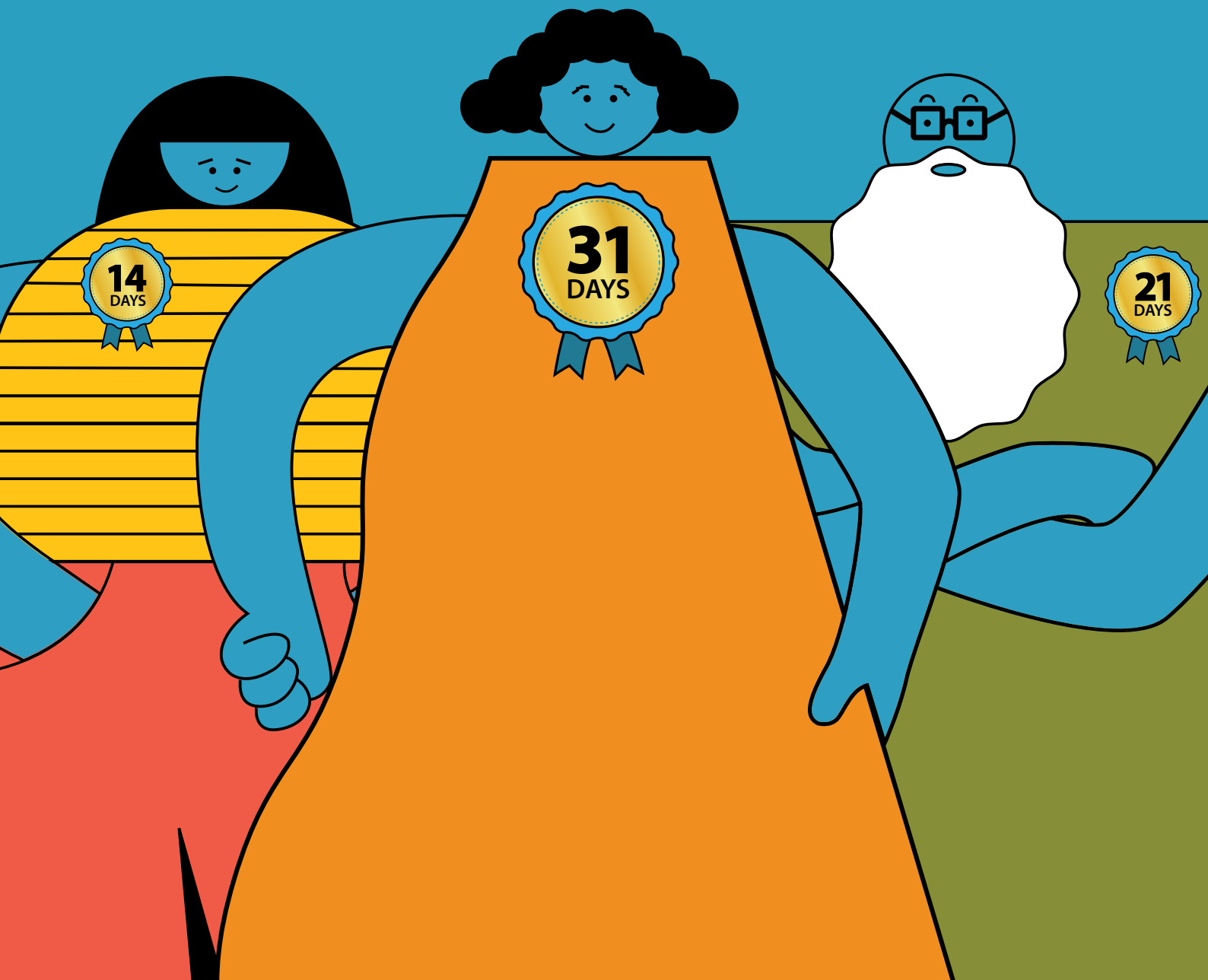


DRY JULY[®]
FOUNDATION

Impact Report

2020

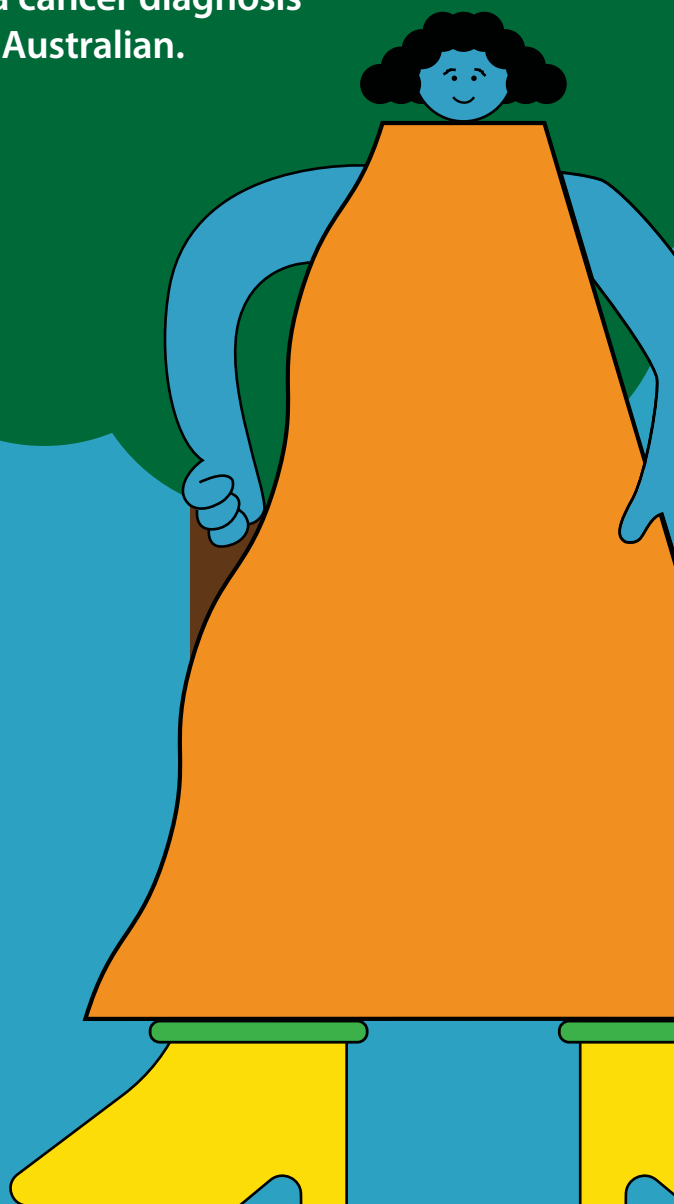


Our Purpose

Dry July Foundation's mission is to improve the comfort, care and wellbeing of cancer patients, their families and carers.


Our Vision

Dry July Foundation's vision is to ease the burden and reduce the stress of a cancer diagnosis for every Australian.



This annual report details the Dry July 2020 campaign and covers Dry July Foundation financials from 1st January 2020 to 31 December 2020.

For more information about Dry July Foundation please contact:

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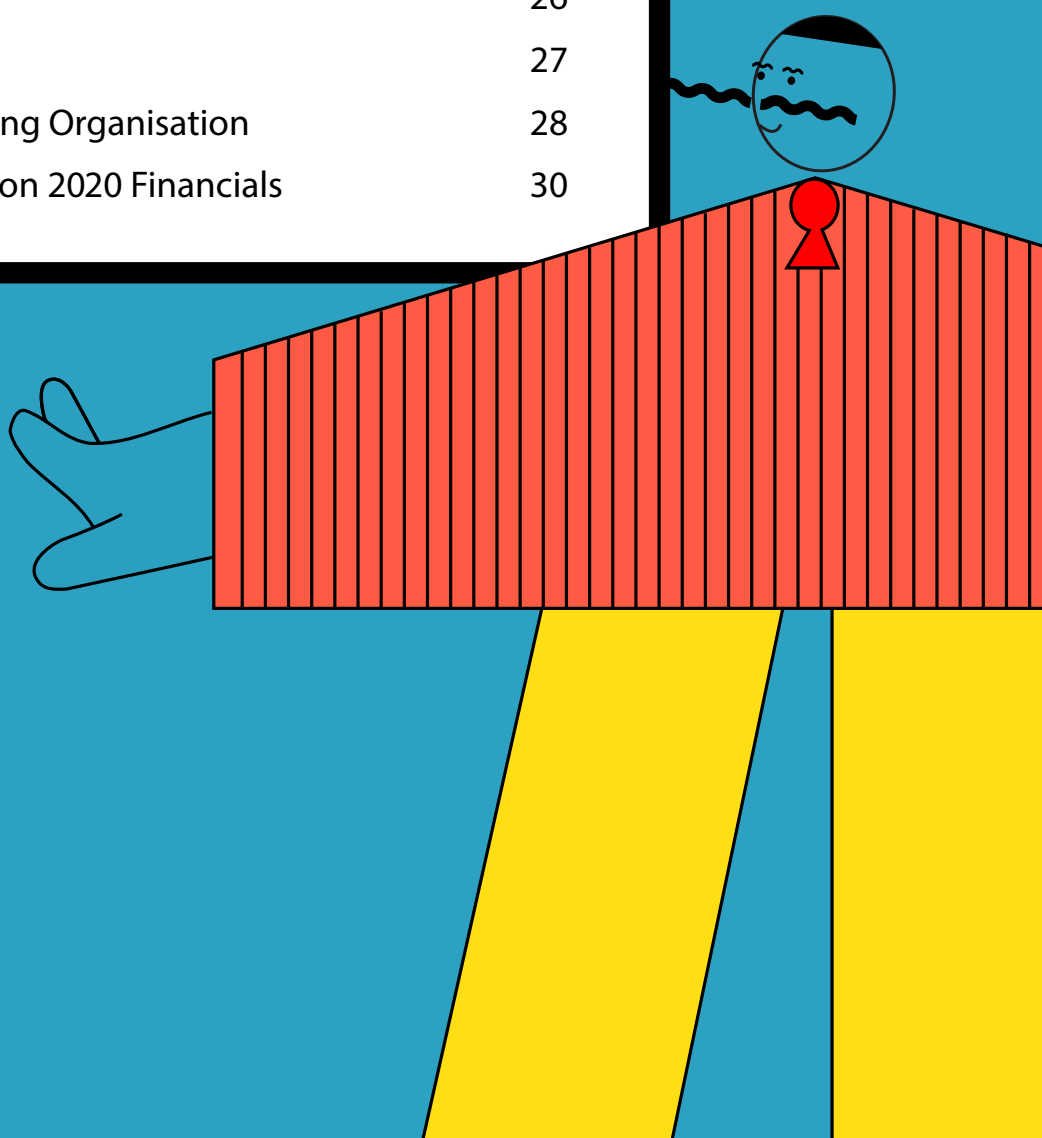
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A message from our Chairman

Ian Elliot

It's clear that 2020 was no ordinary year. As Australia entered the year with the devastation of bushfires, then floods, followed by a global pandemic, the Dry July Foundation Board was acutely aware of the potential impact of forced changes to daily routines on fundraising to our annual Dry July campaign. Moreover, the flow on effect to our beneficiaries, and their ability to continue to provide invaluable services that improve the comfort, care and wellbeing of people affected by cancer, weighed heavily on us all.

It is in times like these that we lean on the collective expertise, knowledge and leadership of our Board, in addition to the experience and innovation of our Dry July Foundation team. What this produced was a clever and '2020 appropriate' addition to the campaign, with an option of a 'Dry(ish) July'. This resulted in an incredible fundraising outcome that truly validated the 'coming of age' of the Foundation and the Dry July campaign. Dry July 2020 saw us reach our second highest fundraising total of \$10.7 million, in one of the most challenging environments our country has seen for some time.

A message from the Chairman (cont.)

2020 also marked another change, with our Dry July Co-Founder and CEO, Brett Macdonald handing over the reins to the Foundation's General Manager, Katie Evans. Brett will spearhead a new company, Ezy Raise; a highly efficient digital fundraising platform which will help other charities and not-for-profits, including Dry July Foundation, raise vital funds for a range of important causes. I am pleased to confirm that Brett will remain a key member of our Board and will continue to share his extensive experience in the not-for-profit sector.

Katie Evans' promotion to the role of CEO sees Dry July Foundation move to the next phase of growth and will be boosted by her leadership qualities, energy, skills and passion for the Foundation and its cause.

On behalf of the Dry July Foundation Board, I would like to thank the continued dedication and support of our beneficiaries, our outstanding Dry July Foundation team, our PR, media, advertising and creative partners and importantly the resilient and generous Australian population that, through their participation and donations, have contributed to a very bright conclusion to 2020. Cumulative funds distributed to beneficiaries since Dry July's inception, now exceed \$60 million.

Thank you, one and all.

Ian



A message from our outgoing CEO

Brett Macdonald

If I had known some 12 years ago that the idea of three guys giving up alcohol in July and seeking to raise \$3,000 for a new television monitor for a hospital waiting room in Sydney could have resulted in the Dry July Foundation and Dry July campaign that exists today, I may well have been called bananas! I am incredibly proud of the growth of the Foundation, the strengthening of the Dry July campaign and, importantly, the impact the Foundation's funding has helped to achieve for people affected by cancer.

There was nothing more remarkable and significant than, in a year of uncertainty and constant change, seeing 38,000 Aussies going dry (and Dry(ish)) and raising over \$10 million dollars in Dry July 2020. This for me truly embedded the Dry July campaign as part of our Australian culture. To date, the campaign has raised over \$60 million dollars, supported over 80 cancer organisations and inspired more than 200,000 Australians to do their part to help provide cancer patients, their families and carers with comfort, care, information and support.

A message from the outgoing CEO (cont.)

It feels timely that in a year of change, that I too make a shift. I have decided to step aside from my role as CEO of Dry July Foundation and hand over to the talented and passionate Katie Evans, our former General Manager. Katie and I have worked closely together for many years and I feel immensely proud and confident that Katie and her team are well positioned to take the Foundation to the next stage. I will continue to provide my guidance as a member of the Dry July Foundation Board and look forward to seeing the continuing growth of the Foundation and the Dry July campaign.

I want to express my appreciation to our Patron, Adam Spencer for providing this wild idea with the initial backing to launch Dry July to Australia.

My gratitude goes to the Dry July Foundation Board, led by our Chairman Ian Elliot, for their continued sound advice, confidence and guidance.

To our many cancer charities that continue to deliver vital services funded by the Foundation, thank you for the amazing work you do and the difference it makes.

To the Dry July Foundation team, I share my confidence in you all for a successful journey ahead under the leadership of Katie Evans.

Finally, thank you to our Dry July participants and donors - you are the heart that beats our Dry July campaign. You allow Dry July Foundation to strive towards our vision of easing the burden and reduce the stress of a cancer diagnosis for every Australian.

See you all for Dry July 2021 (I'll be signing up!),

Brett



A message from our incoming CEO

Katie Evans

It is an honour to be reporting to you, our amazing community, as the incoming CEO for Dry July Foundation.

There's no doubt that 2020 has been a difficult year, and one that no one could have planned for.

It was a year we knew would be tough, but in the face of it all, I couldn't be prouder of what was achieved in 2020 for the Foundation and the campaign. I am so grateful for our Dry July community, who supported the Foundation in such an incredible way this year.

We heard from so many people that the experience of the Australian population during lockdown – fear, uncertainty, isolation – were feelings that cancer patients, their families and carers experience every day, regardless of a pandemic.

We therefore knew that no matter what was happening in the world, Australians affected by cancer needed our support now, more than ever. We were determined to make the Dry July campaign the best it could be despite the impacts of COVID-19.

A message from the incoming CEO (cont.)

With just weeks until the campaign was due to launch, we had to reimagine Dry July for 2020. To encourage as many people as possible to get involved, we introduced new Dry(ish) July options – this meant Aussies could get involved in Dry July in a way that suited them, by going dry for 31, 21 or 14 days.

Thank you to our friends at Hearts and Science, Clemenger BBDO Sydney and FORWARD Agency for their support, and adapting so swiftly to our changing needs for the campaign.

I'm pleased to say, thanks to our 38,000 dedicated participants, and their friends, family and colleagues who donated to them, Dry July 2020 raised over \$10.7 million. This funding has already gone to support more than 50 cancer organisations around Australia, to provide vital programs and services that provide comfort, care and information for people affected by cancer.

Thank you to our beneficiaries for their trust and faith in the Foundation in a turbulent year. We are honoured to work with such reputable and impactful organisations each year, including our major beneficiaries; Cancer Council, Leukaemia Foundation, Look Good Feel Better, McGrath Foundation, Prostate Cancer Foundation of Australia and Redkite.

I have to give a special and heartfelt thanks to the Dry July Foundation team; Zoe, Lyndal, Carey, Ash, Bella and Steve, who worked tirelessly behind the scenes to execute an incredible campaign. I am so proud to work with every team member, each of whom demonstrated resilience and dedication this year, in the face of uncertainty and change.

A message from the incoming CEO (cont.)

We have grown stronger as a team through this shared experience, and although we were forced to work remotely this year, the pandemic has brought us closer together. Thank you also to Hiam and The Culture Equation for your work with our team - you gave our team valuable tools that have helped us become a more cohesive and communicative team.

Lastly, I am very thankful to the Dry July Foundation Board and Brett Macdonald, Co-Founder and outgoing CEO, for the appointment as CEO of this amazing Foundation.

I have been with Dry July Foundation for nearly seven years, working closely with Brett. During that time he has instilled in me his passion and commitment.

It has been a pleasure working with and learning from Brett, and I will be forever grateful for the experience and trust Brett and the Board have placed in me over the years.

I look forward to continuing Brett, Kenny and Phil's legacy, and leading the Foundation into its next stage, so that we can continue to have a positive impact on the lives of people affected by cancer.

Here's to a safe and happy 2021.

Cheers,

Katie

Our Dry July Foundation Board



Ian Elliot

Chairman
& Non-Executive Director

Ian is a Communications Specialist, and 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.

Ian is currently a Non-Executive Director on the board of McMillan Shakespeare Ltd and Chairman of digital performance marketing company Impelus Ltd. He is a member of the Australian Institute of Company Directors, and a graduate of the Harvard Business School Advanced Management Program.



Brett Macdonald

GAICD, Executive Director
& Co-Founder

Brett has extensive experience running mass-market, online peer-to-peer fundraising initiatives for leading NFPs worldwide. Brett co-founded the Dry July Foundation in 2008 and is now the Managing Director of Ezy Raise, a leading fundraising platform provider. Brett holds a BA (Hons) in Graphic Design and Communication and is a Graduate of the Australian Institute of Company Directors.



Kenneth McGilvary

Non-Executive Director
& Co-Founder

Kenneth has ten years public relations consulting experience in ANZ and the UK and is well-versed in communicating brand strengths to both consumer and specialist audiences. With considerable not-for-profit, corporate and consumer technology experience, he has key strengths in executive counsel, brand strategy, community engagement and problem-solving. Kenneth holds an MA (Hons) from St Andrews University and the Chartered Institute of Marketing's advanced certificate.

Our Dry July Foundation Board (cont.)



Graeme Dennis

Non-Executive Director

Graeme is a lawyer with over 35 years' experience. Currently a senior consultant with law firm HWL Ebsworth, Graeme has advised the boards of some of Australia's largest companies and its various governments. He is recognised by *Best Lawyers* as one of the leading lawyers in Australia for regulation.

Graeme has participated in every Dry July campaign since 2009, and has been a board member of the Dry July Foundation since 2012.

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



Scott Abraham

Non-Executive Director

Scott is a Fellow of the Institute of Chartered Accountants in Australia and New Zealand with over 22 years of commercial experience. Scott is a Director and owner of ABR Virtus Chartered Accountants in Canberra. Scott holds a B. Bus (Accounting) from Charles Sturt University, is a Registered Tax Agent and an Authorised Representative of SMSF Advisors Network Pty Ltd.

Impact Summary – Dry July 2020

38,000+
participants

2,555
teams in total

608
workplace teams

\$10.7
million
raised

56
organisations
supported

127
projects
funded

29%

of total campaign funds
were raised by social
and workplace teams

Areas funded by Dry July Foundation



accommodation
projects



projects for
comfort items



entertainment
item projects



hospital equipment
projects



information / support
service projects



refurbishments /
furniture



transport to
treatment services



wellness & complementary
therapy programs

What is included in Information & Support Services?



Cancer Specialist Nurses
(including prostate, breast,
ovarian, bowel and blood
cancer nurses)



Educational programs and
resources for all stages
of the cancer journey
(podcasts, booklets,
videos, online programs)



Information and support
services for patients, family
members and carers
(Cancer Council's 13 11 20 line,
Ovarian Cancer Australia's
Younger Women's Network)

**Everything we fund is to benefit cancer patients and their families and carers.
We aim to make a difficult time, a little easier for those affected by cancer.**

Dry July Foundation funds cancer programs and projects for cancer support organisations across Australia, in both metro and regional areas.

Funding Cycle

May – August

Dry July campaign raises funds for people affected by cancer

September – October

Organisations submit projects for funding

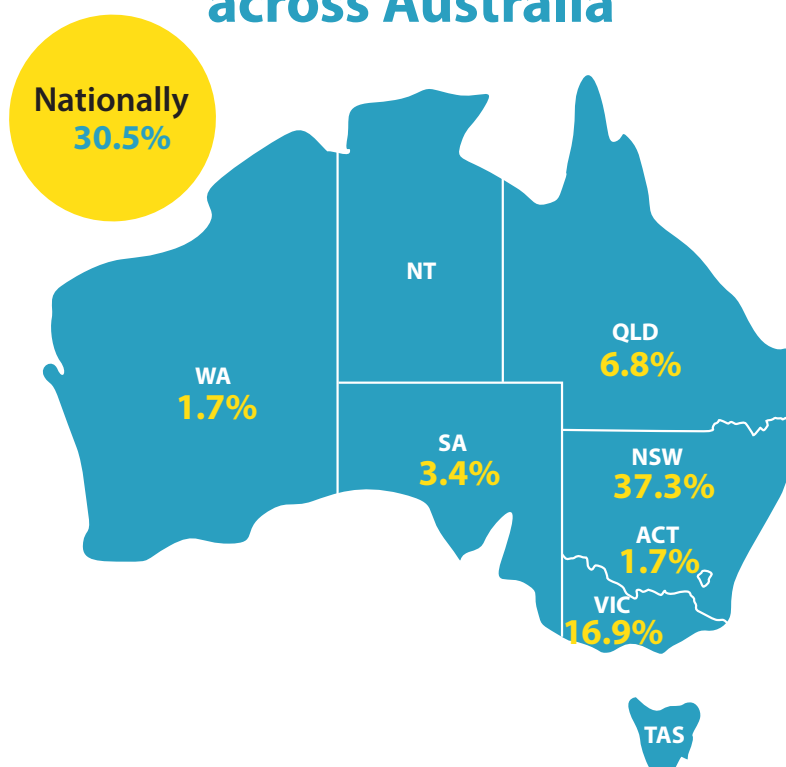
November

Projects are assessed by Dry July Foundation for funding

December

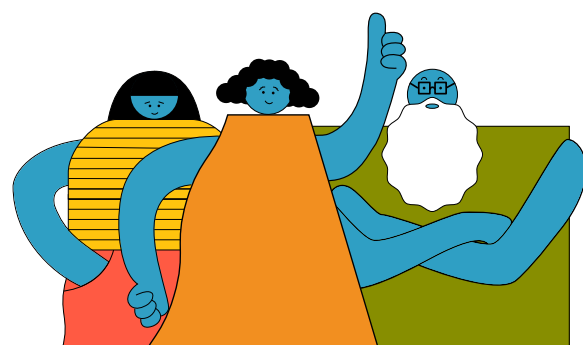
Successful applicants are notified and funding is distributed

Funding Distribution across Australia



This is made possible through the commitment, dedication and generosity of our:

- Participants
- Donors
- Beneficiary Teams
- Workplaces



Since 2008

\$60 million

raised for people affected by cancer

80

cancer organisations supported

1,200

projects funded across Australia

200,000

Aussies participated in Dry July

Our Dry July 2020 Major Beneficiaries

Following a record-breaking campaign outcome in 2019, Dry July Foundation was proud to continue the valued partnerships with its six major beneficiaries; Cancer Council, Leukaemia Foundation, Look Good Feel Better, McGrath Foundation, Prostate Cancer Foundation of Australia and Redkite.

The collaborative nature of the relationships that Dry July Foundation has forged with these respected and recognised national organisations was instrumental in the ongoing success of the Dry July campaign. In turn, this enabled increased funding to be awarded to projects and programs that improve the comfort and wellbeing of people affected by cancer.



Our 2020 Dry July Campaign Beneficiaries

We would like to acknowledge the extraordinary efforts of our Dry July beneficiaries in supporting Dry July.



Impact Story:

Cooper / Leukaemia Foundation

Cooper's family take the fast lane to incredible \$30,000 total

The Anderson family's world was 'spun upside down' when their 11 year old swimming prodigy, Cooper, was diagnosed with blood cancer.

Before his diagnosis in March 2020, Cooper was a popular and active schoolboy, dreaming of swimming at the Olympics. But suddenly he didn't have the energy to lift himself off the sofa, let alone swim lengths for Queensland's state team.

"We took Cooper to the hospital and within hours were told he had leukaemia," Cooper's dad, Mark, explained.

"Our world spun completely upside down. I feared the worst. You just hope your beautiful little boy will be ok and you get to see him grow up.

"He told me he didn't want to leave me. He's a strong person but he was scared - and I was scared."

Thankfully Cooper's initial treatment was a success, and he fought his way to remission a couple of months after his diagnosis of leukaemia, a cancer of the bone marrow.

Mark, and Cooper's mum, Melissa, wanted to help others battling blood cancer and so went dry in July. Self-confessed fundraising novices, the family set a Dry July target of \$1,000, never dreaming they'd reach it.

But within just hours of sharing their fundraiser with friends, family, work colleagues and local school and sports communities, they were closing in on their goal.



Cooper's Story (cont.)



By the end of July, the Anderson's had raised nearly \$30,000 for the Leukaemia Foundation!

Their incredible efforts make them one of the country's top individual Dry July fundraisers in 2020. The money they've raised will directly support the Leukaemia Foundation's Blood Cancer Support team, who gave personalised care to 8,459 people living with blood cancer last year, answering the questions so many families have.

"As a parent you have so many questions and

want to have all the answers. Dealing with leukaemia has been a massive challenge for us and we'll do anything to help others going through what we have," Mark said.

"It was wonderful for Cooper to see all those donations coming in because he realised there were so many people out there who cared about him."

Cooper's dream of making the Olympics remains undiminished – and with the strength and determination he has shown this year, we wouldn't bet against him making it!

Leukaemia Foundation®

Impact Story: Jenna / Bendigo Health Wellness Centre

Bendigo Health's Cancer Wellness Coordinator, Jenna Sing, has worked as an oncology nurse for over ten years. Nowadays her focus is on coordinating a Cancer Centre Wellness Program connecting patients with a range of services and complementary therapies. A dedicated Wellness Centre, which has been a long-term vision of Bendigo Health, is now being fast-tracked thanks to the success its Dry July campaign.

Only 12 months ago, Bendigo Health shared its intentions to expand its pilot Cancer Wellness Program and work towards the establishment of a dedicated stand-alone Wellness Centre within the hospital precinct to support regionally based cancer patients. Through good planning, good fortune and a hugely successful Dry July campaign, the Wellness Centre will open in 2021, well ahead of expectations.

Jenna Sing is the Cancer Wellness Coordinator who oversees the program and has taken a lead role in ensuring the Gobbé Wellness Centre will be opened.



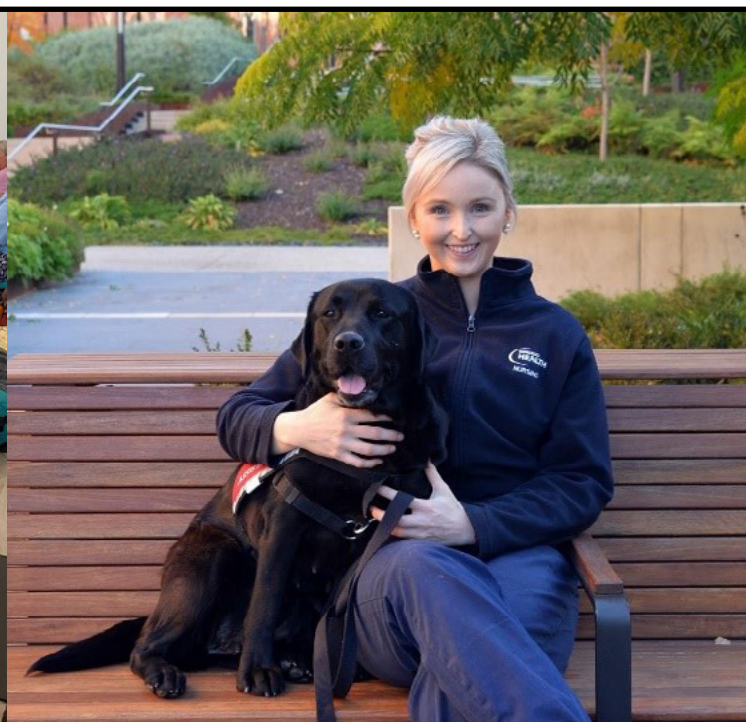
Jenna's Story (cont.)

"The Cancer Wellness Program at Bendigo Health has proven extremely beneficial to our cancer patients by extending support though an individual's cancer diagnosis. The program enables patients to feel supported with not only their physical health but also their social and emotional health as well, which leads to better health outcomes for the patient.

"It is wonderful to be expanding the program to a dedicated Wellness Centre within the hospital grounds, which provides us with so many opportunities to better serve our patients. The Centre will provide a quiet nurturing space for patients to take time out for relaxation and reflection and to ensure they can immerse

themselves in the range of cancer wellness programs in a space completely detached from where diagnosis and treatment occurs." Jenna said.

Activities such as oncology massage, yoga classes, music and art therapy and mindfulness sessions will be based in the Wellness Centre, which also provides quiet spaces, a library and sleeping pod for patients and families to take time for themselves. Jenna has also established a dog therapy program, personally adopting a black Labrador named Sharlee and achieving her public access license for an assistance dog. Sharlee has been incredibly well received by patients and carers.



Jenna's Story (cont.)



Jenna's role, which received funding from Dry July Foundation, has been integral to the success of the Cancer Wellness Program and establishment of the Wellness Centre, particularly in response to COVID-19, "The initial stages of the COVID-19 pandemic were incredibly challenging for many of our cancer patients. Together with making our activities available in an online capacity, I worked alongside our social workers to identify patients who needed practical support to help service their immediate needs through the provision of essential items, such as boxes of locally sourced fresh fruit and vegetables." added Jenna.



"It is a privilege to work in collaboration with Dry July Foundation each year and we genuinely appreciate your foresight and support towards seeing our new Wellness Centre come to life."

Peter Faulkner, CEO Bendigo Health and Fundraising Advisory Board member



Impact Story:

AW / Mummy's Wish

In 2020, Dry July Foundation awarded funding to Mummy's Wish for care packages that are sent to Mums with cancer. Amongst other items the pack also includes the Dry July Foundation funded 'The Mummy's Wish "Dealing with Cancer: A guide for mums"', which provides mums with valuable information including how to cope with their diagnosis; tell their children about cancer; how to ask for help; and ways to enjoy time with their kids when they are unwell.

Here, one care package recipient shares her story.

Going through cancer treatment is scary, and extremely stressful, so to have an organisation like Mummy's Wish think of me and my children, and want to help us, touched my heart more than words can say.



I received a Mummy's wish care package full of lovely items that made me smile and feel special. The most cherished item was a beautiful teddy bear that I was able to record a message with my voice for my daughter to help her when she misses me through the long hospital stays, the teddy has been really helpful.

Mummy's Wish even kindly gave us food vouchers to help ease the stress on those weeks when everyone is only just barely keeping it together and has no energy to think about preparing meals.

AW's Story (cont.)

These were a godsend because they fed us when I barely had the energy to eat, let alone make dinner for the family. So when we were all too exhausted, it was so great being able to order some nutritional, great tasting, easy to prepare meals and that we didn't have to worry about what the financial implications would be, which was such a relief because we already were struggling a lot financially since I stopped working. There aren't enough words for how grateful I am to Mummy's Wish.













AW – Multiple Myeloma, SA













Our Top Fundraisers of 2020

Our highest fundraisers held the top positions on the Dry July individual and team leaderboards, going above and beyond to help raise funds for people affected by cancer. In 2020 (not the most straightforward year), we were blown away by the outstanding efforts of our highest fundraisers and teams across Australia, who collectively raised over \$460,000 for people affected by cancer.

Our Top Individuals

- 1 Steve Duggan
\$40,277
- 2 Stephen Harris
\$35,535
- 3 Mel & Mark Anderson
\$22,960
- 4 Ben Money
\$20,846
- 5 Emma Milner
\$13,540
- 6 Adam Kingston
\$13,437
- 7 Brett Davis
\$13,133
- 8 Joel Whitcher
\$11,650
- 9 Elena Abraham
\$11,422
- 10 Jessamy Ferguson
\$10,732

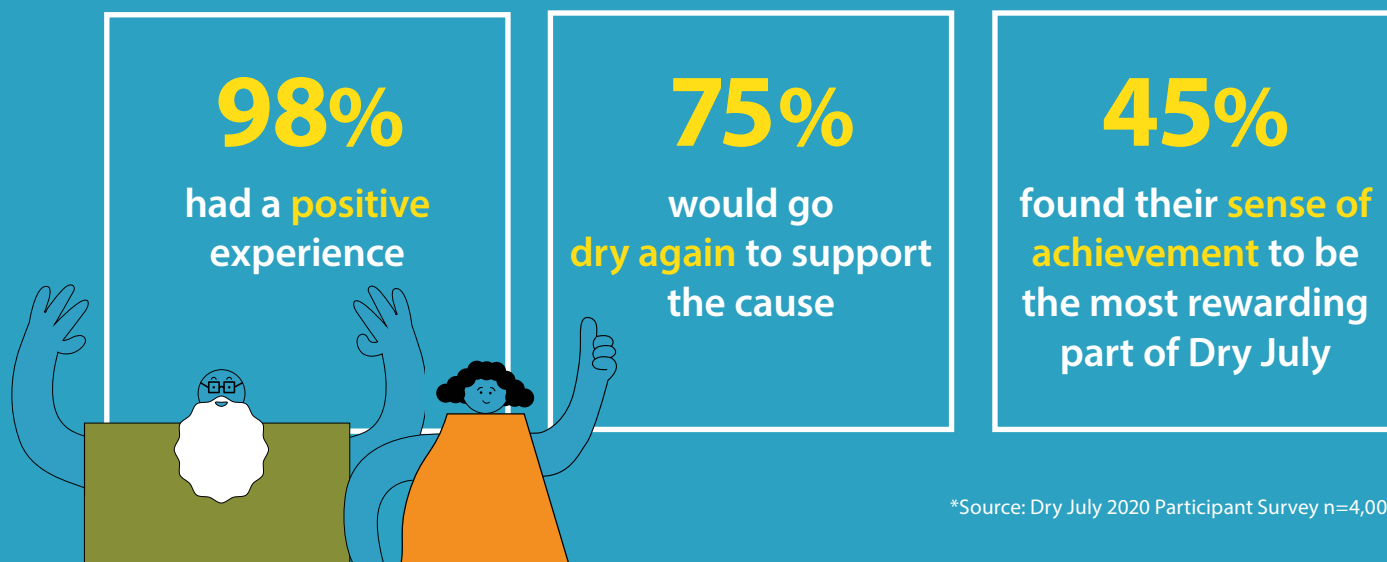
Our Top Teams

- 1 Team Bendigo Health
\$120,361
- 2 Team Valerie
\$45,113
- 3 Mackaness Fundraiser
\$35,923
- 4 Dry July Foundation Team
\$23,086
- 5 Bowel Cancer Australia Dry July Team
\$20,665
- 6 Cancer Council NSW Drying our Best
\$20,465
- 7 Our daughter, our sister, our friend. Our beautiful Amy 🦋
\$19,093
- 8 Bankstown-Lidcombe Hospital
\$18,393
- 9 Scott No Beers
\$17,255
- 10 Cancer Council WA "I-SO-SOBER"
\$17,179

Our Participants

In an uncertain year, one thing was for certain: our 38,000 participants showed extraordinary dedication and commitment to supporting people affected by cancer.

Our post campaign survey* to our 2020 Dry July participants revealed...



Banding together in one of the toughest years to go dry, our awesome Dry Julyers were nothing short of encouraging and inspiring. Our Dry July community would never shy away from sharing a laugh to help each other through their Dry July!

I'm not missing the red wine at all. I'm happy sitting here in 'lock down Melbourne' with a cuppa ☕

19 w Love Reply



Absolutely brilliant! Well done everyone who participated and everyone who donated! 🙌

19 w Love Reply



Well done everyone! I made my Dry July debut this year & it's been a very rewarding experience. Two of my friends have been given the all clear from cancer this month so I'm grateful for that. Sending love to everyone. Stay safe x

19 w Love Reply



So proud of us all 🙏 I do Dry July every year & although I find it tough after years of habitual drinking it's such a great cause & I get to take care of my health at the same time - win win 🙌

19 w Love Reply



Now I know I can do it! I might even do it again next year??

19 w Love Reply



Well done everyone involved, so much good achieved, so many lives made better.

19 w Love Reply



Our Social Teams

Going dry is no mean feat, so a sober sidekick or two continues to prove it's a top way to keep strong and accountable throughout Dry July.

Our Dry July teams banded together for some fun group activities like Mocktail Mondays and sober dinner parties.

With the bonus of doing Dry July with mates, our teams helped to raise funds with the average team raising \$942 in 2020.

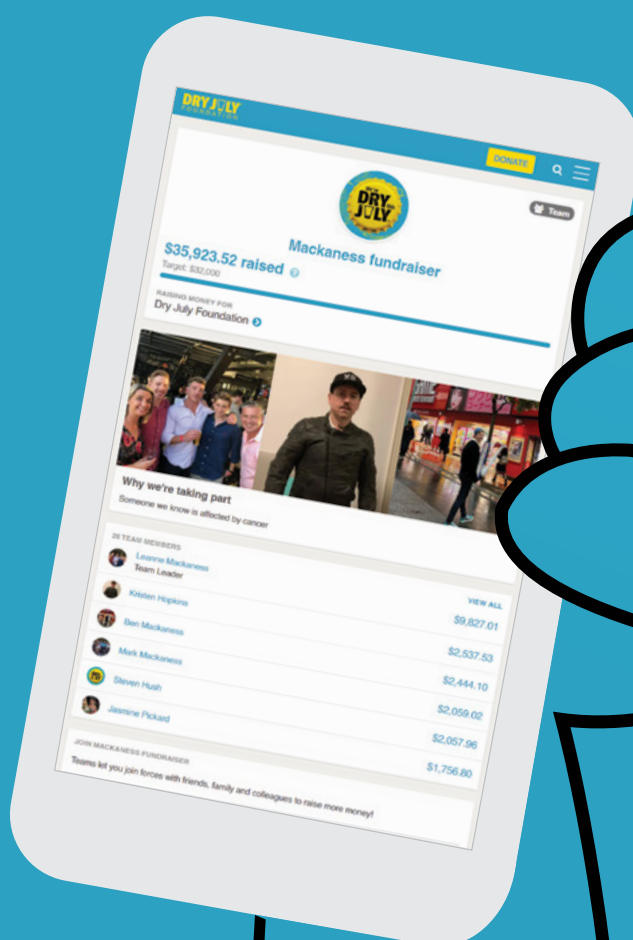
Fun aside, being a part of a social team continues to provide our Dry Julyers with an opportunity to collectively devote their challenge to someone they know who has been affected by cancer.

Number of teams

2,555

Total fundraising by social teams

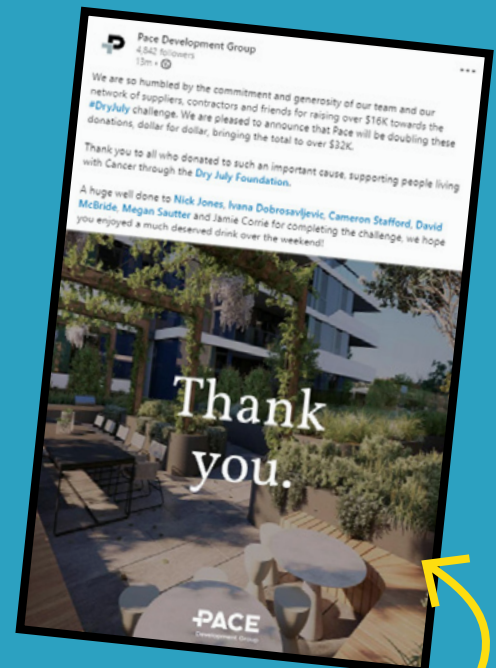
\$2,386,336



Workplace Teams

In 2020, the workplace changed forever. With many people abandoning the office and working from home from March, we were curious about how workplaces would get involved in our annual fundraising campaign.

With Dry July offering a positive opportunity to draw together dispersed teams, we were proud to see how adaptable our Australian workers were.



Pace Building Group thanks their Dry Julyers



Bunnings mocktails



Hasting Deering's Dry July team photo











From sweet makers in Sydney, engineering firms up north in Queensland, wildlife workers in Tassie, hardware retailers in SA, technology teams in the Capital, hospitality staff in the Top End, miners in the West to construction workers in Victoria, workplaces across the country drew together, gave up alcohol and enthusiastically raised money for cancer patients, their families and carers.

608 workplace teams joined us for Dry July 2020, raising over **\$780,527*** for people affected by cancer

* as of 7 December, 2020

Top 10 Workplace Teams for Dry July 2020*



 1	Hack the Mainframe \$40,178	 6	Sticky Dry July \$11,461
 2	Pace Building Group \$34,000	 7	Tasmanian Ranger Association \$10,762
 3	The Manly Boys \$17,175	 8	Team Adobe \$9,178
 4	Netstrata \$15,870	 9	CitiPower Powercor Beon UE \$7,555
 5	HD Fit Club \$12,912	 10	Sharpe Engineering \$6,935

*Amount raised as of 7 December, 2020.

Our Top Fundraising Organisation

Bunnings Warehouse:
\$112,763 raised



Whilst tackling the on-going challenges of frontline hardware sales in the ever changing conditions of a pandemic, Bunnings Warehouse rallied 152 store teams across the nation to raise close to \$113k in Dry July 2020. An amazingly strong team effort, especially with their top 3 fundraising teams based in locked-down Victoria!

Workplaces are catching on that Dry July is more than just giving up alcohol for a month, it can bring some great benefits to employees and the organisation (not to mention make an incredible difference to people on their cancer journey).

For Team Members



A **clear** head



Better **sleep**



Healthier skin



Weight loss



Increased **energy** levels



A great sense of **achievement**

For Organisations



Enhance **leadership** skills



Strengthen **teamwork**



Build **resilience**



Stimulate **creative** thinking



Promote **healthy** lifestyle changes



The ability to **give back** and support your community



To every workplace, large or small, metro, regional and in-between, that signed up, went dry and raised funds, we thank your team and organisation for supporting Dry July in one very unusual year.

Dry July Foundation 2020 Financials

Statement of financial position

As at 31 December 2020

	2020 \$	2019 \$
ASSETS		
Current Assets		
Cash and cash equivalents	6,185,147	4,859,040
Trade and other receivables	34,769	196,656
Other assets	30,938	-
Total Current Assets	6,250,854	5,055,696
Non-current Assets		
Intangibles	798	-
Plant and equipment	55,430	85,320
Total Non-current Assets	56,228	85,320
TOTAL ASSETS	6,307,082	5,141,016
LIABILITIES		
Current Liabilities		
Trade and other payables	1,572,488	2,076,820
Total Current Liabilities	1,572,488	2,076,820
Non-current Liabilities		
Trade and other payables	-	-
Total Non-current Liabilities	-	-
TOTAL LIABILITIES	1,572,488	2,076,820
NET ASSETS	4,734,594	3,064,196
EQUITY		
Retained earnings	4,734,594	3,064,196
TOTAL EQUITY	4,734,594	3,064,196



Please visit the Australian Charities and Not-For-Profits Commission website for the complete financial statements.

Dry July Foundation 2020 Financials

Profit & loss and other comprehensive income

For the year ended 31 December 2020

	2020 \$	2019 \$
Revenue	10,594,052	10,775,833
Other income	2,044,017	1,324,780
Marketing expenses	(1,256,752)	(1,969,148)
Administrative expenses	(847,331)	(1,123,238)
Grants and donations to Charitable Beneficiaries	(8,714,787)	(8,606,269)
Depreciation	(29,280)	(29,536)
Platform and finance fees	(119,521)	(123,348)
Surplus before income tax	1,670,398	309,191
Income tax expense	-	-
Surplus/(deficit) after income tax expense	1,670,398	309,191
Other comprehensive income	Nil	Nil
Total Comprehensive Income	1,670,398	309,191



* In-kind advertising of \$2,796,296 (2019 \$4,502,244) has been deducted from the Other Revenue and Marketing expense lines in the published Profit and Loss statement.

** The complete financial statements have been lodged and are available for viewing from the Australian Charities and Not for Profit Commission website.

DRY JULY[®]

FOUNDATION



Thank you.

If you would like to know more about Dry July Foundation,
please don't hesitate to contact us.



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