



Annual Review 2020



FROM CEO HOLLY MASTERS

I want to tell you a story about Lisa Hardman. Lisa lives with her husband and two children on a property in Ebor, in northern New South Wales. It is a beautiful part of the world, and 280 sweeping hectares of it belongs to the Hardmans, but the area has been ravaged by drought in recent years. Then, last year, the Hardmans found themselves in the line of fire. Australia's shattering bushfire season hit the region twice, and while a change of wind direction saved the Hardman's property on the first occasion, the second blaze was devastating, burning parts of their farm to nothing. To darkness. And all the while another darkness was along for the ride. Lisa was undergoing chemotherapy after being diagnosed with breast cancer in March.

Eye-opening as they may be, it's not so much Lisa's tribulations that I want to highlight here. Rather, it is her resilience. Because the strength, perseverance and adaptability Lisa has consistently shown is a powerful reflection of breast cancer patients across the country. And her story emphasises something we have long known at the McGrath Foundation: It's never just cancer. At any given time, our patients are dealing not just with a confronting diagnosis and subsequent medical appointments and treatments, they are also dealing with life's many complications and curveballs. Never has this been more evident than in 2020.

This year started strongly. Dry July marked our first major fundraising campaign and collectively 1,281 people raised \$420,000 for the McGrath Foundation.

Pink Up Your Town, held during Breast Cancer Awareness Month in October, was another great success with 67 towns taking part in the colourful fundraiser. Almost \$800,000 was raised, and remarkably this effort came at a time when so many of these communities were facing crippling drought. We are so grateful, and we hope that the pink surrounds helped people feel a little brighter, too.

Since its inception in 2008, the Pink Test in January has been a hallmark of the McGrath Foundation's fundraising efforts, not to mention a moving show of community spirit and support. In that respect, this year was no different. But this year did pose a new challenge for us. Bushfires had been raging across New South Wales and Victoria for months, and with the loss of property, lives and wildlife, communities were suffering.

With Australia, and the world, focussed on the unfolding crisis, our challenge was how to connect the nation with our story and need for funds while demonstrating our empathy for those affected by the fires. This was a delicate balance, but we chose to remind people that while our mission was important, so too are all causes.

The Pink Test raised more than \$1.2 million. That money will fund nine McGrath Breast Care Nurses, who will support almost 1,000 families going through breast cancer. More broadly the Test highlighted the wonderful generosity of Australians in giving to multiple causes to help those in their moments of need.

These events, and others during the first half of the year put the McGrath Foundation in a strong position which allowed us to manage a testing second half that no-one saw coming.

There's hardly any need for me to run through the specific trials COVID-19 has presented. We have all had to adapt in numerous ways. At the McGrath Foundation, social distancing measures caused a dramatic drop in events which, in turn, stalled fundraising in a way we've never seen before. Our team began working remotely, quickly creating and implementing new processes, offering support to one another and, above all, working to protect patient care.

There is no denying it was hard. Yet, in an extraordinary testament to our organisation, the team was galvanised by the unique challenges and continued to deliver vital support and care to people diagnosed with breast cancer.

Of course, none of this would be possible without our nurses. They are, after all, our very purpose. The McGrath Foundation was established in 2005 with the aim of providing a McGrath Breast Care Nurse to every person in this country who needs one, and that drive has never wavered. In fact, thanks to the perspective so many of us have found during COVID-19, I believe this focus is clearer than ever.

Despite a myriad of challenges, we were able to place 14 new McGrath Breast Care Nurses and six new metastatic McGrath Breast Care Nurses in communities across Australia last year, bringing the total number of nurses to 145. Plus, we welcomed two new McGrath Breast Care Nurse Clinical Leads, who provide support and guidance to our broader nursing workforce. In May we expanded our Breast Care Nurse Telephone Support Line to seven days a week to meet demand for support during the pandemic. I am immensely proud of these achievements, and I am immensely proud of the way our nurses continued to support and empower their patients – both face-to-face and remotely – right throughout the year's ever-changing landscape.

Also, of great significance, we finalised the McGrath Model of Care, which will be rolled out to our nurses from November. The McGrath Model of Care draws on the experiences of, and data from, our 145 McGrath Breast Care Nurses and was developed in consultation with 25 cancer specialists including surgeons, oncologists, GPs, other clinicians and patients.

Officially endorsed by Cancer Nurses Society of Australia (CNSA) and the Breast Cancer Network of Australia (BCNA), this model is built on evidence-based, patient-centric principles, and will standardise the way breast care nursing is delivered across the continuum of care. I know we will look back on this achievement as a seismic shift for cancer care in Australia and a coming of age for the McGrath Foundation - positioning us as a world leader in supportive care nursing.

Once again we remain indebted to our fabulous major donors such as the De Lambert Largesse Foundation, Basil Sellers, LM Yager, Jean Williamson and Carol Sisson; our 85 valued corporate partners; the Federal and State Governments and the many fundraising events, large and small, held by our wonderful supporters in the community.

I extend my deep appreciation to our highly engaged Board, led by Chairman John Conde, who so generously donate their time and expertise to support the talented team of the Foundation. In recent months we have welcomed Glenys Beauchamp (June 2020) and Christine Holman (July 2020), who alongside Glenn McGrath (President), Tracy Bevan, Terry Brown and Christine McLoughlin provide valuable counsel, guidance and governance.

Finally, I thank our wonderful team. In a year that will not soon be forgotten, I remain immensely grateful for their passion, dedicated response to change and unwavering commitment to working towards our vision of a McGrath Breast Care Nurse for every person who needs one. The work is not done. It is never done. But in a tumultuous year, we have built a lofty platform from which to launch into 2020/21.

Thank you enormously. Together we are making a difference.

WHERE YOUR MONEY GOES

We work hard to ensure as much of your money goes directly to fund our nurses. This year over 67 cents in every dollar given was invested into McGrath Breast Care Nurses. The remaining money helps support the team of experts who manage the Foundation or is invested in strategic fundraising efforts that will allow us to earn more money in the long run, to fund more nurses.

67.4 cents

FROM EVERY DOLLAR DONATED
GOES DIRECTLY TO OUR MISSION



SPEND

We're proud to have increased spend on our Mission in FY20 while reducing our administration costs.

Mission Funding



10.8% spend increase in funding McGrath Breast Care Nurses.

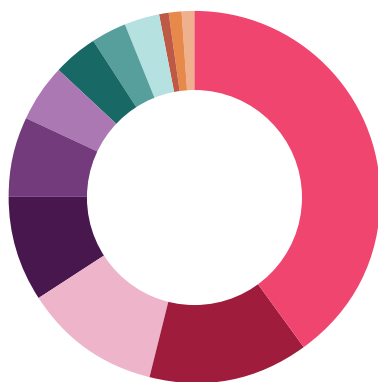
Administration Costs



3.3% spend decrease in administrative costs.

REVENUE

Our focus in FY20 has been on pursuing revenue opportunities that provide a strong return on investment (ROI).



	% of Revenue	Return on Investment
Federal Government	40%	N/A
Regular Giving Retention	14%	1,103%
Corporate	12%	442%
Community inc PUYT	9%	210%
Regular Giving Acquisition	7%	-55%
Pink Test	5%	71%
Major Giving, Appeals & Single Giving	4%	90%
Dry July	3%	123%
Pink Stumps Day	3%	51%
Bequests	1%	240%
Trusts & Foundations	1%	201%
Other	1%	N/A



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