

DRY JULY[®]

Clear your head, make a difference[®]

annual report
2010/11

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This annual report details the Dry July 2010 campaign
and covers the financials from 1 July 2010 to end of
financial year 2011 (30 June 2011).

Mission / Vision / Objectives

Mission

Our mission is to directly benefit adult cancer patients with real and tangible change. We will achieve this by providing organisations with funds to create better environments and support networks for patients and their families.

We also aim to make people more aware of their own drinking habits and the value of a balanced, healthy lifestyle.

Vision

Our vision is to become a well respected not-for-profit organisation, locally, nationally and internationally in the cancer and hospital community.

Our vision is to make Dry July the standout fundraising campaign of the calendar year where not consuming alcohol for the month of July is considered the "thing to do".

Objectives

Our objectives are to deliver an engaging charitable campaign which inspires people to enjoy a month off the booze, all the while raising funds to directly benefit the lives of adults living with cancer.

We aim to raise awareness of the number of adults living with cancer in local communities and set out to improve the quality of their lives and journey.

Working closely with our beneficiary partners we endeavour to document and show where the funds raised are being utilised.

To deliver an efficient, low cost ratio fundraising campaign, utilising online technology to minimise administration costs.

A Message from the Executive Directors

We reached some incredible milestones in Dry July 2010 including the delivery of a truly 'dry' challenge to Australia with at least one hospital in every state and territory benefiting from Dry July funding. With close to 100% growth across the board from 2009, Dry July 2010 has been, by far, our biggest campaign to date bringing so many tangible changes to benefit the lives of adults living with cancer.

With 9,532 participants raising a grand total of AUD\$2,472,535 our most represented beneficiary was The Prince of Wales Hospital and Dreams2Live4 Committee, Randwick, Sydney. After receiving a cheque for over AUD\$1million they have been able to bring the cancer treatment unit (Billington Centre) up to a world recognised Gold Standard facility with the introduction of the Endoscopic Ultrasound Service. This service was entirely Dry July funded.

From fulfilling cancer patients 'dreams' and providing new chemotherapy treatment chairs right through to fitting out new rooms at a patient accommodation unit, we hope you take the time to read through our annual report to see the difference something as simple as giving up the booze for a month is able to achieve.

We worked extensively this campaign on raising the level of awareness of Dry July amongst the general public. Whilst driving the health messages the benefits of a month off the booze brings, coupled with the cause we are raising funds for, we were still keen to ensure Dry July was seen as a light hearted campaign that people can relate to.

Attracting Australians from all walks of life ensured there were some incredible stories unfolding throughout the campaign. The competitiveness, generosity and enthusiasm shown by participants, celebrities and supporters really brought the campaign to life. During the cheque handovers with our beneficiary partners we were fortunate enough to meet some of the amazing doctors, nurses, hospital staff and patients. Most prevalent was the feedback we received regarding the morale boost Dry July brings to the cancer wards. To hear about the buzz it creates on the wards during the campaign is something we are very humbled by. For future campaigns, where possible, it is our intention to invite participants and supporters along to these cheque handovers so they can see and hear firsthand the difference their Dry July contribution makes.

Thank you to everybody that worked tirelessly on making Dry July 2010 such a successful year. We greatly appreciate all the support shown to us by our partners, the hospital teams, our Patron Adam Spencer and our fellow ambassadors. Without their dedication Dry July simply wouldn't receive the recognition it does today.

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 the wagon with us 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 group 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 in hope of improving the lives of adults living with cancer in their local community.

Dry July 2010

Our focus this year was to raise awareness of 'Dry July' and the cause we raise funds for... adults living with cancer. We set about doing this by re-branding the campaign, re-building the website, increasing our number of beneficiaries, teaming up with some great brands, persuading some fantastic people to come onboard as ambassadors and driving the key messages of what Dry July is all about.

Started by mates who are fond of a few beers; we're a light hearted campaign that raises money for a serious cause. Increasing our number of beneficiary hospitals to ten for 2010 we delivered a truly 'dry' challenge to Australia.

With a new brand message of 'Put down your glass and raise a hand in support of adult cancer patients' we set about a fresh, distinctive approach to a month off the booze, one that would define us in the charity arena.

Encouraging over 9,500 participants Dry July 2010 was a record breaking year, both in terms of sign ups and donations. With a grand total of AUD\$2,472,535 raised we have documented here in this Annual Report the full-circle donation cycle of the 2010 campaign.

Not only does Dry July raise awareness for adults living with cancer, we also highlight the benefits of taking a month off the booze.

We receive great feedback about the benefits people feel and see in themselves for not drinking. Ranging from a better night's sleep, losing weight, being more productive at the weekends to plain disbelief they can achieve a month off the grog.

However, all the benefits that came with a month off alcohol were far outweighed by the sheer sense of achievement participants felt from raising funds for adult cancer patients in their local community.

The 2011 campaign and beyond...

Our financial year ends during our 2011 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 2011 meant that everything is pointing towards another record breaking year.

At the time of publishing this annual report the Dry July 2011 campaign had come to a close. We are delighted to note that participation numbers stood at over 11,000 people and funds raised exceeded AUD\$2.8 million.

With overall campaign growth of around 15% we look forward to documenting on the website and in our 2011/12 annual report the tangible changes we will bring to adults living with cancer through our beneficiary partners.

To have been able to continue a path of consistent growth over the four Dry July campaigns we are excited about the future for Dry July and the many benefits we can continue to bring to the lives of adult cancer patients.

When focusing on the years ahead we intend to further expand our range of beneficiaries, continue to work with exciting brands, encourage influential people to jump onboard and continue to work closely with our hospital partners.

We will also continue to detail the full circle of how the funds raised are able to benefit the lives of adults living with cancer.

Beneficiary Partners 2010

With the funds raised from the 2009 campaign exceeding all expectations we were keen to add to our beneficiary hospitals for Dry July 2010 to ensure more people could benefit from the initiative.

Securing beneficiaries in both Tasmania and the Northern Territory for 2010 meant that we were able to offer a truly 'dry' challenge to Australia.

With such strong growth in NSW in 2009 and following increased interest from both regional areas and major cities, we were able to take the concept of Dry July to Lismore and Newcastle for the first time. With fantastic community support the results were very impressive for our new beneficiaries.

The ten hospitals that benefitted from the Dry July 2010 campaign are detailed to the right.

For each campaign, Dry July sends out an 'Expression of Interest' early in the calendar year to a limited number of eligible hospitals that treat and support adult cancer patients.

It staggers us each year just how many people are diagnosed with and treated for cancer at each hospital. With this in mind we hope to be able to continue to build upon our range of beneficiaries for future campaigns.

Ensuring the funds raised are set to work straight away the cheque handovers take place at the hospitals in September. We then work closely with each hospital over the next few months documenting the difference the Dry July funds are making.

In the distribution of funds raised section of this annual report (p17) we detail what each hospital has achieved since receiving their Dry July funds to benefit the lives of adults living with cancer.



Australian Capital Territory - Canberra
The Canberra Hospital



New South Wales - Newcastle
The Calvary Mater Hospital



New South Wales - Lismore
Lismore Base Hospital & Our House



New South Wales - Sydney
Prince of Wales Hospital Foundation
& the Dreams2Live4 Committee



Northern Territory - Darwin
The Royal Darwin Hospital



Queensland - Brisbane
The Mater Adult Hospital



South Australia - Adelaide
The Queen Elizabeth Hospital
Research Foundation



Tasmania - Launceston
The Launceston General Hospital



Victoria - Melbourne
The Royal Melbourne Hospital



Western Australia - Perth
Sir Charles Gairdner Hospital

Partnerships

We are incredibly grateful for the significant support shown from the companies below. Without their dedication and enthusiasm Dry July simply wouldn't be the campaign it is today.

It is with their help and expertise that we are able to raise awareness and deliver an exciting campaign that benefits so many people.

We would also like to say a special thank you to the companies who matched 'dollar for dollar' their employee and team fundraising achievements. They were: Servcorp, Deutsche Bank, Westpac, BHP Billiton, UBS, AMP, KPMG, Barclays Global Investors, Investec, Vodafone, MLC, Janssen and the Macquarie Group Foundation.



Major partners



Patron / Ambassadors

The success of Dry July would not be possible without the passion shown for the cause by our Patron and Ambassadors. We would sincerely like to thank everyone listed here for playing an important role in Dry July 2010. Their involvement was significant in helping us gain

participation, raising funds, awareness, enhancing the brand and bringing the campaign to life.

The Dry July Patron and Ambassadors are all onboard on a voluntary basis because they truly believe in Dry July and making a positive difference to the lives of adult cancer patients.



Dry July Patron
Adam Spencer
702 ABC Sydney

Dry July Ambassadors



Richard Glover
702 ABC Sydney



Rebecca Levingston
612 ABC Brisbane



Neil Perry
Rockpool



Zan Rowe
Triple J



Lindsay McDougall
Triple J



Brendan Jones
WSFM



Amanda Keller
WSFM



Ed Halmagyi
Better Homes
& Gardens



Roy Billing
Actor



Chris Joannau
Silverchair



James Lush
720 ABC Perth



Carl Barron
Comedian



Craig Reucassel
The Chaser



Mike Welsh
2CC - Canberra



Ellie Mobbs
2Day FM



Steve
New FM



Sarah Levett
New FM



Jamie Row
Nova FM



Desiree Savage
Wave FM



Katie Jones
96.1FM



Michael Smith
4BC - Brisbane



Dominique Pratt
720 ABC Perth



Daniel Hill
92.9FM Perth



Criag Smart
ABC News Perth



Christian Clark
Home & Away



Barry Nicholls
720 ABC Perth



Rose Kelly
Sydney Weekender



Sabrina Hahn
720 ABC Perth



Rachel Pupazonni
720 ABC Perth



Penny Pederson
99.3FM Sydney



Nerrisa Pace
99.5 Sea FM - Cairns



Maz Compton
Nova FM



Matt Saracini
Nova FM



Kelli Brett
720 ABC Perth



Allan Knight
720 ABC Perth



Michael Archinal
TV Presenter



Luke Mitchel
Home & Away



Maddie Burke
973 Coast FM - Perth

Highest Fundraisers

Dry Julyers went above and beyond fundraising expectations this year. Not being limited to online fundraising, there were work functions, coffee shop fundraisers, BBQs and even artwork displays in the centre of Hyde Park, Sydney. All this in an effort to make a difference to the lives of adults living with cancer. This resulted in Dry July 2010 being our biggest campaign to date!

Taking out the overall highest fundraising trophy for 2010 was Neil Perry. Raising a whopping \$28,000 he blew away the celebrity competition, helped largely by a staggering \$10,000 donation from James Packer.

Adam Spencer's team 'Breakfast Booze Busters' meant business this year. With 838 participants, an incredible \$314,582 was raised collectively. This proved too much for Richard Glover's 'Dry Drivers' team and resulted in the pair of them hurling custard pies in each other's faces as the penalty forfeit played out (pictured below). Combined with Richard Glover's team of 388 participants 702 ABC Sydney encouraged 1,226 people to sign up to the challenge, collectively raising almost half a million dollars for Dry July.

We are truly thankful to those that signed up to the challenge and to those who supported the cause by making a donation. 9,532 people gave their drinking hands a rest for July 2010, encouraging an amazing 51,876 individual donations.



ABC Studios, Sydney. TGIF Live Radio Show - Friday 30th July, 2010

Highest Overall Fundraiser - Dry July 2010



Neil Perry, Rockpool

Highest Fundraising Team - Dry July 2010



Team name: Breakfast Booze Busters
Team leader: Adam Spencer - 702 ABC Sydney

Highest Fundraisers for Dry July 2010

Highest State / Territory Fundraisers

- Graeme Sinclair - ACT
- Ian Darling - NSW
- Ben Abbott - QLD
- Paul Bauert - NT
- Sue Langley - SA
- Kate McBain - TAS
- Kate Drummond - VIC
- Kit Leake - WA

Top Ten Celebrity Fundraisers

1. Neil Perry - Rockpool
2. Adam Spencer - 702 ABC Sydney
3. Richard Glover - 702 ABC Sydney
4. Rebecca Levingston - 612 ABC Brisbane
5. Rachel Pupazzoni - 720 ABC Perth
6. Roy Billing - Actor
7. Amanda Keller - WSFM
8. Brendan Jones - WSFM
9. Carl Barron - Comedian
10. Sabrina Hahn - 720 ABC Perth

Top Ten Teams

1. Breakfast Booze Busters
2. Dickie's Dry Drivers
3. 612 Cleanskins
4. Rockpool
5. Servcorp
6. 720 ABC Perth James Lush
7. Charlies Angels
8. Kemp Strang Lawyers
9. Leighton Holdings
10. Team Robayl



In the Press

Here's cheers to a dry July

By Lyn Uhlmann

THE forecast is for a dry few weeks at Pryde Fashions, Cleveland, as several staff members join the Dry July fundraising campaign and give up alcohol for a month to raise money for the Mater Adult Hos-



Dry July is on its way

GIVING up alcohol for a month could help you lose weight, improve your sex life and help you raise money for cancer.

Dry July is almost upon us, a month where people are challenged to give up their drinking for a month and raise money for the Lismore Base Hospital. Dry July is a light-hearted approach to raising funds for a serious issue, "co-ordinator of Dry July Phil Grove said. "It's no easy challenge to undertake but the reaching benefits are reason enough to try dry."

Sober stars in cash d

Well under way, as signing up the worthy... event sees how they can raise the process. Pery is so far with just un... pledge from... Away's Luke... fundering on... Maz... along at... on says she's... to climb the... ve slaved off the... ar," she tells us... I need to do a... amping!"... y is an annual... where punters... m drinking for... m to raise... r hospitals' sup... ners hope to raise... an \$1 million... tally board at the... vent to press...



DAY IN OF A SOBER RO

CHRIS JOANNOU
SAYS IN A NEW PHOTOBLOG BOOK
GOOD SILVERDALE

07:30 My alarm goes off and I... slow to get the dry started... back straight into work... my breakfast. It's the TV on and... the morning news and see what the weather is... doing for the day. Will take the dogs for a quick... walk up to the park or beach with my girlfriend... and let them run a mile.

Fundraisers have hit the soft stuff

Locals give up the grog to help Our House project

By LEAH WHITE

A STUBBY cooler that encourages you to abstain from alcohol seems like a contradiction in itself. However, many residents on the Far North Coast will be receiving these stubby coolers as part of their participation in this month's "Dry July", a national fundraising campaign which encourages Australians to give up alcohol for the month. All the funds raised by Dry July participants who select Lismore Base Hospital as their beneficiary will be given to the Our

House North Coast project. The Our House project will be using the funds to build and refurbish accommodation facilities to house patients and their families while they are receiving cancer treatment at the Lismore Base Hospital. An array of uniforms gathered at the Lismore Base Hospital yesterday morning to launch the fundraiser, in what could have been mistaken as a rendition of the 1978 Village People's song, YMCA. Richmond Local Area Command Detective Inspector Greg Moore and Licensing Sergeant Wayne Crotty are both repre-

senting the Lismore Police Station's involvement in the fundraising by committing to going dry for July. "We've got the shakes already and we're only one day in to it," Inspector Moore joked. Inspector Moore said there were up to 200 people supporting them through donations. "It's challenging. Everyone else is drinking and you're on the water," he said. "It's a captive audience at the police station, (the hundred support donations). To say log onto www.dryjuly.com, create your id and encourage friends and family by setting up a team.



CHIEFS: Senior Firefighter Shane Hubert (front left), Our House fundraising co-ordinator Babakha Banjia and detective Inspector Greg Moore in front of hospital staff and emergency services personnel who will join in the Dry for July campaign. Photo: GARRY ADAMS

Tapping into fundraising during Dry July

MANY charitable locals are forgoing their customary glass of wine and weekend six-pack of beer as they raise money for cancer patients at Sir Charles Gairdner Hospital (SCGH). They are taking part in the Dry July campaign, where participants are sponsored to abstain from drinking alcohol.

As well as collecting funds for patients in need, the cause aims to make people aware of their drinking habits and the value of a balanced, healthy lifestyle. SCGH executive director and Dry July participant Dr Amanda Ling said more than 20,000 patients were treated in the hospital's medical oncology department every year. "All money raised will go towards improving the waiting and treatment areas for patients and their families," she said. "Giving up alcohol for a month won't only improve your health but you'll also be raising money for a terrific cause."

Perry's dry spell

● CHEF Neil Perry's hands aren't yet shaking and his mood is stable as he settles down into a month of non-drinking for the Dry July cancer charity. His task was made easier after James Packer sponsored him \$10,000 to stay off the booze this month, taking Perry's total to more than \$14,000.



Jeremy Beaglehole has helped raise money for cancer sufferers by saying no to alcohol as part of the nationwide Dry July campaign.

Dry July wins new fans

If a hard-earned thirst deserves a big cold beer, then it's safe to say July was possibly the most frustrating month Banbury resident Jeremy Beaglehole has ever experienced. The challenge has paid off for Dry July participants across Australia, with the initiative so far raising \$2.2 million for cancer research. Not only has Jeremy helped cancer sufferers across Australia, he has also helped his bank balance. "I found that over the month I've saved a lot of money. I work eight and six in a couple of cartoons... I'm definitely planning signing up again next year, it's for a cause and it's a definite challenge."

Team totallers on a r



♣ Maid and Maggie publican Tom Skipper with roller derby players Hell Grazer, Rolla Junky, Beateamup Buttercup, Wolfe Whistler, Marshall Stacks and Bootlegger Lily.

KNOCKING back drinks they would normally knock back, it's good to see that these kids are on a roll for Dry July. The gang from Adelaide Roller Derby Team Totallers, pictured here downing mocktails at The Maid with publican Tom Skipper, are giving up alcohol for the annual fundraiser. Team spokeswoman Sita Bacher, aka Marshall Stacks, jokes that Dry July was a change of pace. "We definitely party like rap stars usually," she said. Meanwhile Tom, who is also taking part in Dry July, says it has been tough going so far but is well worth it, seeing as funds raised in SA will help improve care for cancer patients at The Queen Elizabeth Hospital. For more information visit www.dryjuly.com



Living up the grog for Dry July



Jayne Wilson congratulates sons Luke and Nathan on completing the Dry July challenge. Photo: PETER CLARK

Dry month a challenge

ALISON BUCKLAND It was two years ago behind his three and wife Jayne... Having a drink was a regular activity for the boys and he had a challenge they had just been at his grave... At the end of the year they also had the beer there. "It was hard to sit it but we did it because of the end were doing it for da made it a lot... "It was very of cancer.



and make a difference

When people are being encouraged to give their body a break from alcohol, Dry July is a national initiative to lose weight and to help hospitals across Australia improve the lives of patients at the Prince of Wales Hospital launched the event last Thursday.

Perry on wagon to help cancer charity

FOLLOWING his recent controversial comments about Network Ten's MasterChef contestants, Blockpool chef Neil Perry might be in need of a stiff drink. But the Dry July participant says he's still on the wagon and pulling in the big bucks. Dry July has already surpassed last year's total, raising more than \$1.5 million for adult cancer patients. The chef got a \$10,000 leg up for Dry July from his mate James Packer, raising his pledges to \$21,425. -AAP



Booze drought on verge of break

THE end of Dry July is finally upon us (at midnight tonight for those counting the minutes) and the celebrities have begun tallying up their donations. Chef Neil Perry topped the table by raising more than \$25,000 thanks to his month-long abstinence from alcohol. Radio announcer Adam Spencer was second with just over \$12,000. Underbelly's Roy Billing (who gave the helpful tip that ginger beer looks like real beer when in a stubby holder "so no need to feel like a wuss at BBQs") clocked in at \$3375, while I raised an impressive cancer charities. The road sees Keller - who a Dry July website wait for August donate through

THE LIFE... ROCKSTAR

Bookout 3am roadhouse stop for a burger!



Suggies are getting restless as we get out and I get...
the juke box there to have a run. They put a...
...only on the way and grab a coffee and a...

03:00

05:00

11:30



Dry July...
...back to the hotel...
...the bar by the...

03:00

05:00

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Going 'dry' for a good cause

MANY people in the region are abstaining from alcohol for a month to raise money for the Dry July campaign.

Money raised this month will go towards upgrading the oncology unit at Sir Charles Gairdner Hospital in Perth.

The idea is for people to say no to alcohol for a month and get people to sponsor the journey.

One of the locals accepting the challenge is Coast FM radio announcer Maddie Burke who made an impulse decision to be involved.

"I signed up at 6pm on June 30 without even thinking about it too much," she said.

And immediately she was challenged with the no-alcohol policy at end of financial year drinks and other functions.

It forced her to come up with a contingency plan, even if some of her colleagues were not as supportive - enjoying drinks in front of her.

"Having to go without is such a challenge and it made me realise how much of a social thing alcohol really is," Maddie said.

"I went to catch up with a friend the other day and they said it was not the same when I was not drinking.

"It's amazing how much of a social issue alcohol is. It's a good



Not tempted: Coast FM radio announcer Maddie Burke says no despite being tempted by colleague Brett Smith.

social experiment." At the end of the campaign Maddie said she would probably go out and have a few drinks but also suspected she might get used to not having a social drink.

"I wonder if I will get used to it and that after a month if I will have craving for it as much as I do now."

Maddie is promoting her campaign on air. Donations can be made through the station's website at www.97.3.com.au

Today with Claire Low

Dry run: give booze the flick for July

Dry July is up almost a break from last year while raising money to help with cancer. Legislation hopes for the challenge for a month and raising money through sponsorship from family, friends and colleagues. Three in 2007 when they founded the event wanted to get healthy. Since the first Dry July in 2008, the number of hospitals benefiting has grown to 10 in Western Australia. The campaign raised more than \$12 million last year. Dry July co-founder Phil Grose said, "It's no easy challenge to undertake, but the far-reaching benefits are reason enough to stay the course." Triple presenter Lindsay McDougall, the doctor's friend and those taking up the challenge. The acting as Dry July spokesperson, said, "It's

year. And let's be honest, more of us so now is the time to get back on course and raise money for a better future." Signing up for Dry July is simple and free. Head to www.dryjuly.com, create a profile page and encourage your friends to participate by setting up a team.

Drinkers go dry to help hospitals

The annual Dry July fundraising campaign has officially come to a close for 2010 and organisers are overwhelmed by the generosity of the public.

Close to 10,000 Australians put down their beer and wine glasses for the month of July and raised a staggering \$2,066,085 - doubling the amount raised last year.

Dry July aims to improve the lives of adults living with cancer by providing beneficiary hospitals with funds to create better environments and support networks for patients.

Lose booze for a dry July

By Helen Gregory

HILLS Shire councillor Barbara Burton has given up alcohol during July.

She decided to participate in the Dry July challenge after attending the recent Australian Local Government Women's Association breakfast.

The theme of the event was Go Red, to remind women of the risk of heart disease.

... was told



Turning wine into water: "I drink water out of wine or champagne glasses because it tastes better," Barbara Burton joked. "You can socialise without alcohol and be just as happy." Picture: Natalie Roberts

gish and I don't get that anymore. I feel really relaxed."

Cr Burton said she was also spending more time walking the dog and socialising minus the booze.

Cr Burton said her family and friends had refrained from tempting or teasing her and had been supportive.

Her daughter-in-law, Tracey Burton, the CEO of St George Private Hospital, has joined her in abstaining from alcohol.

Cr Burton hopes her efforts,

which she wants to repeat next year, will raise money for adult cancer patients at the Prince of Wales Hospital Foundation, Sydney.

Cr Burton is a doctor by she practised for only a year before helping out her husband in the building industry.

She trained at the hospital and as a student was based there for her residency as a young doctor.

Donations to: dryjuly.com/profiles/barbaraburton.

Call to support Dry July

... won't have an alcoholic drink during the month.

... seen first-hand the effects of alcohol.

"I decided to participate for my own health and fitness, but from a police perspective, we have to deal with alcohol-affected people every weekend and it gets extremely tiresome," she said.

"I don't think a month off the grog would hurt anyone."

Ms Semple said both of her grandparents had cancer

... and that was for her...

... someone by cancer for the cause," she said.

Ms Semple's biggest challenge attending the 40th birthday falls smack middle of July.

... and that was for her...

... someone by cancer for the cause," she said.

Ms Semple's biggest challenge attending the 40th birthday falls smack middle of July.

... and that was for her...

GOING DRY THIS JULY

Better Homes and Gardens chief Ed Hahnangi loves a tipple, but he's willing to go alcohol-free in July for a good cause - and the health benefits.

Dry July is a national fundraiser, which last year raised about \$1.3 million for adults living with cancer.

Last year was my first time and that was a big ask at first, Ed admits. "I dropped some kilos - it was nice to fit into an old pair of jeans again. After a couple of weeks I was sleeping beautifully and, for someone who's a chronic insomniac, that was awesome."

Here are Ed's tips for going grog-free:
 * Don't worry about it too much. "We put a lot of pressure on ourselves to do everything, like have alcohol with every meal."
 * Still socialise. "We have our

I SURVIVED DRY JULY

Carla Gressett JUMPS ON BOARD THE BOOZE-FREE BUS FOR A MONTH AND REMEMBERS IT WITH CLARITY



WEEK ONE
"I hit a wall on day three"
Like most Australians, I enjoy a tipple. So when my doctor challenged me to write about going dry for a month, I was happy to oblige. How difficult could it be? Considering that a week is only seven days - with 28 hours less to go - it was a lot more challenging than I anticipated. One night out with my husband in the first week, it seems as if every adult within sleeping distance is enjoying beer, bubbly or wine. It's as if they've been placed in my periphery just to taunt me. It's almost enough to get my teeth rattling over the edge.

My penchant for a glass of alcohol soon proved as I enjoy a much needed night out with my husband, that I couldn't do for a moment. I wanted to pour his glass of 'red neck' over his head.

It is clearly after this that I also have a sobering thought: the longer I find not consuming alcohol for the next month, the more of an inspiration there is that I do it.

WEEK TWO
"My challenge is finding a healthy alternative to a crisp swagons beer." I don't really do happy chappy, happy winey wine so my husband calls them. But I finally write on an evening pot of rooties to kick by day five of week two. I find myself looking forward to the ritual of sipping rooties and I'm in bed by 10pm most nights.

The most positive sign off of this is that I'm up at 6am to meditate, which has been the recuperating result with an old friend.

WEEK THREE
"I have two functions to attend and the wine will be flowing like water." I feel chuffed that I have climbed to the giddy heights of week three on my abstinence ladder. But I have two functions to attend this week, and the wine will be flowing like water. I'm a little worried, as a few of my lovely friends have threatened to sabotage my efforts. But abstinence is actually proven to be better than moderation when they've had a few drinks my friends seem to maverick rather or not can that I'm thinking medieval times.

That night I have a networking dinner of a party with lots of roses, when I am constantly asked by uninvited guests whether I will agree to their offer of a lethal looking cocktail. I walk in a cold sweat, but then feel relieved that my month-long quest is still a reality.

I search the internet for wine alternatives to remain on dry land and find Hello-Sunday Morning, a website created in 2008 by Deborah David-Charles Baine, who works up with a bang and real that Australian wine is the best in the world.

Can you stay dry this July?

COULD you - give up alcohol for a month?
 Nurses Katrina Anderson and Josh (last picture) are going dry for July to help fund research for cancer patients at the Dry July is a national campaign asking Australians to give up alcohol for a month.

The event was founded when three young, heavy-drinking guys decided to do it for health and hopefully raise a few bucks for charity.



In 2008, Dry July's inaugural year, more than 1000 participants raised \$257,203. The funds raised from sponsorship of the lives of adults living with cancer in Western Australia.

Funds raised will support Mater Adult Cancer Centre at the Queen Elizabeth II Health Sciences Centre in Brisbane.

... and that was for her...

SPOTLIGHT LINA SAYS MCDUGALL

"I've been vegan for 12 years"

Are you healthy? I've been vegan for 12 years, so I've had no animal products blocking my passages in ages.

Unfortunately my leisure time involves too much wine and sweet pastries. That's why Dry July should be interesting. I hope the pastries get me through.

How often do you exercise and what do you do? I get a good 15 minutes of mostly flat bike riding each morning and evening and team work. After six breathless surfing lessons last year I did actually get a gym membership, but six months later, I've yet to darken the doorway.

What daily rituals make you happy? I get great pleasure out of a daily routine every day in the afternoon from 3pm, when I sit in front of a microphone and talk to various musicians, comedians and actors, all the while sullying their good names with my inane banter and inappropriate puns.

What are you passionate about? I get a little shouty about animal rights, and I avoid sweatshop-manufactured products. However, I am also passionate about not ramming my views down people's throats. The best way to influence people is to live an awesome, cruelty-free life and make everyone jealous.

Describe your perfect Sunday. Getting up in time to eat a long, large breakfast with my lady friend at the local veggie cafe, then looking at balls, or and slightly dodgy markets, and see

with beers, bands and bed by 10pm. For feeling and looking great I sit by... Leaning against a wall in a bar, stomachs and half-full cider, watching you cannot tell me that doesn't look like one of your favourite places in the world? My lounge room - I have a girlfriend is most certainly one. After each other for years, we just clicked last year and haven't really been in Also Jason, who sings in Frenzi F and Marieke, who was one of my breakfast radio crime for two years.

When you were a kid, what did you want to be when you grew up? Day in band was pretty much all I saw in my future.

The house is burning down. What three things do you save besides loved ones? My favourite guitar that week, my hard drive full of bad song ideas, and the cash register from the second-hand clothes shop downstairs, because I don't think they've got insurance.

Describe the best meal you've ever had. Staring in the middle of Austria, we walk around and in the distance see a street "mappung" - a sign over a street, it's an annual flower protest. Questions asked, directions given. Five minutes later we're eating

... and that was for her...

... and that was for her...

SMALL TALK

SILVERCHAIR bass player Chris Joannou is among a horde of drinkers to go dry for July in the name of raising money for adult cancer patients. Chefs "Fast Ed" Halmagyi and Neil Perry, comedians Adam Spencer and Craig Reucassel, and actors Roy Billing and Christian Clark are also on the wagon. 2008 was Dry July's inaugural year, in which 1000 non-drinkers raised \$257,263. Last year Dry July went national, attracting 4000 participants who raised \$1.27 million dollars for six hospitals. Newcastle's Calvary Mater Hospital is among this year's beneficiaries, and locally, New-FM breakfast crew Sarah Levett and Steve St John will take part. Visit dryjuly.com to join up or pledge support.

... and that was for her...

Media Coverage Overview - Dry July 2010

250+ Media Placements
Circulation Reach: 20+million

Campaign Features 2010

With aims to keep the campaign light hearted, entertaining and to inspire additional donations, there are three key features to the Dry July campaign. Due to popular demand the Golden Ticket has proved it's weight in Gold as a key component of the campaign. The Golden Ticket generates a lot of discussion for Dry July but it's real value is clear through the donation amount it raises... \$260,610 with 6,800 tickets donated.

Golden Ticket

Many people have busy social lives and taking on the challenge of being alcohol free for the whole of July can be potentially very difficult. With this in mind, there is the 'Golden Ticket' that allows the Dry July participants (Dry Julyers) to drink on a nominated

day throughout Dry July. Golden Tickets can be purchased for a minimum \$25 donation to the Dry Julyer's profile page. Once donated, the participant receives the Golden Ticket via email, stating the date they are allowed to have a night off.

Head to Head challenges really do enable Dry July to come to life. We

implemented the ability to add a penalty forfeit this year. This is a great springboard for participants and celebrities to work with to help raise those all important additional fundraising dollars.

The campaign features allow us to differentiate Dry July in the charity arena, creating conversation, building brand recognition and loyalty from participants and donors alike.

Number of Golden Tickets purchased: 6,800
Golden Tickets donation value: \$260,610

Designated Dryver™

Dry Julyers become very popular in the month of July, especially when going out with friends, as they are allocated the driving. So it's time to get friends to show their appreciation of the commitment of Dry Julyers and their willingness to be their chauffeur.

The Designated Dryver™ feature is on a participant's profile page where they can set the date they will be driving. Friends can then head to the Designated Dryver™ page, select a seat and make a donation in support of Dry July.

Number of Designated Dryver™ events created: 118

Head to Head

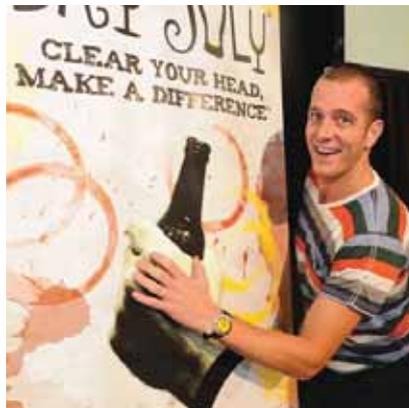
There's nothing like a bit of healthy competition to help raise funds for a great cause! Head to Head challenges allow Dry Julyers to compete against friends/family and peers to see who can raise the most money.

Dry Julyers can set up their Head to Head challenges and penalty forfeits with friends or teams on their profile pages for all to see and witness.

Number of 'Head to Heads' setup: 130



Media Launch
Tuesday 22nd June 2010
MCA, Sydney, NSW



Merchandise

Enhancing the campaign and brand, 2010 saw the introduction of the Dry July shop. Teaming up with our friends at Industrie Clothing we designed a range of t-shirts which were available to purchase online.

Helping us raise awareness and acting as a great promotional tool we also designed and printed some drinks coasters and stubby coolers. These too were available to purchase via the Dry July online shop. Funds raised through

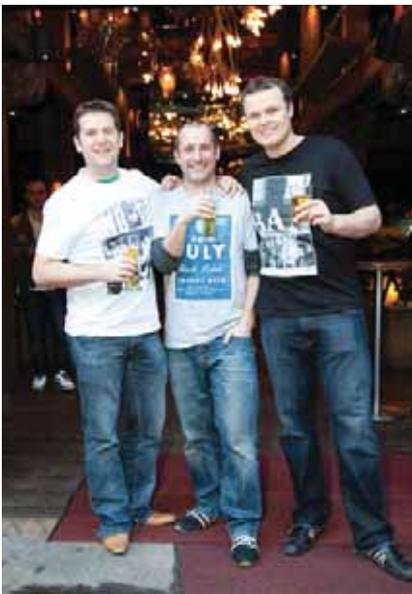
merchandise sales is evenly divided across our ten beneficiaries.

industrie



Merchandise Sales
Total Revenue: \$3960.20

After Party
Sunday 1st August 2010
The Argyle, The Rocks, Sydney, NSW



Positive Outcomes 2010

Following the success of the 2009 campaign we knew the concept of Dry July had further potential to grow. With this in mind we set out to increase our range of beneficiaries so more hospitals and cancer patients could benefit from the funds raised.

10 hospitals for 2010 enabled us to deliver a truly 'dry' challenge to Australia.

The outcome was once again incredible, averaging close to 100% growth across the board from the 2009 campaign.

This has been, by far, the most successful Dry July campaign to date. 9,532 Dry Julyers encouraged 51,876 donations, resulting in a total of \$2,472,535 being raised to benefit the lives of adult cancer patients across Australia.

We are incredibly humbled by the generosity shown by everyone that supported and donated to Dry July.

The details below provide a comprehensive breakdown of the three month long fundraising campaign which ran from 1 June 2010 to 31 August 2010.

The funds raised were distributed to the hospital beneficiaries within five weeks of closing the campaign on 31 August 2010. Additional corporate matching and offline donations were received after campaign close-off. As such, Dry July made two additional transfers of funds to the beneficiaries over the course of the financial year. One in December 2010 and one in March 2011.

Website Statistics*

354,916 website visitors
170,081 unique visitors
1,588,953 page views
Average time spent on website: 4mins, 10secs

Age

18-25 - 1,462
25-35 - 3,240
35-45 - 2,277
45-55 - 1,618
55+ - 930

Dry July Participants : 9,532

Male: 4,368 (46%)
Female: 5,159 (54%)

Total number of teams: 1,018

Participants per State

ACT - 344
NSW - 5,321
NT - 39
QLD - 939
SA - 372
TAS - 89
VIC - 1,043
WA - 1,334
Int. - 51

Donations

Total raised \$2,472,535

Total number of donations made 51,876
Av. donation amount \$48*
Av. raised per participant: \$259*
Av. donation amount per day: \$26,875*
Av. number of donations per day: 564*

NSW Breakdown

Calvary Mater Newcastle
Participants: 575

Lismore Base Hospital
Participants: 381

Prince of Wales Hospital
Participants: 4,365

*Based on the 3 month long campaign running from 1st Jun 10 to 31st Aug 10.

Distribution of Funds Raised

The Dry July Foundation operates to a fundraising ratio of 80/20. This means 80 cents in every dollar raised goes directly to the beneficiary hospitals.

Participants choose their beneficiary when signing up to the challenge on the website, this choice is taken into consideration by us when determining how funds are distributed to our beneficiary hospitals.

In keeping with the local, grass roots origins of Dry July we want to ensure money raised in a particular State / Territory stays there and benefits the local cancer patients.

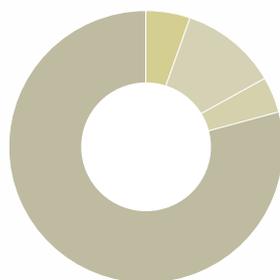
It is our intention to be an efficient, accountable, low cost, transparent and effective charitable organisation.

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 running costs such web hosting, online transaction fees, marketing, promotion, merchandise, travel, employee costs and insurance.

The figures below indicate how and where the funds raised from Dry July 2010 have been directed.

Distribution of funds raised



Distribution of Funds	%	AUD\$
Funds donated to beneficiaries	80%	1,976,531*
Administration	11%	274,314*
Promotion and awareness costs	4%	104,674*
Funds retained	5%	117,016*
Total	100%	2,472,535*

*The figures above detail the distribution of funds raised from the Dry July 2010 campaign. The figures do not include funds received from 1 June 2011 to 30 June 2011. These are applied to the Dry July 2011 campaign and will be detailed in the Dry July 2011/12 annual report.

Funds raised and distributed across our ten beneficiary hospital partners for Dry July 2010

Beneficiary Hospital	Total Raised Per Beneficiary* AUD\$	Admin 20%	Total Donated Per Beneficiary AUD\$
The Canberra Hospital, ACT	98,473		78,629
Calvary Mater Newcastle, NSW	128,908		102,977
Lismore Base Hospital, NSW	84,564		67,502
The Prince of Wales Hospital Foundation & Dreams2Live4, Sydney, NSW	1,287,872		1,030,148
Royal Darwin Hospital, NT	16,363		12,941
Mater Adult Hospital, Brisbane, QLD	210,317		168,104
The Queen Elizabeth Hospital Research Foundation, Adelaide, SA	85,492		68,244
Launceston General Hospital, TAS	23,627		18,752
Royal Melbourne Hospital, VIC	189,500		151,450
Sir Charles Gairdner Hospital, Perth, WA	347,419		277,785
Total	2,472,535	20%	1,976,531

*The 'Total Raised Per Beneficiary' also includes amounts raised through merchandise sales, generic donations to the Dry July Foundation and donations made to International participants, which are evenly split across the ten beneficiaries and added as additional funds that Dry July donates to the hospital beneficiaries.

Our Three-Year Performance

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

As seen below there were once again considerable increases across all the key aspects of the campaign.

Most notably team participation has

increased significantly. This is an area we have set out to refine and one that we hope will continue to grow over the years with increased corporate involvement.

The statistics below reflect strong growth, which in-turn enable us to further expand our number of beneficiaries when looking towards delivering a bigger and better Dry July 2011 campaign.

The positive figures below allow us to approach the corporate sector and potential partners, displaying the opportunity that exists to be involved with the Dry July Foundation.

They are encouraging statistics, proving there is a demand for such an initiative, and one that still has further potential to be explored.

Participants



Donations



Website



Beneficiaries



Funds at Work with Our Hospital Beneficiaries...



ACT - Canberra Hospital



The Canberra Hospital

Canberra Hospital (TCH) is an acute care teaching hospital of approximately 500 beds, and a tertiary referral centre that provides a broad range of specialist services to the people of the ACT and South East NSW.

The hospital is the largest public hospital in the region, supporting a population of almost 520,000, with strong links to community-based services that provide continuity of care for patients.

Canberra Hospital provides patients with high-quality medical and surgical care within an understanding and caring environment. Each department is staffed by dedicated and highly skilled specialists who provide high quality nursing care.

The Canberra Hospital cancer patient care facilities consist of the following:

14B is the Oncology inpatient ward at The Canberra Hospital. This is a 30 bed inpatient service for medical Oncology treatments, Haematology and radiation oncology treatments.

14B has a 10 patient outreach service as well as a day ward service.

14A is the day ward and sees approximately 50 patients per day.

Dry July funds at work

With the support of 344 people across the nation's capital, The Canberra Hospital received \$78,629 for the ACT's fundraising achievements.

Throughout the year the oncology ward has benefitted by purchasing and implementing:

- a new 40 inch Toshiba TV
- 20 Monarco chairs
- New carpet for family room
- ECG Machine and accessories
- Refurbishment of palliative care rooms
- 2 x iPads
- Entertainment packages

Items for ward 14B

- Installation of new chairs
- 2 x new TVs

Testimonial

"2010 has been a fantastic year for 'Dry July', with 344 Canberrans signing up to cut out alcohol for the month.

Dry July participants have done an incredible job encouraging others to lend a hand through sponsorship.

We are absolutely delighted at the amount raised through Dry July 2010 in Canberra alone. The fundraiser is growing every year and the money raised is assisting the care and comfort of our cancer patients.

On behalf of the Capital Region Cancer Service I thank Canberra and our supporters for their fantastic effort throughout the campaign and the Dry July Team for their extraordinary efforts running the campaign."

**Grant Carey-Ide, Executive Director
Capital Region Cancer Services, ACT
Health.**

NSW - Calvary Mater Newcastle



Calvary Mater Newcastle

Calvary Mater Newcastle is situated in Waratah, Newcastle, in the heart of the Hunter region. The hospital is an affiliated hospital under the health services act and one of only two affiliated hospitals left in NSW. It provides services to people of the Hunter New England region and Country NSW.

Calvary Mater Newcastle is a 187 bed facility and is the Hunter region's major centre for oncology (cancer) services, haematology, clinical toxicology and research. These services are supported by the intensive care unit, oncology treatment, surgery, general medicine and palliative care. While the hospital provides emergency, general medical and surgical care, we also specialise in the diagnosis and treatment of blood diseases, breast cancer and melanoma.

The hospital is also home to the Newcastle Melanoma Unit and Hunter BreastScreen, and has a stroke unit which provides a seamless care approach to stroke treatment and assessment for people of the Hunter.

We have been serving the community for almost ninety years, providing our patients, their families and visitors with a genuine commitment to provide the best health care services possible.

The hospital also has a wide range of district hospital activities including a busy emergency department supported by clinical and non-clinical services.

Calvary Mater Newcastle is a fully accredited hospital by the Australian Council on Health Care Standards.

The cancer patient care facilities consist of the following:

Radiation Oncology, Medical Oncology, Surgical Oncology, Haematology and Palliative Care.

150,000 occasions of service to non admitted patients per annum.

4,200 Oncology related 'admissions' per annum.

Dry July funds at work

With 575 people giving up alcohol in support of Calvary Mater Newcastle we were delighted to be able to donate \$102,977 in their first Dry July year.

Since receiving the funds Calvary Mater Newcastle have been able to implement the following tangible changes across their cancer wards:

- 94 x new mattresses
- 2 x 2 seater lounges
- 2 x lounge chairs

- 2 x Olympus cam head
- 4 x 5mm Maryland forceps
- 4 x 5mm Rat tooth forceps
- 5mm Eistige forceps
- 4 x Fenestrated forceps
- 5mm Bullnose forceps
- 21 x 5mm Insulated tube & locking nut
- 14 x Composite handle
- 10 x Composite ratchet handle

Testimonials

"What a great effort in our first year. Newcastle people really dug deep and the effort of being Dry during July has really paid off for those who are affected by the impact of a cancer diagnosis.

The money raised in our community will benefit local people with cancer. We thank all involved whether dry or not - we appreciate the abstainers as well as the donors - this truly unique fundraiser has its benefits all round.

Thank you to the Dry July team and our community of supporters - Well done and our sincere thanks!"

Ingrid Grenell, Calvary Mater Newcastle.

NSW Lismore Base Hospital / Our House



Lismore Base Hospital

Lismore Base Hospital (LBH) is in the City of Lismore and is a major acute care provider and referral facility for the North Coast Area Health Service. The hospital provides:

- emergency care
- critical care
- general medical & surgical services
- obstetrics
- paediatrics
- mental health and
- clinical support services.

Lismore Base Hospital is committed to providing the best possible health care to the community. The Hospital is Accredited by the Australian Council on Healthcare Standards and continually seeks opportunities to improve services and patient outcomes.

A new Integrated Cancer Care Centre (ICCC) opened at Lismore Base Hospital (LBH) May 2010.

The need for patient and carer accommodation as a key component of an ICCC is universally acknowledged. Cancer patients receive

chemotherapy, radiotherapy and other cancer treatments, as outpatient services, often over several weeks. For many people, who have to travel to regional centres for treatment, there is a need to utilise local accommodation which can be financially and socially stressful.

NCAHS report that chemotherapy treatments across the Area increased from 15,550 in 2004 to 17,440 treatments in 2007 (+12%). Over this period, treatments at LBH increased from 3,290 to 5,270 (+60%).

Presently there are 2,447 patients receiving chemotherapy, 348 blood transfusions and 410+ patient radiotherapy in the new Cancer unit with numbers growing daily.

Dry July funds at work

Dry July attracted 381 people to give their livers a rest in to help raise funds for Lismore Base Hospital, Our House project. This resulted in Dry July donating \$67,502 to the Our House project. The new patient accommodation is currently under

construction. The Dry July funds are allocated to fitting out one of the rooms in the new 20 room cancer care facility. This is scheduled for completion in 2012.

Testimonial

"Lismore Base Hospital and the team of Our House send a huge 'SHOUT OUT' to all involved and are forever grateful for your support!"

Being involved in a national campaign has raised much needed funds and awareness for Our House and the need in regional Australia. Our House will accommodate people who are receiving cancer treatment in the new Cancer Unit at Lismore Base Hospital.

This facility is vital in the treatment of Cancer Patients throughout the Northern Rivers and we look forward to opening a 'Dry July' room in Our House in honour of all Australia coming on board."

Rebekka Battista - Director of Our House, Lismore Base Hospital.

NSW The Prince of Wales Hospital Foundation and Dreams2Live4 Committee



Prince of Wales Hospital Foundation

The Prince of Wales hospital treats approximately 1,000 new cancer patients per year and 3,000 ongoing patients. This second number over the years of their survivorship come to the hospital fewer and fewer times but the 1000 new then revert to ongoing patients. So we are always treating 4000 patients per year.

The radiation oncology department has two linear accelerator departments and treats approximately 70 patients per day 5 days per week.

The medical oncology department treats 30 patients per day with chemotherapy treatments 5 days a week and has an outpatients department throughout the week.

The hereditary cancer unit investigates approximately 1,000 patients and relatives per year.

The inpatient wards include hematology and the oncology ward plus the surgical floors for abdominal, head and neck, orthopedics and neurosciences.

The cancer specialties include the following and patients as young as 17 come through the cancer centre:

Head and neck, skin, breast, colon, liver, stomach, brain, ovarian, testicular, prostate, lymphoma, cancers of the blood, sarcomas, plus very rare cancers.

The Prince of Wales Hospital has just celebrated 150 years of caring for the community. The Prince of Wales Hospital is a major teaching hospital affiliated with the University of NSW and now the Lowy Institute for cancer research. It provides leading healthcare to our local community and a tertiary referral for specialist services in NSW and interstate.

The Foundation was established to promote and support this well respected hospital so it can continue to deliver excellence in care to the mums, dads, aunts, uncles, grandmas and grandpas who in turn, care for our next generation.

Dry July funds at work

With 4,365 people giving up alcohol in support of The Prince of Wales Hospital Foundation and Dreams2Live4 Committee, Sydney, we were delighted to be able to donate an incredible \$1,030,148 to benefit the lives of adult cancer patients.

The following details the tangible changes made with the funds...

Endoscopic Ultrasound Service

- Endoscopic Ultrasound
- Initial consumables
- Sterilisation unit
- Respiratory requisites
- Upgrade of procedure rooms for EUS
- IT infrastructure
- Artwork / acknowledgement
- Vital signs monitor
- Air conditioning

Dreams2Live4

- 80+ Dreams completed (see p23)

Parkes 4E Medical Oncology Ward

- Patient high back chairs
- Artwork for Patient Kitchen Area
- Stackable Chairs

Dickenson 2N Oncology Surgical Ward

- Lounges, fridge, TV
- Kitchen Cupboard, flooring, painting
- Patient sitting room painting/flooring
- Coffee table, coffee and tea trolley
- Artwork for patient sitting room

Medical Oncology

- Monitoring system

Nuclear Medicine

- Nuclear meds
- Patient stretchers

Billington Centre, Prince of Wales Hospital



Billington Centre, Prince of Wales Hospital, Randwick, Sydney.

On the 3rd of May 2011, the Prince of Wales Hospital in Randwick, Sydney, was pleased to officially open its new Endoscopic Ultrasound Service in the Billington Centre. This service was fully funded by the Dry July Foundation and has helped make the Prince of Wales Hospital a truly world class facility.

Endoscopic Ultrasound provides doctors with high quality images that allow them to make quick and accurate diagnoses and discoveries. A long, flexible tube with a camera tip is entered via the mouth to visualise the suspicious area, while ultrasound uses high frequency sound waves to produce high resolution images. This method is far less invasive than other surgical means, and allows for crucial early detection of cancerous areas.

Leanne Zalapa, CEO of The Prince of Wales Hospital Foundation, says "because the money (raised by Dry July 2010) has gone to a special, Endoscopic Ultrasound Service, I've never seen so many gastroenterologists and respiratory physicians with such huge grins on their faces."

Testimonial

"Over 1 million dollars! What an amazing result. This money means so much to those people who are struggling with the day to day reality of dealing with cancer.

The money raised this year will purchase an endoscopic ultrasound – enabling increased identification of cancer tumours and greater precision in treating cancer – improving both outcomes and quality of life for patients.

Thank you Dry July's – you have made a big difference!"

**Andrew Bernard, General Manager,
Prince of Wales Hospital**



Dreams2Live4 - Dreams...



Dreams2Live4

Dreams2Live4 was formed in 2007 as an executive fundraising committee of the Prince of Wales Hospital Foundation. It has been developed to help patients at The Prince of Wales Hospital living with metastatic cancer realise their dreams. Whether it is to meet someone special, go somewhere special or do something special, we make his or her Dream come true.

By assisting these patients achieve their dreams, we are giving them a focus and on living a positive healthy life.

Interest and exposure across Australia was generated for Dreams2Live4 by Andrew Denton's documentary on Enough Rope entitled "Can I Write the Ending" and featured the life of **Annie Robinson** (founder of D2L4) and the fulfillment of her dream to "be the

backing singer for a band in front of thousands of people".

Sadly Annie passed away in April 2009. Annie's wish was to make a difference to people living with metastatic cancer. She always said that "once the patient starts thinking about their dreams, they stop thinking about their illness."

Dreams2Live4 are committed to continuing to fulfil Annie's vision.

Dreams become reality.... (below are just a some of the 'Dreams' the Dreams2Live4 team have made possible this year)



Pauline is looking very glamorous, thanks to Dreams2Live4.

58 year-old Pauline is undergoing chemotherapy for metastatic breast cancer and we fulfilled her dream to have a nice wig to wear during treatment.



Philippa and her husband from Laggan near Crookwell in southern New South Wales have recently returned from a fabulous 10 days in Broome, a welcome diversion for Philippa who's having ray treatment for metastatic renal cancer.

Highlights of their trip included being picked up by Harley Davidson limo for an evening of fine dining, and a Willie Creek tour.



A family photo session was a dream come true for 44 year-old Veronica of Roseland's.

The family now has a wonderful collection of images including Veronica with her seven children and seven grandchildren, her husband and other members of their extended family. The care of Veronica's family has been her life's work. The family came to the hospital for the photos as Veronica was unable to leave Prince of Wales. She was suffering from metastatic colorectal cancer.

The pictures were taken by staff photographer Pam Dawes and will be a precious momento for the family, as Veronica sadly passed away a week after they were taken.

"My dream is to take my son and wife on a journey and show them the places that have meant so much to me."

At just 40 years old Paul was given the tragic diagnosis of metastatic brain cancer. His thoughts immediately turned to his wife and 9 year old son. His dream was to take them on a journey and show them the places that had meant so much to him through his life and tell them about his experiences.

Their first stop is central NSW where he wants to share the "universe of stars" with his family and spend a day hiking in the Warrumbungles National Park. Then it is on to his old surfing haunts on the far north coast, completing the dream with a stay in Noosa and family photos on the beach. The memories made and the stories shared by Paul on this trip will be treasured by his wife and son forever.

Dreams2Live4 - Dreams...



David's dream was to snorkel the Great Barrier Reef with his wife.

"We were so relaxed due to your great generosity. It was wonderful to be away from treatment, it was truly a dream to live for"



Roberts dream was to have one final Sunday family lunch. Dreams2Live4 were able to provide this and his direct and extended family were treated to a seafood Banquet at Danny's at La Perouse.

In addition Dreams2Live4 organised to have family photographs taken as a memento of the occasion and Robert travelled in style to the restaurant in a limousine.



Dreams2Live4 was referred to Christine on the day of her year 12 formal. Louise met her on the ward where she found her in bed looking very ill have a reaction to the medication she was having.

Her dream was to be driven to her formal in a Limousine with her best friends.

To Dreams2live4,

It is with much appreciation and gratitude that I am writing to you. Having been diagnosed with a terminal disease the last year has been very difficult. I only thought children were given opportunities through 'Make a Wish' when they were terminally ill. Therefore, when you initially contacted me on behalf of "Dreams2Live4" it was an overwhelming yet wonderful surprise.

With your follow up calls, encouragement and persistence I was able to choose something I really wanted... a new washing machine. It may have sounded like a strange request, but I am deteriorating and quite weak and frail so a holiday was not an option. But the washing machine was. Our old Whirlpool was on its way out, we loved it because of its large capacity and the dials, not all the new technological features on other machines. (It was 15-16 years old). Within minutes of my request, you had my husband measure the space, ordered the perfect Whirlpool machine. It was delivered within 2 days of your call and the old one removed. What a gift it is. I feel so lucky and so happy; it is as if a 'fairy godmother' came to my rescue. Most of all, whilst I am weakening due to my cancer, the washing machine is strong and sturdy. It's something positive I can leave behind for my family."

"She was so unwell when I met her and in so much pain that she was unable to get off her lounge. It was the middle of winter and she had 2 teenage boys who played rugby and came home continually muddy and her washing machine broke down. All she wanted was a new Whirlpool."

Louise Mahoney

Every year Dave had promised himself that next year he would get a dog. But life had always been too busy. It was never the right time. Still he kept on dreaming of living by the ocean and taking long walks on the beach with his dog.

Sadly Dave's diagnosis of metastatic Medullary Thyroid cancer gave him only weeks to live. Dreams2live4 fulfilled Dave's longed for dream, arranging for him to spend time with a puppy by his side, as he looked out over the ocean in his last remaining weeks. The enjoyment he received from that experience is something his family will never forget.

"A person who has never owned a dog has missed a wonderful part of life."

Dreamer

Dreams2Live4 - Dreams...



John's dream was to fly over Uluru on Australia Day with his best mate. John could not believe how lucky he was to experience a trip of a life time.



Karl's dream was to look out over Sydney Harbour. Karl and his wife stayed at the Four Seasons for a weekend. Karl got such joy from watching the activities on the harbour, and the gods were smiling with the beautiful weather for the whole weekend.



Some dreams are so little but bring great joy. Louise met Sheila while she was an impatient at Prince of Wales hospital she had no other home but the hospital.

She was moving from there to a Nursing home. All she wanted was to have her hair done before she was transferred. She was very happy to be pampered for a few hours.

Anton had always loved everything Russian - after all his entire family were Russian. Despite being an Aussie born and bred, Anton had always dreamed of going to Russia and experiencing for himself the tales of a Russian winter told to him by his parents. After several years of fighting bowel cancer, which had spread to his liver, Anton knew if he was ever going to fulfill his lifelong dream then he had to do it now.

"For the first time in several years my mind isn't filled with the fear of my illness. Instead I can fill it with the details of my dream. My conversations aren't centred on the 'C' word but instead on the amazing experience I am planning. Thank you Dreams2Live4 for helping to realise my dream and getting me back to the joy of living."

"Why is a Russian winter so special? For some its images of tall fur hats, snow-covered gold church domes, and steaming bowls of borscht. .. For me it's the people "

Dreamer

When we met Lisa she was very ill with only weeks left to live. She could think of nothing except the two beautiful little girls she was leaving behind. *"How will they know me? How can I tell them everything a mother should tell her daughters?"*

With the aid of a professional camera crew, Dreams2live4 helped Lisa create a film of love and wisdom for her girls. Because Lisa was so weak, filming was done in short bursts over a week. Dreams2live4 worked with Lisa to create a series of questions which helped her assemble her thoughts.

"Thank you for helping my beloved wife create this film. I know it meant the world to her and helped her so much in the last weeks of her life."

"How will they know who I am? "

Dreamer

Georgina is an 18 year- old fashionista. She wants to be a fashion designer one day and despite her three year battle with metastatic breast cancer Georgina is determined to continue her studies and carve out her future in the fashion industry.

Georgina's dream was to spend a day with a fashion designer. The wonderfully talented Rachel Gilbert was delighted to take Georgina under her wing. She invited her to Rosemount Fashion Week where Georgina was able to see behind the scenes of one of Australia's best fashion labels at Australia's premier fashion show.

"My dream is to spend a day in the shoes of a fashion designer"

Dreamer

Dreams2Live4 - Dreams...



Scott had not seen his children for 3 years. They live in New Zealand with their mum and money had always been tight. When he was diagnosed with cancer, the cost of treatment, the rounds of chemo and tests, put his trip to see them further and further out of reach. As his condition deteriorated, Scott's desperation to hold his children in his arms grew. By this stage Scott was too weak to make the trip overseas. Dreams2live4 was delighted to fly his two children and their mum to Australia for a 3 week visit.

"My kids and I wish to say a huge thank you to Dreams2live4 for giving us the opportunity to spend time with Scott. It was such a huge blessing for us and it has given all of us a lifetime of memories. We will never forget your kindness."

At 35, Samantha has so much to live for. Two amazing kids, a husband she is devoted to and her own creative business. She also has metastatic tongue cancer. The ongoing struggle is draining the young family.

"It is like a pressure cooker. I can't work but we still have a mortgage, hospital costs and our world is crumbling apart. We really need a chance to get away and recharge ourselves and each other. But a holiday is a luxury we just can't afford anymore."

Dreams2live4 organised for Samantha's dream to come true. *"We are back from our holiday and had the most wonderful time. We had perfect weather, smooth sailing and great snorkelling. It was tremendously relaxing and we felt like we caught up with ourselves after a very stressful time. Thank you for all the coordination and bookings and many thanks Dreams2live4 for making this possible."*

Thirty seven year old Rina is a massive fan of the Kings Of Leon. When Rina told us her dream was to meet the international mega-star band we tried everything to make it happen. It took nearly two years of planning but Rina's dream finally came true. Not only did she attend their concert in Sydney, but she got to go back stage after the performance and spend time with the band.

"Thank you, thank you, thank you Dreams2live4. I know how hard this dream was to pull off. Over the last two years your persistence has made me fight for the chance to see my heroes. You never gave up and you never let me give up either. Wow what a night!"

With three children, one of whom is severely disabled; life was always very busy for Richard and his wife. When Richard was diagnosed with metastatic oropharyngeal cancer he despaired how the family was going to cope.

"Life was hard enough with our son needing 24 hour care then throwing cancer into the mix was difficult to say the least. Financially something had to give and that was, of course, the luxury of a family holiday. My wife and I would never leave our children and any holiday with my son requires a lot of planning."

Thank you Dreams2live4 for your encouragement and never giving up on getting us the holiday and time together that we so desperately needed. We loved every moment of it. To spend time as a happy, healthy family relaxing in the sun and enjoying the fun of the Gold Coast was a thrilling escape and a much appreciated joy. We were on top of the world"

Forty-seven year old Carla had always been the adventurous type. She loved the outdoors, her friends and the ocean. When the breast cancer she had beaten 3 years earlier returned and spread to her liver, her life became a regime of doctors' appointments, procedures and drugs. The years of sickness and hospital costs meant there was little money left for the luxury of a holiday. Carla's friends were her greatest allies, helping with the daily chores and working hard to keep her spirits up.

Carla chose to share her dream with her closest friends and together they sailed the Whitsundays, mooring each night in a different bay, sailing and snorkelling each day. *"The holiday was fantastic of course but it was the planning and excitement beforehand and the new attitude to life that I came home with which has made the biggest impact on my life. Thank you Dreams2live4 for this amazing opportunity."*

NT The Royal Darwin Hospital



The Royal Darwin Hospital

The Royal Darwin Hospital has approximately 363 beds and more than 1,700 staff and provides a broad range of services in all speciality areas to the Darwin urban population as well as serving as a referral centre to the Top End of the Northern Territory, Western Australia and South-East Asia. The Top End population serviced by the hospital is approximately 150,000.

Royal Darwin Hospital is the largest teaching hospital in the Northern Territory and is also recognised as Australia's National Critical Care and Trauma Response Centre. The hospital won international recognition for its role in the retrieval, treatment and transfer of victims of the 2002 Bali bombings. Within 62 hours of the blasts, medical staff has resuscitated 61 patients include 20 intensive care patients and evacuated 48 patients to burns centres around Australia. Royal Darwin Hospital again treated more than 20 victims evacuated following the second Bali bombings in October 2005 and in 2006 has treated victims evacuated from East Timor.

The Royal Darwin Hospital has recently opened the Territory's first Oncology Centre – The Alan Walker Cancer Care Centre – meaning patients can receive treatment in the NT.

Dry July funds at work

Dry July attracted 39 people in NT to give their livers a rest in 2010. This resulted in Dry July donating \$12,941 to the Royal Darwin Hospital.

Across the course of the year the donated funds have been put to good use by implementing the following changes...

- Outdoor area - shade sail
- Furniture for foyer

Testimonial

"We are grateful to all Territorians who have supported Dry July. The money you have raised will go a long way to supporting adult Territorians with cancer. This year, we opened the Alan Walker Cancer Care Centre at RDH – which is the first adult cancer care centre for the Territory, meaning Territorians no longer have to travel interstate for radiation treatment. Thank you to you all, and we look forward to your support again in 2011."

Ms Liz Stackhouse – RDH General Manager

QLD Mater Adult Hospital, Brisbane



The Mater Adult Hospital, Brisbane

The Division of Cancer Services is a tertiary oncology service offering all aspects of comprehensive care to patients from Queensland, northern New South Wales and the nearby Pacific.

The division is one of only two centres in the state that offers fully comprehensive cancer services.

There are approximately 1,200 inpatients from Brisbane and 4,712 inpatients from regional Queensland treated each year in the Mater Adult Hospital. Ward 10A has approximately 300 to 450 outpatients every month, equating to approximately 12,000 visits each year.

The day care oncology unit treats all modes of cancer, and provides full supportive care through a multidisciplinary team and an allied health team. The unit has 4 beds and 18 to 20 chairs. Approximately 30% of patients are undergoing trial protocols.

The adult outpatient service is located in the Queensland Radium Institute Mater Centre building. Outreach clinics are also conducted at Townsville, Gladstone and Ipswich Hospitals.

Mater Adult Hospital Division of Cancer Services treat all adult

malignancies, and is recognised as a leader in breast, gastrointestinal and gynaecological malignancies. It also provides apheresis services to other services on the campus as required for the management of malignant and non-malignant disease.

Funds raised through Dry July will help adults with cancer throughout Queensland with 5,900 inpatients and 12,000 outpatient visits at Mater Adult Hospital in Brisbane each year. Patients spend a week on average in hospital every year.

Dry July funds at work

The Mater Adult Hospital in Brisbane received \$168,104 achieved by the fundraising efforts of 939 people across Queensland. Since receiving the funds the Mater Foundation have purchased...

- Blanket warming cabinet
- 10 x MP3 players
- MAH Neuropsych kits
- 2 x MAH massage chairs
- Partition for entrance to day room

Testimonial

"We are so grateful for and appreciative of everyone's effort and generosity in being involved in this year's campaign. We can be justly proud of this fundraising result and the significant impact it will have on the lives of people who are being treated at the Mater for cancer."

Our staff on level 10A at the Mater Adult Hospital are particularly excited as the Dry July fundraising campaign will provide the refurbishment and furnishing of two rooms in our Day Ward. This area of the Ward will be redeveloped as a patient centered area including an enclosed space enabling privacy for patients and carers during assessment and counselling. The addition of a massage chair and other items in this area will further enhance the comfort of patients and family members.

On behalf of the patients, families and staff who will benefit through this support - thank you very much!"

Nigel Harris, Executive Director of the Mater Foundation.

SA The Queen Elizabeth Hospital Research Foundation, Adelaide



The Queen Elizabeth Hospital Research Foundation, Adelaide

The Queen Elizabeth Hospital Research Foundation was established in 1965 to raise funds to support the world class medical research conducted at The Queen Elizabeth Hospital.

The Queen Elizabeth Hospital is a 350 bed public hospital which provides a comprehensive range of specialist and diagnostic treatment services to a population base of approximately 250,000 people, living primarily in the western suburbs of Adelaide, South Australia.

The Queen Elizabeth Hospital provides health services by means of inpatient, outpatient and emergency services using the most modern available methods of assessment and treatment in medical, surgical, mental health, allied health and other techniques. Emphasis is placed on continuity of care before and after hospitalisation and care is coordinated by a multidisciplinary team.

There are 20 beds in inpatient and 13 chairs in the outpatient ward. The different types of cancers we treat are:

Oncology: All solid tumors, breast, lung, colon, upper gastrointestinal, pancreatic, sarcoma.

Haematology: Lymphoma, acute leukemia's, multiple myeloma aplastic anemia, autologous stem cell transplants.

Dry July funds at work

With the support of 372 South Australians we were delighted to present The Queen Elizabeth Hospital Research Foundation in Adelaide with \$68,244. The following details how the funds have been utilised:

- Painting of waiting room
- TVs, DVDs, Games consoles/games
- Flat screen TV for isolation room
- 5 new electric treatment chairs
- 3 triple Baxter infusion pumps
- 1 single Baxter infusion pump

Testimonial

"What an outstanding success Dry July has been for The Queen Elizabeth Hospital Research Foundation. Over 370 of you signed up in SA this year including staff at the Foundation who actively got involved, the corporate sector, various politicians, our sponsor The Maid Hotel who provided mocktails throughout the month, and sporting groups including the Adelaide Roller Derby team.

I'd like to thank everyone who participated and donated as part of Dry July; your support will make a tremendous difference to cancer patients and their families at TQEH.

Your support has made a very real difference and will significantly improve the hospital experience for our patients and their families. Thank you!"

Paul Flynn, Chief Executive Officer, TQEH Research Foundation.

TAS Launceston General Hospital



Launceston General Hospital

The Launceston General Hospital has an inpatient medical ward with 16 beds allocated to oncology.

The outpatient facility is the W P Holman Clinic that provides Radiation Oncology, Medical Oncology and Clinical Haematology Services.

Radiation Oncology treats between 80-90 patients per day and is expanding services with a third Linear accelerator being installed later this year. The Day oncology area has 16 treatment chairs and two beds and treats around 40 patients per day.

The Launceston General Hospital provides inpatient and ambulatory services to Launceston and the surrounding areas.

As an accredited teaching hospital, the Launceston General Hospital has a close partnership with the University of Tasmania through the Launceston Clinical School and the School of Nursing based in Launceston.

Research and innovation is encouraged and supported throughout the Hospital with research sponsored by the Clifford Craig Medical Research Trust.

In 2004-05, this 308-overnight and 41 day only bed hospital provided 32,374 inpatient separations and 224,235 outpatient occasions of service.

In addition, the hospital dealt with 30,931 presentations to the emergency department.

As the largest employer in the region, the Hospital employs approximately 1,346 full time equivalent staff.

Dry July funds at work

Dry July attracted 89 people in TAS to give their livers a rest in 2010. This resulted in Dry July donating \$18,752 to the cancer ward at Launceston General Hospital.

Across the course of the year the donated funds have been put to good use by implementing the following changes...

Oncology ward renovation

- Re-upholstery of 20 chairs

Transit lounge

- Completion of new Transit Lounge
- 2 x TVs and wall brackets
- Upgrade bar fridge

Family accommodation

- 6 x 42 inch TVs

Testimonial

"Money raised through Dry July will help make things a little more comfortable for patients at Launceston's Holman Clinic," the clinic's chief radiation therapist and business manager, Mr Grant Smith said.

"With large numbers of patients travelling some distance to the Clinic for their outpatient treatment a transit lounge is being developed to improve the comfort of those that wait up to several hours at the facility.

The money will be spent furnishing this area to provide a place where they can rest, eat their lunch and have things to do such as surf the net, view TV or do puzzles.

The Holman Clinic is grateful for the support of the Dry July campaign and the 89 Tasmanians who took part."

Grant Smith - Chief Radiation Therapist - Manager Holman Clinic.

VIC The Royal Melbourne Hospital



The Royal Melbourne Hospital

The Royal Melbourne Hospital departments of Clinical Haematology and Medical Oncology are internationally renowned for excellence in patient care and cancer research. Each day, approximately 46 patients from all over Victoria and some from interstate use our services.

RMH Department of Clinical Haematology

The Royal Melbourne Hospital Department of Clinical Haematology is a major centre for the treatment of leukaemia, myeloma, lymphoma and other haematological malignancies. It has the largest catchment of haematology patients in the state.

It is one of two services in Victoria that undertakes bone marrow transplants and celebrates 23 years of bone marrow transplantation in 2010. Our staff will undertake more than 75 bone marrow transplants this year (that's 1-2 patient transplants every week). Since the unit opened 23 years ago it has conducted more than 1,620 Bone Marrow Transplants.

RMH Department of Medical Oncology

The Royal Melbourne Hospital Department of Medical Oncology provides care for patients with solid tumours including: breast, lung, prostate, gastro-intestinal, colorectal, brain and urological cancers.

The service has an international reputation for clinical trials ranging from early phase studies of experimental therapies to participation in multinational Phase III studies.

The two units are very closely aligned and share many resources including inpatient wards, day chemotherapy wards and other infrastructure.

There are three wards for patients with cancer at The Royal Melbourne Hospital.

5W Day centre for outpatient chemotherapy and other treatments. Each day, staff in 5W treat an average of 35 - 40 patients.

5N Haematology and Medical Oncology inpatient ward. About 80 patients per month are treated in 5N and often spend up to 3/4 weeks at a time in the ward receiving treatment.

5E Bone Marrow Transplant ward. Our staff will undertake more than 75 bone marrow transplants this year (that's 1-2 patient transplants every week). Ward 5 East is an 8 bed ward with an additional bed for urgent transplants. Patients are confined to their room to control infection and generally stay for 4 to 6 months. However people who have had a cord transplant will stay indefinitely.

Dry July funds at work

With 1,043 people in Victoria going Dry for July, The Royal Melbourne Hospital received \$151,450 and made the following changes to benefit adult cancer patients.

5 West Renovation

- Renovation and painting
- Treatment chairs
- Bookwise software
- Installation and linkage of Bookwise to IPM

5 North Renovation

- Painting

5 East BMT

- Electric lift chairs

Testimonial

"What a fantastic result. We could not have anticipated that in our second year with Dry July that our Victorian supporters would have raised so much.

It is really inspiring to see our senior surgeons, clinicians and hard working staff as well as the community making the sacrifice to raise funds and help us provide the very best of care for our cancer patients. On behalf of The Royal Melbourne Hospital we say thank you and ... see you again in 2011."

Linda Sorell, CEO Melbourne Health

WA Sir Charles Gairdner Hospital, Perth



Sir Charles Gairdner Hospital, Perth

Sir Charles Gairdner Hospital is home to WA's only comprehensive tertiary cancer centre, providing multiday, same-day and outpatients cancer treatments.

Completion of the new, purpose built Cancer Centre stage II in 2012 will allow us to provide ambulatory Radiation Oncology, Medical Oncology, Haematology, Outpatient Palliative Care, Solaris Care, Allied Health Supportive Care and Oncology Pharmacy services in a single, purpose built facility, handling around 140,000 patient visits each year:

Ward G73 is the hospital's dedicated adult multiday haematology and oncology ward. The 30-bed ward annually cares for about 12,000 cancer patients requiring complex treatments that can have severe side-effects or suffering complications relating to cancer and cancer care.

The ward often accommodates end stage cancer patients. However the current ward design is not ideal for looking after these patients. To help these patients, we plan to use some of the funds raised to establish an End of Life Comfort Room. This room will be away from the main ward, providing patients and relatives privacy and

quiet. The vision is to set this room up as a "small apartment", complete with a pull-out bed for visitors, allowing family members to spend quality time with their loved ones. This will not be a palliative care facility, but end of life care where death is imminent and it is inappropriate to transfer the patient to a palliative care unit.

Dry July funds at work

With the support of 1,334 Western Australians we were delighted to present Sir Charles Gairdner Hospital with \$277,785. The following details how the funds have been utilised:

Day Chemotherapy Unit Refurbishment

- 7 x Thompson T600 Treatment Chair
- 7 x Pair of tray armrests for Thompson T600 Series
- Decorating to C14
- Flooring to C14 corridor
- Supply of Hoshizaki Ice Machine
- Plumbing installation, supply and install water filter device of Hoshizaki Ice Machine
- 6 x Forbes chairs
- Renovations to kitchen C14

- 49 x Re-upholstering of clinic waiting area chairs
- Classic sofa 3 seater
- 2 x Classic sofa single seat
- 3 x Meeting table
- 3 x Pebble table
- 2 x Vending machine colibri C3

Testimonial

"There has been a tangible sense of excitement surrounding the fundraising for Dry July this year, with many staff members signing up and getting involved. This year we raised almost three times more for Sir Charles Gairdner Hospital's cancer patients than in 2009.

Our busy Medical Oncology unit is 2010's West Australian Dry July beneficiary. The unit provides services to metro, country and rural patients, and the funds raised by Dry July will benefit patients from all these regions. We are grateful to everyone who supported Dry July. It's a truly worthwhile campaign that just gets bigger and better every year."

Meih Singh, Nursing Co-Director, Cancer CSU, Sir Charles Gairdner Hospital

Extract from the Audited
Financial Report of
Dry July Ltd as Trustee for
the Dry July Foundation
- financial year 2010/11...



Summarised Financial Statements

Statement of Comprehensive Income for the year ended 30 June 2011

	Note	2011 \$	2010 \$
Revenue	2	2,689,669	1,644,958
Other income	2	254,401	29,446
Marketing expenses		(308,716)	(76,360)
Employee expenses	2	(173,354)	(102,346)
Administration expenses		(61,968)	(27,340)
Depreciation	2	(475)	(149)
Finance and merchant costs		(46,005)	(32,255)
Donation expenses		(2,349,617)	(1,433,218)
Other expenses		(3,935)	(2,736)
Surplus before income tax		-	-
Income tax expense		-	-
Surplus after income tax expense		-	-
Other comprehensive income		-	-
Total comprehensive income		-	-

The accompanying notes form part of these financial statements.

To receive the full additional 'Notes' to the financial statements please email: team@dryjuly.com

Summarised Financial Statements - continued

Statement of Financial Position as at 30 June 2011

	Note	2011 \$	2010 \$
Assets			
Current Assets			
Cash and cash equivalents	3	927,337	629,654
Trade and other receivables	5	93,257	47,889
Other assets		3,429	-
Total Current Assets		1,024,023	677,543
Non-Current Assets			
Property, plant and equipment		2,056	1,079
Total Non-Current Assets		2,056	1,079
Total Assets		1,026,079	678,622
Liabilities			
Current Liabilities			
Trade and other payables	6	1,017,604	678,622
Provisions	7	8,475	-
Total Current Liabilities		1,026,079	678,622
Non-Current Liabilities			
Total Liabilities		1,026,079	678,622
Net Assets		-	-
Equity			
Retained earnings		-	-
Total equity		-	-

The accompanying notes form part of these financial statements.

To receive the full additional 'Notes' to the financial statements please email: team@dryjuly.com

Summarised Financial Statements - continued

Cash Flow Statement for the year ended 30 June 2011

	Note	2011 \$	2010 \$
Cash from operating activities			
Receipts from donors		2,650,905	1,622,350
Payments to suppliers, employees and beneficiaries		(2,383,720)	(1,209,267)
Interest received		32,833	1,446
Interest paid		(883)	(218)
Net cash provided by operating activities	8(b)	299,135	414,311
Cash flows from investing activities			
Purchase of property, plant and equipment		(1,452)	(1,288)
Net cash (used in) provided by investing activities		(1,452)	(1,288)
Cash flows from financing activities			
Proceeds from related parties		-	-
Net cash provided by (used in) financing activities		-	-
Net increase in cash held		297,683	413,083
Cash at beginning of financial year		629,654	216,571
Cash at end of financial year	8(a)	927,337	629,654

The accompanying notes form part of these financial statements.

To receive the full additional 'Notes' to the financial statements please email: team@dryjuly.com

Corporate Governance

The Dry July Foundation board consists of 7 Directors.

The board is responsible for the corporate governance and strategic direction of Dry July to ensure successful delivery of an accountable and transparent campaign.

Brett Macdonald GAICD
Executive Director

"With a background in creative design and branding I've been able to bring a range of skill sets to Dry July.

Seeing firsthand the effect of cancer I'm committed and passionate about making a difference through Dry July."

Phil Grove GAICD
Executive Director

"I run my own Web Development company in Sydney and when I am not at work or boring people to death about how great Dry July is, I can either be found in the pub or at a gig."

Kenny McGilvary
Director

"I've been in public relations for the last 10 years and bringing Dry July to life is easily the most rewarding work I've ever done.

Every year I'm amazed by the generosity and good will that DJs and their supporters give to the Dry July cause, which makes us more determined to make each year bigger and better than the last one."

Scott Abraham
Director

"I'm a chartered accountant with 13 years private sector experience. Specialising in business advisory services and taxation has given me valuable knowledge that compliments the Dry July team.

Nature and I are good buddies. I find no better way to spend my days than

on the snow, on my mountain bike or at a good vineyard.

Dry July is a cause that benefits everyone and I am looking forward to the challenge."

Mark Robinson
Director

"For the past eight years I have been working in real estate. My company now has a number of developments under construction, which keeps me on my toes most of the time.

A hard run, a good swim or a hit of tennis helps me to relax and stay fit."

Jacqui Jeffery
Director

"Having survived Dry July 2009, I look forward to being able to use my event and project management skills to assist the Dry July team in 2010.

Outside of work I enjoy a glass of wine or two (except in July), playing the piano and travelling."

Louise Hendry
Director

"At work I'm a chartered accountant. Outside work I enjoy meeting with friends and travelling. I used to be an enthusiastic scuba diver but my leisure pursuits now revolve around my two sons aged 5 and 1 years.

Dry July is personally important to me and I am excited to be part of the team."

Meetings of Directors

During the financial period 4 meetings of directors were held. Attendances in the 2010 / 11 financial year were:

Name	Eligible to attend	Number attended
S. Abraham	4	4
P. Grove	4	4
L. Hendry	4	4
J. Jeffery	4	3
B. Macdonald	4	4
K. McGilvary	4	4
D. Robinson	4	4

Auditors Report

Independent Audit Report to the members of Dry July Limited as Trustee for the Dry July Foundation

Report on the Financial Report

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 2011, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended that date a summary of significant accounting policies, other explanatory notes and the directors' declaration.

The Responsibility of the Directors for the Financial Report

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 Australian professional ethical pronouncements.

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 2011 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.

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.

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 2011;
- (b) the financial report has been properly drawn up, and the associated records have been properly kept for the period ended on 30 June 2011, 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 2011 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.

Forsythes Assurance & Risk

Martin Matthews
Partner
Chartered Accountants

Newcastle, 11 October 2011

Charitable Fundraising Act Declaration

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



Brett Macdonald
Director

Dated: 11th October 2011

Directors Declaration

As detailed in Note 1 to the financial statements, the company is not a reporting entity because in the opinion of the directors there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this "special purpose financial report" has been prepared to satisfy the directors' reporting requirements under the Corporations Act 2001.

The directors declare that:

a) 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; and

b) in the directors' opinion, the attached financial statements and notes thereto are in accordance with the Corporations Act 2001, including:

(i) giving a true and fair view of the financial position of the company as at 30 June 2011 and of its performance, as represented by the results of its operations and its cash flows, for the financial period ended on that date in accordance with Note 1; and

(ii) complying with Australian Accounting standards, other mandatory professional reporting requirements to the extent described in Note 1 and the Corporations Regulations 2001.

This statement is made in accordance with a resolution of the directors made pursuant to s.295(5) of the Corporations Act 2001.

On behalf of the Directors



Philip Grove
Director



Brett Macdonald
Director

Dated: 11th October 2011

Notes

Note 1 to the Financial Statements for the Year Ended 30 June 2011

1 Summary of Significant Accounting Policies

(a) Financial reporting framework

The company is not a reporting entity because in the opinion of the directors there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this 'special purpose financial report' has been prepared to satisfy the directors' reporting requirements under the Corporations Act 2001.

This is a special purpose financial report that has been prepared for the sole purpose of complying with the Corporations Act 2001, NSW Charitable Fundraising Act 1991 and 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 needs of the members.

(b) Statement of compliance

The financial report has been prepared in accordance with the Corporations Act 2001, the basis of accounting specified by all Accounting Standards and Interpretations, and the disclosure requirements of Accounting Standards AASB 101 'Presentation of Financial Statements', AASB 107 'Cash Flow Statements' and AASB 108 'Accounting Policies, Changes in Accounting Estimates and Errors' AASB 1031 'Materiality' and AASB 1048 'Interpretations and Application of Standards'. Accounting Standards include Australian equivalents to International financial Reporting Standards ('A-IFRS').

(c) Basis of Preparation

The financial report has been prepared on an accruals basis and is based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

The following significant accounting policies have been adopted in the preparation and presentation of the financial report:

(d) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held-at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

(e) Trade payables

Trade and other payables are initially valued at fair value. Trade and other payables are subsequently measured at amortised cost using the effective interest method, with interest expense recognised on an effective yield basis.

(f) Income Tax

The Company has been granted charity status and, as such, is exempt from income tax.

(g) Employee Benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to balance date. 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, plus related on-costs. 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. These cashflows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cashflows.

(h) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.

Cash flows are presented in the cash flow statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

(i) 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 it is received.

Revenues 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 is recognised by applying the effective interest rate.

(j) Finance Costs

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

(k) Financial Assets

Trade receivables, loans, and other receivables that have fixed or determinable payments that are not quoted in an active market are classified as 'loans and receivables'. Loans and receivables are measured at amortised cost using the effective interest method less impairment.

(l) Critical Accounting Estimates and Judgements

The directors evaluate estimates and judgements incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and based on current trends and economic data, obtained both externally and within the company.

(m) Impairment of Assets

At each reporting date, the company reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the profit or loss.

Impairment testing is performed annually for goodwill and intangible assets with indefinite lives.

Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Financial assets are assessed for indicators of impairment at the end of each reporting period. Financial assets are considered to be impaired when there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows of the investment have been affected.

For financial assets carried at amortised cost, the amount of the impairment loss recognised is the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted at the financial asset's original effective interest rate.

The carrying amount of the financial asset is reduced by the impairment loss directly for all financial assets with the exception of trade receivables, where the carrying amount is reduced through the use of an allowance account. When a trade receivable is considered uncollectible, it is written off against the allowance account. Subsequent recoveries of amounts previously written off are credited against the allowance account. Changes in the carrying amount of the allowance account are recognised in the profit or loss.

(n) Plant and Equipment

Plant and equipment are measured on the cost basis less depreciation and impairment losses.

Depreciation is recognised as to write off the costs or valuation of assets less their residual value over their useful lives, using the straight-line method. The estimated useful lives, residual values and depreciation method are reviewed at each year end, with the effect of any changes in estimate accounted for on a prospective basis.

The following depreciation rates are used in the calculation of depreciation: Plant & equipment 25%

To receive the additional 'Notes' to the financial statements please email: team@dryjuly.com



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