

Annual Review

Financial Year 2021/2022



The year in review

A foreword from Holly Masters, CEO

While the past few years have been characterised by challenge and uncertainty, the resilient spirit of the McGrath Foundation community has never wavered.

With the generous support of individuals, our partners and Government, this year we have funded 19 new McGrath Breast Care Nurses including 6 metastatic McGrath Breast Care Nurses across the country, whilst also continuing to fund our existing 166 McGrath Breast Care Nurses. This means we now have 185 McGrath Breast Care Nurses providing care right across Australia.

An absolute highlight of the year was announcing our goal of funding 250 nurses by 2025 on International Nurses Day, through a powerful mural depicting McGrath Breast Care Nurse, Jolyene Fletcher and her 26-year-old patient, Emily Quinlan.

Beautifully designed by visual artist Sarah McCloskey, the inspiring work in North Sydney represents more than 20,000 Australians diagnosed with breast cancer each year and our McGrath Breast Care Nurses who support them throughout their experience emotionally, physically and psychologically, from the time of diagnosis and throughout treatment.

The mural was a timely reminder of what is at the heart of the McGrath Foundation – our nurses. With their phenomenal commitment, this year more than 12,500 breast cancer patients and their families nationwide had access to the vital care and support they needed. That is testament to the power of generous support we receive from the Australian community. None of this would be possible without them.

I feel privileged to lead the exceptional team at the McGrath Foundation and the 185 McGrath Breast Care Nurses who make such a difference to thousands of families across Australia every day.

As one in five people in Australia experiencing breast cancer will miss out on the vital support of a dedicated breast care nurse this year it is more important than ever that we stay focussed on our mission of ensuring no one misses out on care.



Holly Masters
CEO, McGrath Foundation



Moments to Celebrate!



Our Virtual Pink Seats campaign at the Pinkest Ashes raised funds to support 3,400 families



Announced our goal of funding 250 nurses by 2025



10 new McGrath Breast Care Nurses funded in Queensland as well as an additional 9 new nurses nationally

Our 2021/22 Impact

It is predicted that more than 20,000 Australians will be diagnosed with breast cancer in Australia this year.

It's the support of our thousands of individuals, partners and Government that have enabled the McGrath Foundation to have this impact. It is thanks to them that we are one step closer to achieving our mission of no one going through cancer without care.

12,551
new families
supported nationwide
in 2021/22



6
new metastatic
specialist nurses
in 2021/22

With 1 in 5 people experiencing breast cancer missing out on the support of a breast care nurse this year, you are helping us towards our mission of ensuring no one going through breast cancer misses out on care.



More than 1,293 calls
answered by the phone
support line

19 new
McGrath Breast
Care Nurses
in 2021/22

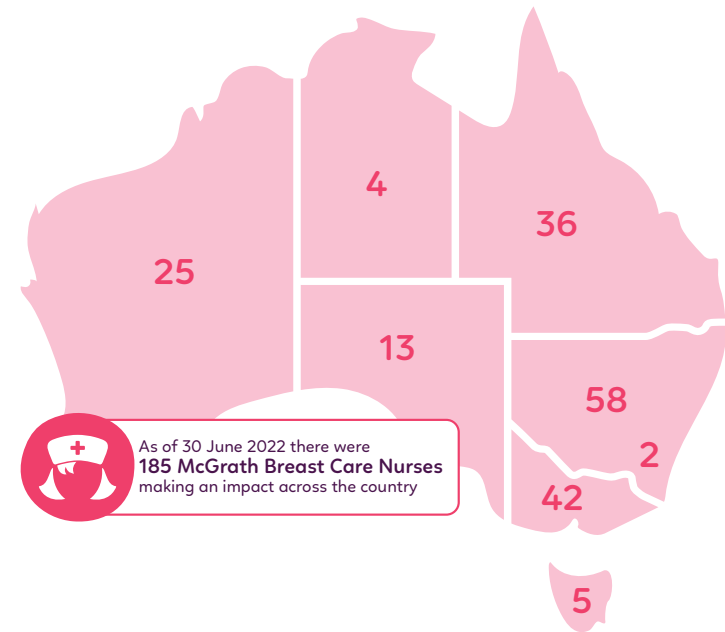


66
cents

from every dollar
spent goes directly
to our mission

Your ongoing generosity means our network of nurses can continue providing invaluable care across Australia.

Thousands of families now have the physical, psychological and emotional support of a McGrath Breast Care Nurse – for free.



Since 2005 the cumulative impact has been incredible.

110,000
FAMILIES
supported
right across
Australia



Over
254,600
hours of
support

delivered by
McGrath Breast
Care Nurses

A National Presence

Our nurses are making a difference in communities across the country every day.

Through the work of the McGrath Foundation, 90% of women in Australia now live within 75km of a McGrath Breast Care Nurse, who provide families with the care they need to navigate a breast cancer diagnosis and their treatment.

Real Impact!

- 19 new McGrath Breast Care Nurses
- 6 new Metastatic Breast Care Nurses
- 12,551 patients supported this year
- 110,000 patients supported since 2005



“Breast cancer can be just as much a mental challenge as a physical one and having that regular point of contact was invaluable. For me, receiving a diagnosis when I still had dependent children carried an extra set of worries. Even though I’ve finished active treatment, the anxiety is still there, so knowing I can still call my McGrath Breast Care Nurse at any point is reassuring.”
Elisa Charles, Northern Beaches, about her McGrath Breast Care Nurse

Meet McGrath Breast Care Nurse

Clare John

Clare has been a registered nurse since 1994 and a breast care nurse since 2007. She joined the McGrath Foundation as a McGrath Breast Care Nurse in 2018. She helped establish Breast Cancer Interest Group NSW and is passionate about breast cancer awareness and early detection.

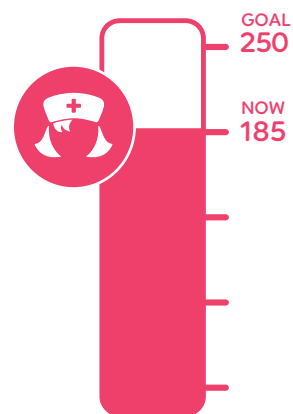
The most important thing Clare does for her patients and their families is provide information, support and continuity of care. Every day she makes a difference by empowering and educating patients to be informed and proactive in their treatment.

“Each person has a different support style, but I always bring it back to the patients. We involve patients in their treatment and empower them to make their own decisions. Before becoming a nurse, I didn’t realise how much psychological support we provide. It’s part of the human relationship – talking, creating connections and supporting them during challenging times.”



Our Commitment:

250 NURSES BY 2025



We’ve come so far since we launched the McGrath Foundation in 2005.

As the rate of breast cancer diagnoses increases, the ongoing need for specialist breast care nurses continues to grow, and unfortunately many will miss out on the vital care they need.

Achieving our goal of funding 250 nurses by 2025 is more important than ever.

We are committed to making sure that everyone facing breast cancer has the care they need. We know it is possible with the McGrath Foundation community behind us.

We are so proud to say that due to the support of Australia we are one step closer to achieving our mission and ensuring that no one misses out on care.



Where your money goes

We work hard to ensure as much of your money goes directly to fund our nurses. This year 66 cents in every dollar that was spent went towards achieving our mission. The remaining money is allocated strategically to allow us to raise more money, fund more McGrath Breast Care Nurses and to support the long term future of the Foundation.



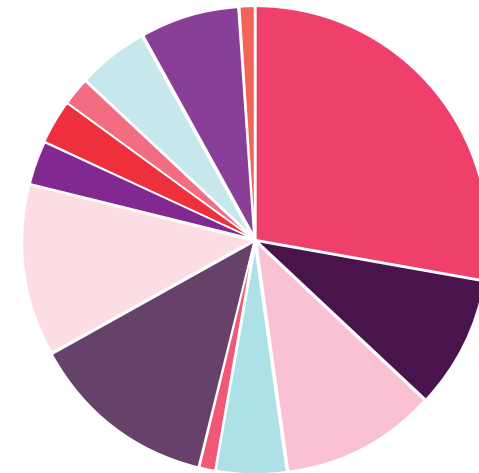
Spend

We're proud to have increased spend on our mission in FY21/22 while keeping our administration costs low.



Revenue

Fundraising provides more than 50% of the McGrath Foundation's revenue. We are committed to ensuring each of these programs delivers a strong Return On Investment (ROI) each year to create a consistent and stable income. The table below shows the percentage of contribution and the ROI for each of our programs.



	% of Revenue	ROI%
Federal Government	28%	N/A
State Government	9%	N/A
Regular Giving	11%	1,159%
Regular Giving Acquisition	5%	(66%)
Trusts & Foundations	1%	136%
Bequests	13%	3,460%
Pink Test	12%	521%
Major Giving, Appeals and Single Giving	3%	293%
Dry July	3%	196%
Pink Stumps Day	2%	150%
Community	5%	299%
Corporate	7%	489%
Other	1%	N/A



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