

# DRY JULY<sup>®</sup>

*Annual Report*  
**2013-14**  
*Australia*

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This annual report details the Dry July 2013 campaign and covers the financials from 1 July 2013 to end of financial year 2014 (30 June 2014).

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## *About Dry July*

Dry July is a fundraiser that challenges you to go booze-free for a month to support adults living with cancer. It helps *you* get healthy and clear your head while also raising funds for an important cause. Dry July improves the wellbeing of adult cancer patients by providing funds to create better services and environments for them and their families.

In the six Dry July campaigns to date, 59,000+ participants have collectively raised over AUD\$14.8 million, helping us support 31 different cancer services across Australia.

Taking part in Dry July gives you the chance to also focus on yourself – notice your own drinking habits and the value of a healthy, balanced lifestyle. DJs (Dry.July.er [dee-jay] noun: a person or team actively sponsored to participate in Dry July) recognise a multitude of benefits themselves, such as increased energy levels, a clearer head and clearer skin!

DJs are supported by an online community of other participants, ambassadors and partners providing advice, help and encouragement throughout the challenge.

The campaign operates a full-circle fundraising model, which gives supporters clarity on how funds are used within each cancer service. Dry July is focused on ensuring funds reach as many cancer services as possible, supporting a range of cancer services across the country.

### **Our Mission**

Dry July's mission is to improve the wellbeing both of adult cancer patients and their families, and of Dry July participants making healthy lifestyle changes.

### **Our Vision**

Dry July's vision is to continue to benefit the cancer community and improve the wellbeing of more and more adults living with cancer.

### **Our Values**

Dry July takes a lighter-hearted approach to raising funds for a serious issue. You don't often get the chance to raise money for charity by not doing something! It is a challenge of determination that rewards participants with a great sense of achievement and feeling of wellbeing.

## *A Message from the Executive Directors*

Welcome to the Dry July 2013 annual report. It has again been a privilege for us to lead Dry July through another wonderful campaign, where we've seen continued support and growth from our partners and supporters. We're very proud to look at where we are now and witness the incredible progress that's come from a simple idea.

This year we have again increased the number of beneficiaries we supported in Australia, with 31 inspiring organisations receiving funds. We also saw fantastic growth in fundraising with our DJs collecting a record \$4.28m+ AUD.

This success is only made possible thanks to the generosity of our participants and donors and the continued support of our committed ambassadors, partners, staff and board members.

Sadly we have had to say farewell to our Chairman David Brennan. He's been involved with Dry July since 2012 and we'd like to thank him for his time and dedication to Dry July over the years.

2014 looks to be another exciting year for Dry July – we've been able to grow the team and are rolling out an exciting new campaign creative so we look forward to the year ahead.

Unfortunately we continue to live in a society where people are being affected by a cancer diagnosis every day. The success we've seen this year will make a huge difference to the lives of adults living with this terrible disease. Once again we'd like to pass on our sincerest gratitude to everybody involved in Dry July 2013. We greatly appreciate all the support shown to us and in particular all those who signed up to go Dry for July. We hope you enjoyed the challenge and are as proud as us of the results outlined in this report.

We look forward to having you back on the wagon with us in 2014!

Many thanks,



Brett Macdonald



Phil Grove

## *What is Dry July?*

Dry July is an online social community and health awareness initiative, where an individual or group signs up to the challenge of a month-long sponsored abstinence from alcohol.

The funds raised from sponsorship of participants' brave 'dry' efforts directly benefit the lives of adults living with cancer right across Australia.

Sponsorship is primarily raised online via participant or team profile pages.

Dry July is about clearing your head and making a difference. Get healthy, challenge yourself, encourage positive change and a healthy attitude to alcohol consumption.

The Dry July Foundation is a registered charity approved by the Australian Tax Office.

We have been granted the following:

- Deductible Gift Recipient (DGR) status
- GST Concession
- Income Tax Exemption

## *Background*

Dry July began as an idea amongst mates in June 2007 to ease off the beers for a month whilst raising money for a cause very close to their hearts.

With a collaboration of skill-sets and an aspiration to make a positive change, Brett Macdonald, Phil Grove and Kenny McGilvary founded Dry July with the aim of improving the lives of adults living with cancer in their local community.

**“** DJ (*Dry.July.er*) [*dee-jay*]  
noun: a person or team  
actively sponsored to  
participate in Dry July. **”**

## *2013 Dry July Campaign*

With five successful and ever-growing campaigns already achieved, 2013 was our sixth campaign year so we set out to raise the bar even higher and to deliver a higher-profile campaign that would see more funds benefitting people living with cancer.

We started by extending our beneficiary reach from 19, in 2012, to 31 different cancer services across Australia in 2013.

In the build up to the 2013 campaign we revamped the Dry July brand and introduced the 'chalkboard' styling. A fresher approach to engaging participants and donors via social media saw a 100% increase in Facebook 'likes' and 46% increase in twitter followers. We also had a great response to the 'wellness' email newsletters introduced this year.

Over 18,000 people signed up to Dry July 2013, raising AUD\$4.28+ million, meaning it was another record-breaking year for the Foundation. We are pleased to present some of the real tangible changes these funds have been able to facilitate, in this annual report.

## *The 2014 Campaign and Beyond*

Our financial year ends in the build up to our 2014 campaign so we're able to share a snapshot of how the campaign is tracking. Again, we have increased the number of beneficiaries we're supporting from 31 in 2013 to 37 in 2014. In addition, during the early part of the calendar year we were able to bolster our internal resource by adding a full-time Marketing Manager and Campaign Assistant and a part-time PR Manager to the team.

This additional manpower, alongside some incredible pro-bono support from agency partners, has allowed us to develop a new creative theme for the 2014 campaign – dubbed 'Try July'. During the 2014 campaign we are asking participants to imagine what they could achieve without a hangover and to set themselves a personal goal. In order to demonstrate what is possible, we're setting out to break as many world records as we can and attributing them to our sobriety.

At the time of writing this annual report, we've already got two records under our belt with more lined up for July. Dry July is now the Guinness World Record holder for the World's Largest Smoothie and, thanks to our ambassador Marcus Bondi, for the most number of chin ups completed in 60 seconds with an 18kg weight.

This is the first year our patron, Adam Spencer, won't be on-air during the campaign period but we have a superb line-up of celebrity ambassadors taking up the mantle and Adam will still very much be a Dry July public figurehead.

Having been able to continue a path of consistent growth over the six Dry July campaigns to-date, we are excited about the future for the Dry July Foundation and the many benefits we can continue to bring to the lives of adult cancer patients.

## Beneficiaries

This year, Dry July is proud to have on board 31 beneficiaries across Australia. Dry July is focused on ensuring funds reach as many cancer services as possible, supporting a range of organisations across the country.



**ACT - CANBERRA**  
The Canberra Hospital



**NSW - CAMDEN/CAMPBELLTOWN**  
Camden/Campbelltown Hospitals



**NSW - CAMPERDOWN**  
The Chris O'Brien Lifehouse at RPA



**NSW - CONCORD**  
Concord Cancer Centre



**NSW - GOSFORD**  
Central Coast Local Health District - CoastCanCare



**NSW - LIVERPOOL**  
Liverpool Cancer Therapy Centre



**NSW - NEWCASTLE**  
Calvary Mater Hospital



**NSW - ORANGE**  
Cancer Care Western NSW



**NSW - RANDWICK**  
Prince of Wales Hospital Foundation & the Dreams2Live4 Committee



**NSW - PENRITH**  
Nepean Cancer Centre



**NSW - ST LEONARDS**  
Royal North Shore Hospital



**NSW - SUTHERLAND SHIRE**  
St George and Sutherland Hospitals and Health Services



**NSW - TAMWORTH**  
North West Cancer Centre



**NSW - TWEED HEADS**  
The Tweed Hospital



**NSW - WOLLONGONG**  
Wollongong Hospital



**NT - DARWIN**  
Royal Darwin Hospital



**QLD - BRISBANE**  
Mater Foundation



**QLD - BRISBANE**  
Princess Alexandra Hospital



**QLD - CAIRNS**  
Far North Queensland Hospital Foundation



**QLD - TOWNSVILLE**  
Townsville Hospital



**SA - ADELAIDE**  
The Hospital Research Foundation



**TAS - LAUNCESTON**  
Launceston General Hospital



**VIC - BALLARAT**  
Ballarat Regional Integrated Cancer Centre



**VIC - BENDIGO**  
Bendigo Health



**VIC - GEELONG**  
Andrew Love Cancer Centre



**VIC - MELBOURNE**  
St Vincent's Hospital, Melbourne



**VIC - MELBOURNE**  
The Royal Melbourne Hospital



**WA - ALBANY**  
Albany Hospital



**WA - PERTH**  
Cancer Council Western Australia



**WA - PERTH**  
Royal Perth Hospital



**WA - PERTH**  
Solaris Care Foundation

## Corporate Partners

Dry July would not be able to operate without the help of our supportive partners who provide their expertise and products free of charge, or contribute to our campaign costs, helping us minimise our administrative costs and to deliver you an exciting campaign.

### MAJOR PARTNERS



### SUPPORTING PARTNERS



## Patron, Ambassadors and Supporters

Becoming a Dry July Ambassador means more than just putting your face to the cause...It means actually signing up and 'going dry' with the rest of us!

Each ambassador for 2013 came on board on a voluntary basis because they truly believe in Dry July and its cause. Below are just some of our amazing ambassadors, we're truly grateful to each of them.



Patron: Adam Spencer  
ABC 702 Sydney



Danielle Cormack  
Actor



Michala Banas  
Actor



Ed Halmagyi  
Better Homes & Gardens



Maz Compton  
Nova FM



Roy Billing  
Actor



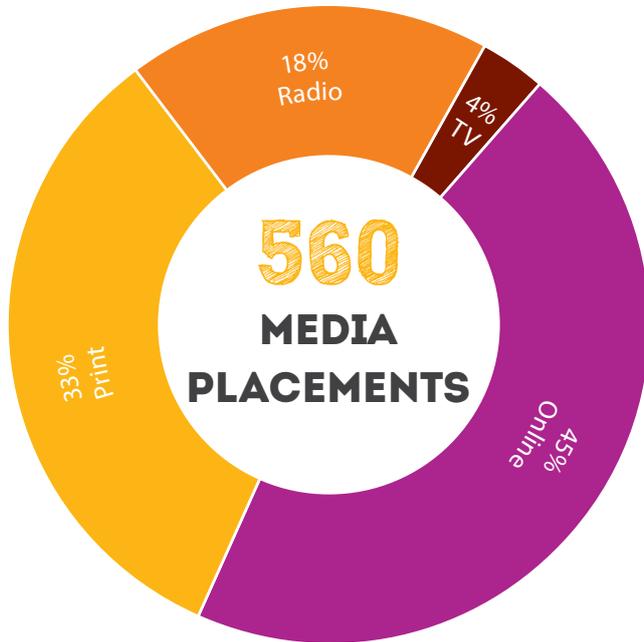
Chris Bath  
Channel 7



Justin Langer  
Australian Cricketer

# Campaign Presence

Media coverage overview



## TOTAL REACH



**222,439,000**

Australians

## PUBLICITY HIGHLIGHTS - KEY PRESS ITEMS GENERATED



Interview with Brett Macdonald for AAP that generated stories across Australia including **The Australian**, **Daily Telegraph** and **News.com.au**



Business article on the use of social media for Dry July in **Which 50**, a website targeted to business executives



Business News segment with Brett Macdonald on **SKY News**



Post-media launch coverage in the **Sunday Telegraph** and **Sunday Herald Sun**



Front cover of the Sunday liftout in the **Sunday Mail in SA** with Maz Compton



Interviews with Roy Billing in **The Age** and **Sydney Morning Herald**



News bites across **2GB** with Phil Grove



News bites on Dry July reaching \$15m across the **Southern Cross Austereo national network**



Interview with Chris Bath on **Mix FM**



Interview with Nathaniel Dean on **4BC**

## Media Launches

### MCA, SYDNEY, NSW - THURSDAY 13<sup>TH</sup> JUNE



Maz Compton



Adam Spencer, Danielle Cormack, Barry Southgate, Alyssa McClelland, Roy Billing were amongst the celebrity attendees.

### MERCANTILE PLACE, MELBOURNE, VIC - TUESDAY 18<sup>TH</sup> JUNE



Michala Banas and Roy Billing were amongst the celebrity attendees.



Michael Paynter



Thanks to AV1, once again, for their support of our media events

## Fundraisers

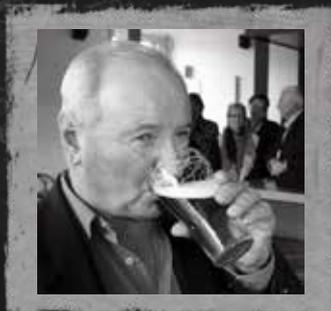
Where would we be without our incredible DJs?! Our highest fundraiser was Neil Beattie from Victoria who raised an outstanding \$40,795 for Bendigo Health. We also saw Peter Durrington return to the challenge for another year, raising \$28,850 for Liverpool Cancer Therapy Centre (NSW), in the name of his mate Scotty.

2013 also saw our patron, Adam Spencer, go 'Head to Head' with his ABC 702 colleague, Richard Glover. Big and small donations were coming from every direction in support of either Adam or Richard, including a \$5000 donation from Russell Crowe. In the end, Spencer took the title raising over \$70,000 and together the pair raised over \$130,000! It was a nail biting finish.

We'd like to extend a massive thanks to all those who raised funds and those who donated for Dry July 2013.

“ a massive thanks to all those who raised funds and those who donated...” ”

## HIGHEST OVERALL FUNDRAISERS



*Neil Beattie*



*Peter Durrington*

## TOP FUNDRAISERS

### STATE/TERRITORY

- Megs Skillicorn - ACT*
- Peter Durrington - NSW*
- Shaun Coutts - NT*
- Jade van Putten - QLD*
- Bronwyn Petherick - SA*
- David Leedham - TAS*
- Neil Beattie - VIC*
- Wayne Hill - WA*
- Orla McGill - Other*

### TEAMS

- 1. Da man!*
- 2. Concord Cancer Centre*
- 3. RMH Foundation*
- 4. Prince of Wales Hospital Foundation*
- 5. Nepean Cancer Carers*
- 6. Drunk No More*
- 7. Thirsty Mayos*
- 8. Cancer Care Western*
- 9. Team John*
- 10. Cancer Council WA*

### CELEBRITIES

- 1. Adam Spencer*
- 2. Richard Glover*
- 3. Troy Buswell*
- 4. Edward Halmagyi*
- 5. Dominic Knight*
- 6. Rob Broadfield*
- 7. Justin Langer*
- 8. Richard Sullivan*
- 9. Adam McGeorge*
- 10. John Morrison*

## Participant Insight

Each year, Dry July completes a detailed statistical analysis of the campaign with help from participants. The aim is to gain further insights into why people are taking part in Dry July, if we're meeting their expectations and to track the awareness of our campaign and changes that may occur.

The latest results from over 2,000 DJs prove that Dry July is having many positive impacts on the way in which our participants are dealing with their health. Many of those who took part have reported changing their drinking habits and overall health patterns for the future.

We have also found a very high satisfaction rate in regards to the campaign, fantastic Partner recall rates and an overall desire to continue to support in the future.

### OUR PARTICIPANTS



43%

MALE



57%

FEMALE

14%

18 - 24 y.o.

38%

25 - 34 y.o.

24%

35 - 44 y.o.

14%

45 - 54 y.o.

10%

55 + y.o.

### WHY DO PEOPLE PARTICIPATE?

59%

due to friends or family being affected by cancer

45%

wanted to see if they could complete the challenge

44%

choose to support their local hospital

### A NEW ATTITUDE TO ALCOHOL CONSUMPTION

74%

say they will drink less having completed Dry July

44%

change their drinking habits post-Dry July

MID-YEAR HEALTH CHECK

22%

change their diet when participating in Dry July

22%

increase their current exercise program

20%

go to the gym as an alternative to drinking

GREAT SENSE OF ACHIEVEMENT

99%

find Dry July to be a positive experience

36%

say the most rewarding part of Dry July is the sense of achievement

ENGAGEMENT

73%

say they will participate in Dry July 2014

98%

say they found the Dry July brand recognisable and likable

96%

will recommend Dry July to friends, family and work colleagues

FEEDBACK ON DRY JULY

*"...honestly I feel clarity after Dry July and I'm liking that feeling!"*

*"Proud to be a part of this fabulous campaign, benefiting so many people with cancer. Our sincere thanks to all those who participated this year."*

*"Thanks Dry July I never expected to get so much for myself from doing a fundraiser."*

*"It has been a really good time out to reappraise my relationship with alcohol. I think I will probably now become an occasional weekend drinker."*

*"What a fantastic fundraiser. I have never felt healthier!!! I'll definitely do this again next year!"*

*Key Campaign Statistics*  
*www.dryjuly.com*

Criteria	2012	2013	% Growth
<b>Participants</b>			
Total Participants	15,236	18,010	18%
Male	6,643	7,754	17%
Female	8,593	10,256	19%
Number of teams	1,581	1,864	18%
<b>Funds</b>			
No. of individual donations	76,499	89,367	17%
Dollars raised	\$3.71 million	\$4.28 million	15%
Average amount raised per participant	\$244	\$237	-3%
<b>Website</b>			
Unique visitors to website (May-Aug)	270,536	319,078	18%
Total visitors to website (May-Aug)	514,991	632,342	23%
Total number of page views	2,009,055	2,457,353	22%
Average length of web visit	4mins 20secs	4mins 10secs	-2%
<b>Communications</b>			
Total emails sent	487,000	534,000	10%
Email open rate	40%	36%	-10%
<b>Social Media</b>			
Facebook	9,700	19,400	100%
Twitter	1,500	2,200	46%

## *Distribution of Funds Raised*

Dry July delivers an efficient, low-cost campaign, using innovative online technology and social media to engage DJs and minimise administration costs.

The Dry July Foundation operates to a fundraising ratio of 80/20. This means at least 80 cents of every dollar raised goes directly to our chosen beneficiaries.

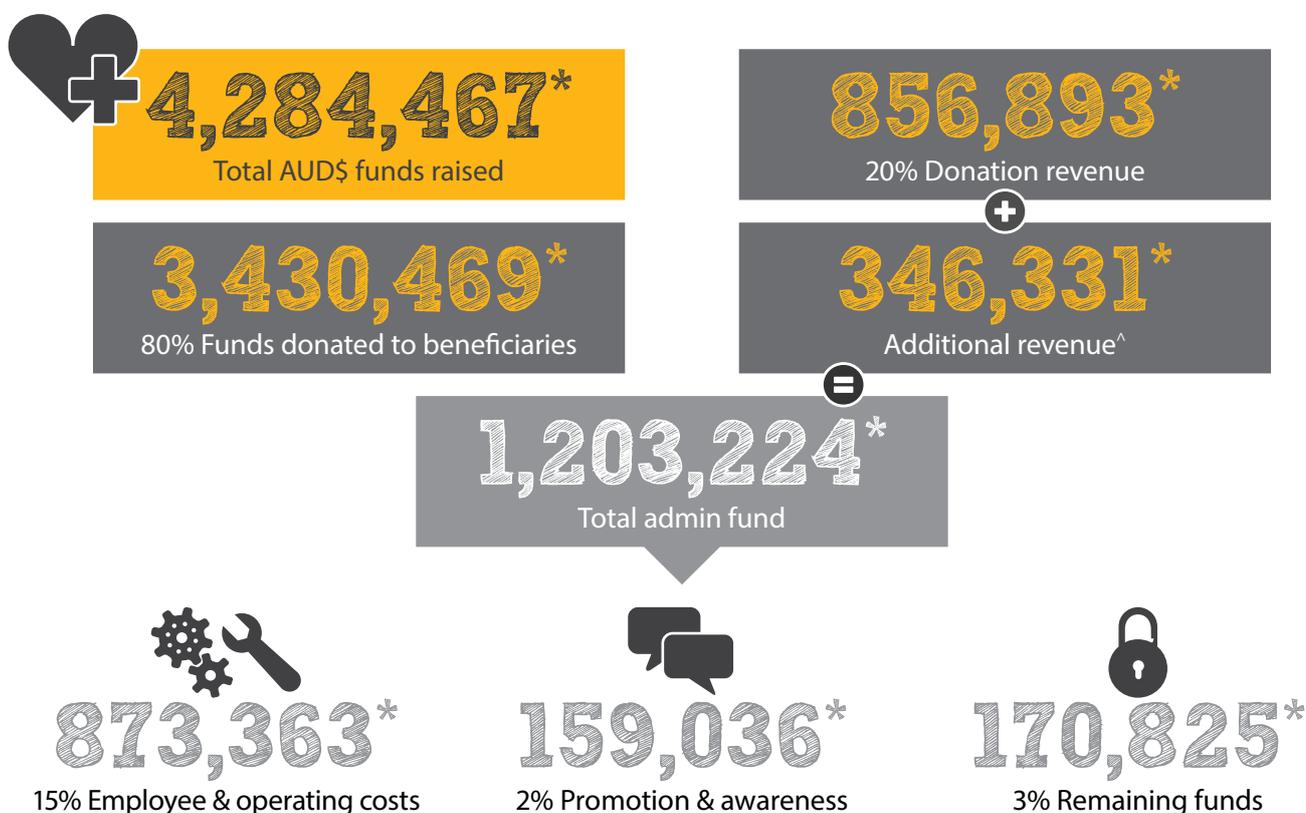
The remaining 20 cents is used to cover Dry July overhead and operating costs including, but not limited to, web hosting, online transaction fees, marketing, promotion, merchandise, travel, employee costs and insurance.

Dry July is focused on ensuring funds reach as many cancer services as possible, supporting a range of cancer services across the country.

In keeping with the grassroots, local origins of Dry July, we want to ensure money raised in a State or Territory stays there and benefits local cancer patients and their families. Therefore, Dry July participants select their beneficiary cancer service when signing up to the challenge and this choice determines how funds are distributed to our beneficiaries.

The figures below indicate how and where the funds raised from Dry July 2013 have been used.

The funds raised were distributed to the beneficiary cancer services within five weeks of closing the campaign on 31 August 2013. Additional corporate matching and offline donations were received after campaign close-off .



\* The figures above detail the distribution of funds raised from the Dry July 2013 campaign. The figures do not include funds received from 20 May 2014 to 30 June 2014. These are applied to the Dry July 2014 campaign and will be detailed in the Dry July 2014/15 annual report. <sup>^</sup> Please see note 2 in the financials additional revenue = Distribution income + interest income.

## Funds distributed across our 31 beneficiary partners for Dry July 2013

Beneficiary	Total Donated AUD\$
1. Albany Hospital	34,755
2. Ballarat Regional Integrated Cancer Centre	45,351
3. Barwon Health's Andrew Love Cancer Centre, Geelong	91,606
4. Bendigo Health	77,387
5. Calvary Mater Hospital, Newcastle	94,447
6. Camden/Campbelltown Hospitals	49,754
7. The Canberra Hospital	117,581
8. The Chris O'Brien Lifehouse at RPA	278,477
9. Cancer Care Western NSW Incorporated, Orange	71,182
10. Cancer Council Western Australia - Crawford Lodge and Milroy Lodge	235,133
11. Central Coast Local Health District - CoastCanCare	111,318
12. Concord Cancer Centre	121,505
13. Far North Queensland Hospital Foundation	32,786
14. The Hospital Research Foundation	179,419
15. Launceston General Hospital	59,457
16. Liverpool Cancer Therapy Centre	83,276
17. Mater Foundation, Brisbane	157,397
18. Nepean Cancer Centre, Penrith	130,384
19. North West Cancer Centre, Tamworth	80,661
20. The Prince of Wales Hospital Foundation, Randwick	151,374
21. Princess Alexandra Hospital, Brisbane	78,345
22. Royal Darwin Hospital	27,325
23. The Royal Melbourne Hospital	182,050
24. Royal North Shore Hospital, St Leonards	248,971
25. Royal Perth Hospital	187,256
26. SolarisCare Cancer Support Centres in Perth, Bunbury and Albany	138,025
27. St George and Sutherland Hospitals and Health Services	106,211
28. St Vincent's Hospital, Melbourne	128,265
29. Townsville Hospital	26,975
30. The Tweed Hospital	29,075
31. Wollongong Hospital	74,721
<b>Total</b>	<b>3,430,469</b>

## *Funds at Work with Our Beneficiaries*

The following are some of our most recent funded projects in Australia. To read more about where the Dry July funds are going, and how they're making a difference at your local cancer service please visit: [www.dryjuly.com/how-we-help](http://www.dryjuly.com/how-we-help).



**“ My home away from home ”**

### **NORTH WEST CANCER CENTRE, TAMWORTH**

Inala House offers dedicated accommodation to cancer patients receiving treatment at North West Cancer Centre.

To make the accommodation a home-away-from-home for the patients who stay there, the lodge used Dry July funds to create a reading retreat, install aquariums, purchase outdoor furnishings and new landscaping for the outdoor areas.

*Funds at Work with Our Beneficiaries* (continued)



**TOWNSVILLE CANCER CENTRE**

Townsville Cancer Centre (TCC) lost its natural skylights outside the radiotherapy bunker area. Using funds raised from Dry July, TCC has installed luminous skytiles (visual ceiling art) in the same location to create a more tranquil environment to reduce patient anxiety and stress.



**CALVARY MATER  
NEWCASTLE**

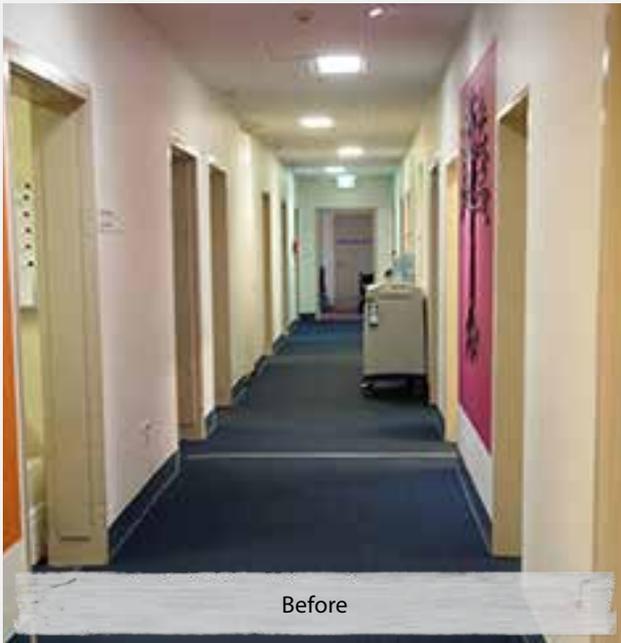
Calvary Mater Hospital in Newcastle has used Dry July funds to purchase various items to make a patient and their family's time during treatment more comfortable. These include electric recliner chairs for patients to relax outside of bed or have a visitor/support person remain overnight in the room; bed heel elevators and clinir-rest comfort care cushions, specially designed to prevent pressure injuries; and items for the Oncology Equipment Loan Pool, which allows patients to reside at home during their ongoing care.

*Funds at Work with Our Beneficiaries* (continued)

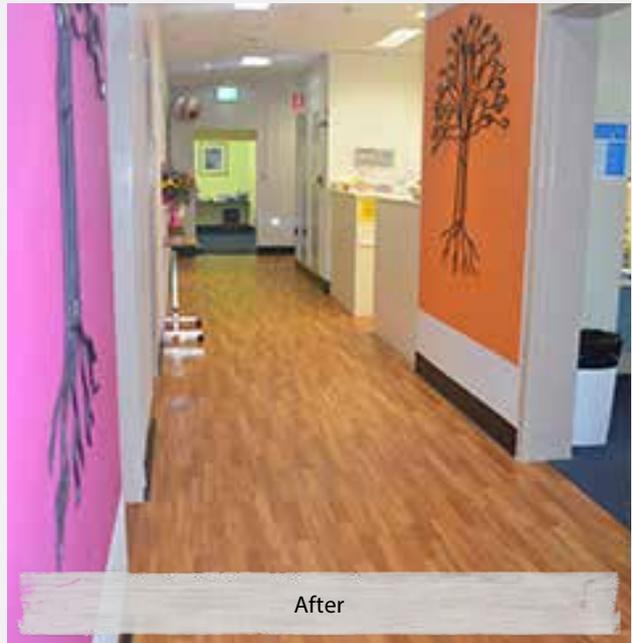
**BENDIGO HOSPITAL**

Bendigo Hospital used Dry July funds to replace floor coverings, repair plaster and paint the walls in the existing oncology unit. Lighting in the ward was also upgraded.

All of these refurbishments have brightened up the space for patients, who spend up to six hours at a time receiving chemotherapy treatment in the ward.



Before



After

**FAR NORTH QUEENSLAND HOSPITAL FOUNDATION**

Far North Queensland Hospital Foundation used funds from Dry July to purchase VersaCare and Care Assist beds for the Cancer Care Ward.

The specialised electric beds prevent patient falls, have a microclimate control for cooling which relieves heat generated after treatments, nurse alarms should a patient leave their bed at night, easy grip handles, stand-assist and turn-assist features and superior pressure redistribution, which all support patient comfort.



*Funds at Work with Our Beneficiaries* (continued)



**CHRIS O'BRIEN LIFEHOUSE**

Chris O'Brien Lifehouse is a state-of-the art Integrated Cancer Centre in Sydney. Lifehouse officially opened Stage One (outpatient care) in November 2013 and the Stage Two inpatient ward is set to open in 2014.

Dry July 2013 funds have contributed towards fitting-out and equipping the inpatient wards, consisting of single rooms with ensuite bathroom and balcony. There are 96 rooms planned. Funds have also supported the Integrative Medicine Centre so that patients in need are not out of pocket for services provided by a complementary therapist or psychologist.

**ROYAL MELBOURNE HOSPITAL**

Thanks to funds raised by Dry July participants, Royal Melbourne Hospital was able to improve the day treatment area in the 5 West ward, including renovations and painting to brighten up the ward, purchase of new treatment chairs, and installation of new, more comfortable waiting area chairs.

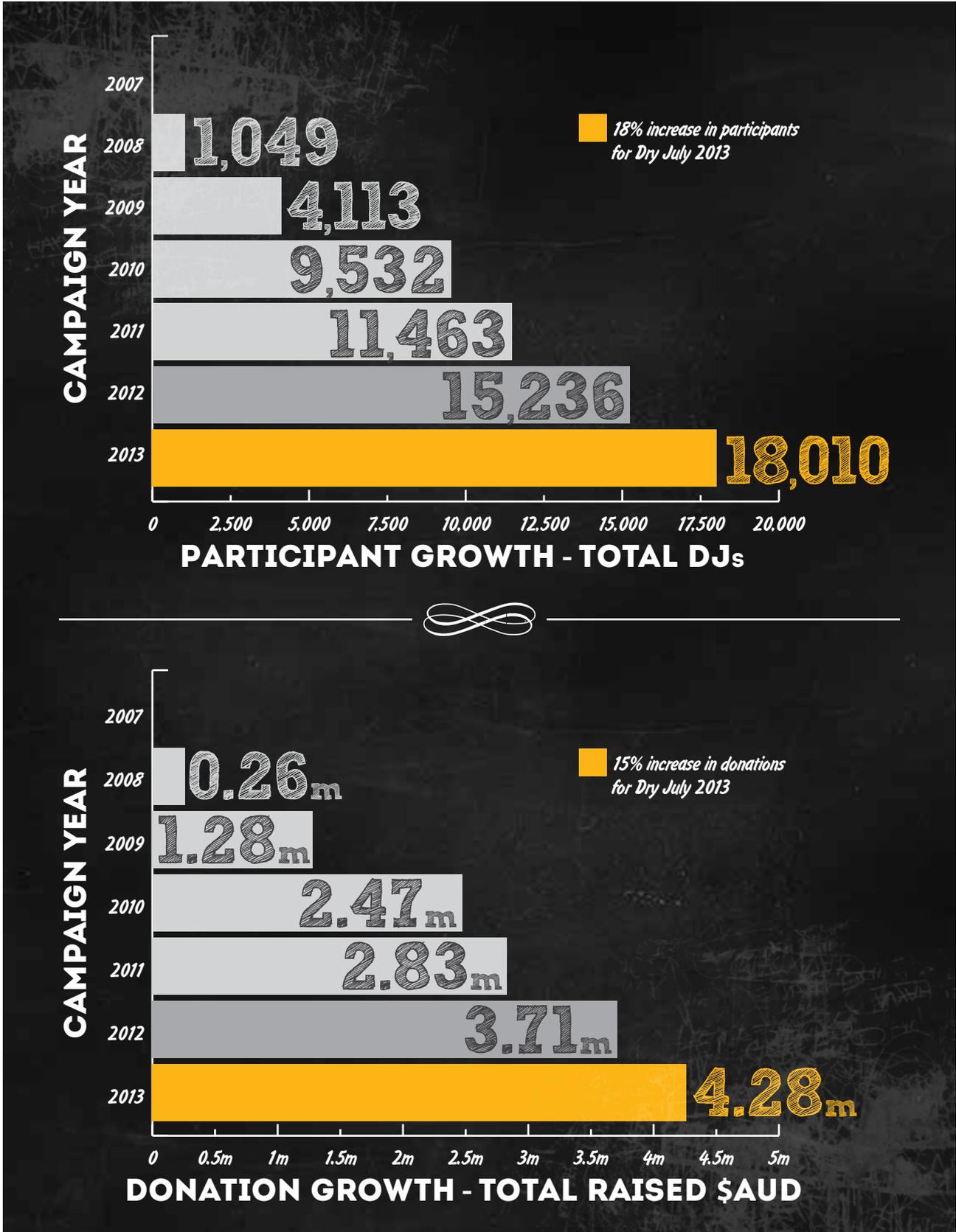
**ROYAL NORTH SHORE HOSPITAL**

Thanks to Dry July funds, Royal North Shore Hospital has been able to add acupuncture therapy to its integrative medicine program.

Studies suggest that acupuncture may help cancer patients with relieving chemotherapy-induced nausea and pain after surgery, reducing depression and anxiety, and improving sleep and immune function.

## Our Six-Year Performance

As shown below, there has once again been considerable growth across the key aspects of the campaign with an 18% participant increase and a 15% donation increase. We hope to increase growth even further next year with a bigger team and greater partner involvement.



***Extract from the Audited  
Financial Report***

**OF DRY JULY LIMITED AS TRUSTEE FOR THE  
DRY JULY FOUNDATION**

**FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2014**

To receive the full financial statements please email: [team@dryjuly.com](mailto:team@dryjuly.com)

*Summarised Financial Statements*

**Statement of Profit or Loss & Other Comprehensive Income For the Year Ended 30 June 2014**

	<b>Note</b>	<b>2013 \$</b>	<b>2014 \$</b>
Revenue	2	3,485,783	<b>4,441,468</b>
Other income	2	366,764	<b>1,258,759</b>
Marketing expenses		(438,032)	<b>(476,355)</b>
Employee expenses	2	(377,531)	<b>(629,594)</b>
Administration expenses		(140,402)	<b>(309,225)</b>
Depreciation	2	(2,404)	<b>(2,360)</b>
Finance and merchant costs		(33,148)	<b>(33,405)</b>
Donation expenses		(2,858,546)	<b>(4,247,296)</b>
Other expenses		(2,484)	<b>(1,992)</b>
<b>Surplus before income tax</b>		-	-
Income tax expense		-	-
<b>Surplus after income tax expense</b>		-	-
Other comprehensive income		-	-
<b>Total comprehensive income</b>		-	-

Please see the full financial statements for Note 2.

## Summarised Financial Statements

### Statement of Financial Position as at 30 June 2014

	Note	2013 \$	2014 \$
<b>Assets</b>			
<b>Current Assets</b>			
Cash and cash equivalents	3	1,091,280	<b>1,670,282</b>
Trade and other receivables	5	69,092	<b>519,450</b>
Other assets		14,037	<b>7,308</b>
<b>Total Current Assets</b>		1,174,409	<b>2,197,041</b>
<b>Non-Current Assets</b>			
Plant and equipment		6,939	<b>12,315</b>
Trade and other receivables	5	-	<b>587,646</b>
<b>Total Non-Current Assets</b>		6,939	<b>599,961</b>
<b>Total Assets</b>		1,181,348	<b>2,797,002</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade and other payables	6	1,170,373	<b>2,770,368</b>
Provisions	7	10,975	<b>26,634</b>
<b>Total Current Liabilities</b>		1,181,348	<b>2,797,002</b>
<b>Total Liabilities</b>		1,181,348	<b>2,797,002</b>
<b>Net Assets</b>		-	-
<b>Equity</b>			
Retained earnings		-	-
<b>Total Equity</b>		-	-

Please see the full financial statements for Notes 3, 5, 6 & 7.

## Summarised Financial Statements

### Statement of Cash Flows for the Year Ended 30 June 2014

	Note	2013 \$	2014 \$
<b>Cash flows from operating activities:</b>			
Receipts from donors		3,541,583	<b>4,227,817</b>
Donations paid		(2,978,035)	<b>(2,731,972)</b>
Payments to suppliers and employees		(658,719)	<b>(986,324)</b>
Interest received		44,214	<b>76,079</b>
Net cash provided by \ (used in) operating activities	10	(50,957)	<b>585,600</b>
<b>Cash flows from investing activities:</b>			
Purchase of plant and equipment		(817)	<b>(7,358)</b>
<b>Net cash used by investing activities</b>		(817)	<b>(7,358)</b>
<b>Cash flows from financing activities:</b>			
Proceeds from Loan to Dry July NZ Trust		(760)	<b>3,880</b>
Payment of Loan to Dry July NZ Trust		(760)	<b>(3,120)</b>
Net cash provided by \ (used by) financing activities		(760)	<b>760</b>
Net increase \ (decrease) in cash and cash equivalents held		(52,534)	<b>579,002</b>
Cash and cash equivalents at beginning of year		1,143,814	<b>1,091,280</b>
Cash and cash equivalents at end of financial year	3	1,091,280	<b>1,670,282</b>

Please see the full financial statements for Notes 3 & 10.

## Governance

The Dry July Foundation board consists of seven directors.

The board is responsible for the governance, performance and strategic direction of the Dry July Foundation to ensure successful delivery of accountable and transparent campaigns.

In keeping with Dry July's focus on minimising administrative costs, all board members are unpaid for their directorship.

### Meetings of Directors

During the financial year, five meetings of directors were held. Attendance by each director during the year was as follows:

Name	Number eligible to attend	Number attended
Mr. Scott Abraham	5	5
Mr. Phil Grove	5	5
Ms. Jacqui Jeffery	5	4
Mr. Brett Macdonald	5	5
Mr. Kenny McGilvary	5	4
Mr. David Brennan	3	1
Mr. Graeme Dennis	5	5

## Directors



**D. BRENNAN**  
GAICD, Chairman &  
Non-Executive Director

David is an investment professional currently employed by the Fixed Interest Investment Group (FIIG Securities) and holds various directorships in the private and not-for-profit sector. Along with being an ambassador for UNICEF Australia, David advises the Australian Taxation Office (ATO) as an advisory board member of the Charity Consultative Committee which works closely with the Australian Charities and Not-for-Profits Commission (ACNC).

Prior to joining FIIG, David was employed by Dimensional Fund Advisors and previously Macquarie Bank Limited. David studied Applied Finance and International Management at the Ecole Superieure de Commerce (ESC) Rouen in Normandy, France. He also studied Business Law (Banking) at the University of Technology, Sydney and completed the Executive Education program at Harvard University's Kennedy School of Government.

David is a Fellow of the Financial Services Institute Australasia (FINSIA) and a member of the Australian Financial Planning Association, the Australian Institute of Company Directors, the Institute of Directors (New Zealand) and the National Institute of Accountants (Australia).

## *Directors* (continued)

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### **P. GROVE**

*GAICD, Executive Director  
& Co-Founder*

Phil is an experienced online professional with over 16 years of development and web experience. His time in corporate, agency and contract roles has allowed him to see all facets of the online world.

In his role as Executive Director of Dry July, Phil has worked on many aspects of the business including corporate governance, legal, accounting, audit management and stakeholder management. His personal experience and passion for the cause helps Phil ensure Dry July grows year on year.

Phil holds a BSc (HONS) in Electronic Imaging and Media Communication from The University of Bradford, UK, and is a graduate of the Australian Institute of Company Directors.

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### **B. MACDONALD**

*GAICD, Executive Director  
& Co-Founder*

Brett is an experienced creative director with more than 15 years in branding and business communications.

With a background in start-ups, creative agency and the corporate sector, his range of skills, personable approach and passion for the cause are well suited to the development of Dry July.

Brett holds a BA (Hons) in Graphic Design and Communication, he was awarded membership to the Society of Typographic Designers and is a Graduate of the Australian Institute of Company Directors.

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### **J. JEFFERY**

*Non-Executive Director*

Jacqui is an experienced public service manager specialising in governance, project and risk management, currently working for the Commonwealth Government.

Bringing her strong background and experience in compliance, Jacqui currently sits on the Governance Sub-Committee of the Dry July Foundation, implementing and managing various governance and risk management initiatives set by the board.

Jacqui has a passionate interest in cancer treatment and, like many, has had close first-hand experience with the disease. She is dedicated to assisting Dry July reach its full potential to ensure the best possible treatment outcomes for people with cancer.

Jacqui holds a Bachelor of Arts (Tourism Management) and a Masters in Human Resource Management.

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## *Directors* (continued)

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**K. MCGILVARY**

*Non-Executive Director*

Kenny has ten year's public relations consulting experience in ANZ and the UK and is well-versed in communicating brand strengths to both consumer and specialist audiences. With considerable not-for-profit, corporate and consumer technology experience, he has key strengths in executive counsel, brand strategy, community engagement and problem-solving.

Kenny is an Account Director with the corporate and marketing communications company Zeno, where his role covers client management, team development and new business responsibilities.

Kenny holds an MA (Hons) from St Andrews University and the Chartered Institute of Marketing's advanced certificate.

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**S. ABRAHAM**

*Non-Executive Director*

Scott is a Chartered Accountant with over 16 years of commercial experience. Scott is a Director and an owner of ABR Virtus Chartered Accountants in Canberra.

His role involves specialising in business advisory and taxation issues for private business clients. Prior to the establishment of this business, Scott acted as an Executive Director of Canberra's largest business advisory firm where he was employed for over eight years.

Scott has extensive business and taxation knowledge and is an Accredited Advisor of Family Business Australia. Scott also holds a B. Bus (Accounting) from Charles Sturt University.

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**G. DENNIS**

*Non-Executive Director*

Graeme is a lawyer with over 20 year's experience acting in commercial and corporate law. Currently a partner of Clayton Utz, Graeme has advised the boards of some of Australia's largest companies on major transactions and acquisitions, and also advised the boards of State Government corporations on their powers, duties and responsibilities.

Graeme is Chair of Dry July Foundation's Governance Sub-Committee and has also acted for a number of years as the honorary solicitor for the Wheelchair Sports Association Inc, advising particularly on charitable fundraising and collection rules. He is a proud benefactor of the Northcott Society, a charity which provides respite care to the families of children with disabilities, and is also a benefactor of the Juvenile Diabetes Research Foundation.

Holding degrees in Law and Arts from both Sydney University and the College of Law (Sydney), Graeme has been admitted to practice as solicitor in the Supreme Courts of Victoria and New South Wales, the High Court of Australia and New Zealand.

## *Auditor's Report*

### **INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF DRY JULY LIMITED AS TRUSTEE FOR THE DRY JULY FOUNDATION**

We have audited the accompanying financial report, being a special purpose financial report of Dry July Limited as Trustee for the Dry July Foundation, which comprises the statement of financial position as at 30 June 2014, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the directors' declaration.

#### **Director's responsibility for the financial report**

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the *Corporations Act 2001* and is appropriate to meet the needs of the members. The directors' responsibility also includes such internal control as the directors determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error, and for the accounting estimates inherent in the financial report.

#### **Auditor's Responsibility**

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### **Independence**

In conducting our audit, we have complied with the independence requirements of the *Corporations Act 2001*.

## Auditor's Opinion

In our opinion the financial report of Dry July Limited as Trustee for the Dry July Foundation is in accordance with the *Corporations Act 2001*, including:

- i. giving a true and fair view of the Company's financial position as at 30 June 2014 and of its performance for the year ended on that date; and
- ii. complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001; and

## Audit opinion pursuant to the Charitable Fundraising (NSW) Act 1991

In our opinion:

- a. the financial report gives a true and fair view of the financial result of fundraising appeal activities for the period ended 30 June 2014
- b. the financial report has been properly drawn up, and the associated records have been properly kept for the period ended on 30 June 2014 in accordance with the Charitable Fundraising (NSW) Act 1991 and Regulations;
- c. money received as a result of fundraising appeal activities conducted during the period ended 30 June 2014 has been properly accounted for and applied in accordance with the Charitable Fundraising (NSW) Act 1991 and Regulations; and
- d. there are reasonable grounds to believe that Dry July Limited will be able to pay its debts as and when they fall due.

## Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 of the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose.



PKF LAWLER PARTNERS  
Chartered Accountants



MARTIN MATTHEWS  
Partner

Newcastle  
Dated: 20 November 2014

## *Charitable Fundraising Act Declaration*

I, Phillip Grove, Managing Director of Dry July Limited, declare that in my opinion:

- a) the Financial Statements and notes thereto give a true and fair view of all income and expenditure of Dry July Limited with respect to fundraising appeals and merchandising;
- b) the Statement of Financial Position, Statement of Comprehensive Income and notices thereto give a true and fair view of the state of affairs with respect to fundraising appeals and merchandising sales;
- c) the provision of the Charitable Fundraising Act 1991 and its regulations, Charitable Collections Act 1946 and Charitable Collections Regulations 1947 have been complied; and
- d) the internal controls exercised by Dry July Limited are appropriate and effective in accounting for all income received.



MR. P. GROVE  
Director

Sydney, NSW  
Dated: 20 November 2014

## *Directors' Declaration*

The directors have determined that the Company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies described in Note 1 to the financial statements.

The directors of the Company declare that:

1. The financial statements and notes, as set out on pages 9 to 23, are in accordance with the *Corporations Act 2001* and:
  - a) comply with Accounting Standards as stated in Note 1; and
  - b) give a true and fair view of the Company's financial position as at 30 June 2014 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements.
2. In the directors' opinion, there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable with the continuing support of creditors.

This declaration is made in accordance with a resolution of the Board of Directors.



MR. B. MACDONALD  
Director



MR. P. GROVE  
Director

Sydney, NSW  
Dated: 20 November 2014

## Notes

### Notes to the Financial Statements For the Year Ended 30 June 2014

#### 1 Summary of Significant Accounting Policies

##### a) Basis of Preparation

The directors have prepared the financial statements on the basis that the not-for-profit Company is a non-reporting entity because there are no users dependent on general purpose financial statements. These financial statements are, therefore, special purpose financial statements that have been prepared in order to meet the requirements of the *Corporations Act 2001*.

This special purpose financial report has been prepared for the sole purpose of complying with the *Corporations Act 2001*, NSW Charitable Fundraising Act 1991 and the NSW Charitable Fundraising Regulation 1993 requirements to prepare and distribute a financial report to the members and must not be used for any other purpose. The directors have determined that the accounting policies adopted are appropriate to meet the need of the members.

The financial statements have been prepared in accordance with recognition and measurement criteria in the Australian Accounting Standards and the disclosure requirements of AASB 101 Presentation of Financial Statements, AASB 107 Statement of Cash Flows, AASB 108 Accounting Policies, Changes in Accounting Estimates and Errors, AASB 1031 'Materiality' and AASB 1048 'Interpretations and Application of Standards'.

The significant accounting policies disclosed below are those which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with the previous period unless otherwise stated.

The financial statements have been prepared on an accruals basis and are based on historical costs unless otherwise stated in the notes. All amounts are presented in Australian dollars, unless otherwise noted.

##### b) Comparative Amounts

The financial report has been prepared on an accruals basis and is based on historical cost. The following significant accounting policies have been adopted in the preparation and presentation of the financial report:

Comparatives are consistent with prior years, unless otherwise stated.

##### c) Financial Instruments

###### Loans and Receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are stated at amortised cost using the effective interest rate method.

## 1 Summary of Significant Accounting Policies (continued)

### Financial Assets

Financial assets are divided into the following categories which are described in detail below:

- loans and receivables;
- financial assets at fair value through profit or loss;
- available-for-sale financial assets; and
- held-to-maturity investments.

Financial assets are assigned to the different categories on initial recognition, depending on the characteristics of the instrument and its purpose. A financial instrument's category is relevant to the way it is measured and whether any resulting income and expenses are recognised in profit or loss or in other comprehensive income.

All income and expenses relating to financial assets are recognised in the statement of profit or loss and other comprehensive income in the 'finance income' or 'finance costs' line item respectively.

### Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They arise principally through the provision of goods and services to customers but also incorporate other types of contractual monetary assets.

After initial recognition these are measured at amortised cost using the effective interest method, less provision for impairment. Any change in their value is recognised in profit or loss. The Company's trade and most other receivables fall into this category of financial instruments.

Discounting is omitted where the effect of discounting is considered immaterial. Significant receivables are considered for impairment on an individual asset basis when they are past due at the reporting date or when objective evidence is received that a specific counterparty will default. The amount of the impairment is the difference between the net carrying amount and the present value of the future expected cash flows associated with the impaired receivable.

For trade receivables, impairment provisions are recorded in a separate allowance account with the loss being recognised in profit or loss. When confirmation has been received that the amount is not collectable, the gross carrying value of the asset is written off against the associated impairment provision. Subsequent recoveries of amounts previously written off are credited against other expenses in profit or loss. In some circumstances, the Company renegotiates repayment terms with customers which may lead to changes in the timing of the payments, the Company does not necessarily consider the balance to be impaired, however assessment is made on a case-by-case basis.

### Financial liabilities

Non-derivative financial liabilities are recognised at amortised cost, comprising original debt less principal payments and amortisation.

#### *Impairment of financial assets*

At the end of the reporting period the Company assesses whether there is any objective evidence that a financial asset or group of financial assets is impaired.

## 1 Summary of Significant Accounting Policies (continued)

### d) Cash and cash equivalents

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

Bank overdrafts also form part of cash equivalents for the purpose of the statement of cash flows and are presented within current liabilities on the statement of financial position.

### e) Employee benefits

Provision is made for the Company's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits payable later than one year have been measured at present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements. Those cashflows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cashflows.

### f) Income Tax

No provision for income tax has been raised as the Company is exempt from income tax under Div 50 of the *Income Tax Assessment Act 1997*.

### g) Plant and Equipment

Where the cost model is used, the asset is carried at its cost less any accumulated depreciation and any impairment losses. Costs include purchase price, other directly attributable costs and the initial estimate of the costs of dismantling and restoring the asset, where applicable.

Plant and equipment are measured using the cost model less depreciation and impairment losses.

The depreciable amount of all property, plant and equipment, is depreciated on a straight-line method from the date that management determine that the asset is available for use.

Assets held under a finance lease and leasehold improvements are depreciated over the shorter of the term of the lease and the assets useful life.

The depreciation rates used for each class of depreciable asset are shown below:

Plant and Equipment	25%
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## 1 Summary of Significant Accounting Policies (continued)

### h) Leases

#### i. Finance leases

Leases of fixed assets where substantially all the risks and benefits incidental to the ownership of the asset, but not the legal ownership that are transferred to the Company are classified as finance leases.

Finance leases are capitalised by recording an asset and a liability at the lower of the amounts equal to the fair value of the leased property or the present value of the minimum lease payments, including any guaranteed residual values. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for that period.

Leased assets are depreciated on a straight-line basis over their estimated useful lives where it is likely that the Company will obtain ownership of the asset or over the term of the lease.

#### ii. Operating leases - expense on straight-line basis over lease life

Lease payments for operating leases, where substantially all of the risks and benefits remain with the lessor, are charged as expenses on a straight-line basis over the life of the lease term.

### i) Revenue and other Income

Revenue is recognised when the amount of the revenue can be measured reliably, it is probable that economic benefits associated with the transaction will flow to the entity and specific criteria relating to the type of revenue as noted below, has been satisfied.

Revenue is measured at the fair value of the consideration received or receivable and is presented net of returns, discounts and rebates.

All revenue is stated net of the amount of goods and services tax (GST).

Donations received are credited to income in the period in which they are received. In respect of pledges committed, income is recognized when the pledge is received.

Revenues from the sale of merchandise is recognized when the company has transferred the significant risks and rewards of ownership of the goods to the buyer.

In kind donations including professional pro bono services that can be reasonably valued are brought to account as revenue when the benefit of the service or control of the asset transfers to Dry July Limited.

Interest income from a financial asset is recognised when it is probable that the economic benefits will flow to the Company and the amount of revenue can be measured reliably. Interest income is accrued on a time basis, by reference to the principal outstanding and at the effective interest rate applicable.

## 1 Summary of Significant Accounting Policies (continued)

### j) Goods and Services Tax (GST)

Cash flows are presented in the statement of cash flows on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

### k) Critical accounting estimates and judgements

The directors make estimates and judgements during the preparation of these financial statements regarding assumptions about current and future events affecting transactions and balances.

These estimates and judgements are based on the best information available at the time of preparing the financial statements, however as additional information is known then the actual results may differ from the estimates.

### l) Adoption of new and revised accounting standards

During the current year, the following standards became mandatory and have been adopted retrospectively by the Company:

- AASB 13 *Fair Value Measurement*
- AASB 119 *Employee Benefits*
- AASB 2012-9 Amendments to AASB 1048 arising from the Withdrawal of Australian Interpretation 1039
- AASB 2012-2 *Amendments to Australian Accounting Standards - Disclosures - Offsetting Financial Assets and Financial Liabilities*

The accounting policies have been updated to reflect changes in the recognition and measurement of assets, liabilities, income and expenses and the impact of adoption of these standards is discussed below.

AASB 13 *Fair Value Measurement* does not change what and when assets or liabilities are recorded at fair value. It provides guidance on how to measure assets and liabilities at fair value, including the concept of highest and best use for non-financial assets. AASB 13 has not changed the fair value measurement basis for any assets or liabilities held at fair value, however additional disclosures on the methodology and fair value hierarchy have been included in the financial statements.

AASB 119 *Employee benefits* changes the basis for determining the income or expense relating to defined benefit plans and introduces revised definitions for short-term employee benefits and termination benefits. The Company reviewed the annual leave liability to determine the level of annual leave which is expected to be paid more than 12 months after the end of the reporting period. Whilst this has been considered to be a long-term employee benefits for the purpose of measuring the leave under AASB 119, the effect of discounting was not considered to be material and therefore has not been performed.

In accordance with the transition provisions in the standard, the comparative figures have been restated.

## 1 Summary of Significant Accounting Policies (continued)

### m) Finance Costs

Finance costs comprise commissions, transaction fees and charges and are recognized in profit or loss when they are incurred.

### n) New Accounting Standards and Interpretations

The AASB has issued new and amended Accounting Standards and Interpretations that have mandatory application dates for future reporting periods. The Company has decided against early adoption of these Standards. The following table summarises those future requirements, and their impact on the Company:

Standard Name	Effective date for entity	Requirements	Impact
AASB 9 Financial Instruments and amending standards AASB 2010-7 / AASB 2012-6	30 June 2016	Changes to the classification and measurement requirements for financial assets and financial liabilities.  New rules relating to derecognition of financial instruments.	The impact of AASB 9 has not yet been determined as the entire standard has not been released.
AASB 1055 - Budgetary Reporting AASB 2013-1 Amendments to AASB 1049 - Relocation of Budgetary Reporting Requirements	30 June 2015	This standard specifies the nature of budgetary disclosures and circumstances for inclusion in the financial statements.	No impact as the entity is not a public sector entity.
AASB 2012-3 Amendments to Australian Accounting Standards - Offsetting Financial Assets and Financial Liabilities [AASB 132]	30 June 2015	This standard adds application guidance to AASB 132 to assist with applying some of the offset criteria of the standard.	There will be no impact to the entity as there are no offsetting arrangements currently in place.

# DRY JULY<sup>®</sup>

Clear your head, make a difference<sup>®</sup>

[www.dryjuly.com](http://www.dryjuly.com)

*Thank you.*

We're ready to help you with any information, please don't hesitate to contact us.



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