



CORPORATE GIVING

Opportunities for **businesses, brands**
and **organisations**



For forty years the Children's Leukaemia & Cancer Research Foundation (Inc.) has been raising funds for research into childhood cancers.

At the Foundation, we remain proudly independent, non-partisan and we are entirely community funded.

Our people are at the heart of everything we do.



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Employees enjoy the opportunity to give back and work as a team for a greater cause. For this reason, many companies now invest in fundraising initiatives in an effort to give back and be more sustainable in their business practices.

10 LET'S TALK CORPORATE VOLUNTEERING

Organisations are giving more than financial support to the community. They are offering their most valuable asset: time.

Committee of Management

As at May 2021



Mr Geoffrey CATTACH, AM
(Chairman)



Mr Philip BRUCE
(Vice Chairman)



Mr Justin BRUCE
(Treasurer)



MS Andrea ALEXANDER
(Executive Director)



Mr Michael PARKER



Mr Allan GODFREY



Professor Ursula KEES

Founder

Mr Peter HARPER

Life Members

Mr Philip BRUCE
Mr Geoffrey CATTACH, AM
Mr Peter FALCONER, OAM
Mr Peter HARPER
Professor Ursula KEES
Mr Kim WILLIAMSON

Administration Staff

Mrs Andrea ALEXANDER
CEO & Executive Director



Mrs Kylie DALTON
General Manager



Mrs Wendy KEARNS
Executive Officer



Ms Jody WILLIAMS
Marketing Manager



Ms Sophie GALATI
Communications Coordinator



Mrs Lavanya NADARAJAH
Donor/Fundraising Specialist



Funding of Grants

The Foundation is proud to be able to fund critical research however, there is always more to do. A snapshot of the research grants currently being funded are as follows:

01

Triennial Block Grant (2019 - 2021)

Researchers: Dr Rishi S Kotecha and Dr Laurence C Cheung

Title: *Identifying Novel Translatable Therapeutics for Infant Acute Lymphoblastic Leukaemia*

Title: *Novel Therapeutics for Children with Leukaemia: Understanding and Targeting the Bone Marrow Microenvironment.*

02

CLCRF Ursula Kees Fellow

Researcher: Dr Sebastian Malinge

Title: *To develop new tools to identify cancer cells resistant to current therapy and test a new drug therapy to destroy them.*

03

Creation of Appt of Program Manager for the Telethon Kids Cancer Centre

This position was created to work closely with the Head of the Telethon Kids Cancer Centre (TKCC). It will manage and support the TKCC's large, multidisciplinary research team working on a diverse portfolio of paediatric cancer research. This position commenced in early 2020. Funding is for five years.

Total expenditure was \$1,140,809. Unexpended funds from the 2018/2019 were carried forward to cover this difference with the \$1M Partner payment to Telethon.

04

Telethon Grants Partnership - Oncogenic Signalling Laboratory

Researcher: Professor Terrance Johns

Title: *Development of a new and effective therapy against Diffuse Intrinsic Pontine Glioma*

05

Sarcoma Program - Co-funded by CLCRF and The Abbie Basson Sarcoma Foundation

Researcher: Dr Joost Lesterhuis

Title: *A new treatment to prevent sarcoma relapse after surgery*

Choose Kindness

Who we are!

For over forty years, the Children's Leukaemia and Cancer Research Foundation (Inc.) (CLCRF) has been raising funds for research into childhood cancers. The conception of the Foundation was inspired by nine-year old Jennifer Harper, who was diagnosed with leukaemia in 1977. When her father, Peter Harper, discovered that there was no research into children's leukaemia being done in Western Australia, he set out to raise funds for this purpose. Sadly, Jennifer passed away in 1978.

Australia has one of the highest incidences of childhood cancer worldwide. It is estimated that around 750 children aged 0-14 are diagnosed with cancer every year in Australia. With childhood cancer still the leading cause of death from disease in Australian children, there is a lot of work to be done. In fact, there are still particular childhood cancers, such as brain tumours and neuroblastoma, with survival rates as low as 50 percent.

CLCRF is fighting to alleviate the suffering of children with cancer by funding research into more effective drug protocols, so that treatment for cancer is less invasive, and future generations will be able to live cancer-free.

The Foundation relies on the generous support of the community to help fund the vital research, as it does not receive State or Federal funding. Corporate partnerships are a significant way in which CLCRF can ensure that advancements in childhood cancer research can continue.



How to get involved

At the Children's Leukaemia and Cancer Research Foundation, we believe that people and organisations are interconnected and responsible to one another and to society in ways beyond short-term earnings. By promoting a corporate giving initiative, it will increase employee engagement, maximise business involvement within the community and create a positive social impact.

CLCRF is in a key position to offer strategic alliances between our beneficiaries and our community of long-standing donors, supporters, ambassadors, and prominent industry stakeholders.

The past year has been tough in so many ways. As we enter a post-COVID world, changes to the employee experience and the prevalence of remote work will make the connective and unifying elements of corporate purpose programs critical to attracting, retaining, and engaging staff.

Strategic partnerships are the ideal way to ensure we meet objectives on both sides. To achieve this, we take a consultative approach to the development of relationships, based around the long-term needs of your business and of CLCRF. A true partnership for us is one that gives you the opportunity to meet your strategic goals and reporting requirements.

Our corporate partners choose to work with the Foundation for a range of reasons, not least the opportunity to align their corporate identities with the well-respected CLCRF brand and vision. With a well-established and loyal supporter base across Australia, we are well placed to work with the corporate sector for mutual benefit, through a range of methods.

As part of our cause-related marketing campaigns and events, we also employ strategic fundraising marketing and PR tactics to enable our partners to leverage their involvement with CLCRF to maximum potential.

Our experienced and purpose-driven team is here to work with you to develop a partnership tailored to the specific needs of your organisation. We recognise that there are many motivating factors for going into a partnership with a charity, so our starting point will always be to have an open discussion with you about your picture of the ideal partnership, the needs it should address, and the criteria we will jointly use to assess our collective vision of success.



Operating within our financial means, while experiencing an ongoing demand for research funding is always challenging but the last eighteen months have proven particularly difficult.

It is not all doom-and-gloom though, we have noticed that the Covid-19 pandemic has taught us that people and organisations are interconnected and responsible to one another and to society in ways beyond short-term earnings.

Organisations and their employees are contemplating a 'reason for being' and are aspiring to create a positive social impact. At the Foundation, we remain proudly independent, non-partisan and we are entirely community funded.

Our people are the heart of everything we do.

Andrea Alexander
Chief Executive Officer

Retain happy employees!

Let's talk workplace giving

Workplace giving (also known as payroll giving) involves your staff members at a personal level and enables a company to connect to charities in a meaningful way. It is a great opportunity for corporations to be able to engage their employees in small acts of kindness that catalyse big impact within their organisation and community.

Employee satisfaction

Recent research conducted by Good2Give Workplace Givers revealed that 86 percent of people donating through workplace giving say their company's program makes them proud to work

there and 78 percent say their company is generous for matching their donation.

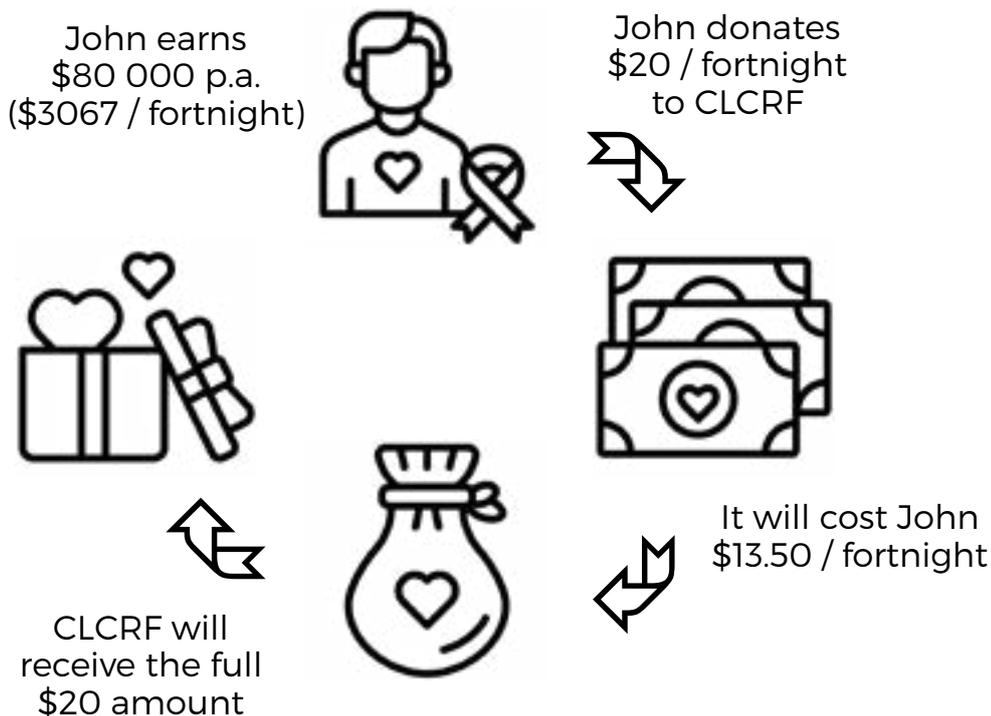
Workplace giving programs are growing in popularity and acceptance as companies look for more ways of investing in communities that are key to their business.

Workplace giving allows staff to donate a portion of their pre-tax salary, which companies can then match and double the impact. The income tax is immediately adjusted based on their donation, eliminating the need to keep receipts for the annual tax return.

How to get started

Please contact Lavanya Nadarajah, Donor/Fundraising Specialist on 0468 483 072 or (08) 9363 7400 or email lavanya@childcancerresearch.com.au

Workplace Giving Explained



**Illustration based on the 2020/2021 ATO workplace giving tax table available at ATO website.*

A workplace giving program does not affect the way your gross income, super guarantee payments or fringe benefits are calculated. There is no minimum contribution to participate, but the total amount must be claimed through employee's tax return regardless of where he or she has been getting payday tax benefits from his or her donations.

At the end of the financial year, the employer will include the total amount donated in the employee's payment summary and subsequent correspondence.

The employee will need to report the donations made under the workplace giving arrangement on their tax return.

How to get started?

If you're interested in making a workplace donation, or you'd like to create and promote a workplace giving program for your business, please call our office on + 61 8 9363 7400 or email lavanya@childcancerresearch.com.au.

Setting up workplace giving donations

There are two ways you can set up Workplace Giving for your organisation:

1. Bank Transfer

You can set up your workplace giving program internally through regular bank transfers that coincide with your employees pay cycle. For assistance with this, we suggest visiting the ATO website.

Paying via bank transfer means that you do not have to worry about fees incurred by third party platforms.

2. Third party platform

CLCRF is registered with workplace giving programs, Good2Give and Benevity.

Using a platform provides an easy-to-navigate and streamlined process for your payroll team and staff. You will find further set up instructions via their website. Staff can create accounts, choose a charity and donation amount, and manage their contributions themselves.

The use of a third-party platform does however incur a fee, unlike bank transfers.

Let's talk corporate memberships

Corporate Membership is critical to the ongoing success of our Foundation, as funds raised are directed towards our vital research.

Support the Foundation in its research efforts by becoming a member. CLCRF is a low maintenance, low involvement charitable organisation and as a member you can be confident that your financial donation goes directly to the research conducted by our research team. As a member you will be sent newsletters keeping you informed about the Foundation and its successes. You will be invited to participate in our events each year to share with us as we grow. Each year you will have voting rights at our AGM, and we encourage all our members to participate.

Benefits to being a Corporate Member

- Able to attend AGM and have one vote per membership
- Member discounts at CLCRF events
- First chance to advertise in CLCRF publications
- Newsletters & eDMs at member rates
- Approached first to add content to goody bags
- First choice to have stalls at our events
- First opportunity to get onboard with our events
- Highlight 'Corporate Member of the Month'

Membership Type

- | | |
|----|---|
| 01 | Corporate 1 - 10 employees
\$50 |
| 02 | Corporate 11 - 50 employees
\$200 |
| 03 | Corporate 50+ employees
\$500 |





Let's talk corporate partnerships

As a valued partner, CLCRF will actively promote your business, brand, or organisation by strengthening brand awareness. The partnership has the potential to attract new customers and demonstrate a commitment to the community to existing customers. Our integrated campaigns have the potential to expose your brand to thousands of Australian families in the following ways:

- Paid and organic social media promotion through CLCRF's channels
- E-newsletter placement to over 10,000 recipients
- Recognition in CLCRF's printed newsletter, circulated to over 12,500 supporters in Western Australia post campaign
- Logo on CLCRF website and dedicated campaign page, with a link to your website
- Events
- Opportunities to engage a motivational speaker to educate and inspire your staff members with a moving account of what it's like to experience childhood cancer.

CLCRF welcomes the chance to discuss and tailor corporate opportunities that suit you and your business objectives and create a bespoke communication and or community engagement plan.

Let's talk corporate fundraising

Peer-to-peer fundraising is a powerful way for co-workers to support one another in tackling social challenges close to their hearts. By electing CLCRF as your organisation's charity of choice, you open a pathway for giving and employee engagement. There is no limit on your creativity as a team to fundraise on our behalf. Some potential fundraising ideas include:

- Hosting a quiz night
- A themed morning tea or high tea
- Sausage sizzle
- Charity ball or gala dinner
- Hosting a movie night
- Entering a marathon or fun run or another fitness challenge.



Let's talk corporate volunteering

Corporate volunteering is a great way for organisations to build teams engage their staff and stakeholders to help the Foundation raise funds, participate in event days or provide in-kind support.

Volunteering offers many benefits, including opportunities for your employees to:

- gain new skills and knowledge
- enjoy a sense of achievement and fulfillment
- develop personally and boost self-esteem
- connect with and better understand their community.



CLCRF welcomes the chance to discuss and tailor corporate opportunities that suit you and your business objectives and create a bespoke communications plan.

Together, we can make a difference.

Get in **Touch**

Lavanya Nadarajah

Donor/Fundraising Specialist

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