

# Media Kit





The Children's Cancer Foundation was established in 1992 by parents of children with cancer. Since then, we have distributed more than \$43 million to enable children with cancer access to the world's best available treatment and support.

As a parent, we sign up for many things. For every moment of exhilaration, happiness and pride, there is tiredness, worry and angst. But, for some families, it is significantly more demanding; far beyond anything they have likely faced before.

Having a child diagnosed with cancer is the beginning of a journey that challenges the hardest amongst us. As parents, the simple fact remains: we would do anything for a sick child.

The Children's Cancer Foundation adds light to the lives of children and families, as they face the pressures of cancer, to ensure that every child can shine now and in the future.

The Foundation provides vital funding for clinical trials, to build world-class programs of clinical research into childhood cancer, to enhance clinical care within hospitals and to support children and their families through treatment.

### About childhood cancer

Cancer is a terrible disease, but especially so for a child. Cancers that develop in children are often different from adult cancers, resulting from genetic changes in cells that occur very early in life, sometimes even before birth. Unlike adult cancers where risk can be modified through lifestyle choices such as quitting smoking or losing weight, there are no such risk factors for children.<sup>1</sup>

### Funding for childhood cancer research

New treatments are needed for children with cancer, to improve cure rates and to decrease the toxicities of therapy. Survival rate has increased to around 80% but, every year, there are many children who cannot be cured of their disease. Because the number of diagnoses of childhood cancer is low compared with adult cancers<sup>2</sup>, childhood cancer receives a fractional distribution of government and philanthropic funding compared with adult cancers.

Multiple new cancer drugs are emerging for adults, targeted at specific genetic abnormalities in tumours – many of these drugs are very relevant to childhood cancer. The first opportunity for children to be treated with such new drugs comes through a clinical trial, which is considered by hospitals as 'research'. Indeed these treatments are completely *unavailable* outside of a clinical trial. Hospitals do not fund clinical trial research and thus staff costs are funded almost exclusively by philanthropy.

### Who we're for

We support children with cancer, and strive for better and less harmful treatments.

### What we do

We aim to ensure that every child achieves the best outcome possible, through funding clinical trials, clinical research, clinical care and family support programs.

### Why we do it

We believe that every child should laugh, dance, play and live as only a child can.

### Our Integrity

From 2010-11 to 2015-16 average annual distributions to hospitals and research institutes exceeded \$1.34 million.

### Fast facts

This year, some 810 children in Australia will be diagnosed with cancer; another 5,600 will continue their treatment.

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One in five children will die; of those cured 10% will develop a treatment-related cancer in later life.

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Almost half of childhood cancers are diagnosed in children aged 0–4 years.

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Government cancer research funding is disproportionately directed towards adult cancers.

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Clinical trials offer exciting new treatments to children but are not funded through government hospital budgets.

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	Adults	Children
Average age at cancer diagnosis	67	6
Average years of life lost to cancer	15	71

<sup>1</sup> Youlden D, *et al.* (2010) Childhood cancer survival in Australia, 1995-2004. Viertel Centre for Research in Cancer Control, Cancer Council Queensland and the Australian Paediatric Cancer Registry.

<sup>2</sup> ~810 diagnoses of childhood cancer per year compared to ~15,000 diagnoses of breast cancer or 19,000 diagnoses of prostate cancer in Australia. Australian Institute of Health and Welfare: Cancer in Australia – An Overview 2012.



### **The Million Dollar Lunch**

The success of our annual fundraiser – **The Million Dollar Lunch** – is crucial to the ongoing work of the Children's Cancer Foundation.

The quality of the event is apparent from the calibre of our Cornerstone Partners – Crown Resorts, AFL, Qantas, Volvo and CrownBet – our Patron, Gillon McLachlan and **The Million Dollar Lunch** Committee, as well as the 650 influential guests who attend from Australia's corporate, entertainment and social landscape.

**The Million Dollar Lunch** is a captivating afternoon of high-calibre entertainment, a lavish three-course degustation and networking. **The Million Dollar Lunch** 2015 was hosted by Karl Stefanovic and Samantha Armytage, featured performances by Mark Seymour, Missy Higgins and Anthony Callea, and a guest speech by Kate Langbroek.

The event is run with the utmost efficiency and all revenue and costs (including the time of the Foundation's small administrative team) are fully disclosed. In 2015, **The Million Dollar Lunch** raised \$2 million gross and total costs were limited to just 7% of that sum, meaning that \$1,870,002 net was generated to enable the Foundation to continue its work.

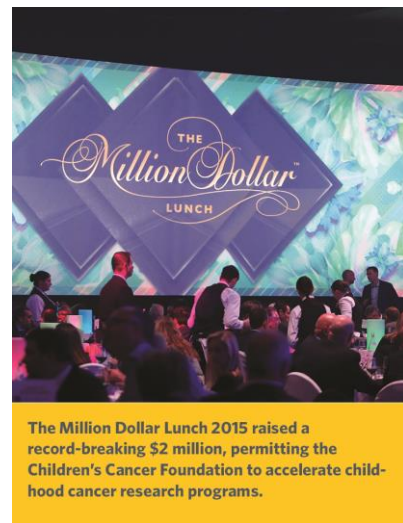
The event features three fundraising temptations – the Grand Auction, Premium Raffle and Mystery Envelopes. Corporate partnerships and donors, as well as table sponsorship, also make a significant contribution to the event.

Since 2005, **The Million Dollar Lunch** has raised more than \$13 million, underpinning crucial program funding for many projects across:

- **Clinical care** – hospital staff to enhance service delivery including oncology consultants, nurses, dieticians, pharmacists, neuropsychologists, mental health clinicians, clinical fellows;
- **Clinical trials** – hospital staff to increase the number of trials available for children and facilitate access to new treatments;
- **Clinical research** – investigations into late effects of treatment, new diagnostic tests for tumours, resourcing for a tumour biobank, molecular diagnostic tests, establishment of cancer gene panels;
- **Family support** – therapeutic books, Family Resource Coordinators, Art Therapists, Music Therapists and The Beaded Journey program.

The continued success of **The Million Dollar Lunch** is vital to improving the lives of children with cancer.

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