Dry July 2012/13
Annual Report
Contents

3 Mission / Vision / Values
4 Chairman’s Statement
5 A Message from the Executive Directors
6 About Dry July
7 Beneficiary Partners 2012
8 Partnerships
9 Patron / Ambassadors / Supporters
10 In the Press
11 Media Launches
12 Merchandise
13 Fundraisers
14 Positive Outcomes 2012 / Participant Insight
15 Dry July 2012 Campaign Statistics
16 Distribution of Funds Raised
17 Our Five-Year Performance
18 New Zealand / Campaign Highlights / Media Highlights
19 Funds at Work with Our Beneficiaries
20 Lismore Base Hospital, Our House, NSW
22 Liverpool Cancer Therapy Centre, NSW
24 Royal North Shore Hospital, NSW
25 Prince of Wales Hospital Foundation, NSW
27 Calvary Mater Newcastle, NSW
28 Alan Walker Cancer Care Centre, Royal Darwin Hospital, NT
29 Northern Regional Cancer and Blood Service, Auckland City Hospital, New Zealand
31 Extract from the Audited Financial Report
32 Statement of Comprehensive Income
33 Statement of Financial Position
34 Cash Flow Statement
35 Governance
37 Auditors Report
38 Charitable Fundraising Act Declaration
39 Directors Declaration
40 Notes

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This annual report details the Dry July 2012 campaign and covers the financials from 1 July 2012 to end of financial year 2013 (30 June 2013).
**Dry July** is a not-for-profit organisation determined to improve the lives of adults living with cancer through an online social community and health awareness initiative that encourages people to give up booze for the month of July.

Dry July is about clearing your head and making a difference. Get healthy, challenge yourself, notice your own alcohol consumption habits and help improve the lives of adults living with cancer.

**Mission**

Directly benefit adult cancer patients with real and tangible change by providing funds to create better environments and support networks for patients and their families.

Raise awareness of drinking habits and the value of a balanced healthy lifestyle.

**Vision**

Be a well respected not-for-profit organisation locally, nationally and internationally in the online, cancer and hospital community.

**Values**

Our values are the springboard for how we all act, as individuals and as an organisation. They are distinctly Dry July and they shape our culture.

Using them in all we do will help us achieve our ambition of reaching and improving the lives of adults living with cancer whilst inspiring thousands of people to go dry for July.

**Personal**

Dry July is a fundraising activity that puts people through a real challenge of will and habit.

**Accountable**

The Dry July Foundation operates a transparent full-circle fundraising model, which gives participants and donors clarity on how funds are used by each beneficiary.

**Innovative**

It is important to us to deliver an efficient, low-cost campaign, utilising online technology to minimise administration costs.

**Fun**

Dry July takes a light-hearted approach to raising funds for a serious issue.

**Community Driven**

We respect that people want to support their local cancer service and ensure the funds they raise stay in the state or territory and go to the intended beneficiary.

**Social**

Dry July is a highly engaging social event that inspires people to communicate their involvement and support both on and offline. Don't be shy about going dry!
Chairman’s Statement

The 2012 Dry July campaign was another great success with huge support from more than 17,000 participants in both Australia and New Zealand to raise over AUD $4m. These funds will directly benefit adult cancer patients with real and tangible change by providing funds to create better environments and support networks for patients and their families.

Dry July also continued to receive a massive amount of support from our corporate partners, without whom we could not have delivered such a successful campaign. Companies are increasingly seeing the benefits of encouraging staff to take up the challenge of going Dry in July, with geographical and organisational teams all going head-to-head to raise the most money and try to avoid being seen indulging in Golden Tickets.

Having seen a large amount of change in the not-for-profit landscape this year, Dry July has moved with the times. After the implementation of the Australian Charities and Not-For-Profit Commission (ACNC), Dry July has been on the front foot ensuring our governance and compliance standards are second to none. With the support of the Governance Sub-Committee, the Board and staff of Dry July remain committed to transparency and regulatory compliance as a paramount objective.

Now with 19 beneficiaries in Australia and 1 in New Zealand, the impact that Dry July has on adult cancer patients and their families can be seen when walking into many of the treatment centers in both countries. This is testament to the generosity of the participants and their donors, along with the dedicated and tenacious staff of the Dry July Foundation who work tirelessly to achieve such great results year after year. It is to everyone that I personally and on behalf of the Board thank you once again for your significant contribution.

Kind Regards,

David Brennan
A Message from the Executive Directors

Dry July 2012 achieved exceptional growth across all aspects of the campaign. Bringing on board a further 6 beneficiary partners we began raising funds and awareness of 19 different cancer services across Australia.

To meet the demands of the campaign we grew the Dry July team, bringing on board marketing expertise, we also further developed our strategic frameworks to ensure a streamlined campaign.

This proved very effective and allowed the Dry July Foundation to achieve 32% growth in participation and 31% growth in funds raised, resulting in over 15,200 people participating in Australia and seeing $3.7+ million raised for our beneficiary cancer services.

We crossed the Tasman to deliver the first Dry July campaign in New Zealand. Viewed as a pilot campaign, we applied our learnings from Australia and the results were incredible. With sign up numbers in excess of 2,000, we raised NZD$555,000+ which was donated directly to the A+ Trust - Auckland District Health Board.

The path ahead for the Dry July Foundation is an exciting one. We are working closer with our beneficiary partners to understand the changing landscape of cancer care in Australia and New Zealand. This will ensure we are at the forefront of funding tangible change to benefit the lives of adults living with cancer.

We will be looking to grow the Dry July team, ensuring the best possible campaign outcomes. Strong focus will be given to our online strategy so that future campaigns are even more engaging and fun.

Thank you to everybody that worked tirelessly on making Dry July 2012 such a success. We greatly appreciate all the support shown to us by our partners, the beneficiary teams, our Patron Adam Spencer, fellow ambassadors and the media. Without their dedication Dry July simply wouldn’t receive the results and recognition it does.

Thank you to all those that signed up to the Dry July challenge, inspired donations and made all the changes detailed in this annual report possible. We hope you enjoyed the experience of going Dry for July and we look forward to seeing you back on board in future campaigns.

Cheers,

Brett Macdonald    Phil Grove
About Dry July

What is Dry July?
Dry July is an online social community, 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.

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

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 back off the beers for a month whilst raising money for a cause very close to their hearts.

With a collaboration of skills-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.

Dry July 2012
With four successful and ever-growing campaigns already achieved, 2012 was our fifth campaign year so we set out to raise the bar even higher. With ambitions to deliver a higher profile campaign that would see more funds benefitting people living with cancer.

We started by extending our beneficiary reach from 13 in 2011 to 19 different cancer services across Australia in 2012.

With strong interest from New Zealand we set about running a pilot Dry July campaign benefitting the Auckland City Hospital - Blood and Cancer Centre. The inaugural campaign was so well received, 2100 participants signed up to the challenge and raised NZD$555,000+. See page 29 to read about how the funds raised have made a difference at the Auckland City Hospital.

In the build up to the 2012 campaign we focused on elements that would make us more streamlined and achieve strong growth. Keeping the same brand used in 2011 allowed us time to develop strategic frameworks for long term growth, along with exploring marketing opportunities.

Over 15,200 people signed up to Dry July 2012, raising AUD$3.7+ 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 achieve in this annual report.

The 2013 campaign and beyond...
Our financial year ends during our 2013 campaign so we get a brief snapshot of the path the campaign is on. The volume of sign ups and donations received throughout the month of June 2013 meant that everything is pointing towards another successful campaign.

At the time of publishing this annual report the Dry July 2013 campaign had come to a close. We are delighted to note that participation numbers reached 18,000+ people and funds raised exceeded AUD$4.2 million.

With overall campaign growth of around 15% we look forward to documenting on the website and in our 2013/14 annual report the tangible changes we will bring to adults living with cancer through our beneficiary partners.

Constantly striving to develop and grow the campaign we increased our beneficiaries in Australia to 31 for Dry July 2013.

To have been able to continue a path of consistent growth over the six Dry July campaigns 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.

It is our commitment to our supporters to detail the full circle of how the funds raised are benefitting the lives of adults living with cancer and we will continue to work closely with our beneficiary partners to document all that has been achieved.

www.dryjuly.com
Beneficiary Partners 2012

In the five Dry July campaigns to date, over 40,000 participants have collectively raised AUD$10+ million to help improve the lives of adult cancer patients across our beneficiary partners.

The increase in the number of Dry July beneficiaries in 2012 allowed participants to choose from a greater range of local cancer services (our beneficiaries for the 2012 campaign are detailed below).

For each campaign, Dry July sends out an ‘Expression of Interest’ early in the calendar year to a limited number of eligible cancer services that treat and support adults living with cancer.

We would like to take this opportunity to thank each and every member of the beneficiary teams for their hard work, commitment and involvement, as well as the patients, their families and carers. Each year, the number of people diagnosed by cancer increases and it’s incredibly important to us that hospitals and cancer services have everything they need to improve their patients’ quality of life and cancer journey in every way possible.

We have included cases studies from our beneficiary partners in this year’s annual report (p19 to p30) highlighting Dry July funds at work.

Australia

New South Wales - Penrith
Napen Cancer Centre

New South Wales - Wollongong
Wollongong Hospital

Darwin - Northern Territory
The Royal Darwin Hospital

Queensland - Brisbane
The Calvary Mater Hospital

Queensland - Cairns
The Far North Queensland Hospital Foundation

South Australia - Adelaide
Hospital Research Foundation

Tasmania
The Launceston General Hospital

Victoria - Ballarat
Ballarat Regional Integrated Cancer Centre

Western Australia - Perth
Royal Perth Hospital

New Zealand

New Zealand - Auckland
Auckland City Hospital
Partnerships

Dry July 2012 would not have been possible without the support from our partners. We are incredibly grateful for their time, expertise, support and enthusiasm towards the Dry July campaign and cause. It is with our partners involvement that we are able to raise awareness and deliver a fun campaign to benefit the lives of adults living with cancer.

We would also like to thank all the companies who matched ‘dollar for dollar’ their employee and team fundraising achievements.

The partners detailed above committed to supporting the Dry July 2012 campaign either through monetary contributions, promotional activity, competitions, product or in-kind services.
Dry July welcomes the return of our patron Adam Spencer who has been with the campaign since its first year in 2008. The success of this year’s campaign would not have been possible without Adam and the other ambassadors and supporters who came from a diverse range of media channels including sporting heroes, television personalities to local and national radio presenters.

We would sincerely like to thank each and every one listed here for playing such an important role in raising awareness, gaining participation and raising funds for Dry July 2012.

Once again the Dry July Foundation was brilliantly represented by all ambassadors and supporters. This is an incredibly vital part of the campaign and we are truly grateful for their support and involvement.

The Dry July Patron, Ambassadors and Supporters all give their time voluntarily because they truly believe in Dry July and making a positive difference to the lives of adult cancer patients.
In the Press

Media coverage overview - Dry July 2012
500+ Media placements

<table>
<thead>
<tr>
<th>Type of Media</th>
<th>Placements</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>18</td>
<td>2,081,000+</td>
</tr>
<tr>
<td>Print</td>
<td>153</td>
<td>15,000,000+</td>
</tr>
<tr>
<td>Radio</td>
<td>130</td>
<td>35,000,000+</td>
</tr>
<tr>
<td>Online</td>
<td>225</td>
<td>155,000,000+</td>
</tr>
</tbody>
</table>

2012 Publicity highlights

Key press items generated include being featured on CH10 News, The Circle, CH9 Mornings, CH7 Sunrise and Weekend Sunrise, ABC Local Radio, 2GB, Body & Soul radio (Mix FM), Triple J Breakfast, Daily Telegraph - Sydney Confidential, mX Melbourne, mX Brisbane, OK! magazine and online with Yahoo, Ninemsn, News.com.au and The Australian.
Media Launches

The Dry July media launch has proven to be an integral part of the campaign. It drives important media awareness at key times, in-turn encouraging participation and donation drives.

Being an Australia-wide campaign it was essential we started to be identified as having more presence outside of NSW. One of our objectives to achieve this was to hold two media launches in the lead up to Dry July 2012. The Sydney media launch was a great success with ambassador attendances from Adam Spencer, Didier Cohen, ‘Fast Ed’ Halmaygi, Alyssa McClelland, Roy Billing, James Kerley, Jana Peterson, Ryan Corr, Rodger Corser and Nathaniel Dean.

Our second media launch took place in Melbourne and again proved hugely successfully in obtaining media coverage for the upcoming campaign. Pia Miranda, Shaynna Blaze, Brodie Young, Wayne Schwass and Marty Fields were amongst the attendees.

Sincere thanks to our event partner AV1 who fully supported both media launches. Their professionalism ensured both events ran seamlessly and to a very high standard.

Sydney - Wednesday 13th June 2012, Establishment, Sydney, NSW

Melbourne - Wednesday 20th June 2012, Royal Melbourne Hotel, Melbourne, VIC
Merchandise

The Dry July merchandise assists in enhancing the Dry July brand and awareness of the campaign.

Our products work as a promotional tool, as well as getting Dry Julyers in the spirit of the campaign.

New for the 2012 campaign, we created our own Dry July branded tees, along with introducing KeepCups and a special Dry July / Bundaberg Brewed Drinks embossed key rings for those participants that raised over $1000.

We hope to expand our range of merchandise for future campaigns.
Fundraisers

This year has been another tremendous and inspiring year filled with extraordinary fundraising efforts by both individuals and teams. DJs determination and passion for the cause is reflected in the total raised for Dry July 2012, raising over $3.7+ million for adults living with cancer around Australia.

Communities across the country rallied together in support of their local hospitals and cancer services, holding varied and creative events to raise money for their own Dry July fundraising efforts adding to the greater total. DJs held Cut-A-Thons, BBQ’s, boot camps, mocktail nights, bake sales and auctions, just to name a few.

Northern Territory highest fundraiser Dean Buzza told the Katherine Times “After the big success of last year’s Dry July when I was the highest fundraiser in the Territory, I thought it would be easy this year to stay away from the beers – but it’s really tough. Maybe it’s the weather – it makes me thirstier… Nobody’s used to me being Sober Bob”.

We thank everyone involved for their efforts to make a difference to the lives of adults living with cancer, we are truly grateful for your involvement and support.

Highest Fundraisers -2012
Peter Durrington and Georgina Green

Highest Fundraising Team - 2012
Team name:
Breakfast Booze Busters

Team leader:
Adam Spencer - 702 ABC Sydney

Highest State / Territory Fundraisers
• Katy Gallagher - ACT
• Peter Durrington - NSW
• Georgina Green - NSW
• Stephen Keating - QLD
• Dean Buzza - NT
• Alexander Grieve - SA
• Jane Edwards - TAS
• Mike Hirst - VIC
• Billinda Sach - WA

Top Ten Teams
1. Breakfast Booze Busters
2. Roy Hill
3. Prince of Wales Hospital Foundation
4. No Cheeky Ones
5. CITIC Pacific Mining
6. OzForex Group
7. Nepean Cancer Carers
8. RNS Rad Onc
9. Liverpool Hospital
10. Allstaff Airconditioning Dry Julyers

Top Ten Celebrity Fundraisers
1. Adam Spencer - NSW
2. Tim Cox - QLD
3. Chris Bath - NSW
4. Brendan Cowell - VIC
5. Pia Miranda - NSW
6. Claire Van Der Boom - OTH
7. Jeremy Lindsay Taylor - NSW
8. Ali Elphinstone - TAS
9. Shaynna Blaze - SA
10. Ed Halmagyi - NSW
Positive Outcomes 2012

Each year, Dry July completes a detailed statistical analysis of the campaign with help from our 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 prove that Dry July is having many positive impacts on the way in which our participants are dealing with their health. Many participants 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 and an overall desire to continue to support in the future.

Participant Insight

A new attitude to alcohol consumption

- 76% say they will drink less having completed Dry July
- 42% change their drinking habits post Dry July

Mid-year health check - encourage healthy lifestyle habits and choices

- 36% changed their diet due to participating in Dry July
- 36% increased their current exercise program
- 33% went to the gym as an alternative to drinking
- 34% say they visit friends/family just because of not drinking

Great sense of achievement

- 99% find Dry July to be a positive experience
- 53% say the most rewarding part of Dry July is the sense of achievement

Engagement

- 98% say they found the Dry July brand recognisable and likable
- 97% will recommend Dry July to friends, family and colleagues
The details below provide a comprehensive breakdown of the 15 week long fundraising campaign which ran from 21 May 2012 through to 31 August 2012.

Dry July Participants: 15,236
Male: 6,643 (43%)
Female: 8,593 (57%)
Total number of teams: 1,581

Dry July 2012 Campaign Statistics

Donations
Total raised AUD$3,710,032
Total number of donations made 76,499
Av. donation amount AUD$48
Av. raised per participant: AUD$244

Website Statistics
514,991 website visitors
270,536 unique visitors
2,009,055 page views
Average time spent on website: 4mins, 20secs

Social Media
9,700 Facebook fans
1,500 Twitter followers

Email Communications
487,000+ emails sent
40+% open rate
20+% click through rate
The Dry July Foundation operates to a fundraising ratio of 80/20, meaning 80 cents in every dollar raised goes directly to the beneficiary cancer services.

Dry July participants choose their beneficiary cancer service when signing up to the challenge and this choice is taken into consideration when determining how funds are distributed to our beneficiaries.

In keeping with the local, grass roots 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.

It is our intention to be an efficient, accountable, low cost, transparent and effective charitable organisation.

Given the level of involvement Dry July requires to operate, the remaining 20 cents in every dollar is utilised to cover, but is not limited to, campaign, operating and administration costs, along with promotion and awareness expenses.

The figures below indicate how and where the funds raised from Dry July 2012 have been utilised.

The funds raised were distributed to the beneficiary cancer services within five weeks of closing the campaign on 31 August 2012. Additional corporate matching and offline donations were received after campaign close-off. Dry July made two additional transfers of funds to the beneficiaries over the course of the financial year. One in December 2012 and another in March 2013.

### Distribution of Funds Raised

<table>
<thead>
<tr>
<th>Distribution of Funds</th>
<th>%</th>
<th>AUD$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds donated to beneficiaries</td>
<td>80%</td>
<td>2,978,034*</td>
</tr>
<tr>
<td>Administration and operating costs</td>
<td>15%</td>
<td>534,340*</td>
</tr>
<tr>
<td>Promotion and awareness</td>
<td>3%</td>
<td>121,253*</td>
</tr>
<tr>
<td>Funds retained</td>
<td>2%</td>
<td>76,405*</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>3,710,032</strong>*</td>
</tr>
</tbody>
</table>

* The figures above detail the distribution of funds raised from the Dry July 2012 campaign. The figures do not include funds received from 20 May 2013 to 30 June 2013. These are applied to the Dry July 2013 campaign and will be detailed in the Dry July 2013/14 annual report.

### Funds distributed across our nineteen beneficiary partners for Dry July 2012

<table>
<thead>
<tr>
<th>Beneficiary</th>
<th>Total Donated AUD$</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Canberra Hospital, ACT</td>
<td>124,537</td>
</tr>
<tr>
<td>Calvary Mater Newcastle, NSW</td>
<td>103,982</td>
</tr>
<tr>
<td>Lismore Base Hospital, NSW</td>
<td>76,573</td>
</tr>
<tr>
<td>Royal North Shore Hospital, St Leonards, NSW</td>
<td>358,755</td>
</tr>
<tr>
<td>NSW Cancer Centre, Sydney, NSW</td>
<td>206,923</td>
</tr>
<tr>
<td>Liverpool Hospital, NSW</td>
<td>104,134</td>
</tr>
<tr>
<td>Nepean Cancer Centre, Penrith, NSW</td>
<td>144,558</td>
</tr>
<tr>
<td>The Prince of Wales Hospital Foundation, Sydney, NSW</td>
<td>355,166</td>
</tr>
<tr>
<td>Wollongong Hospital, NSW</td>
<td>95,334</td>
</tr>
<tr>
<td>Royal Darwin Hospital, NT</td>
<td>31,346</td>
</tr>
<tr>
<td>Mater Adult Hospital, Brisbane, QLD</td>
<td>219,638</td>
</tr>
<tr>
<td>Far North Queensland Hospital Foundation, Cairns, QLD</td>
<td>35,998</td>
</tr>
<tr>
<td>The Hospital Research Foundation, Adelaide, SA</td>
<td>174,316</td>
</tr>
<tr>
<td>Launceston General Hospital, TAS</td>
<td>51,597</td>
</tr>
<tr>
<td>Royal Melbourne Hospital, VIC</td>
<td>271,837</td>
</tr>
<tr>
<td>Andrew Love Cancer Centre, Geelong, VIC</td>
<td>84,800</td>
</tr>
<tr>
<td>Ballarat Health Services, Ballarat, VIC</td>
<td>48,549</td>
</tr>
<tr>
<td>Sir Charles Gairdner Hospital, Perth, WA</td>
<td>310,683</td>
</tr>
<tr>
<td>Royal Perth Hospital, Perth, WA</td>
<td>179,308</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,978,034</strong></td>
</tr>
</tbody>
</table>

*The ‘Total Donated Per Beneficiary’ also includes amounts raised through generic donations to the Dry July Foundation and donations made to International participants, which are evenly split across the nineteen beneficiaries and added as additional funds that Dry July donates to the beneficiaries.
Our Five-Year Performance

By charting the figures generated from the five Dry July campaigns to date we are able to identify the level of growth achieved through participation and fundraising.

As seen opposite there has once again been considerable growth across the key aspects of the campaign.

This year saw significant growth, with a 33% participant increase and a 31% donation increase.

Having updated the campaign identity year-on-year our analysis identified an already strong brand. Therefore, for the 2012 campaign an executive decision was made to maintain the already well established branding, allowing us to identify and focus on growth areas for the campaign - namely marketing, communications and campaign partners.

Social media continues to be a strong awareness driver for the Dry July campaign. This low-cost medium has proven to be very effective in gaining loyalty and participation, whilst conveying our key messaging and brand.

With significant increase across key aspects of the campaign, we hope to increase our growth even further next year with greater corporate and deeper partner involvement.
New Zealand

With keen interest, 2012 was the inaugural year of Dry July in New Zealand proudly supporting the Auckland City Hospital. Much to the delight of all involved, the first Dry July New Zealand campaign encouraged 2,100 participants and raised an incredible NZD$555,869.

All funds raised from the inaugural Dry July 2012 New Zealand campaign were donated directly to the A+ Trust - Auckland District Health Board. The Dry July NZ Trust has now been established in New Zealand to ensure beneficiary growth and campaign management in New Zealand.

Campaign Highlights

Dry July Participants: 2,100
Male: 648 (31%)
Female: 1,452 (69%)
Total number of teams: 206

Donations
Total raised NZD$555,869
Total number of donations made 13,389
Av. donation amount NZD$42
Av. raised per participant: NZD$265

Website Statistics
105,322 website visitors
53,130 unique visitors
403,356 page views
Average time spent on website: 4mins, 05secs

Media Highlights

TV3 - News - 5pm, 24th June 2012
Shortland Street - TV Series - Dry July written into script
Woman’s Weekly - Feature with Kerre Woodham
Funds at Work with Our Beneficiaries
Lismore Base Hospital is committed to providing the best possible health care to the community. The new integrated Cancer Care Centre at Lismore Base Hospital has a MRI, 2 linear accelerators and PET Scanner and oncology unit. This means patients throughout the region no longer need to travel to capital cities for their cancer treatment. This is a great result for the community.

Our House supports patients from Tweed Heads in the north, South to Grafton, East to Ballina and West to the Tablelands.

Our House is purpose-built, short term accommodation for cancer patients receiving treatment at the new oncology unit at Lismore Base Hospital, and for their families.

Travelling long distances to receive the right care can be quite hard on the body, and paying standard rates for local accommodation increases the financial burden on patients and their families. In the past patients have chosen not to have treatment because they can't afford the travel costs or because they live too far away from treatment services.

Our House is set up specifically to make the lives of patients who live in rural and regional areas in North Coast NSW easier.

Funds from Dry July have paid forfitting out Our House units with almost 100 appliances and pieces of furniture for the rooms, communal kitchens, and lounge and dining areas. Our House opened in December 2012 and is the only service of its kind between Coffs Harbour and Brisbane.

Our House consists of 20 air-conditioned motel style units, all complete with 2 single beds or a double bed, 1 sofa bed, an ensuite bathroom and external balcony with a table and chairs.

Our House is primarily available to regional and rural patients and their families who have to travel long distances to receive their treatment. The facility aims to create a home away from home. Dry July is proud to have been a part of the Our House community initiative, contributing over $220,000 from 2010 - 2012 to this project.
Testimonial

“We just want to say a huge thank you for all that you have done and the amazing support from your Dry July-ers. We could not have built such an amazing complex for Cancer Patients and their carers to stay at during their treatment at Lismore Base Hospital.

We opened in December 2012 and all is going well for Our House. Please pass our appreciation on to all involved who have helped buy all that was needed to outfit each of the 20 rooms as well as the common rooms and BBQ area just from them going Dry in July over these last 3 years... ‘tis amazing what can be accomplished when we are dry!!”

Rebekka Battista
Our House
Liverpool Cancer Therapy Centre, NSW

Liverpool Cancer Therapy Centre supports the Liverpool, Fairfield and Bankstown local government areas. A range of services are provided for approximately 3,100 new adult cancer patients per year.

LCTC is a comprehensive adult cancer centre. The full range of cancer services provided include radiation oncology, medical oncology, haematology, gynaecological oncology, cancer genetics, head and neck surgery, breast surgery, neurological surgery, palliative care and allied health.

The Centre delivers approximately 7,000 chemotherapy and other intravenous therapy occasions of service and approximately 12,000 radiotherapy treatments annually. Multidisciplinary cancer clinics are conducted in all the major tumour sites. There is inpatient oncology and haematology wards, providing comprehensive supportive care including the provision of psycho-oncology, lymphedema, dietetics, speech pathology, social work services and the Centre has a dedicated clinical trials unit.

Funds from Dry July 2012 have enabled them to fit out Stage 1 of the wellness centre on-site.

The Wellness Centre was built in a refurbished area of the Cancer Therapy Centre with funds raised by Dry July 2012.

The Wellness Centre is a friendly, supportive environment that provides a relaxed non-clinical area for patients and carers in the South Western Sydney district.

The Centre includes an indoor and outdoor kitchen, beauty room, physiotherapy room, wig library and patient resource library. Services offered include support and education groups, information sessions, occupational therapy assessment clinics, exercise classes, psychology and social work clinics.
Testimonial

“The Liverpool Cancer Therapy Centre, staff, patients and local community would like to thank all the DJs who have all pulled together to raise funds through Dry July to build a Wellness Centre for the local community.

The Wellness Centre will provide a relaxed environment for patients to attend various support services through their cancer journey. The majority of the funds raised this year will go to the Wellness Centre project; part of the funding will also go towards a paging system that will allow patients the opportunity to visit the Wellness Centre, or go for coffee at the cafe or a walk instead of sitting around waiting for appointments.

Thank you all again for your support!”

Geoff Delaney, Director of Cancer Services, Cancer Therapy Centre, Liverpool Hospital
Royal North Shore Hospital (RNSH) is a tertiary referral hospital in St Leonards, Sydney, and provides comprehensive cancer services at the Northern Sydney Cancer Centre. The new $1.127 billion RNSH redevelopment opened in October 2012 and is a state-of-the art facility. Approximately 4,200 cancer patients per year receive treatment at RNSH.

RNSH became a beneficiary of Dry July in 2012 and has used funds raised to implement a number of projects and programs aimed at improving the facilities provided. Some of these include: an electric motorised buggy for transporting cancer patients around the hospital; Dry July-branded ‘beacons’ which enable patients to receive more convenient access to their treatment; a wig library and wig fitting area; iPads for cancer patients to use whilst receiving treatment; wireless internet in the Centre; improvements to an outdoor courtyard accessible to patients; a new acupuncture therapy program; and a number of other items.

Testimonial

“As one of the newest beneficiaries of Dry July, we were blown away by the support from the 1,670 Dry July-ers who raised funds for cancer patients at Royal North Shore Hospital. From this generosity we are able to purchase all the items on our wish list, which will go a long way in supporting our cancer patients. Cheers to that!”

Anne-Marie Curry
Director of Fundraising
Royal North Shore Hospital
The Prince of Wales Hospital cancer department boasts physicians, surgeons, oncologists, radiologists, nurses and allied health specialists who have over many years deservedly attracted an international reputation for their work. This hospital can positively claim to have gathered one of the best teams of cancer specialists in this country.

The cancer services are a public facility for both inpatients and outpatient. The centre is the referral hospital for complex cancers such as head and neck cancers and houses the first hereditary cancer centre in NSW.

Utilising Dry July 2012 funding, The Prince of Wales Hospital opened a new balcony for cancer patients. Named the Amaroo Garden (Amaroo means ‘beautiful place’ in a local Aboriginal dialect) the balcony was opened by Randwick Mayor, Councillor Tony Bowen, accompanied by Dry July Co-Founder Brett Macdonald, Patron Adam Spencer and Ambassador Roy Billing. The brand new outdoor space at the Parkes 4 East cancer ward, is complete with plants and seating.

Amaroo Garden provides a space for patients and their families to retreat from the busy hospital environment and perhaps find a little time to relax in the shade.

Completely funded by Dry July, the balcony directly connects to the inpatient cancer ward, offering easy access for patients.
Testimonial

“The patients and staff at The Prince of Wales Hospital would like to thank everyone who went Dry for July plus all their supporters. You will make a difference to our cancer patients. Our palliative care team will have their own car to visit patients in their home and our dream maker will now be making home visits to make dreams come true. Patients and staff will have iPads and WiFi... the list goes on. You are the heroes. Thank you!”

Leanne M Zalapa CEO
POWH Foundation

Patient Testimonial

“I was first treated at the Prince of Wales Hospital for my cancer in 2009. I have watched with great interest the changes that Dry July has made for cancer patients at the hospital.

Each time I come back to the hospital I find there has been something new, most recently the garden on the oncology inpatients ward is so beautiful. There have been too many years where patients had been unable to go out onto the balcony, to now have this space where you can leave your hospital bed behind and be almost in another world is fantastic. Thank you Dry July.”

Kay Schubach

Testimonial

“The patients and staff at The Prince of Wales Hospital would like to thank everyone who went Dry in July plus all their supporters.

Prince of Wales Hospital Foundation, the Prince of Wales Hospital cancer patients and Dreams2live4 have benefited from Dry July participants and their friends and families who have supported since the beginning of Dry July.

Our patients have benefited from new gardens, waiting rooms, new services, transport, new kitchens, equipment, patient record keeping and of course Dreams for our metastatic cancer patients. There is not an area that hasn’t been touched by the generosity of those who go DRY in JULY.

Thank you!”

Andrew Bernard, Director of Operations, Prince of Wales Hospital
Calvary Mater Newcastle, NSW

Calvary Mater Newcastle is the Hunter New England region’s major centre for cancer services, haematology, clinical toxicology and research. These services are supported by an intensive care unit, oncology treatment, surgery, general medicine and palliative care. While the hospital provides emergency, general medical and surgical care, they also specialise in the diagnosis and treatment of breast cancer and melanoma. The hospital is also home to the Newcastle Melanoma Unit and Hunter Breast Screen.

Calvary Mater Newcastle has been serving the community for almost ninety years, providing patients, their families and visitors with a genuine commitment to provide the best health care services possible.

Dry July has been of enormous assistance in improving the comfort of patients since 2010. Funds raised have gone towards new mattresses and furniture, upgrading a patient waiting area (see photos), the wig service, and CADD pumps which enable patients to receive chemotherapy infusions in the comfort of their own homes.

Testimonial

“Calvary Mater Newcastle is astounded yet again at the community support for Dry July and the total funds raised for our hospital. The success of Dry July will again help us to provide equipment and items of comfort and care to make the cancer journey more comfortable for the many people who come through our doors. Thank you to everyone who chose our hospital and made the hard decision to forego alcohol for a month, and stuck to it! Your contributions are certainly worthwhile and appreciated by the hospital and the many cancer patients who will ultimately benefit from your sacrifice. Thank you to Dry July again for another great year and another great fundraiser.”

Ingrid Grenell
Public Affairs and Communications Manager, Calvary Mater Newcastle.

Staff Testimonial

“Thank you to all of our Dry July’ers” out there. The surgical ward patient lounge room is second to none, our patients, visitors and staff just love the relaxing comfort - it makes them feel at home. It’s a little haven and we thank you!”

Cheryl Cooley
Nurse Unit Manager, Ward 4B
The Alan Walker Cancer Care Centre (AWCCC) was opened in March 2010 at the Royal Darwin Hospital and is named in memory of Dr Alan Walker (1931-2007), a Northern Territory paediatrician credited with improving Aboriginal infant mortality and child health outcomes.

The AWCCC services the entire Northern Territory and is the only provider available to Northern Territorians offering access to professional, high quality cancer treatment without the need to travel interstate. Previously patients had to travel to Adelaide for treatment. Having a treatment facility such as AWCCC in the Northern Territory has enabled patients to receive support from family and friends with minimal impact to their daily lives during their cancer treatment.

The AWCCC provides medical oncology and radiation oncology services and treats over 700 patients annually where over 150 are Aboriginal patients. The centre is equipped with the latest technology, ensuring that their patients receive the very best treatment available.

Royal Darwin Hospital has been a Dry July beneficiary since 2010. Funds raised from previous campaigns have gone towards improving the AWCCC foyer and outdoor area, along with purchasing some new video equipment.

Dry July 2012 funding has allowed the centre to replace the old chemotherapy chairs with 6 new treatment chairs which came all the way from Italy.

Of the 500 patients the cancer centre treats over annually, 350 of them would have received chemotherapy.

The new chairs are more ergonomical, comfortable and have more safety features.

Testimonial

“A record number of fifty Territorians participated this year with over $30,000 raised to benefit the Alan Walker Cancer Care Centre. This is $10,000 more than last year. Our Chemotherapy Unit will be looking forward to replace some of the older chairs with new comfortable chemotherapy chairs. The Cancer Centre would like to thank all participants for their hard campaign and their supporters who donated generously to Dry July.”

Giam Kar - Practice Manager
NT Radiation Oncology
Alan Walker Cancer Care Centre
The Northern Regional Cancer and Blood Service at Auckland City Hospital supports patients from all over New Zealand’s upper North Island, from Northland to South Auckland, covering a population of 1.6 million people or 38 per cent of New Zealand.

The service is a comprehensive cancer centre treating patients aged 15 and up. Last year, the centre saw up to 300 patients per day for treatment providing: radiotherapy delivered from 6 linear accelerators (160-180 patients per day); medical oncology daystay (50-70 patients receiving chemotherapy per day); and haematology daystay (20-30 patients per day).

The improvement projects from 2012 Dry July funds include the installation of Wi-Fi in waiting areas, new seating, new children’s play equipment, 70 brand new TVs, 34 new chemotherapy chairs and the construction of a healing/reflection garden for the use of patients within the service building. The 34 new chemotherapy chairs have the ability to lay patients flat, which greatly assists staff needing to administer urgent treatment.

Taking their patients’ feedback on-board, Auckland City Hospital’s Northern Regional Cancer and Blood Service installed free Wi-Fi internet access for cancer patients and their families whilst visiting the hospital. This service has been fully funded by proceeds from the Dry July 2012 campaign.

Patients can be in hospital for up to 8 hours receiving treatment; the service allows patients to browse the Internet, access e-mails, and read a vast range of editorials online.

The service aims to give patients a little more freedom whilst within the walls of the hospitals receiving treatment. As well as over 70 brand new TVs, 34 chemotherapy chairs and free Wi-Fi, the Northern Regional Cancer and Blood Service is revamping their atrium. One of the main reasons for the revamp is to make arriving at the hospital more inviting for cancer patients. It will also cater as a space for patients to get away from their typical hospital setting and take them somewhere beautiful where the outdoors are in. The entrance will be filled with the natural colours and aromas of indigenous plants and flowers, a perfect place for healing and reflection.
Patient Testimonials

“When you’re having treatment over a long period, just sitting around can be quite boring. It’s great to be able to have internet access to pass the time – and my work is really appreciative, too.”

Kaitui Moutira (pictured opposite)

“The garden will be a lovely space for people with cancer to just get away and have a bit of rest and relaxation outside by themselves for a while.”

Diane Sherwin (pictured opposite)

Testimonial

“When we accepted the invitation to become the first hospital in New Zealand to take up the Dry July fundraising campaign challenge, we had no idea what we could achieve for our cancer patients.

In the beginning, we thought $50,000 would be a realistic goal ... but we didn’t really know what to expect.

The level of support for Dry July from right across New Zealand has been inspirational.

Thanks to all 2,100 of you - and your generous sponsors - we have raised more than half a million dollars to spend directly on projects that will make conditions more comfortable for our adult cancer patients.

This will make a huge difference to thousands of people battling cancer and receiving treatment at the Northern Regional Cancer and Blood Service, based on the Auckland City Hospital site.

This has been a great team effort - from you, our army of participants, your sponsors, from the Dry July team in Sydney, from our own A+ Trust which collected the funds and issued receipts, from our wonderful ambassadors and from media outlets which helped us get our message out.

I hope you enjoyed the health benefits of going alcohol-free for a month and that you felt the satisfaction of contributing to a great cause. In the meantime, thank you one and all for a phenomenal fundraising effort. Your commitment to the campaign will truly change lives.”

Dr Richard Sullivan, Clinical Director, Northern Regional Cancer and Blood Service.
Extract from the Audited Financial Report of Dry July Ltd as Trustee for the Dry July Foundation - financial year 2012/13
## Summarised Financial Statements

Statement of Comprehensive Income for the year ended 30 June 2013

<table>
<thead>
<tr>
<th>Note</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>3,485,783</td>
<td>2,919,89</td>
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<tr>
<td><strong>Other income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>366,764</td>
<td>149,274</td>
</tr>
<tr>
<td><strong>Marketing expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(438,032)</td>
<td>(221,410)</td>
</tr>
<tr>
<td><strong>Employee expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>(377,531)</td>
<td>(208,696)</td>
</tr>
<tr>
<td><strong>Administration expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(140,402)</td>
<td>(67,918)</td>
</tr>
<tr>
<td><strong>Depreciation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>(2,404)</td>
<td>(1,524)</td>
</tr>
<tr>
<td><strong>Finance and merchant costs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(33,148)</td>
<td>(33,161)</td>
</tr>
<tr>
<td><strong>Donation expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(2,858,546)</td>
<td>(2,533,508)</td>
</tr>
<tr>
<td><strong>Other expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(2,484)</td>
<td>(2,146)</td>
</tr>
</tbody>
</table>

**Surplus before income tax**

- -

**Income tax expense**

- -

**Surplus after income tax expense**

- -

**Other comprehensive income**

- -

**Total comprehensive income**

- -

To receive the full financial statements please email: team@dryjuly.com
### Statement of Financial Position as at 30 June 2013

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>3</td>
<td>1,091,280</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>5</td>
<td>68,332</td>
</tr>
<tr>
<td>Other assets</td>
<td>14,037</td>
<td>22,210</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>1,173,649</td>
<td>1,297,508</td>
</tr>
<tr>
<td><strong>Non-Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property, plant and equipment</td>
<td>6,939</td>
<td>8,526</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>5</td>
<td>760</td>
</tr>
<tr>
<td><strong>Total Non-Current Assets</strong></td>
<td>7,699</td>
<td>8,526</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>1,181,348</td>
<td>1,306,034</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>6</td>
<td>1,170,373</td>
</tr>
<tr>
<td>Provisions</td>
<td>7</td>
<td>10,975</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>1,181,348</td>
<td>1,306,034</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>1,181,348</td>
<td>1,306,034</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retained earnings</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

To receive the full financial statements please email: team@dryjuly.com
Summarised Financial Statements - continued

Cash Flow Statement for the year ended 30 June 2013

<table>
<thead>
<tr>
<th>Note</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

**Cash flows from operating activities**

- Receipts from donors: 3,541,583
- Payments to suppliers, employees and beneficiaries: (3,636,754)
- Interest received: 44,214

**Net cash provided by (used in) operating activities**: 10 (50,957) 224,471

**Cash flows from investing activities**

- Purchase of property, plant and equipment: (817) (7,994)

**Net cash used by investing activities**: (817) (7,994)

**Cash flows from financing activities**

- Payment of Loan to Dry July NZ Trust: (760) -

**Net cash used by financing activities**: (760) -

**Net increase (decrease) in cash and cash equivalents held**: (52,534) 216,477

| Cash and cash equivalents at beginning of year | 1,143,814 | 927,337 |
| Cash and cash equivalents at end of financial year | 3 1,091,280 | 1,143,814 |

To receive the full financial statements please email: team@dryjuly.com
Governance

The Dry July Foundation board consists of 7 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.

There has been 1 change to note to the Dry July Foundation board this financial year, being Louise Hendry stepped down as Non-Executive Director. We thank her for her services to the foundation, the expertise and experience she brought to the Foundation and her commitment to the cause.

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, 4 meetings of directors were held. Attendances by each director in the 2012/13 financial year were:

<table>
<thead>
<tr>
<th>Name</th>
<th>Eligible to attend</th>
<th>Number attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>S. Abraham</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>P. Grove</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>L. Hendry</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>J. Jeffery</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>B. Macdonald</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>K. McGilvary</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>D. Brennan</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>G. Dennis</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

Directors

David Brennan MAICD - Chairman and 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 also advises the Australian Taxation Office (ATO) as an advisory board member of the Charity Consultative Committee who 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).

Graeme Dennis - Non-Executive Director

Graeme is a lawyer with over 20 years 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 Foundations 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 also 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.
Scott 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 the specialisation 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 8 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.

Brett Macdonald GAICD - Executive Director
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 means his range of skill sets, 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.

Phil Grove GAICD - Executive Director
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.

Kenny McGilvary - Non-Executive Director
Kenneth has ten years 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.

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

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

Jacqui Jeffery - Non-Executive Director
Jaclyn 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, Jaclyn 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.

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

Jaclyn holds a Bachelor of Arts (Tourism Management) and a Masters in Human Resource Management.
Auditors Report

Independent Audit 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 2013, and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year ended, a summary of significant accounting policies, other explanatory notes and the directors’ declaration.


The directors of the company are responsible for the preparation and fair presentation of this financial report in accordance with the accounting policies outlined in Note 1 to the financial statements, which form part of the financial report, are appropriate to meet the requirements of the Corporations Act 2001 and are appropriate to meet the needs of the members. This includes responsibility for the maintenance of adequate accounting records and internal controls that are designed to prevent and detect fraud and error, and for the accounting policies and 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. No opinion is expressed as to whether the accounting policies used, as described in Note 1, are appropriate to meet the needs of the members. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance 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 Association’s preparation and fair presentation of the financial report 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 entity’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 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 2013 and of its performance for the year ended on that date;

(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 2013;

(b) the financial report has been properly drawn up, and the associated records have been properly kept for the period ended on 30 June 2013, 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 2013 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 director’s financial reporting responsibilities under the Corporations Act 2001. As a result, the financial report may not be suitable for another purpose.

Newcastle, 7 October 2013

Martin Matthews
Partner
Chartered Accountants

ForSysTheS Assurance & Risk
I, Philip 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.

Philip Grove
Director

Dated: 7 October 2013
The directors have determined that the Company is not a reporting entity and that these special purpose financial statements should be prepared in accordance with the accounting policies described in Note 1 of the financial statements.

The directors of the Company declare that:

1. The financial statements and notes, are in accordance with the Corporations Act 2001 and:
   a) comply with Australian Accounting Standards as stated in Note 1; and
   b) give a true and fair view of the financial position as at 30 June 2013 and of the performance for the year ended on that date of is in accordance with the accounting policy described in Note 1 of 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.

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

Philip Grove
Director

Dated: 7 October 2013
Sydney, NSW

Brett Macdonald
Director
Notes

Note 1 to the Financial Statements for the Year Ended 30 June 2013

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 a special purpose financial statements that has 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 1993 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

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.

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.

Financial assets at amortised cost

If there is objective evidence that an impairment loss on financial assets carried at amortised cost has been incurred, the amount of the loss is measured as the difference between the asset’s carrying amount and the present value of the estimated future cash flows discounted at the financial assets original effective interest rate.

Impairment on loans and receivables is reduced through the use of an allowance account, all other impairment losses on financial assets at amortised cost are taken directly to the asset.

(d) Impairment of Non-Financial Assets

At the end of each reporting period the Company determines whether there is an evidence of an impairment indicator for assets.

Where this indicator exists and regardless for goodwill, indefinite life intangible assets and intangible assets not yet available for use, the recoverable amount of the assets is estimated.

Where assets do not operate independently of other assets, the recoverable amount of the relevant cash-generating unit (CGU) is estimated.

The recoverable amount of an asset or CGU is the higher of the fair value less costs of disposal and the value in use. Value in use is the present value of the future cash flows expected to be derived from an asset or cash-generating unit.

Where the recoverable amount is less than the carrying amount, an impairment loss is recognised in profit or loss.

Reversal indicators are considered in subsequent periods for all assets which have suffered an impairment loss, except for goodwill.

(e) 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.

(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) Property, Plant and Equipment

Plant and equipment are measured using the less depreciable 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 following depreciation rates are used in the calculation of depreciation:

Plant and Equipment - 25%

(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 own 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.

(j) Revenue and Other Income

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

Revenue from the sale of merchandise is recognised 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.

(k) Goods and Services Tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payable are stated inclusive of GST.

The net amount of GST recoverable from, or payable to, the ATO is included as part of receivables or payables in the statement of financial position.

Cash flows are included in the statement of cash flows are included 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.

To receive the additional ‘Notes’ to the financial statements please email: team@dryjuly.com
I found the whole experience both challenging and exhilarating. I emailed lots of friends and acquaintances, but made sure that everyone knew that there were lots of people asked (I didn’t ‘bcc’ them) so that they didn’t feel obliged to contribute. When people sponsored me, they gave me such nice words of encouragement that I was certainly not going to let them down. The cause, making life more bearable for people undergoing cancer treatment, also kept me focused. “everyone said I would not make it. (apparently I’m a big drinker...) but i did, and i sure showed them, and felt great about it!!!!” I eliminated my alcohol intake for the month, minimised my coffee intake and increased my exercise. As a result of Dry July, I lost 3 kgs. Felt great at the end of the month both physically and mentally, and was proud to raise awareness and funds! Not only did it have health benefits for me, it showed that friends were willing to support me! Even some of my family drank less because I wasn’t drinking at all. I feel better about my willpower and confidence after participating. I love competing with myself, so found it very fulfilling. I was also amazed at how much money I managed to raise. It feels really good helping others while challenging myself!