE 15% - IN LINE WITH **INDUSTRY BEST PRACTICE.**

Finally, the Snowdome Foundation also received significant pro bono support for our 'Great Shake-Up' fundraising events from our Event Partners as well as Event Sponsors and Ambassadors. Our heartfelt thanks to our pro bono services and event partners as collectively, Snowdome received over \$500,000 in pro bono services in 2015.



The Snowdome Foundation operates as efficiently as possible. Our volunteer, skill-based Board of Directors provides governance and strategic guidance. We are supported by a strong community of Major Partners offering numerous ongoing pro bono services: office rental, legal and auditing services, publications (e.g., annual report) and fundraising advice. In total, these generous contributions have kept our operating expenses to revenue ratio at 15% and ensure that 85 cents out of every dollar is directed towards accelerating new treatments for Australian blood cancer patients.

### ACHIEVEMENTS FUNDRAISING

SNOWDOME'S INITIAL **FUNDRAISING GOAL WAS TO RAISE \$7,500,000 OVER** FIVE YEARS. WE ARE **EXTREMELY PROUD TO REPORT THAT THIS GOAL** WAS ACHIEVED WITHIN 3<sup>1</sup>/<sub>2</sub> YEARS. THANKS TO VARIOUS FUNDRAISING **EVENTS AND INITIATIVES THROUGHOUT 2015, OUR** FUNDRAISING TOTAL HAS **GROWN TO \$10,300,000** OF FUNDS SECURED AND **DIRECTED FOR BLOOD** CANCER RESEARCH.

IN ADDITION TO SNOWDOME FUNDRAISING, SNOWDOME FUNDED **RESOURCES (É.G., RESEARCH FELLOWS, PROJECT MANAGERS, ETC.) HAVE** UNLOCKED AN ADDITIONAL \$10,000,000 **OF FUNDING FROM THIRD PARTIES** (E.G., NATIONAL HEALTH AND MEDICAL **RESÉARCH COUNCIL, VICTORIAN** CANCER AGENCY, PRÍVATE DONORS, ETC.) AT THE END OF 2015. THIS HAS **RESULTED IN OVER \$20,000,000 BEING** RAISED FOR SNOWDOME'S PRIORITISED **RESEARCH PROGRAMS.** 

## 2015 'GREAT SHAKE-UP' LIVE & INTERACTIVE VIRTUAL EVENT

A key element of Snowdome's own fundraising program is the passionate desire to maintain a fresh approach. Since 2013, the Snowdome Foundation has taken the 'virtual' approach to fundraising and hosted three virtual events. The 'Great Shake-Up' virtual fundraising event is a one hour broadcast boardrooms during a week-day lunch hour. Registration fees, contributed to raising an amazing total of almost \$2,500,000

Not only do these virtual events raise significant funds, but also generate awareness among corporates about the urgency of blood cancer research. Importantly, Snowdome's ability to keep costs minimal is due to the tremendous and hugely generous pro bono support from our event partners – AFL Media, Cisco, Village Roadshow, Viocorp, b2cloud and media personality, Hamish McLachlan.

We would like to extend a special thank you to our Platinum Boardrooms: Brookfield Multiplex Constructions Pty. Ltd., Gandel Invest and Silk Contract Logistics as well as our Gold Boardrooms: Caprice Australia Pty. Ltd., Cisco Systems Australia Pty. Ltd., Glenvill, LJCB Investment Group, Lovelight and Nunn Media.

OMEFO ON 淡愁 × LIVE & INTERACTIVE VIRTUAL-*event.* 

## MAYDAY CHARITY LUNCH

from Melbourne (a.k.a the Corcous Club) ask 400 of their closest friends to lunch together for a cause. In May 2015, the Corcous Club chose to support Snowdome. Needless to say, we were thrilled. It was also the first time Maddie Riewoldt's Vision spoke about their mission. A lunch for 400 generous souls who donated, pledged and purchased auction items all in the name of charity and resulted in a wonderful \$100,000 raised for Snowdome's cause. A really wonderful result and our enormous thanks to the Corcous Club and all the volunteers who helped on the day to make it possible.



Calling themselves the 'The FireFlies Antipodes', the group rode a colossal distance of 800km in six days over some of the fiercest slopes in New Zealand – all in the name of charity and dedicated to raising funds to help find cures for leukaemia and lymphoma. 'For those who suffer we ride' was their motto. The hardship they endured while tackling the steep mountains is nothing, they imagine, to what a cancer sufferer goes through. 'The FireFlies Antipodes' tour raised and donated \$30,000 to Snowdome which far exceeded their (and our) expectations!

'THE RIDE WAS AN EPIC AFFAIR. PHYSICALLY AND MENTALLY TOUGH IT CHALLENGES YOU IN WAYS YOU MAY NEVER HAVE IMAGINED YOURSELF EXPERIENCING. IT IS THE MOST REWARDING EVENT I HAVE BEEN INVOLVED WITH, CREATING LIFE-LONG FRIENDSHIPS FROM **AROUND THE WORLD. WE ARE** ABSOLUTELY THRILLED THAT OUR FIRST TOUR RAISED MONEY FOR SNOWDOME.

and Managing Partner of The Sweet Shop.

## MAJOR EVENT PARTNER PROFILE

## VILLAGE ROADSHOW

The Snowdome Foundation 'Great Shake-Up' fundraising event would not be possible without the pro bono support of our hugely generous Event Partners.

One such partner - Village Roadshow - offers their support in a variety of invaluable ways which contributes enormously to the event's success. From the donation of exciting 'money-can't-buy' auction items to the registration of multiple boardrooms, from the assistance of their PR team to the steadfast commitment of supportive staff members, their involvement, interest and unwavering support is genuine and extremely generous.

Furthermore, we would be remiss not to mention Village Roadshow's amazing hospitality offered at their corporate headquarters in Melbourne. In the many months leading up to the 'Great Shake-Up' (and the post-celebration party), our enthusiastic Event committee was extremely fortunate to be able to utilise Village Roadshow's conference meeting facilities as a consistent meeting venue. This element alone played a fundamental part in the success of the 'Great Shake-Up'.

To Robert & Mem Kirby, Nina Aberdeen, Clark Kirby, Julie Raffe, Karen McArthur and all at Village Roadshow, we sincerely thank you for your generosity.

WE AT VILLAGE ROADSHOW HAVE A CULTURE OF GIVING BACK - TO OUR SHAREHOLDERS, TO OUR EMPLOYEES AND TO THE COMMUNITY. WE ARE PROUD TO ACTIVELY SUPPORT THE 'GREAT SHAKE-UP' AND SNOWDOME. SNOWDOME HAS DONE A WONDERFUL JOB IN MAKING A HUGE DIFFERENCE TO THE WORLD OF BLOOD CANCER PATIENTS THROUGH ITS FUNDING OF RESEARCH AND OTHER INNOVATIVE PROGRAMS. IT IS IMPORTANT TO VILLAGE AND ITS EMPLOYEES THAT WE CAN MAKE A POSITIVE CONTRIBUTION TO THE WORLD IN WHICH WE LIVE, SNOWDOME ACHIEVES THAT IN EVERYTHING IT DOES.'

Julie Raffe, Finance Director, Village Roadshow Limited



IN AUSTRALIA, IT IS ESTIMATED THAT OVER 12,000 PEOPLE EACH YEAR ARE TOLD THOSE TERR BLE WORDS. WORDS THAT ARE UNEXPECTED 'YOU HAVEA BLOOD CANCER'



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### COLLABORATION MADDIE RIEWOLDT'S VISION

In February 2015, 26 year old Maddie Riewoldt tragically lost her five year battle with aplastic anaemia. Aplastic anaemia is a rare disorder that causes the body's bone marrow to shut down and fail to make enough blood cells. To honour their shared mission, Snowdome looks forward daughter and sister's fight, the Riewoldt family formed Maddie Riewoldt's Vision to raise funds to support research into finding a cure.

Aplastic anaemia is not a blood cancer, it is a Bone Marrow Failure Syndrome. However, within the world of haematology, blood cancers and Bone Marrow Failure Syndromes are closely related - they are both blood diseases, can share similar treatments and the doctors and researchers work very closely together.

It is because of this similarity that the Snowdome Foundation and Maddie's Vision have joined together\* to collaborate in raising urgent funds to 'make hope real' for patients with blood cancers and bone marrow failure syndromes. Joining forces in

a competitive market, attracting and fostering new fundraising strengths and capabilities, and sharing expense and expertise bases are just some of the advantages of the collaboration. With our to continuing a strong relationship with Maddie's Vision in the future.

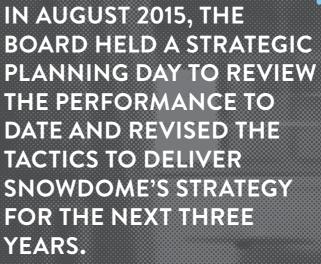
Maddie wanted to bring awareness of aplastic anaemia and Bone Marrow Failure Syndromes to the forefront. She fought against the disease for five years with a strength that left everyone who came in contact with Maddie in complete and utter awe. And now, Snowdome and Maddie's Vision are passionately working together to *#fightlikemaddie* and find a cure for bone marrow failure.

**\*FOLLOWING JOINT FUNDRAISING** INITIATIVES AND AS PART OF THE SNOWDOME/MADDIE RIEWOLDT'S VISION PARTNERSHIP AGREEMENT, SNOWDOME HAS ALLOCATED \$41,102 TO SUPPORTING MADDIE RIEWOLDT'S VISION IN 2015.

## WE'VE FORMED A GREAT PARTNERSHIP WITH SNOWDOME. OUR CAUSES ARE VERY LINKED, OUR BASIC GOAL IS TO FIND CURES AND TO DO THAT WITH SNOWDOME, WHO IS SO EXPERIENCED AND ALSO FIGHTING FOR US, IS COMFORTING.

NICK RIEWOLDT, CO-FOUNDER AND DIRECTOR OF MADDIE RIEWOLDT'S VISION

## SNOWDOME FOUNDATION **BOARD OF** DIRECTORS **DURING 2015**



IN LATE 2014/2015, SIX **NEW BOARD MEMBERS** WERE APPOINTED (SEE NEXT PAGE) WHILE WE **FAREWELLED FOUR BOARD MEMBERS – SUSAN** TIMBS, NICKY LONG, MATTHEW SCHOFIELD AND NEIL CARABINE. WE THANK THEM ALL FOR THEIR EXTRAORDINARY **CONTRIBUTIONS TO THE** SNOWDOME FOUNDATION.



#### THANK YOU SUSAN TIMBS

Providing the vitally important legal advice and setting up Snowdome's governance and procedures are just a couple of the invaluable contributions Susan Timbs made to Snowdome during her four year tenure as Director. It was with regret the Board accepted her resignation in June 2015 but we wish her every success as she concentrates on her role as Executive Director of the Resources and Energy Law Association.

Sue was a member of the pre-foundation Steering Committee where her considerable legal knowledge was put to good use as the Foundation was established. She then became the first CEO of Snowdome and, with fellow Board member Helen Buckingham's assistance, took on the enormous task of establishing the guidelines and procedures for correct governance of the Foundation. Sue served as Chairperson for the Board for several years. Sue was also a member and served as Chair of the Grants Committee and Audit & Risk Committee. Her passion, devotion and remarkable skills have been instrumental in Snowdome's success and helped make our organisation a leader in its field.

Thank you Sue. Your reliable legal advice, sense of humour and constant 'devil's advocate' approach will be sorely missed and Snowdome will be forever indebted and eternally grateful for your contribution.

## **BOARD OF** DIRECTORS



MRS. HELEN

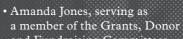
BUCKINGHAM BA, DIP ED, GRAD DIP CAREERS, AICD DIP

SNOWDOME LIMITED, A PUBLIC COMPANY LIMITED BY GUARANTEE, IS THE TRUSTEE OF THE SNOWDOME FOUNDATION. THE BOARD OF SNOWDOME LIMITED, WHICH MET 10 TIMES IN 2015, HAS ESTABLISHED THE FOLLOWING COMMITTEES, EACH OF WHICH IS CHAIRED BY A BOARD MEMBER:

**GRANTS / DONORS / AUDIT & RISK / FUNDRAISING** 

#### IN LATE 2014 / 2015, SIX NEW BOARD MEMBERS WERE APPOINTED:

- Ian Thompson, serving as Chair of the Audit & Risk Committee.
- Professor Sharon Lewin serving as Chair of our Grants Committee for most of 2015.
- Professor Richard Boyd, serving as Chair for the Grants Committee during the end of 2015.
- Neil Carabine serving on the Audit & Risk Committee.



- and Fundraising Committees. • Nick Riewoldt, co-Founder
- 26

B.BUS (ACCOUNTING) GRAD DIP (CORPORATE FINANCE), CPA

PROFESSOR RICHARD BOYD BSC(HONS) PHD

Ian Thompson has over 30 years of Richard Boyd has recently taken up the position of Chief Scientific Officer of experience in financi markets and banking Cartherics Pty Ltd, a new Melbourne, working in varie credit, eco risk manag Australia based cancer immonotherapy company. He remains an Adjunct Professor of Monash University in the Department of Anatomy and Developmental Biology, where he is Group Leader of the Stem Cells and Immune Regeneration governance roles, here in Australia and the UK. During 2015, Ian held the position Director and Chief Credit Officer at Standard and Poor's Ratings Services. Ian Immune Regeneratio laboratory. He is a member of the Australian National Health and Medical degree and post graduate studies in finance. Ian joined the Board in Decen 2014 and chairs Health and Medical Research Council Faculty holds Honorary Adjunct Professorships at Kunming Medical University (China) and at Tokushima University (Japan). He was founding Director of the Australian pode Snowdome's Audit & Risk Committee. of the Australian node of the Sino-Australian Centre for Excellence in Stem Cells. Richard Foundation in October Grants Comm

MS. AMANDA JONES B APP SC, GRAD DIP IP LAW, FIPTA MR. IAN THOMPSON

> Amanda Jones started her professional life as a medical scientist working in haematolo in both diagnostic and research laboratories in Australia and the UK. She later qualified as a Patent and Trade Marks Attorney and is currently a Principal of Watermark Intellectual Asset Management. interest in innovatio and the application of biotechnology in the health sector. Her armaceutical

chemistry, biotechnology, vaccine technol nutraceuticals and to support Snow and its mission to accelerate new treatments for blood cancer patients after her sister was diagno

with Lymphoma in 2011. Amanda joined the Snowdome Board in December 2014 and serves on the Grant Donor and Fundrai Com provides pro bono IP services to Maddie Riewoldt's Visior

MR. ROGER GREENMAN AM

Roger Gree Health for 25 years, retiring in December 2008. He established the first Day Oncology and Aphaeresis Units in a private hospital, and Cabrini is now the major private provider of these services in Victoria. Roger is a Board Director of Eye and Ear Hospital quality commit He has a strong has made many trips to Swaziland working in a mission delivering health care services, orphan care and education. He was made a Member of The Order of Australia in medical admin charitable orgar and outreach services Roger joined the Snowdome Board of Directors in 2014 and in March 2015, bec Chairperson. Roger also serves on the Donor Committee and

Helen initially trained as a history and politi teacher then as a Careers Counsellor. She has been an elect local Councillor and Mayor of the City of Whitehorse. Helen was elected to the Legislative Counci of the Victorian Parliament in 2002 She served on the Educ Training Parliamenta Committee, chaired the Women's Caucus and conducted a review of the Body Corporate Legislation. Helen spends her time serving on NFP Boards: Deakin University Council and Box Board. Helen offers a personal perspective as she was diagnosed with Multiple Myeloma in 2004. She joined the Snowdome Foundation in 2011 and in 2014/15 served as Acting Chair for the Grants Committee and a member of the Audit & Risk Com

Grant Rut twenty-plus-year career has seen him work across many creative advertising agencies including agencies including Thomson White & Partners, Grey, Y&R, George Patterson Y&R, Clemenger BBDO, DDB Group Melbourne and Publicis Australia where he was until late 2015 Chief Creative officer. With hundreds of National and International and In the Cor in 2010 following

and International awards to his name, his

most notable campaign is for Carlton Draught 'Made from Beer' and in particular the 'Big Ad'. He has also served on the Board of Council, Australia's peak marketing body, AWARD and MADC. Grant co-founded the the death of his daughter, Chloe, from lications arising leukaemia. Th on's nan

MR. GRANT DR. RUTHERFORD ANDREW PASCOE BA GRAPHIC DESIGN MBBS

Andrew Pascoe is Executive Chairn

and dec

the Asia Pacific eHea Group (APeHG), bringing innovative cloud based electron

throughout the Asia Pacific region. Andr was co-founder and

Executive Director

been an active me

his medical training at Monash University

at AGSM. Andrew also sits on the Sydney

Board. Andrew joined

the Snowdome Board of Directors in 2013 and is

Swans Foundation

of the Medical One Group of Companies. A graduate of Monash

sity, Andrew h

ner for over 25 nding, and did

iing

comes from her love of snowdomes. He currently serves on

ing and D

PROFESSOR MILES PRINCE AM MBBS (HONS) MD FRACP FRCPA MACD AFRACMA

Miles Prince is a Professor of Medicine at both Melbourne and Monash Universities and the Director of the Centre for Blod Cell Therapies at the Peter MacCallum Cancer Centre, Melbourne. During 2015, he was also Head of Haematolog at Cabrini Hospital. He is currently the Chairman of the Medical Scientific Advisory Group to the Myeloma Foundation of Australia, on the rds of the MFA, the ernational Society of taneous Lymphoma, he Private Cancer Physicians of Australia and the Australian T cell Lymphoma Network, which he Miles currently serves on the Victorian Cancer

Agency's Consultati Council. Miles is a co-founder of the Snowdome Foundat and serves on the Donor Committe

Rob Tandy is a Genera Manager with APT Cruising & Touring. Rob has a diverse background including gaining a graduate of the Peter Dohert Institute for Infecti and Immunity; consultant infec diseases physician at the Alfred Hospital managing an iconic Richmond Hotel, project managing multi-million doll National Health and Medical Rese Council (NHMRC) property projects and obtaining a Masters in Property & Construction. Rob has been actively She leads a large mu disciplinary research team that focuse involved in several charitable causes, including leading on understanding why HIV persists, on treatment, and on supporting the Lighthouse Found

PROFESSOR SHARON LEWIN FRACP, PHD, FAAHMS

Sharon Lewin is the inaugural director

ioner Fellow

1

MR. ROB TANDY BSC MPC

Mission and creating opportunities for remote aboriginal communities in the communities in the Kimberley. Rob was driven to co-found the Snowdome Foundation when his father was diagnosed with Multiple Myeloma in 2009. In 2014/15, Bob served on the Donor Committee and the Audit & Risk

Committee. We thank Rob for his

extraordinary servi as Acting Chairper

for most of the 2014/15

developing clinical trials aimed at ultimately finding a cure for HIV infection. She was the 20th International AIDS Conference and has received

and international awards for her HIV related research and community engagement. Sharon joined the Snowdome Board in December 2014 and chaired our Grants Committee fo



**Risk** Committe

of Maddie Riewoldt's Vision



Nick is the St Kilda Football Club Cap and star forward, and is one of the Saints' is one of the Saints' greatest players in its 140 year history. Nick joined the Snowdome Board after the alliance was forged with Maddie Riewoldt's Vision. Nick is Maddie's slatest burken Nick oldest bruther. Nick supported Maddie daily through ber fight with the Bone Marrow Failure Syndrome, aplastic anaemia, and was inspired by her strength and courage. Nick is passionate abo was inspired by her strength and courage. Nick is passionate about delivering on Maddie's wish of finding a cure as he doesn't want anyone to endure the suffering Maddie dealt with during the last means of

during the last years of her life. Nick joined the Snowdome Board in May 2015.

#### MR NEIL CARABINE LLD (HONS), B COM (MEL)

Neil Carabine is a partner of King & Wood Mallesons, one of Asia Pacific's larges ses in merger ructure and

regul ited access regimes. Neil has been named as one of only two Australians ngst the world's top lawyers by Euromoney Legal Media Group's edition of The Best of the Best. Neil joined the Snowdome Board in November 2014 and served on the Audit & Risk Com In December 2015 he retired from

Snowdome. We thank Neil for his outstanding contributions and especially his input to the Maddie Riewoldt's

## MRS. NICKY LONG B. NURSING GRAD DIP MARKETING

Nicky Long is an experienced marketing brand and fundraising strategist with broad experience in the areas of pharmaceutical, of pharmaceutical, retail and philanthrop She has worked with GlaxoSmithKline and CSL Biotherapie successfully mana pharmaceutical and vaccine brands and has vaccine brands and has also owned her own import, wholesale and retail business. During 2015, Nicky was a consultant and was also involved in three other not-for-profit organisations: Soap Aid (Chairperson of Board), The Royal Women's Hospital Women's Hospital ndation (Boa member for the flagship program of the Children's Cancer Centre Foundation). Nicky joined the Snowdom in 2011 and chaired both the Fundrai Donor Committee. In September 2015 In September 2015 Nicky left Snowdom to become CEO of Maddie Riewoldt's Vision. We thank her erely for all she's

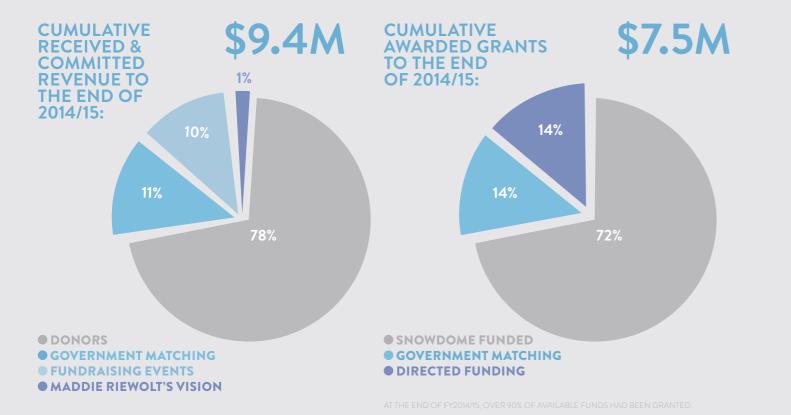
## MR. MATTHEW SCHOFIELD B. COM CA

Matthew Schofield is a Chartered Accountant and a Partner of ShineWing Hall Chadwick. Matthew is a Registered Company Auditor. With more than 20 years' experience in auditing entities in the not-for-profit sector, he has previously been the Auditor of the Funds and Charitable Foundations. Matthey joined the Snowdome Board in 2013 and served as the chair of the Audit & Risk Committee as well as a member of the Grants ittee before retiring from the Board in November 2014. We thank Matthew for his contributions to









The Snowdome Foundation is a 'giving' foundation that funds urgent 'gaps' in human clinical blood cancer trials. Rather than build up large cash balances, Snowdome works with leading Australian researchers and major donors to match multi-year research needs with multi-year funding commitments. This approach is fast-tracking urgent blood cancer research.

Since inception in October 2010 to the end of 2014/15, Snowdome has made a significant financial impact for Australian blood cancer research with \$9,400,000 raised and \$7,500,000 granted and committed. Snowdome grants have been extended to Peter MacCallum Cancer Centre, Alfred Hospital, Royal Melbourne Hospital, Walter & Eliza Hall Institute and The University of Melbourne. Importantly, Snowdome's outstanding achievements were delivered with operating expenses to revenue of 15%.

Snowdome's fundraising activities and grants typically extend beyond a single financial year. To give a more comprehensive view of Snowdome's performance, we have provided summary details of fundraising and grant commitments since inception and extending beyond the 2014/15 financial year. A key feature of 2014/15 was the record number of grant agreements executed (nine) and funds (\$4,000,000) set aside for blood cancer research. This funding reflects grants awarded in 2013/14 as well as 2014/15. As stated previously as we are a 'giving charity', our desire is to raise funds (+\$1,300,000 in 2014/15) and then get the funds working on research rather than retaining large cash balances. A major initiative included in 2014/15 grant funding was the initiation of the Centre of Research Excellence in **Myeloma at Victorian Comprehensive** Cancer Centre as foreshadowed in our previous year's annual report, for which \$3,100,000 of grants have been dedicated.

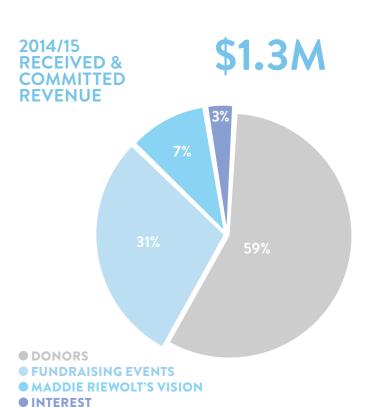
SNOWDOME IS DEMONSTRATING YEAR-ON-YEAR GROWTH IN FUNDRAISING AND GRANTING. Revenue (cumulative from inception to end of 2014/15):

FUNDRAISING SECURED & DIRECTED (CUMULATIVE)

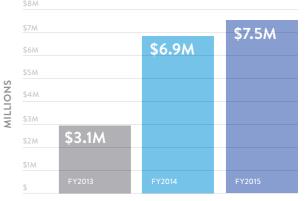


CUMULATIVE BY FINANCIAL YEAR

IN 2014/15, SNOWDOME SECURED AND DIRECTED \$1,300,000



#### **GRANTS AWARDED (SPENT AND COMMITTED)**



#### CUMULATIVE BY FINANCIAL YEAR

IN 2014/15, SNOWDOME GRANTED \$600,000 TO AUSTRALIAN BLOOD CANCER RESEARCH.

## SNOWDOME **FLOW OF FUNDS:**

SNOWDOME HAS DEVELOPED A FLEXIBLE APPROACH TO ASSIST SNOWDOME DONORS AND **KEY STAKEHOLDERS TO FUND** SNOWDOME'S PRIORITISED **RESEARCH OPPORTUNITIES.** 

SNOWDOME, A DEDUCTIBLE GIFT RECIPIENT (DGR) TYPE 2 ORGANISATION, CAN MANAGE THE FLOW OF FUNDS IN THE FOLLOWING WAYS:

- DONATIONS DIRECT TO SNOWDOME FOUNDATION
- DGR TYPE 2 DONATIONS TO QUARANTINED DGR TYPE 1 COST CENTRE - SNOWDOME HAS A MEMORANDUM OF UNDERSTANDING WITH DGR TYPE 1 ORGANISATION. FUNDS ARE MAINTAINED IN A QUARANTINED COST CENTRE AND DISTRIBUTED TO SNOWDOME PRIORITISED RESEARCH OPPORTUNITIES
- GOVERNMENT FUNDING WHERE SNOWDOME 'MATCHES' FUNDING
- DIRECTED FUNDING WHERE SNOWDOME IS THE ADVISOR AND HELPS DIRECT THE FUNDING TO SNOWDOME PRIORITISED RESEARCH OPPORTUNITIES.

**RECIPIENT OF FUNDS** 

## SOURCE OF FUNDS

-DONATIONS -DGR TYPE 2 DONATIONS -GOVERNMENT FUNDING -DIRECTED FUNDING

## **PRIORITISED STRATEGIC** BLOOD CANCER **PROJECTS**

DIRECT TO RESEARCHERS

#### GOVERNANCE

- SNOWDOME GRANTS COMMITTEE REVIEWS AND RECOMMENDS STRATEGIC PROJECTS TO BE GRANTED
- THEN, SNOWDOME RAISES FUNDS FROM DONORS, **GOVERNMENT AND EVENTS**
- SNOWDOME BOARD APPROVES FUNDING FOR GRANTS ONCE FUNDING OR DONATION COMMITMENTS ARE SECURED.

## **2014/15 FINANCIAL** YEAR ACCOUNTS:

Detailed on the following page are Snowdome's financial vear accounts which have been submitted to the Australian Charities and Not-for-profit Commission (ACNC). We have also expanded these financials to include Maddie Riewoldt's Vision and Snowdome's MOU account to assist donors requiring a DGR Type-1 recipient. Together, these financials represent Snowdome's income, expenses and balance details for the financial year ending June 2015. They show that Snowdome has successfully raised funds during the period, maintained tight expense control and provided worthwhile grants. The balance sheet features net assets which are available for further grant funding.

#### Inclusion of Maddie Riewoldt's Vision (MRV):

In May 2015, Snowdome and MRV formed a collaborative partnership. The financials below reflect MRV's initial six week activity. 2015/16 reporting will reflect a full year MRV reporting and show significant growth.

#### Granting of \$751,864 for Australian blood cancer research:

This includes the Memo of Understanding (MOU) to reflect the activities in the quarantined DGR Type 1 cost centre. Snowdome accounts granted \$630,847 and the MOU granted \$121,017. This was an outstanding result for Australian blood cancer research. Remaining granting balances are largely committed through multi-year grant agreements.

#### Significant Pro bono services of \$572,503 in 2014/15:

Snowdome continues to work diligently to secure significant pro bono services so that as many funds as possible are fasttracked into accelerating new treatments. The generous pro bono support received has allowed Snowdome to minimise its expense base while being able to engage in extensive fund raising activities. In 2014/15 pro bono services received equated to 200% of Snowdome's own operating expense base. In the ACNC financials, pro bono services are treated as revenue and a corresponding expense. By removing the pro bono revenue and expenses, Snowdome's 2014/15 operational expenses to total revenue can be more clearly reflected at 15%.





#### AUSTRALIAN CHARITIES & NOT-FOR-PROFIT COMMISSION (ACNC) FINANCIALS EXPANDED:

INCOME STATEMENT FOR PERIOD ENDING 30 JUNE 2015	<b>SNOWDOME</b> (AUDITED)*	MOU	MADDIE RIEWOLDT'S VISION (AUDITED)*	CONSOLIDATED
GROSS INCOME				AUD \$
GOVERNMENT GRANTS	-	-	-	-
DONATIONS	648,170	440,500	89,004	1,177,674
FUNDRAISING REVENUE	571,170	-	36,682	607,852
PRO BONO REVENUE	572,503	-	-	572,503
TOTAL REVENUE	1,791,843	440,500	125,686	2,358,029
OTHER INCOME (INTEREST)	49,324	-	-	49,324
TOTAL GROSS INCOME (excluding Pro bono revenue)	1,268,664	440,500	125,686	1,834,850
TOTAL GROSS INCOME	1,841,167	440,500	125,686	2,407,353

GROSS EXPENSES				
GRANTS AND DONATIONS MADE BY THE REGISTERED ENTITY. ALL GRANTS WERE MADE FOR USE INSIDE AUSTRALIA.	630,847	121,017	-	751,864
EMPLOYEE EXPENSES	130,939	-	-	130,939
INTEREST	-	-	-	-
ALL OTHER EXPENSES	142,265	-	7,947	150,212
PRO BONO EXPENSES	572,503	-	-	572,503
TOTAL OPERATING EXPENSES (excluding Grants & Pro bono)	273,204	-	7,947	281,151
TOTAL EXPENSES (including Grants & Pro bono)	1,476,554	121,700	7,947	1,606,201

#### **INCOME STATEMENT** NET SURPLUS / (DEFICIT)

BALANCE SHEET AT 30 JUNE 2015				
TOTAL CURRENT ASSETS	2,086,674	427,792	117,739	2,632,205
NON-CURRENT LOANS	27,973	-	-	27,973
OTHER NON-CURRENT ASSETS	-	-	-	-
TOTAL NON-CURRENT ASSETS	-	-	-	-
TOTAL ASSETS	2,114,647	427,792	117,739	2.660.178

BALANCE SHEET LIABILITIES				
TOTAL CURRENT LIABILITIES	8,970	-	-	8,970
NON-CURRENT LOANS	-	-	-	-
OTHER NON-CURRENT LIABILITIES	-	-	-	-
TOTAL NON-CURRENT LIABILITIES	-	-	-	-
TOTAL LIABILITIES	8,970	-	-	8,970

#### BALANCE SHEET NET ASSETS / (LIABILITIES)

2.105.677

At Snowdome, we are mindful that many of our grants are multi-year research initiatives; as such we seek to fund them with multi-year donations to provide certainty of funding. Indeed we start the process by first attaining the donation commitment and then extending a grant commitment. Accordingly, future donations pledged to Snowdome and forward commitments tend to be of a similar magnitude, additionally we have our cash at bank of which a large proportion is also available to cover future grants and commitments.

Commitments: The Foundation has entered into contractual arrangements to provide grant funding to program partners.

513	319,483	117,739	801,835

427,792

2.651.208 \*AUDITED BY GRANT THORNTON.

The projects are in line with the Foundations principal activities to provide research for Australian blood cancer.

As at 30 June 2015 the Foundation had commitments of \$1,898,795 for future grants, to be expended over a four year period. These commitments are made subject to the availability of sufficient funds to the Foundation.

**Contingent Assets:** Donors have entered into agreements with the Foundation to provide donations to the Foundation over a period of time. As at 30 June 2015, \$1,920,000 had been pledged by donors over the next two years.

## RECOGNITION



## SNOWDOME WOULD NOT EXIST IF IT WERE NOT FOR OUR NUMEROUS DONORS, PARTNERS, AMBASSADORS & VOLUNTEERS.

## WE ARE FOREVER INDEBTED TO THEM FOR HELPING DELIVER SNOWDOME'S OUTSTANDING RESULTS.

#### MAJOR DONORS

OUR HEARTFELT THANKS GOES TO OUR GENEROUS DONORS, WHO ARE EXTREMELY COMMITTED TO MAKING A DIFFERENCE TO THE LIVES OF AUSTRALIANS LIVING WITH BLOOD CANCER. WE ARE HUGELY APPRECIATIVE OF THEIR COMMITMENT OVER MANY YEARS.

#### PRO BONO PARTNERS

THE GENEROUS PRO BONO, FINANCIAL AND IN-KIND SUPPORT OF THE SNOWDOME PARTNERS HAS ENABLED THE SNOWDOME FOUNDATION TO CHANNEL RAISED FUNDS IMMEDIATELY INTO EARLY PHASE CLINICAL TRIALS, AND FOR THIS WE WISH TO ACKNOWLEDGE THEIR SIGNIFICANT CONTRIBUTION TOWARDS OUR ACHIEVEMENTS.

#### OLLABORATIVE PARTNER

SHARING A COMMON MISSION, THE SNOWDOME FOUNDATION AND MADDIE RIEWOLDT'S VISION ARE WORKING COLLABORATIVELY TO RAISE URGENT FUNDS TO 'MAKE HOPE REAL' FOR PATIENTS WITH BLOOD CANCERS AND BONE MARROW FAILURE SYNDROMES. THANK YOU TO THE MANY DEDICATED MADDIE'S VISION STAKEHOLDERS FOR THEIR SUPPORT AND SHARING OF RESOURCES.

#### **MAJOR DONORS**

APT CRUISES AND TOURS DANIELLE & DANIEL BESEN FOUNDATION

MR. ANDREW CODY

CONCIERGE BUSINESS TRAVEL

CORCOUS CLUB

MRS. EVA ERDI & THE LATE DR. LES ERDI OAM

GANDEL PHILANTHROPY

THE HARBIG FAMILY FOUNDATIO

ERNEST HEINE

THE FIREFLIES ANTIPODES TOUP

DR. GEORGE KLEMPFNER &

MRS. YOLANDA KLEMPFNER AO

LITHO SUPERPAR PTT LID THE MORRIS FAMILY FOUNDATI

THE PRATT FOUNDATION

JACK & ROBERT SMORGON FAMILIES FOUNDATION

MR. CARLO VACCARI

MR. RUSSELL WITHERS

THE WOLF FOUNDATION

NUMEROUS INDIVIDUALS AND FAMILIES WHO WISH TO REMAIN ANONYMOUS

#### PRO BONO PARTNERS



Arnold Bloch Leibler Lawyers and Advisers



PHILANTHROPY



KING&WOOD MALLESONS



FOUNDATION

watermark

Intellectual Asset Management

### COLLABORATIVE PARTNER



WE ARE EVER SO GRATEFUL TO OUR 2015 'GREAT SHAKE-UP' AMBASSADORS FOR THEIR ADVOCACY AND SUPPORT.

THEY HAVE ALL BEEN EITHER DIRECTLY OR INDIRECTLY AFFECTED BY BLOOD CANCERS AND SHARE AN UNDERSTANDING OF THE NEED TO RAISE THE PROFILE OF THESE CANCERS TO ENSURE URGENT FUNDS ARE CHANNELLED TOWARDS BETTER TREATMENTS FOR AUSTRALIAN PATIENTS.

#### AMBASSADORS

NINA ABERDEEN LAWYER JOHN CALVERT-JONES AM **TRUSTEE, THE CALVERT-JONES FOUNDATION** ANDREW CODY DIRECTOR, THE NATIONAL OPAL COLLECTION TIM FAWCETT **GENERAL MANAGER, GOVERNMENT AFFAIRS** & POLICY, CISCO HELEN GANDEL **PHILANTHROPIST** JUSTIN HOY **CANACCORD GENUITY (AUSTRALIA) STEPHEN JOLSON DIRECTOR, JOLSON ARCHITECTURE & INTERIOR DESIGN** BEN MACDONALD **MASTERCHEF FINALIST 2014** MANDY MANDIE PHILANTHROPIST GEOFF MCGEARY OAM **FOUNDER & DIRECTOR APT-AUSTRALIAN PACIFIC TOURING** DANIEL PETERSON **CEO, IBUILDNEW** LUKE SMORGON CEO, B2CLOUD LYN SWINBURNE AM

FOUNDER, BREAST CANCER NETWORK AUSTRALIA



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#### THE 'GREAT SHAKE-UP' HOST:

MR HAMISH McLACHLAN (CHANNEL 7 COMMENTATOR, DIRECTOR AT TEN GOALS, BASTION EBA, BASTION DIGITAL AND UNDERTOW MEDIA) FOR MANY HOURS OF PRO BONO SUPPORT TO HOST THE 'GREAT SHAKE-UP' 2015 EVENT.

#### 'GREAT SHAKE-UP' 2015 EVENT PARTNERS & SUPPORTERS:

THE PASSION AND GENEROSITY OF OUR EVENT PARTNERS & SUPPORTERS IS CRUCIAL TO THE SUCCESS OF THE SNOWDOME FOUNDATION'S 'GREAT SHAKE-UP' 2015 EVENT. THE FOLLOWING ORGANISATIONS BRING ENERGY AND CREATIVITY TO THIS VIRTUAL FUNDRAISING EVENT. WE ARE SO GRATEFUL FOR THEIR SUPPORT.

**EVENT PARTNERS** 





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**EVENT SUPPORTERS** 





## bluewolf

Dentsu Mitchell



ROSABROOK MARGARET RIVER WINES



## APPRECIATION 'GREAT SHAKE-UP' 2015 FUNDRAISING EVENT COMMITTEE

THE 2015 'GREAT SHAKE-UP' VIRTUAL FUNDRAISING EVENT IS MADE POSSIBLE BY A COMMITTEE OF GENEROUS, HARD-WORKING & PASSIONATE INDIVIDUALS WHO ALL WANT TO MAKE A DIFFERENCE IN THE FIGHT AGAINST BLOOD CANCERS.

LAURA BENICHOU TECHNICAL/CONTENT/CREATIVE COMMITTEE ESTELLE BIALEK COMMITTEE MEMBER SUZIE BRATUSKINS SPONSORSHIP/FUNDRAISING/MARKETING COMMITTEE VANESSA COHEN PROGRAMME, SPONSORSHIP/FUNDRAISING/MARKETING COMMITTEE CAROL CROCE RELATIONSHIP DEVELOPMENT MANAGER, SNOWDOME FOUNDATION MIRIAM DEXTER CEO, SNOWDOME FOUNDATION TIM FAWCETT TECHNICAL/CONTENT/CREATIVE COMMITTEE HELEN GANDEL REGISTRATIONS COMMITTEE LOU JOHNS COMMUNICATIONS MANAGER, SNOWDOME FOUNDATION AMANDA JONES DIRECTOR/REGISTRATIONS COMMITTEE VANESSA KOBIELAK EXECUTIVE ADMINISTRATOR, SNOWDOME FOUNDATION TORY LANE COMMITTEE MEMBER TRICIA LEE SPONSORSHIP/FUNDRAISING/MARKETING COMMITTEE NICKY LONG DIRECTOR, SNOWDOME FOUNDATION MANDY MANDIE 'GREAT SHAKE-UP' CONCEPT/REGISTRATIONS COMMITTEE KAREN MCARTHUR REGISTRATIONS, SPONSORSHIP/FUNDRAISING/MARKETING COMMITTEE MARNIE PHILLIPS EVENT MANAGER GRANT RUTHERFORD CO-FOUNDER/DIRECTOR/FUNDRAISING/MARKETING COMMITTEE LYN SWINBURNE AM COMMITTEE MEMBER JAKE VAN HOOF SPONSORSHIP/FUNDRAISING/MARKETING COMMITTEE ANDREA WARD SPONSORSHIP/FUNDRAISING/MARKETING COMMITTEE

DEDICATION

THE SNOWDOME FOUNDATION IS DEDICATED TO ALL WHO'VE SUFFERED BLOOD CANCERS, THOSE WHO'VE SURVIVED AND THOSE WHO HAVE LOST THE CRUELEST OF BATTLES.

CHLOE RUTHERFORD WAS ONE OF THOSE WHO DIDN'T MAKE IT AND FOR WHOSE LOVE OF SNOWDOMES WE HONOUR IN THE FOUNDATION'S NAME.

The Snowdowe Foundation would like to thank Grant Rutherford, Chris Beghin and the Publicis Australia Without their senerous and bono support this wonderful report would not have been possible.





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