



**SNOWDOME
FOUNDATION**
**ANNUAL
REPORT**
2013/14



snowdome™
FOUNDATION
making hope real

SNOWDOME'S MISSION IS TO ACCELERATE NEXT-GENERATION TREATMENTS FOR AUSTRALIAN BLOOD CANCER PATIENTS TO HELP THEM LIVE LONGER, BETTER LIVES

IN LESS THAN FOUR YEARS

SNOWDOME SUPPORT HAS ENABLED 8 CLINICAL TRIALS TO COMMENCE

RESULTING IN 212 AUSTRALIAN BLOOD CANCER PATIENTS GAINING ACCESS TO NEW TREATMENTS AND HOPE

OUR WORK TO SUPPORT MORE TRIALS CONTINUES

4

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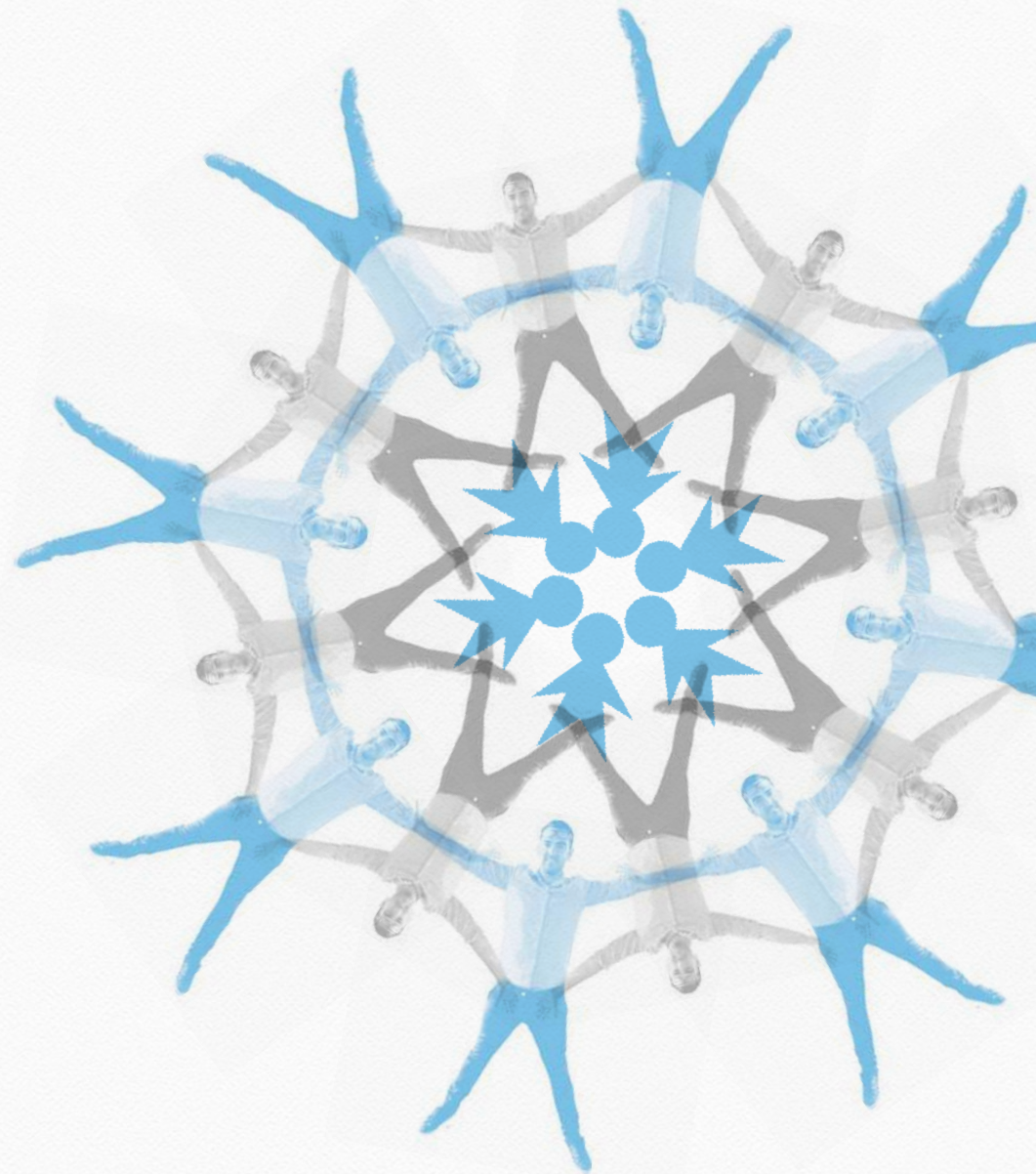
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MESSAGE FROM
THE ACTING
CHAIR & CHIEF
EXECUTIVE
OFFICER

IN 2013/14,
SNOWDOME
GRANTED AND
COMMITTED
\$3,900,000 WHICH
INCREASED OUR
CUMULATIVE
GRANTING TOTAL
TO \$7,000,000.



For Australian blood cancer patients with leukaemia, lymphoma and myeloma, getting access to next generation treatments is crucial. This is where the Snowdome Foundation's work is significant. We raise funds to help **ACCELERATE NEW TREATMENTS FOR AUSTRALIAN BLOOD CANCER PATIENTS TO HELP THEM LIVE LONGER, BETTER LIVES.** We are very proud to report that in 2013/14, the Snowdome Foundation experienced its strongest year yet in fast-tracking treatments by achieving granting and fundraising results that exceeded our three previous years combined.

In 2013/14, Snowdome granted and committed \$3,900,000 which increased our cumulative **GRANTING** total to \$7,000,000. Through Snowdome support, 212 Australian blood cancer patients gained access to next generation treatments. We estimate 415 patients will have access to these new treatments when all trials have been completed by 2018. To date, Snowdome granting also activated complimentary funds in the amount of \$6,600,000 for blood cancer research.

During the year, we continued to strengthen our relationship with a unique collaboration of Australia's best blood cancer researchers and clinicians. The experts we support are locally based but globally recognised and therefore have access to current treatment opportunities and global knowledge. They work daily to improve the outcomes for Australian blood cancer patients. The main areas of granting are as follows:

- The Centre of Research Excellence in Myeloma (CRE-M), considered a 'global best practice' treatment approach. Snowdome has committed \$3,000,000 to assist with the development of a 'personalised medicine program' that will pioneer a new model of patient-powered research that promises to accelerate biomedical discoveries and provide clinicians with new tools, knowledge and therapies to select which treatments will work best for which patients. Basically, the program focuses on *getting the right drug to the right patient*. Learnings from this program will significantly streamline and improve patient outcomes for all blood cancer patients, including those with lymphoma and leukaemia. An interview with Dr. Michael Dickinson, Director of the CRE-M, is featured on page 7.
- A partnership with the Victorian Government through the Victorian Cancer Agency to fund the Eva and Les Erdi/ Snowdome Fellowship for New Targets in Haematological Malignancies. This Fellowship position is for 4 years and up to \$800,000. In June 2014, Dr. Jake Shortt was awarded this Fellowship and has commenced his research project entitled 'Awakening dormant genes to help the immune system fight blood cancers'. It is expected that the results from his project will have profound effects on blood cancer treatments. An overview of Dr. Shortt's project is featured on page 6.

In 2013/14, Snowdome secured and directed \$4,500,000 in funding which increased our cumulative **FUNDRAISING** total to \$8,300,000. This was an outstanding result, and we exceeded our 5 year goal of directing \$7,500,000 to fund new trials after only 3.5 years. This extraordinary financial result would not be possible without our private donors, government and the partners who support our major fundraising event.

- To date, we have secured almost \$1,000,000 in matched funding primarily through the Victorian Cancer Agency (government) and we will continue to work together to deliver common goals.
- The very first 'Great Shake-Up' virtual event was a huge success in August, 2013 and exceeded all expectations. It was held again in October, 2014. 100 Boardrooms virtually joined together for an hour to help raise over \$550,000 for blood cancer research. We are extremely grateful for the generous ongoing support of our pro bono partners – Channel 7, Cisco, Telstra, Village Roadshow, Viacorp, AFL Media (2014/15) and b2cloud (2014/15) – as well as our Ambassadors and volunteer committee.

Snowdome wishes to thank all our 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 2013/14 Annual Report with you.

ROB TANDY
ACTING CHAIRPERSON

MIRIAM DEXTER
CHIEF EXECUTIVE OFFICER

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 CANCERS¹

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.

"What amazing people cancer patients are. What incredible losses they experience. What truly splendid examples they are to us as they endure. We can only bow to them and pay them great homage. But if there is a cure for blood cancer, let's help to find it – fast."

**JULIA ZAETTA, EDITOR-IN-CHIEF OF BETTER HOMES & GARDENS
AND SNOWDOME AMBASSADOR FOR 'GREAT SHAKE-UP' 2014**



¹SOURCE: AUSTRALIAN INSTITUTE OF HEALTH AND WELFARE 2014. CANCER IN AUSTRALIA: AN OVERVIEW 2014. CANCER SERIES NO 90. CAT. NO. CAN 88. CANBERRA: AIHW.



OUR MISSION
TO ACCELERATE
NEXT-GENERATION
TREATMENTS FOR
AUSTRALIAN BLOOD
CANCER PATIENTS
TO HELP THEM
LIVE LONGER,
BETTER LIVES

BASED ON THE SNOWDOME FOUNDATION STRATEGIC PLAN, WE MADE SIGNIFICANT ADVANCEMENTS IN THE FIVE FOCUS AREAS WE IDENTIFIED FOR 2014-2016:

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, EPIGENETICS RESEARCH AS WELL AS IMPROVED PATIENT IDENTIFICATION FOR NEW DRUGS

INTERNAL

CONTINUE TO OPERATE WITH PROFESSIONALISM, INTEGRITY AND MISSION FOCUS

IN 2014, THE BOARD HELD A STRATEGIC PLANNING DAY TO REVIEW THE PERFORMANCE TO DATE AND UPDATED THE TACTICS TO DELIVER THESE FIVE FOCUS AREAS OVER THE NEXT 3 YEARS.

ACHIEVEMENTS GRANTING



FROM INCEPTION IN 2010 TO THE END OF THE 2013/14 FINANCIAL YEAR, THE SNOWDOME FOUNDATION HAS GRANTED AND COMMITTED \$7,000,000. ENSURING FUNDS RAISED ARE 'FAST-TRACKED' INTO STRATEGIC BLOOD CANCER RESEARCH AND RELATED ACTIVITY IS A KEY PRIORITY.

In the 2013/14 financial year, Snowdome committed **\$3,900,000** to strategic blood cancer projects. This annual total was more than Snowdome granted in the three previous years combined.

Importantly, Snowdome's granting is delivering results. At the end of 2013/14, through Snowdome support, 212 Australian blood cancer patients had gained access to new treatments through 8 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. 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 and patients can receive the full benefit of being on a clinical trial.

'Enabling blood cancer patient trials and 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. Snowdome is building successful and strategic partnerships in order to achieve our mission.'

**ROB TANDY, SNOWDOME FOUNDATION
CO-FOUNDER AND ACTING CHAIRPERSON**

A COMMON SOLVENT LEADS TO A WORLD-FIRST CLINICAL TRIAL

As widely reported on May 9, 2014, Melbourne Haematologist and Researcher Dr. Jake Shortt's major research breakthrough could have far-reaching effects for not only blood cancer treatments but all cancers. What did Dr. Shortt's research reveal? That a common household solvent found in paints and fabrics can stop tumour cells growing and boost the immune system.

Published in *Cell Reports*, the research findings showed that a basic, stable and inactive solvent, otherwise known as N-methyl-2-pyrrolidone (NMP), effectively 'reprograms' myeloma cells by targeting a class of gene-regulating proteins. This reprogramming re-awakens thousands of genes that have been silenced in the cancer cells, immediately stopping the myeloma cells from growing, while activating the immune system to respond to the cancer. "We will perform laboratory experiments and follow blood cancer patients receiving this new treatment to monitor its effects on the immune system and help predict who will benefit most," said Dr. Shortt.

Importantly, and adding further weight to the discovery, is the fact that safe levels of NMP in humans are already well-established which means the trials can immediately start at dosage levels within those recommended under occupational health and safety guidelines. Additionally, NMP is comparatively inexpensive and plentiful, compared to novel treatments developed by pharmaceutical companies, which should translate to NMP being a drug that is economical to produce.

Supporting Dr. Shortt's research through the Eva and Les Erdi/Snowdome Foundation Fellowship for New Targets in Haematological Malignancies, Snowdome is delighted to report that a world-first clinical trial has recently commenced at Peter MacCallum Cancer Centre, Monash Medical Centre and The Royal Melbourne Hospital. Together with the Victorian Cancer Agency, the Fellowship provides up to \$800,000 over four years and is the result of Snowdome's targeted fundraising approach in identifying unique research opportunities for government and philanthropy to work together.

ACHIEVEMENTS GRANTING

THROUGHOUT 2013/14, SNOWDOME WAS SUCCESSFUL IN JOINING SEVERAL LIKE-MINDED MAJOR DONORS TO ESTABLISH THE CENTRE OF RESEARCH EXCELLENCE IN MYELOMA. THIS \$3,000,000 INVESTMENT WILL SUPPORT A GLOBAL BEST PRACTICE RESEARCH APPROACH IN 'PERSONALISED MEDICINE'.

'Tonight, I'm launching a new Precision Medicine Initiative to bring us closer to curing diseases like cancer and diabetes – and to give all of us access to the personalised information we need to keep ourselves and our families healthier.'

PRESIDENT BARACK OBAMA, STATE OF THE UNION ADDRESS, JAN 20, 2015



BUILDING PERSONALISED MEDICINE CAPACITY

“Where are the gaps in cancer treatment and drug development today?” was the question foremost on Dr. Michael Dickinson’s mind when formulating the concept of a Centre of Research Excellence in Myeloma (CRE-M).

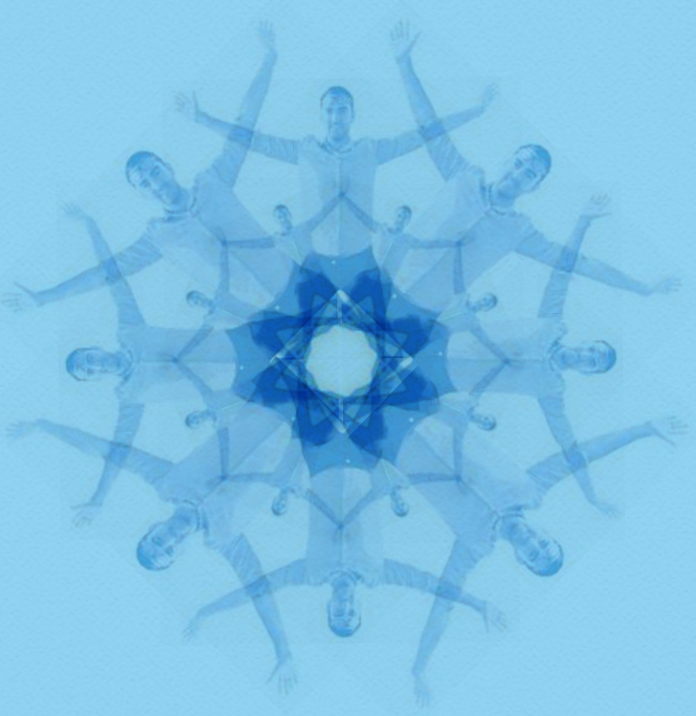
The CRE-M aims to produce a Precision or Personalised Medicine program for myeloma patients where data collection and analysis will over time help to identify **THE RIGHT DRUG FOR THE RIGHT PATIENT**. This will result in more cost effective treatments and a more positive patient experience. The success of the program hinges on having an excellent interface between high quality scientific results and high quality clinical registry data.

Combining donations from the Morris Family, Ernest Heine Family Foundation and an anonymous donor, the Snowdome Foundation is supporting the CRE-M which aims to establish a clinical and research service, in partnership with the VCCC (Victorian Comprehensive Cancer Centre) that allows for detailed genomic annotation for patients having treatments for their blood cancer. “The CRE-M will focus on myeloma, however, if successful, the infrastructure platform could be expandable to other blood cancer subtypes, including leukaemia and lymphoma,” said Dr. Dickinson.

“By establishing the initial infrastructure we hope to be able to attract additional government funding so that this becomes a permanent infrastructure,” added Dr Dickinson. “Such funds rarely flow to projects such as these in the earliest phases so Snowdome’s assistance will allow us to adopt a truly aggressive and comprehensive program to help promote discoveries in this field.”

Dr. Michael Dickinson is a Haematologist at Peter MacCallum Cancer Centre and worked as the epigenetics Snowdome Fellow from 2010 to 2013. He has recently been appointed as the Julie Borschmann Fellow in Multiple Myeloma at the University of Melbourne and Peter Mac, where he will be continuing his research into blood cancers and epigenetics.

ACHIEVEMENTS FUNDRAISING



SNOWDOME'S INITIAL FUNDRAISING GOAL WAS TO RAISE \$7,500,000 OVER FIVE YEARS. WE ARE EXTREMELY PROUD TO REPORT THAT SNOWDOME ACHIEVED THIS KPI IN 3.5 YEARS. WE ARE ALSO DELIGHTED TO REPORT AT THE END OF 2013/14, SNOWDOME HAD SECURED AND DIRECTED A TOTAL OF \$8,300,000 FOR BLOOD CANCER RESEARCH.

During 2013/14, the Snowdome Foundation raised **\$4,500,000** in current and committed funding. This total was more than Snowdome raised the three previous years combined.

A key element of our fundraising program is the passionate desire to maintain a fresh approach. In 2013 and 2014 the Snowdome Foundation took the 'virtual' approach to fundraising and hosted two virtual events. The 'Great Shake-Up' virtual fundraising event is a one hour broadcast of infotainment streamed live via the internet into corporate boardrooms during a week-day lunch hour. Registration fees, donations and auction items contributed to raising almost \$2million from these two events.

Not only did Snowdome raise significant funds, but also generated awareness among corporates about the urgency of blood cancer research. Importantly, Snowdome's ability to keep costs minimal (for example, the 'Great Shake-Up' events operated at approximately 15% expenses to revenue) was due to the tremendous and hugely generous pro bono support from our event partners – Channel 7, Cisco, Telstra, Village Roadshow, Viocorp, AFL Media (2014/15) and b2cloud (2014/15).

The Snowdome Foundation truly appreciates the generosity and vision of our donors. In 2013/14, together with the Victorian Cancer Agency, we were proud to award the Eva and Les Erdi/Snowdome Foundation Fellowship to Dr. Jake Shortt who has achieved some amazing research breakthroughs. We were also delighted to announce two more fellowships commencing in 2014/15: the Morris Family Fellowship and the George and Yolanda Klempfner Fellowship. It is these individual, long term commitments from visionary donors that will help 'make hope real' for Australians with blood cancers.'

**NICKY LONG, SNOWDOME DIRECTOR AND CHAIR
OF SNOWDOME DONOR & FUNDRAISING COMMITTEES**

ACHIEVEMENTS FUNDRAISING

A MIX OF GENEROSITY, ALTRUISM AND A GENUINE FLAIR FOR GREAT HOSPITALITY



A passionate supporter of Snowdome, Andrew Cody, went the extra mile for the 2014 'Great Shake-Up'. A nautical mile that is!

Swapping the traditional boardroom for one on water, Andrew personalised his 'Great Shake-Up' virtual fundraising event by hosting it on the historic Steam Yacht (SY) Ena, an Edwardian period steam yacht that was moored at Docklands. Andrew invited 45 guests on board the SY Ena where they watched the 'Great Shake-Up' program before participating in a fundraising Auction of items kindly donated by many of Andrew's friends and colleagues. Amazingly, Andrew has generously raised over \$40,000 from his Auctions at his 2013 and 2014 'Great Shake-Up' events.

Five years ago Andrew was diagnosed with myelofibrosis (a cousin disease of myeloid leukaemia) but he was fortunate to be able to access a trial drug and he has not looked back. Andrew has a passion for Snowdome and its work in blood cancer research, driven by the recognition that the opportunity to give real hope to Australians with blood cancers lies in enabling clinical trials of next generation drugs.

"I don't think anybody realises how hard the medicos work," says Andrew. "They're at the hospitals from dawn till dusk, they're there on weekends and they're constantly researching or mentoring research groups. With these events we can help to contribute the funding to keep the research going and find more treatments like the one that helped keep me alive."

ANDREW CODY (RIGHT) BEING INTERVIEWED BY HAMISH McLACHLAN DURING THE 'GREAT SHAKE-UP' 2014.

Steam
Yacht
Ena



ACHIEVEMENTS OPERATIONS

**AT THE END OF 2013/14,
SNOWDOME'S OPERATING
EXPENSES TO REVENUE
WERE 10% – IN LINE WITH
INDUSTRY BEST PRACTICE.**



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 with numerous ongoing pro bono services: office rental, legal and auditing services, publications (e.g., annual report) and fundraising advice. We are especially thankful to The Pratt Foundation for their generous funding of our CEO salary during our formative years and into our development years. Finally, the Snowdome Foundation also received significant support for our 'Great Shake-Up' fundraising events from our Major Event Partners as well as Event Sponsors and Ambassadors. In total, these generous contributions have kept our operating expenses to revenue ratio at 10% and ensured more dollars are used where vitally needed to accelerate new treatments for Australian blood cancer patients.

'Snowdome's strong operating results are driven by passionate volunteers and supportive pro bono and event partners. All Snowdome stakeholders are united in a common goal: ensuring as many funds as possible are fast-tracked into discovering new treatments and making a real difference to the lives of blood cancer patients.'

MIRIAM DEXTER, SNOWDOME FOUNDATION CEO

BOARD OF DIRECTORS

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 2013/14, HAS ESTABLISHED THE FOLLOWING COMMITTEES, EACH OF WHICH IS CHAIRED BY A BOARD MEMBER:
GRANTS / DONORS / AUDIT & RISK / FUNDRAISING

NEW BOARD MEMBER: ROGER GREENMAN AM

In June 2014, we welcomed Roger Greenman AM to the Snowdome Board. Roger brings a wealth of acute health industry experience to Snowdome. He made an outstanding contribution to Cabrini Health during his 37 years on the staff and served 25 years as Chief Executive Officer. During his tenure, Roger oversaw significant growth and development and managed Cabrini's path to deliver the comprehensive health services it provides today.

The Snowdome Foundation looks forward to working with Roger and benefiting from the wealth of his experience and knowledge.



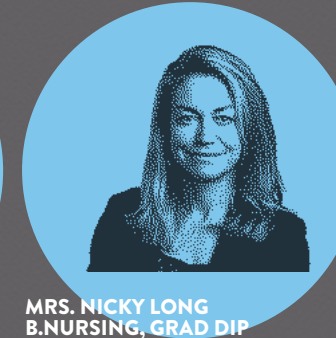
ROGER GREENMAN AM

Roger Greenman was CEO of Cabrini 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 The Royal Victorian Eye and Ear Hospital and chairs their redevelopment and quality committees. He has a strong commitment to charitable works and 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 2010 for his services to medical administration, charitable organisations and outreach services. Roger joined the Snowdome Board of Directors in 2014.



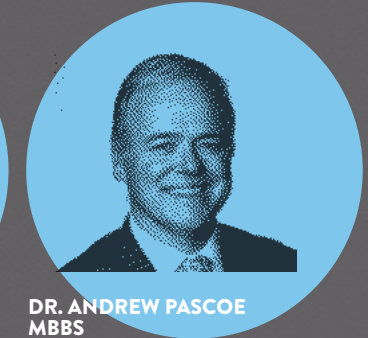
MRS. HELEN BUCKINGHAM
BA, DIP ED, GRAD DIP CAREERS,
AICD DIP

Helen initially trained as a history and politics teacher then as a Careers Counsellor. She has been an elected local Councillor and Mayor of the City of Whitehorse. Helen was elected to the Legislative Council of the Victorian Parliament in 2002. She served on the Education and Training Parliamentary 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 Hill and CAE TAFE Board. Helen offers a personal perspective as she was diagnosed with Multiple Myeloma in 2004. She joined the Snowdome Foundation in 2011 and served as Acting Chair for the Grants Committee and a member of the Audit & Risk Committee.



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, retail and philanthropy. She has worked with GlaxoSmithKline and CSL Biotherapies successfully managing pharmaceutical and vaccine brands and has also owned her own import, wholesale and retail business. Currently, Nicky is a consultant and is also involved in three other not-for-profit organisations: Soap Aid (Chairperson of Board), The Royal Women's Hospital Foundation (Board Director) and Koala Kids (subcommittee member for the flagship program of the Children's Cancer Centre Foundation). Nicky joined the Snowdome Foundation Board in 2011 and Chairs both the Fundraising Committee and the Donor Committee.



DR. ANDREW PASCOE
MBBS

Andrew Pascoe is Executive Chairman of the Asia Pacific eHealth Group (APeHG), bringing innovative cloud based electronic health record solutions and decision support to health professionals throughout the Asia Pacific region. Andrew was co-founder and Executive Director of the Medical One Group of Companies. A graduate of Monash University, Andrew has been an active medical practitioner for over 25 years standing, and did his medical training at Monash University and business training at AGSM. Andrew also sits on the Sydney Swans Foundation Board. Andrew joined the Snowdome Board of Directors in 2013 and is currently serving on the Donor Committee and Grants Committee.

BOARD OF DIRECTORS



**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 Blood Cell Therapies at the Peter MacCallum Cancer Centre, Melbourne. He is also Head of Haematology at Cabrini Hospital. He is currently the Chairman of the Medical Scientific Advisory Group to the Myeloma Foundation of Australia, on the Boards of the MFA, the International Society of Cutaneous Lymphoma, the Private Cancer Physicians of Australia and the Australian T cell Lymphoma Network, which he Chairs. In addition, Miles currently serves on the Victorian Cancer Agency's Consultative Council. Miles was a co-founder of the Snowdome Foundation and serves on the Donor Committee.



**MR. GRANT RUTHERFORD
BA GRAPHIC DESIGN**

Grant Rutherford is Executive Creative Director for Publicis Mojo. Grant's twenty-plus-year career has seen him work across many creative Australian agencies including Thomson White & Partners, Grey, Y&R, George Patterson Y&R, Clemenger BBDO and DDB Group Melbourne. Grant is a co-founder of the Snowdome Foundation, following the death of his young daughter, Chloe from leukaemia. He currently serves on the Fundraising Committee and Donor Committee.



**MR. MATTHEW SCHOFIELD
B.COM CA**

Matthew Schofield is a Chartered Accountant and currently a Partner of ShineWing Australia. 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 Australian Red Cross Society, and ANZ Trustees Common Funds and Charitable Foundations. Matthew joined the Snowdome Board in 2013 and served as the Chair of the Audit & Risk Committee as well as a member of the Grants Committee.



**MR. ROB TANDY
BSC MPC**

Rob Tandy is a General Manager with APT Cruising & Touring. Rob has a diverse background including gaining a graduate degree as a geneticist, managing an iconic Richmond Hotel, project managing multi-million dollar property projects and obtaining a Masters in Property & Construction. Rob has been actively involved in several charitable causes, including leading the Cancer Council Victoria's Young People's Committee, supporting the Lighthouse Foundation and Melbourne City Mission and creating opportunities for remote aboriginal communities in the Kimberley. Rob was driven to co-found the Snowdome Foundation when his father was diagnosed with Multiple Myeloma in 2009 and he currently serves as Acting Chair of the Board. He is a member of the Donor Committee and the Audit & Risk Committee.



**MS. SUSAN TIMBS
B COM LLB (HONS)**

Susan Timbs is a lawyer and is currently the Executive Director of the Resources and Energy Law Association. Sue is a former partner of Corrs Chambers Westgarth and consultant with Mallesons Stephen Jaques. Sue has contributed to several not-for-profit organisations and previously served on the Board of the Kids Oncology and Leukaemia Action (KOALA) Foundation which at the time was the largest philanthropic funder of the Children's Cancer Centres in Victoria. Sue joined the Snowdome Foundation in 2010, serving as Chair of the Board from 2011-2013. She is a member of the Grants Committee and Audit & Risk Committee.



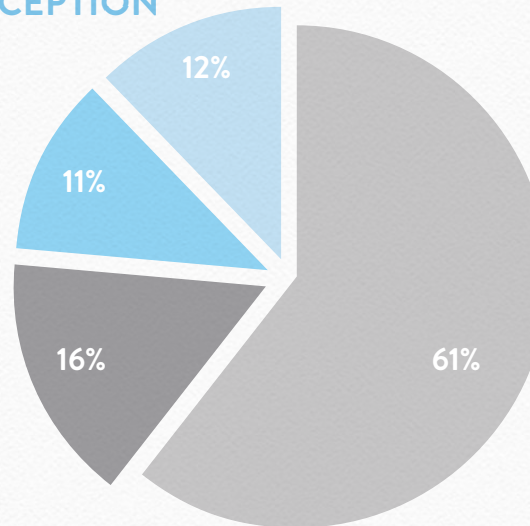
THE SNOWDOME FOUNDATION WORKS STRATEGICALLY WITH RESEARCHERS AND DONORS TO FUND URGENT 'GAPS' IN HUMAN CLINICAL TRIALS. BY MATCHING MULTI-YEAR RESEARCH NEEDS WITH MULTI-YEAR FUNDING COMMITMENTS, WE ARE ENSURING MORE AUSTRALIAN BLOOD CANCER PATIENTS ARE RECRUITED ONTO CLINICAL TRIALS FASTER.

Detailed in Note 1 on page 16 are Snowdome's financial year accounts which have been submitted to the Australian Charities and Not-for-profit Commission (ACNC). These represent Snowdome's income, expenses and balance details for the financial year ending June 2014. 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.

To provide a more comprehensive view of Snowdome's performance we have also provided summary details of fundraising and grant commitments since inception and

extending beyond the financial year. Since inception in October 2010, Snowdome has made a significant financial impact for Australian blood cancer research with \$8,300,000 raised and \$7,000,000 granted and committed at the end of 2013/14. This more accurately reflects the nature of Snowdome's fundraising activities and grants which typically extend beyond a single financial year. For example, in 2013/14 audited gross revenue totalled approximately \$2,200,000 (refer Note 1) while Snowdome received funding commitments (out to 2018) totalling \$4,500,000 during the same period.

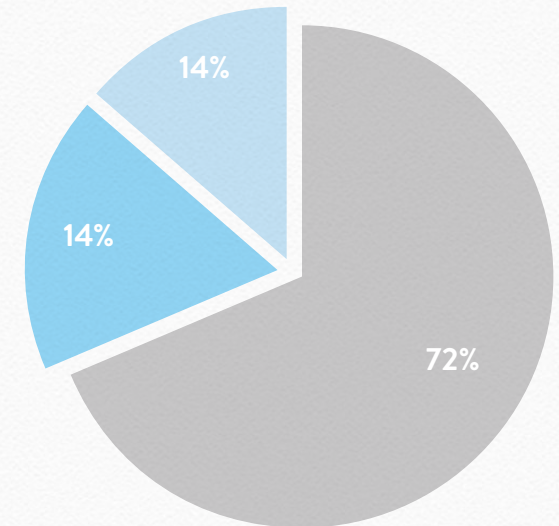
RECEIVED & COMMITTED REVENUE SINCE INCEPTION **\$8.3M**



- DONORS \$5,060,158
- FUNDRAISING EVENTS \$1,300,000
- GOVERNMENT 'MATCHING' \$961,000
- DIRECTED \$1,000,000

AT THE END OF FY2013/14, A PORTION OF COMMITTED REVENUE (\$540,000) HAD NOT BEEN GRANTED.

AWARDED GRANTS SINCE INCEPTION* **\$7M**

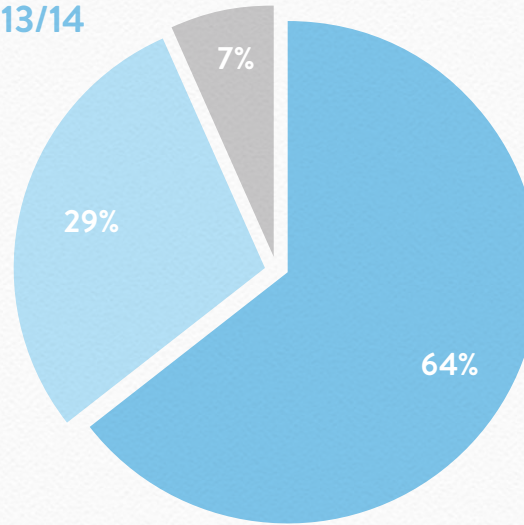


- SNOWDOME FUNDED \$5,055,742
- GOVERNMENT 'MATCHING' \$961,000
- DIRECTED \$1,000,000

*MANY GRANTS ARE MULTI-YEAR FUNDING COMMITMENTS. **13**

2013/14 WAS AN OUTSTANDING YEAR FOR SNOWDOME BOTH IN FUNDRAISING AND GRANTING FUNDS. WE OUTPERFORMED OUR THREE PREVIOUS YEARS COMBINED (SEE NOTE 2 & 3). DURING 2013/14, SNOWDOME SECURED AND DIRECTED \$4,500,000 AND SNOWDOME GRANTED \$3,900,000 FOR AUSTRALIAN BLOOD CANCER RESEARCH. IMPORTANTLY, SNOWDOME'S OUTSTANDING ACHIEVEMENTS WERE DELIVERED WITH OPERATING EXPENSES TO REVENUE OF ONLY 10%.

RECEIVED & COMMITTED REVENUE 2013/14 **\$4.5M**



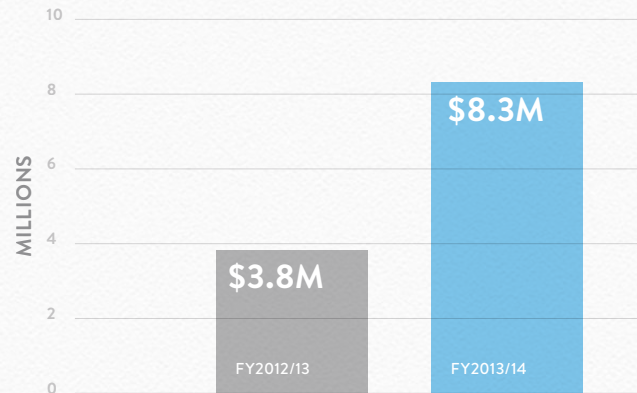
- **DONORS \$2,900,099**
- **FUNDRAISING EVENTS \$1,300,000**
- **GOVERNMENT 'MATCHING' \$311,000**

AT THE END OF FY2013/14, A PORTION OF COMMITTED REVENUE (\$180,000) HAD NOT BEEN GRANTED.

NOTE 2

REVENUE

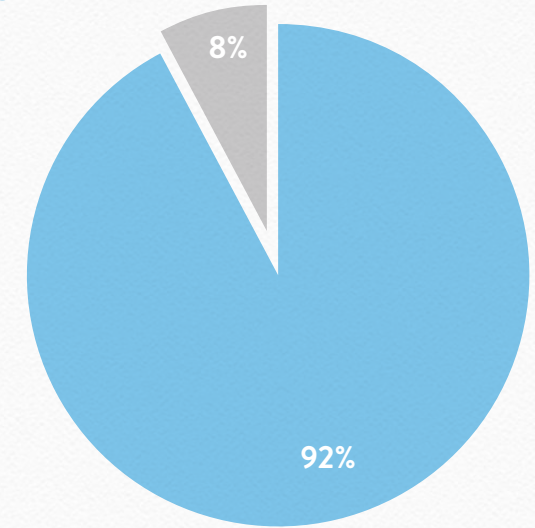
CUMULATIVE SINCE INCEPTION



CUMULATIVE BY FINANCIAL YEAR

IN 2013/14, SNOWDOME SECURED AND DIRECTED \$4,500,000

AWARDED GRANTS* 2013/14 **\$3.9M**



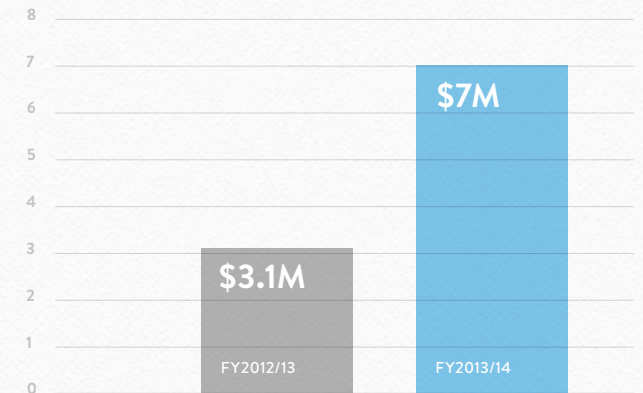
- **SNOWDOME FUNDED \$3,611,000**
- **GOVERNMENT 'MATCHING' \$311,000**

*MANY GRANTS ARE MULTI-YEAR FUNDING COMMITMENTS.

NOTE 3

GRANTING

CUMULATIVE SINCE INCEPTION



CUMULATIVE BY FINANCIAL YEAR

IN 2013/14, SNOWDOME GRANTED \$3,900,000 TO AUSTRALIAN BLOOD CANCER RESEARCH.

SNOWDOME HAS DEVELOPED A FLEXIBLE APPROACH TO ENSURE SIGNIFICANT FUNDS ARE DIRECTED TO SNOWDOME'S PRIORITISED RESEARCH OPPORTUNITIES. SNOWDOME, A DEDUCTIBLE GIFT RECIPIENT (DGR) TYPE 2 ORGANISATION, CAN MANAGE THE FLOW OF FUNDS IN ONE OF THREE WAYS:

- 1 DONATIONS DIRECTLY TO SNOWDOME FOUNDATION (DONOR FUNDING);
- 2 DONATIONS FROM DGR TYPE 2 ORGANISATIONS TO A DGR TYPE 1 ORGANISATION WITH WHOM SNOWDOME HAS A QUARANTINED COST CENTRE VIA A MEMORANDUM OF UNDERSTANDING (DONOR FUNDING); OR
- 3 PROVIDE ADVISORY SERVICES TO DIRECT FUNDING TO SNOWDOME SUPPORTED BLOOD CANCER CLINICAL RESEARCH ACTIVITIES (GOVERNMENT AND DIRECTED FUNDING).



SOURCE OF FUNDS

RECIPIENT OF FUNDS



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.

IN ADDITION TO SNOWDOME GRANTING, SNOWDOME FUNDED RESOURCES (E.G., RESEARCH FELLOWS, PROJECT MANAGERS, ETC.) HAVE UNLOCKED AN ADDITIONAL \$6,600,000 OF FUNDING FROM THIRD PARTIES (E.G., NATIONAL HEALTH AND MEDICAL RESEARCH COUNCIL, VICTORIAN CANCER AGENCY, AUSTRALASIAN LEUKAEMIA & LYMPHOMA GROUP, PRIVATE DONORS, ETC.).

THIS HAS RESULTED IN \$13,600,000 BEING INVESTED IN SNOWDOME-SUPPORTED NEXT GENERATION BLOOD CANCER TRANSLATIONAL RESEARCH PROGRAMS, AND SO PROVIDING HOPE TO AUSTRALIAN BLOOD CANCER PATIENTS WHO HAVE AND WILL PARTICIPATE IN THESE ASSOCIATED TRIALS.



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

NOTE 1

The Snowdome Foundation met the ACNC reporting deadline with the requested financials. To the right is an expanded analysis to highlight the following points:

- **INCLUSION OF MEMO OF UNDERSTANDING (MOU): TO REFLECT THE ACTIVITY IN THE QUARANTINED DGR TYPE 1 COST CENTRE.**

In 2013/14, Snowdome was pleased to provide \$416,700 of grants through the MOU resulting in the net balance reducing to \$108,309. The extension of these grants resulted in outgoings exceeding inflows for the 2013/14 period. As a giving charity, it is not Snowdome's intention to build up and retain large cash balances indefinitely, but rather to deploy its funds received through generous donations on blood cancer research and clinical trials.

- **HIGHLIGHT OF PRO BONO SERVICES: \$526,874 IN 2013/14.**

In 2013/14, Snowdome worked diligently to secure \$526,874 of pro bono services so that as many funds as possible are fast-tracked into accelerating new treatments. 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 2013/14 operational expenses to total revenue ratio can be more accurately reflected at 10%.

INCOME STATEMENT FOR PERIOD ENDING 30 JUNE 2014	SNOWDOME (AUDITED)*	MOU	CONSOLIDATED
	AUD \$	AUD \$	AUD \$
GROSS INCOME			
GOVERNMENT GRANTS	-	-	-
DONATIONS	1,277,580	20,000	1,297,580
FUNDRAISING REVENUE	343,747	-	343,747
PRO BONO REVENUE	526,874	-	526,874
TOTAL REVENUE	2,148,201	20,000	2,168,201
OTHER INCOME (INTEREST)	19,434	-	19,434
TOTAL GROSS INCOME	2,167,635	20,000	2,187,635
GROSS EXPENSES			
EMPLOYEE EXPENSES	100,912	-	100,912
INTEREST	-	-	-
GRANTS AND DONATIONS MADE BY THE REGISTERED ENTITY FOR USE IN AUSTRALIA	-	416,700	416,700
GRANTS AND DONATIONS MADE BY THE REGISTERED ENTITY FOR USE OUTSIDE AUSTRALIA	-	-	-
PRO BONO EXPENSES	526,874	-	526,874
ALL OTHER EXPENSES	64,570	-	64,570
TOTAL EXPENSES	692,356	416,700	1,109,056
INCOME STATEMENT NET SURPLUS / (DEFICIT)	1,475,279	(396,700)	1,078,579
BALANCE SHEET AT 30 JUNE 2014			
TOTAL CURRENT ASSETS	1,737,828	108,309	1,846,137
NON-CURRENT LOANS	12,234	-	12,234
OTHER NON-CURRENT ASSETS	-	-	-
TOTAL NON-CURRENT ASSETS	-	-	-
TOTAL ASSETS	1,750,062	108,309	1,858,371
BALANCE SHEET LIABILITIES			
TOTAL CURRENT LIABILITIES	8,998	-	8,998
NON-CURRENT LOANS	-	-	-
OTHER NON-CURRENT LIABILITIES	-	-	-
TOTAL NON-CURRENT LIABILITIES	-	-	-
TOTAL LIABILITIES	8,998	-	8,998
BALANCE SHEET NET ASSETS / (LIABILITIES)	1,741,064	108,309	1,849,373

*AUDITED BY GRANT THORNTON.

APPRECIATION

WE ARE SO GRATEFUL TO THE NUMEROUS DONORS, PARTNERS, AMBASSADORS AND VOLUNTEERS WHOSE PASSION HAS DELIVERED 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.

MAJOR DONORS

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

GANDEL PHILANTHROPY
ERNEST HEINE FAMILY
FOUNDATION

DR. GEORGE KLEMPFNER AND
MRS. YOLANDA KLEMPFNER AO

THE MORRIS FAMILY
FOUNDATION

THE PRATT FOUNDATION

MR. CARLO VACCARI

MR. RUSSELL WITHERS

NUMEROUS INDIVIDUALS
AND FAMILIES THAT WISH
TO REMAIN ANONYMOUS

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.

PARTNERS

watermark
Intellectual Asset Management

abl
Arnold Bloch Leibler
Lawyers and Advisers

 **Grant Thornton**
An instinct for growth


PHILANTHROPY

allensmith&associates

PRATT
FOUNDATION

APPRECIATION 'GREAT SHAKE-UP'

WE ARE EVER SO GRATEFUL TO OUR 2014 '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.

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' 2014 EVENT.

'GREAT SHAKE-UP' 2014 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' 2014 EVENT. THE FOLLOWING ORGANISATIONS BRING ENERGY AND CREATIVITY TO THIS VIRTUAL FUNDRAISING EVENT. WE ARE SO GRATEFUL FOR THEIR SUPPORT.



LIVE & INTERACTIVE
VIRTUAL-event!

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

CAROLYN JOLSON
PHILANTHROPIST

MEM KIRBY OAM
VILLAGE ROADSHOW, YABBY LAKE VINEYARDS
& PENINSULA CINEMAS

BEN MACDONALD
MASTERCHEF FINALIST 2014

MANDY MANDIE
PHILANTHROPIST

GINA McNAMARA
HEALTH EDUCATION CONSULTANT

LUKE SMORGON
DIRECTOR, B2CLOUD

LYN SWINBURNE AM
FOUNDER OF BREAST CANCER NETWORK AUSTRALIA

JOHN VALMORBIDA
DIRECTOR, CASAMA GROUP

CARLO VACCARI
DIRECTOR, TMC LTD

JULIA ZAETTA
EDITOR, BETTER HOMES & GARDENS

EVENT PARTNERS



VIOCORP



VILLAGE ROADSHOW

EVENT SUPPORTERS



PUBLICIS
mojo

APPRECIATION
'GREAT SHAKE-UP'
2014 FUNDRAISING
EVENT COMMITTEE



THE 2014 '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.

NICKY LONG CHAIR, EVENT & SNOWDOME BOARD MEMBER
NINA ABERDEEN AMBASSADOR/PARTNERS COMMITTEE
EMILY ARBUCKLE MARKETING COMMUNICATIONS COMMITTEE
SUZIE BRATUSKINS MARKETING COMMUNICATIONS COMMITTEE
VANESSA COHEN MARKETING COMMUNICATIONS COMMITTEE
MIRIAM DEXTER CEO, SNOWDOME FOUNDATION
TIM FAWCETT TECHNICAL/CONTENT/CREATIVE COMMITTEE
HELEN GANDEL CHAIR OF AMBASSADORS/PARTNERS COMMITTEE
LOU JOHNS ADMINISTRATOR, SNOWDOME FOUNDATION
AMANDA JONES REGISTRATION/SUPPORT COMMITTEE
MELISSA JONES MARKETING COMMUNICATIONS & REGISTRATION/SUPPORT COMMITTEES
TORY LANE CORPORATE PROMOTIONS/FUNDRAISING COMMITTEE
MANDY MANDIE CHAIR OF CORPORATE PROMOTIONS/FUNDRAISING COMMITTEE
KAREN McARTHUR VIRTUAL EVENT COMMITTEE
JAIME McCOY CHAIR OF MARKETING COMMUNICATIONS COMMITTEE
GINA McNAMARA AMBASSADOR/PARTNERS COMMITTEE
ANN MORRISON MARKETING COMMUNICATIONS COMMITTEE
MARNIE PHILLIPS VIRTUAL EVENT COMMITTEE & EVENT MANAGER
JULIE RAFFE CORPORATE PROMOTIONS/FUNDRAISING COMMITTEE
MARIA RICARDO TECHNICAL/CONTENT/CREATIVE COMMITTEE
GRANT RUTHERFORD TECHNICAL/CONTENT/CREATIVE COMMITTEE
LYN SWINBURNE CORPORATE PROMOTIONS/FUNDRAISING & AMBASSADOR/PARTNERS COMMITTEES
LUKE SMORGON CHAIR OF TECHNICAL/CONTENT/CREATIVE COMMITTEE

DEDICATION

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

THANK YOU

The Snowdome Foundation would like to thank the Publicis Mojo team for their efforts to support the design of the 2013/14 Snowdome Foundation Annual Report. Without their generous pro bono support this wonderful report would not have been possible.

