

The logo for 'DRY JULY' is rendered in a bold, yellow, 3D block font with white outlines. The letters are arranged in two rows: 'DRY' on top and 'JULY' below. Several yellow lightning bolts are scattered around the text, adding a dynamic and energetic feel. A registered trademark symbol (®) is located at the top right of the 'Y' in 'JULY'.

DRY JULY[®]

ANNUAL REPORT

2015 - 2016

NEW ZEALAND

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This annual report details the Dry July 2015 campaign and covers the financials from 1 April 2015 to end of financial year 2016 (31 March 2016).

For more information about Dry July NZ Trust please contact:



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IRD 110 296 878

Dry July NZ Trust (2570400) was incorporated under the Charitable Trusts Act 1957 on 23rd November 2012.
Charity Number: CC48599

ABOUT DRY JULY

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

What's it all about?

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

Taking part in Dry July gives you the chance to also focus on yourself – notice your own drinking habits and the value of a healthy, balanced lifestyle. DJs (Dry.July.er [dee-jay] noun: a person or team actively sponsored to participate in Dry July) recognise a multitude of benefits themselves such as increased energy levels, a clearer head and clearer skin! DJs are supported by an online community of other participants, ambassadors and partners providing advice, help and encouragement throughout the challenge.



MISSION

To raise funds to improve the wellbeing of people affected by cancer.



VISION

To ease the burden of cancer for every New Zealander.

A MESSAGE FROM BRETT MACDONALD, CEO



Welcome to the Dry July Annual Report 2015/16. Dry July 2015 proved to be a challenging campaign for us in New Zealand. Unfortunately our fundraising was significantly down on previous years but overall we were incredibly proud to raise over \$400,000 with 4,000 dedicated participants. This outcome was only made possible thanks to the generosity of our participants and donors, the continued support of our committed ambassadors, staff and board members. The funds raised will have a significant impact on improving the lives of people affected by cancer.

In addition to supporting our official campaign beneficiaries in 2015, we introduced the ability for participants to fundraise directly for the Dry July NZ Trust Grants Program. This enabled us to allow further funding opportunities to eligible beneficiaries. We expanded on this program for our 2016 campaign and initiated a full national grants program. Interest has been very strong and we look forward to further developing the Dry July NZ Trust Grants Program in future years.

It has been a pleasure working with the board of directors on shaping the strategic direction of the Dry July NZ Trust.

Once again I'd like to pass on my sincerest gratitude to everybody involved in Dry July. I greatly appreciate all the support shown to the organisation and in particular all those who signed up to go Dry for July. We hope you enjoyed the challenge, felt a great sense of achievement, and are as proud as us of the results outlined in this report.

A handwritten signature in black ink, appearing to be 'Brett Macdonald', written in a cursive style.

Brett Macdonald
CEO & Co-founder

A MESSAGE FROM IAN ELLIOT, CHAIRMAN



I am very proud to be in my second year as the Chairman of the Dry July NZ Trust.

Dry July achieved a good number of participants (4,000) for the 2015 campaign, resulting in over \$400,000 being raised. A sincere thank you to our incredible fundraisers whose determination, willpower and donation requests to friends and family to collect funds enabled us to have a real impact on the lives of people affected by cancer right across New Zealand.

I would also like to thank our fantastic corporate partners who, as well as providing valuable funding, help us in such a variety of ways.

Thank you also to our dedicated celebrity ambassadors whose public profiles generate so much awareness for us, as well as our board, CEO and staff whose hard work and dedication make the Dry July NZ Trust what it is today.

Looking ahead, the board are committed to ensuring the longevity of the Dry July NZ Trust through innovative strategies to fundraising and program funding.

To achieve our goals we redeveloped the web platform for the Dry July 2016 campaign. Taking previous campaign learnings, the new system proved robust and efficient in educating participants and donors alike to the fantastic work the Dry July NZ Trust achieves for people affected by cancer.

In addition, we have introduced a full national grants program for the 2016 campaign. Allowing eligible beneficiaries to apply for funding directly from the Dry July NZ Trust.

I am optimistic for the future of Dry July in New Zealand and the long term impact we can achieve for people affected by cancer.

A handwritten signature in black ink, appearing to read 'Ian Elliot', written over a light grey rectangular background.

Ian Elliot
Chairman

DISTRIBUTION OF FUNDS RAISED

The Dry July NZ Trust delivers an efficient, low-cost campaign, using innovative online technology and social media to engage participants and donors.

The Dry July event operates to a fundraising ratio of 80/20. This means at least 80 cents of every dollar raised through campaign donations goes directly to beneficiary cancer support organisations. Dry July has a formal process ensuring that each of the bodies receiving donations from Dry July spend the monies appropriately on projects that benefit those in their cancer journey that are not otherwise funded. The remaining 20 cents of every dollar raised helps us cover costs including: delivery of Dry July funding programs as well as overhead and operating costs such as web hosting, online transaction fees, marketing, promotion, merchandise, employee costs and insurance.

In 2015 Dry July participants had the opportunity to select one of five preferred beneficiary cancer support organisations when signing up to the challenge. In addition, participants could nominate to fundraise for the Dry July NZ Trust Grant Program. The five campaign beneficiaries and other eligible cancer support organisations across the country were invited to submit applications for funds raised through the Grant Program.

CAMPAIGN BENEFICIARIES

2015 Dry July participants raised over \$375,000 in support of:

Auckland Region and Northland Hospitals

Cancer Society of New Zealand

Canterbury Regional Cancer and Haematology Service

Southern Blood and Cancer Service

Wellington Blood and Cancer Centre

FUNDS IN ACTION

Over 450 DJs nominated to fundraise for the Dry July NZ Trust Grant Program in 2015, raising more than \$36,000. The 2015 recipient of the Dry July NZ Trust Grant was Waikato Regional Cancer Centre.

The Waikato Regional Cancer Centre used funds to install a sky ceiling in the centre's linear accelerator room, purchase a uMagic massage chair for patients to use while waiting for treatment, and purchase a PlayStation 4 system for the centre's oncology lounge.



EXTRACT FROM THE FINANCIAL STATEMENT

OF DRY JULY NZ TRUST FOR THE YEAR ENDED 31 MARCH 2016

NOTE: This Statement is to be read in conjunction with the Notes to the Financial Statements and the Accountants Compilation Report. It has not been subject to an audit or review engagement.

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

GOVERNANCE & OUR BOARD OF DIRECTORS

The Dry July NZ Trust board consists of six (6) directors.

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

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

MEETINGS OF DIRECTORS

During the financial year, 9 meetings of directors were held. Attendance by each director during the year was as follows:

NAME	NO. ELIGIBLE TO ATTEND	NO. ATTENDED
Mr. Scott Abraham	9	8
Mr. Graeme Dennis	9	6
Mr. Ian Elliot	9	7
Mr. Phil Grove	9	5
Mr. Brett Macdonald	9	9
Mr. Kenny McGilvary	9	6



**BRETT
MACDONALD**

GAICD, CEO
& Co-Founder

Brett is an experienced creative director with more than 15 years in branding and business communications. With a background in start-ups, creative agency and the corporate sector means his range of skill sets, and passion for the cause are well suited to Dry July.

Brett holds a BA (Hons) in Graphic Design and Communication and is a Graduate of the Australian Institute of Company Directors.



PHIL GROVE

GAICD, Non-Executive
Director & Co-Founder

Phil is an experienced online professional with over 18 years of development and web experience.

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



IAN ELLIOT

Chairman, Non-Executive Director

Ian Elliot is a Communications Specialist. He is the former Chairman and CEO of George Patterson Bates, Australia's largest Advertising Agency. He retired from that role in 2002 and took up a career as a non-executive director.

He is the former Chairman of Promentum Ltd and former Non-Executive Director of Hills Ltd and Salmat Ltd. He is currently a Non-Executive Director on the board of McMillan Shakespeare Ltd.

He is a former member of the fundraising committee 'Friends of St Vincents,' and former board member of The Starlight Foundation, acting as Chairman of the Star Day Program.

Ian is a member of the Australian Institute of Company Directors. His book 'Stop Bitching, Start Pitching' was a best seller for publisher Murdoch Books.



GRAEME DENNIS

Non-Executive Director

Graeme is a lawyer with over 20 years' experience. Currently a partner of Clayton Utz, Graeme has advised the boards of some of Australia's largest companies and State Government organisations.

Graeme is Chair of Dry July Foundation's Governance Sub-Committee and has also acted for a number of years as the honorary solicitor for the Wheelchair Sports Association Inc. He is a proud benefactor of the Northcott Society and is also a benefactor of the Juvenile Diabetes Research Foundation.

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



KENNETH MCGILVARY

Non-Executive Director & Co-Founder

Kenneth has more than ten years public relations consulting experience in ANZ and the UK and is well-versed in communicating brand strengths to both consumer and specialist audiences.

With considerable not-for-profit, corporate and consumer technology experience, he has key strengths in executive counsel, brand strategy, community engagement and problem-solving.

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



SCOTT ABRAHAM

Non-Executive Director

Scott is a Fellow of the Institute of Chartered Accountants in Australia with over 20 years of commercial experience. Scott is a Director and owner of ABR Virtus Chartered Accountants in Canberra.

His role involves the specialisation in business advisory and taxation issues for private clients. Prior to the establishment of this business, Scott acted as an Executive Director of Canberra's largest business advisory firm.

Scott has extensive business and taxation knowledge, holds a B. Bus (Accounting) from Charles Sturt University and is also a Registered Tax Agent.

STATEMENT OF FINANCIAL PERFORMANCE

Dry July NZ Trust

For the Year Ended 31st March 2016

'How was it funded?' and 'What did it cost?'

	NOTES	2016 \$	2015 \$
REVENUE			
Donations, fundraising and other similar revenue	1	423,874	751,847
Revenue from providing goods or services	1	4,400	32
Total Revenue		428,274	751,878
EXPENSES			
Volunteer and employee related costs	2	58,969	21,392
Costs related to providing goods or services	2	26,570	68,577
Grants made	2	339,079	1,037,155
Other expenses	2	56,388	49,227
Total Expenses		481,006	1,176,352
SURPLUS / (DEFICIT) FOR THE YEAR		(52,733)	(424,473)

STATEMENT OF FINANCIAL POSITION

Dry July NZ Trust
As at 31st March 2016

‘What the entity owns?’ and ‘What the entity owes?’

	NOTES	2016 \$	2015 \$
ASSETS			
Current Assets			
Bank accounts and cash	3	300,334	590,897
Total Current Assets		300,334	590,897
Total Assets		300,334	590,897
LIABILITIES			
Current Liabilities			
Creditors and accrued expenses	4	220,369	459,681
Other current liabilities	4	2,964	1,483
Total Current Liabilities		223,333	461,164
Total Liabilities		223,333	461,164
TOTAL ASSETS LESS TOTAL LIABILITIES (NET ASSETS)		77,000	129,733
ACCUMULATED FUNDS			
Accumulated surpluses or (deficits)	5	77,000	129,733
Total Accumulated Funds		77,000	129,733

STATEMENT OF CASH FLOWS

Dry July NZ Trust

For the Year Ended 31st March 2016

'How the entity has received and used cash?'

	2016 \$	2015 \$
CASH FLOWS FROM OPERATING ACTIVITIES		
Donations, fundraising and other similar receipts	423,874	751,847
Receipts from providing goods or services	4,400	32
Payments to suppliers and employees	(121,549)	(128,941)
Grants paid	(598,138)	(684,056)
Cash flows from other operating activities	(631)	(1,378)
Total Cash Flows from Operating Activities	(292,045)	(62,496)
CASH FLOWS FROM INVESTING AND FINANCING ACTIVITIES		
Proceeds from loans borrowed from other parties	1,481	646
Total Cash Flows from Investing and Financing Activities	1,481	646
NET INCREASE / (DECREASE) IN CASH	(290,564)	(61,850)
CASH BALANCES		
Cash and cash equivalents at beginning of period	590,897	652,748
Cash and cash equivalents at end of period	300,334	590,897
Net change in cash for period	(290,564)	(61,850)

STATEMENT OF ACCOUNTING POLICIES

Dry July NZ Trust

For the Year Ended 31st March 2016

'How did we do our accounting?'

Basis of Preparation

The entity has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total annual expenses equal to or less than \$2,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entity will continue to operate in the foreseeable future.

Goods and Services Tax (GST)

The entity is not registered for GST. Therefore all amounts are stated inclusive of GST (if any).

Income Tax

The Trust is wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions.

Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

Changes in Accounting Policies

Dry July NZ Trust transitioned on 1 April 2015 from preparation of general-purpose financial information in accordance with New Zealand generally accepted accounting practice ("NZ GAAP") to PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) or (Tier 3 reporting). In accordance with the reporting standards for Tier 3 reporting comparatives have been restated that they align with the current reporting standards and information is comparable in this set of financial statements for the user.

Donations Payable

Organisations which meet the charitable aims of The Trust may apply to the Trustees of The Trusts for grants to fund specific activities. If the activities are approved for funding by the Trustees of The Trust an agreement covering the timing of the transfer of funds is reached. These amounts are shown as Grants Made in the notes to the Statement of Financial Performance.

NOTES TO THE PERFORMANCE REPORT

Dry July NZ Trust

For the Year Ended 31st March 2016

	2016	2015
1. ANALYSIS OF REVENUE		
Donations, fundraising and other similar revenue		
Cash Donations	3,254	10,154
Online Donations	420,620	741,692
Total Donations, fundraising and other similar revenue	423,874	751,847
Revenue from providing goods and services		
Merchandise	-	32
Sponsorship	4,400	-
Total Revenue from providing goods or services	4,400	32
2. ANALYSIS OF EXPENSES		
Volunteer and employee related costs		
Superannuation	1,609	623
Wages' and Salaries	57,109	20,769
Workers' Compensation	251	-
Total Volunteer and employee related costs	58,969	21,392
Costs related to providing goods or services		
Advertising	17,317	33,977
Postage & Shipping	63	-
Public Relations	9,200	34,600
Total Costs related to providing goods or services	26,570	68,577
Grants made		
Donations Given	339,079	1,037,155
Total Grants made	339,079	1,037,155

NOTES TO THE PERFORMANCE REPORT

Dry July NZ Trust

For the Year Ended 31st March 2016

	2016	2015
Other expenses		
Accommodation	601	-
Accounting Fees	7,576	8,733
Bank Charges	943	10,754
Book Keeping Fees	3,539	4,528
Filing Fee	51	-
Flights	1,642	1,152
Food & Drink	55	140
General Expenses	-	1,388
Insurance	1,840	1,840
Misc Travel	193	54
Parking	189	-
PayPal Transaction Fees	4	5,082
PR Consultancy Fee	-	2,535
Printing	373	1,537
Rent	3,100	3,444
Subscriptions	333	-
Taxis	302	316
Telephone	1,266	297
Transaction Fees	5,733	6,049
Travel & Entertainment	487	-
Website Hosting	91	-
Website Maintenance Fee	9,978	-
Foreign Currency Gains (Losses)	61	1,222
Management Fee	17,462	-
Realised Currency Gains	571	156
Total Other expenses	56,388	49,227

NOTES TO THE PERFORMANCE REPORT

Dry July NZ Trust

For the Year Ended 31st March 2016

	2016	2015
3. ANALYSIS OF ASSETS		
Bank accounts and cash		
ANZ Bank Acc. 97100	299,922	589,907
Load & Go Travel Card	411	990
Total Bank accounts and cash	300,334	590,897
4. ANALYSIS OF LIABILITIES		
Creditors and accrued expenses		
Grants Payable 2014	76,507	451,260
Grants Payable 2015	115,693	-
Sundry Creditors	-	438
Trade Creditors	28,169	7,983
Total Creditors and accrued expenses	220,369	459,681
Other current liabilities		
Loan - Clear Heads Trust	576	-
Loan - Dry July Foundation	2,388	1,483
Total Other current liabilities	2,964	1,483
5. ACCUMULATED FUNDS		
Accumulated Funds		
Opening Balance	129,733	554,206
Accumulated surplus or (deficits)	(52,733)	(424,473)
Total Accumulated Funds	77,000	129,733
Total Accumulated Funds	77,000	129,733

NOTES TO THE PERFORMANCE REPORT

Dry July NZ Trust

For the Year Ended 31st March 2016

6. COMMITMENTS

The Trust allocates grants to charitable purposes in accordance with its Trust Deed. At balance date the trust has committed a further \$192,201 to these charitable aims (2015: \$451,260). This amount is shown as a Liability in the Statement of Financial Position.

7. CONTINGENT LIABILITIES AND GUARANTEES

There are no contingent liabilities or guarantees as at 31 March 2016 (2015 - nil).

8. EVENTS AFTER THE BALANCE DATE

There were no events that occurred after the balance date that would have a material impact on the Performance Report (2015 - nil).

9. ABILITY TO CONTINUE OPERATING

The entity will continue to operate for the foreseeable future.

10. RELATED PARTY TRANSACTIONS

Throughout the year there have been related party transactions with The Dry July Foundation and The Clear Heads Trust.

The Trust has been established with the same charitable aims as these two trusts. At 31 March 2016 \$576 is owed to Clear Heads Trust (2015 - nil) and \$2,388 to The Dry July Foundation (2015 \$1,483). There was also a management fee paid to Clear Heads Trust of \$17,462 to assist with the day to day running of the trust.

COMPILATION REPORT

Dry July NZ Trust

For the Year Ended 31 March 2016

Compilation Report to the Trustees of The Dry July NZ Trust ("The Trust")

Scope

On the basis of information you have provided and in accordance with Service Engagement Standard 2 Compilation of Financial Information, we have compiled the financial statements of The Trust for the year ended 31 December 2015.

These statements have been prepared in accordance with the accounting policies described in the Notes to these financial statements.

Responsibilities

The Trustees are solely responsible for the information contained in this financial report and have determined that the accounting policies used are appropriate to meet your needs and for the purpose that the financial statements were prepared.

The financial statements were prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the financial statements.

No Audit or Review Engagement Undertaken

Our procedures use accounting expertise to undertake the compilation of the financial statements from information you provided. Our procedures do not include verification or validation procedures. No audit or review engagement has been performed and accordingly no assurance is expressed.

Independence

We have no involvement with The Trust other than for the preparation of financial statements and management reports and offering advice based on the financial information provided.

Disclaimer

We have compiled these financial statements based on information provided which has not been subject to an audit or review engagement. Accordingly, we do not accept any responsibility for the reliability, accuracy or completeness of the compiled financial information contained in the financial statements. Nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on this financial report.

Nexia New Zealand

Nexia Christchurch Limited
137 Victoria Street
Christchurch

Dated: 9 September 2016



THANK YOU.

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



+61 1300 379 585



team@dryjuly.com



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