



# IMPACT REPORT

# 2022

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## ABOUT DRY JULY FOUNDATION

### 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.

## ABOUT THE DRY JULY CAMPAIGN

Dry July is the annual fundraising campaign run by Dry July Foundation. Dry July challenges people to give up alcohol for the month and raise vital funds for people affected by cancer. Since 2008, the Dry July campaign has raised over \$75 million dollars to support over 80 Australian cancer charities.

This impact report details the Dry July 2022 campaign and covers Dry July Foundation management accounts for the year ending from 1 Jan 2022 to 31 December 2022.





## A MESSAGE FROM OUR CHAIR

2022 was another Covid consuming year that continued to challenge every charity. At Dry July Foundation, our hardworking and committed staff continued to put in enormous efforts, and operated the rhythm of the business without missing a beat.

During our CEO Katie's maternity leave we were fortunate to have the legendary Godfather of the Events industry, John Trevillian step in as interim CEO and maintain the team's enthusiasm and culture. Thank you John. Katie is now back in the big chair and continues to drive the business with passion, intellect and enthusiasm.

Many charities continued to be affected by fewer funds raised and less physical events to drive donations. At Dry July, with our fundraising process being a peer to peer digital model, face to face fundraising is not such a critical element, however, our donations were reduced year on year. Our post campaign analysis suggests that the slightly reduced raising was due to two primary factors, being social disruption / change post Covid and macro economic impacts. Post Covid, Australians wanted to be released from the shackles that had restrained their connections with friends and family, limiting their occasions for fun and enjoyment and were not in the mood for continuing to deny themselves some of life's pleasures. Beyond that, rising interest rates, inflation and mortgage stress saw many people watching their dollars carefully and were less inclined to fiscal generosity. So both participation and donation rates were impacted.

Nonetheless we still managed to raise over \$8.8 million dollars to ease the journey of people affected by cancer, and for that we are very grateful to those who took the challenge and contributed to that result.

The services and programs delivered continue to make a tough time a little easier for cancer patients, their families and carers. I want to particularly acknowledge the contribution and support of our

major beneficiary partners in 2022, the fifth year of this unique initiative. The 2022 major beneficiaries were: Bowel Cancer Australia, Cancer Council, Leukaemia Foundation, McGrath Foundation, Ovarian Cancer Australia and Prostate Cancer Foundation of Australia.

Dry July Foundation Board continues to be a source of solid advice and guidance to our Foundation team. We are undergoing some transformation at board level with the retirement of two directors with over 10 years' service each. Graeme Dennis and Scott Abraham were involved since the very early days and their experience and skills helped guide the compliance and governance structure that underpins the Foundation we enjoy today. On behalf of the hundreds of thousands of Australians whose lives have been positively helped from their efforts, we say a very large THANK YOU. I also personally thank them for their wisdom and guidance and support for myself, the board and the management and staff. During their tenure we have collectively overseen the raising of in excess of \$75 million.

We are fortunate to add some fresh faces and thinking to the board with the addition of two outstanding senior executives. Felicity Duffy has had a stellar career in the Financial Services industry and Carolyn Breeze comes from a highly respected career in the financial payments sector. We welcome them both and thank them for their generous approach to this unpaid role.

In the year ahead we will launch some new marketing messages largely focused on the Foundation's purpose and the impact donations have on people affected by cancer.

I encourage you to review the beneficiary stories in this report, so you might better understand that 'THIS is why we Dry July'.

— IAN ELLIOTT

*Dry July Foundation Chair*

# IMPACT SUMMARY

## \$8.85 MILLION RAISED

**29,500+**  
PARTICIPANTS



**49**  
ORGANISATIONS AWARDED FUNDS



**15**  
NATIONAL



**34**  
LOCAL

**95+**  
PROJECTS FUNDED



INFORMATION  
PACKS



COURTYARDS /  
GARDENS

CHEMOTHERAPY CHAIRS /  
MEDICAL EQUIPMENT



ACCOMMODATION



TRANSPORT



NUTRITION



COUNSELLING



MUSIC



NURSES

Funds raised in 2022  
will support cancer patients,  
carers and their families  
throughout their treatment  
and beyond, through  
projects big and small



FLOWERS

WIGS



YOGA,  
TAI CHI



HOME HELP ITEMS



MINDFULNESS

HOSPITALITY – TEA,  
COFFEE, BISCUITS



JOURNALLING



RETREATS



EXERCISE



ART THERAPY



MASSAGE

# OUR DRY JULY 2022 MAJOR BENEFICIARIES

In 2018, Dry July Foundation introduced the Major Beneficiary Program to help grow the Dry July campaign. The program aims to mobilise Dry July beneficiaries and their supporters, so we can assist more people affected by cancer. The Foundation is proud this initiative has enabled programs to be delivered nationally, which are vitally important to all Australians affected by cancer.

OVER THE PAST  
5 YEARS

170,000+  
participants

850,000+  
donors

\$27 MILLION  
raised for Major  
Beneficiary programs

## OUR MAJOR BENEFICIARIES ARE PROVIDING SUPPORT WHERE IT'S NEEDED



# OUR DRY JULY 2022 CAMPAIGN BENEFICIARIES

We would like to express our appreciation for the outstanding efforts of our Campaign Beneficiaries in supporting Dry July in 2022.



# CAMPAIGN BENEFICIARIES IN THE SPOTLIGHT

Our Campaign Beneficiaries have achieved a lot to help people affected by cancer, whether they are new to Dry July or long-time supporters. Here are a few highlights.



Mark Hughes Foundation had an inspiring first year as a Campaign Beneficiary raising over \$165,000. Funds will enable the employment of a Brain Cancer Coordinator located in Tamworth and supporting patients in the Hunter New England Health District as well as Patient Care Packs for newly diagnosed adults across Australia.



Nepean Cancer Centre has been a Dry July beneficiary since 2011 and Dry July Foundation has provided over \$1.2 million. This has helped fund a wide variety of projects to make the centre more welcoming for patients and carers, and help make cancer treatment a little easier. This includes items such as blanket warmers, chemotherapy chairs, bladder scanners, waiting room entertainment items and creation of an outdoor oasis. In 2022 funds will enable the refurbishment of the centre's reception area.





Since becoming a beneficiary in 2020, Mummy's Wish has received close to \$700,000 for their Support Coordinators, who provide practical assistance to mums to ease the burden of managing family life throughout cancer treatment.



In its first year as a Campaign Beneficiary, 552 generous supporters helped Canteen raise close to \$185,000 to help young adults affected by cancer to achieve better education and employment outcomes beyond treatment.



Flinders Foundation has benefited from Dry July funding since 2014, receiving close to \$500,000. These funds have supported adults affected by cancer through wellness programs including oncology massage, physiotherapy, art therapy, and exercise. The \$26,000+ raised in 2022 will enable the delivery of their psychology support program.

# OUR TOP INDIVIDUAL FUNDRAISERS

Our individual fundraisers continue to amaze us with their dedication to raise money to help others. As well as enjoying the benefits of a break from alcohol, many of our participants take part because their lives, or those close to them, have been personally impacted by cancer.



"At 31 years old, newly married and with a six-month old baby, my husband Joey was diagnosed with a rare and aggressive sarcoma. In recent weeks we have learnt that the cancer has spread to his lungs. Cancer has completely changed our lives."

– EMMA COOPER



"It's a great cause, I lost my own brother to cancer 4 years ago, and it's amazing how our network of friends, family and associates from across Geelong, Bendigo and Melbourne are all pitching in to help the kids. We are over half way to last year's record so thanks so much everyone."

– RORY COSTELLOE

## OUR TOP 10 FUNDRAISERS

1



**Emma Milner**

**\$89,663**

for Cancer Council

2



**Rory Costelloe**

**\$51,000**

for Barwon Health's Andrew Love Cancer Centre

3



**Emma Cooper**

**\$43,186**

for Dry July Foundation

4



**Aryana Lara**

**\$25,630**

for Ovarian Cancer Australia

5



**Oscar Ramsden**

**\$24,034**

for Leukaemia Foundation

6



**Steve Duggan**

**\$23,062**

for Dry July Foundation

7



**Mark Alati**

**\$20,879**

for Dry July Foundation

8



**Emily Halberg**

**\$20,459**

for Cancer Council

9



**Ben Riddle**

**\$20,079**

for Barwon Health's Andrew Love Cancer Centre

10



**Adam Kingston**

**\$19,000**

for Dry July Foundation

\*Fundraiser total raised as of 1 September 2022

# OUR DRY JULY PARTICIPANTS

The support for one another was clear to see in 2022. Across all Dry July Foundation social media channels, our Dry Julyers were sharing their personal experiences with cancer, tips on how they are raising funds, and the non-alcoholic drinks that were helping them stay dry.

The #DryJuly community was stronger than ever!

This year I have decided I want to undertake some fundraising for cancer support through Dry July. This is a first for me.. Those that know me will recognize that I am at the front of the line when a cold beer.. a black one on tap or a green bottle one when home.. or any sort of wine going.

I hope some of my friends on here and in other places might join me in supporting.. cancer family support .. especially for all those like our family who have been touched by cancer

Incredible effort by incredible people!

Feeling alert, energised and sleeping so much better. We have decided to keep going for a while yet.

Haha! It's a 5 weekend month too! Keep going everyone you can do it.

5th year around and it's a lot easier than the first year 👍

Think I am extending this to dry life. It's so nice not to drink!

Proud to have done it for a second year in a row. Proud to have doubled what I raised last year. Excited to do it all again next year 🍷💙💛💙



Been doing Dry July for about 10 years now, monies raised support cancer patients on their journey. Here's me saying << Not yet >> to a glass of beer!





# MEET NATASHA!

Meet Natasha, one of our amazing frequent Dry Julyers, who completed her SEVENTH Dry July in 2022! Natasha has returned year after year in loving memory of her father and her best friend.

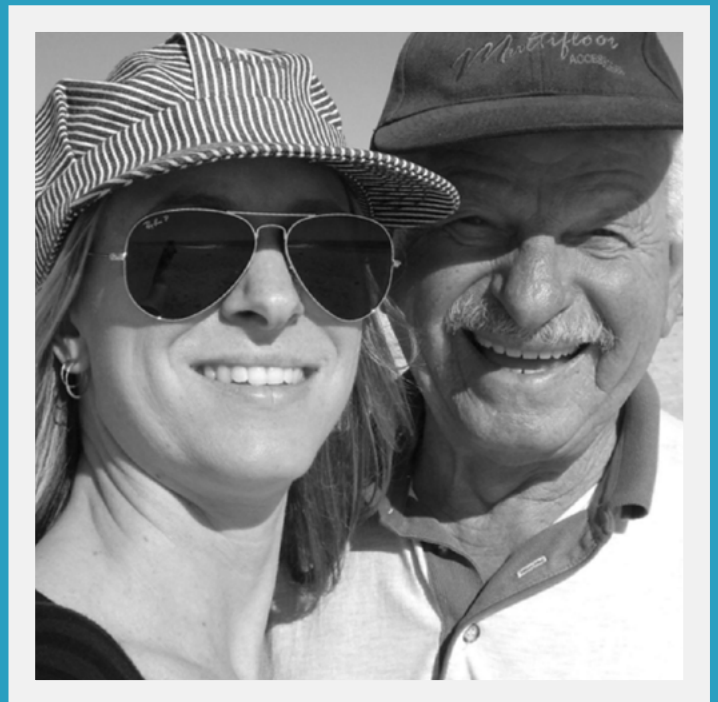
In late 2021, Natasha lost her lifelong best friend to small-cell lung cancer after fighting hard for two years. Natasha dedicated her 2022 Dry July to her wonderful friend.

Natasha's father was diagnosed with non-Hodgkin's lymphoma in 2006. After undergoing treatment, he was in remission until 2012, when he was diagnosed with an inoperable brainstem glioma. He spent three months at the Flinders Medical Centre where he went through chemotherapy and radiotherapy to clear the tumour. Sadly, cancer returned to another area, and he passed away in 2013.

Natasha's dedication over the last seven years is incredible and we could not be more grateful for her continuous support.



*Natasha with her friend*



*Natasha with her father*





# OUR AMAZING SOCIAL TEAMS

In what was another challenging year, our Dry Julyers have proven that nothing stands in their way when it comes to Dry July!

Our social teams turned out in force for the 2022 campaign, raising a non-alcoholic drink and banding together to help raise important funds for people affected by cancer.



**2,091**

Social Teams



**\$2,704,21**

Raised by Social Teams

## OUR TOP 10 SOCIAL TEAMS

1



**Billy's Frothy Fund 2.0**

**\$104,068**

for Barwon Health's Andrew Love Cancer Centre

2



**Team Valerie**

**\$101,296**

for Cancer Council

3



**Geelong United Basketball**

**\$33,416**

for Barwon Health's Andrew Love Cancer Centre

4



**Carey Crew**

**\$24,322**

for Mark Hughes Foundation

5



**The Melbos**

**\$23,911**

for Dry July Foundation

6



**Team DALI**

**\$20,606**

for Ovarian Cancer Australia

7



**Nachowww**

**\$17,073**

for Dry July Foundation

8



**Sconehead**

**\$17,018**

for Mark Hughes Foundation

9



**Wellness Warriors**

**\$14,699**

for Ballarat Regional Integrated Cancer Centre

10



**Murdoch Boys**

**\$12,271**

for McGrath Foundation

# BILLY'S BACK AGAIN

Geelong AFL legend, Billy Brownless, jumped on board to lead his team into Dry July 2022!

After raising a triumphant \$81,000 in 2021, Billy's Frothy Fund 2.0 returned to Dry July in 2022 to top the leaderboard once again! With Billy leading the team, they were able to work together to raise an incredible \$104,068!

Local business and community leaders joined in Billy's Frothy Fund 2.0 to make it a huge success. Team members included Villawood Properties Director and Barwon Health Foundation Board Director, Rory Costelloe, who finished close to the top this year on \$51,000 and local real estate leader, Ben Riddle, who raised over \$20,000.

The team gets behind the Andrew Love Cancer Centre's Dry July campaign to support those in our community going through cancer treatment. Billy and his team also enjoy the health benefits of taking a month off the frothies brings.

"Not only are you doing a great thing for the local health service, but it's a win-win because by getting off the beers, so to speak, you have more energy, sleep better, save money, don't waste the day with a hangover and might even lose a bit of weight."



"Not only are you doing a great thing for the local health service, but it's a win-win... you have more energy, sleep better, save money"

— BILLY BROWNLESS



# OUR DRY JULY WORKPLACES

After the last two years of pandemic, where businesses and workers were asked to quickly adapt to ever changing circumstances, our 'new normal' in 2022 allowed many workplaces across the country to embrace Dry July as an opportunity to reconnect their people.

We are honoured to have a number of organisations return yet again, with long-standing supporters including BHP, Bunnings Group, PKF and Hungry Jacks. We also warmly welcome our new entrants, like NSW Police Force, who raised \$5,894 across 7 teams.

From mine sites, manufacturers, non-alcoholic spirit makers, front-line health workers, academics, students, construction teams, hair care and beauty specialists to management consultants, our top workplaces represent the diversity of people that go dry in their workplace.



THANK YOU TO ALL WORKPLACES, LARGE AND SMALL, FROM ACROSS AUSTRALIA WHO GO DRY TOGETHER, RAISE FUNDS AND HELP MAKE A BETTER LIFE FOR PEOPLE AFFECTED BY CANCER.

## OUR TOP WORKPLACES

1



**BHP**  
\$43,880  
9 workplace teams

2



**Gordons**  
\$17,771

3



**Bunnings**  
\$16,963  
24 workplace teams

4



**Australian Taxation Office**  
\$14,748

5



**Lyre's Spirit Co**  
\$13,845

6



**PKF**  
\$11,142  
6 workplace teams

7



**La Trobe University**  
\$10,167

8



**Oz Hair and Beauty**  
\$10,157

9



**Nous Group**  
\$8,606

10



**Hungry Jack's**  
\$6,058  
8 workplace teams





**Leukaemia  
Foundation**

## **PRUE LEUKAEMIA FOUNDATION**

The funds raised from Dry July 2022 will help the Leukaemia Foundation ensure all Australian families facing blood cancer, wherever they live, have a Leukaemia Foundation Blood Cancer Support Coordinator to lean on.

In December 2018, Prue's four year old son, Chase, was diagnosed with acute myeloid leukaemia and required life saving treatment. This treatment was in Brisbane, 1,300 km away from Prue and her family's home in Townsville.

Thankfully, Prue and her family had the support of the Leukaemia Foundation. The Leukaemia Foundation supported Prue and her family, providing a place to call home while they were in Brisbane. "The housing provided by the Leukaemia Foundation while we were regularly commuting to the hospital was an absolute blessing, and we had a little community there."

Prue leaned on the Blood Cancer Support Coordinators at the village in some critical

moments during her journey. "You learn a whole new language, and I remember ducking my head into their office to ask what this acronym meant or what they know about this drug or process. They were never too busy to walk you through some of the medical jargon or just have a chat."

Chase endured numerous rounds of intense treatment and a bone marrow transplant in the months following his diagnosis. In a rare instance, Prue was a perfect donor match for Chase. Thankfully, the transplant was a success, and in March 2022, Chase finally got to ring the bell, signaling the end of his treatment.





## KATHLEEN MCGRATH FOUNDATION

After watching her sister go through breast cancer eight years ago and having a strong family history of cancer, Kathleen has been scrupulous about never missing a mammogram or ultrasound and having her breasts checked every year.

Two years ago, Kathleen's right breast blew up in size and she immediately went back to her GP, having had her mammogram only a few months before, where nothing had been detected. Sadly, upon that next visit, triple negative breast cancer in her right breast was diagnosed.

Unfortunately for Kathleen, cancer is a common thread in her family, with her sister, cousins and aunt all being diagnosed with breast cancer before her. At the time, they all tested negative during genetic testing, which left the family baffled. However, new testing has revealed that Kathleen has the PAL-B2, or BRCA-3 gene, and it is highly likely that it runs in her family. This means there is a 30% chance Kathleen could develop ovarian cancer and is planning to have her ovaries removed once her active breast cancer treatment concludes.

Kathleen has been supported throughout her experience by McGrath Breast Care Nurse Deirdre, who she first met at a specialist appointment early in her treatment.

Deirdre was always there to guide Kathleen through her breast cancer experience whenever she was needed, from accompanying her to medical appointments to decoding complex terminology and providing emotional support.

Despite all of this, Kathleen has remained extremely positive about her experience. She is now back at work and is looking to reinvigorate her active and healthy lifestyle. Since undergoing her treatment, Kathleen has completely given up alcohol. Having never been a big drinker, breast cancer was the final push for Kathleen to cut out alcohol from her life.



**NELLY**

## **OVARIAN CANCER AUSTRALIA**



**Dry July 2022 fundraising will enable Ovarian Cancer Australia to continue to provide a range of specialist psychological, practical and emotional support services for women and families affected by ovarian cancer.**

Nelly has always been a career woman. Since starting her first job at 14 she “hasn’t stopped since” and thought that nothing could slow her down. On top of this, her passion has always been her family, looking after her three children, husband and parents. That was until October 2021, when Nelly was at the height of her career, she was diagnosed with ovarian cancer. Her diagnosis was followed by surgeries, involving a full hysterectomy and removal of her ovaries. After recovery from surgery, Nelly underwent chemotherapy.

“It’s a very lonely illness. Although my employer has been very supportive and I had the support of my husband, my three sons, and their partners – they have been my rock – I still felt isolated with my diagnosis,” said Nelly.

Unable to shake the feelings of loneliness, and desperate for information relating to her illness, Nelly turned to Google, where she came across Ovarian Cancer Australia. She called the Helpline and was put in touch with Bridget, one of OCA’s Specialist Ovarian Cancer Nurses.

“Bridget changed my life. It was like the sunshine had come into my house. You cannot underestimate her influence and her vitality. She understood exactly what I was going through and made me feel so much less alone.”


To read more stories about how your funding makes a difference, visit:  
[www.dryjuly.com/how-we-help](http://www.dryjuly.com/how-we-help)

# DOLLAR MATCHING

We would like to give a big thanks to the fantastic donors who gave to our dollar matching program. Our participants responded to these kind offers and gave quickly and generously, multiplying the impact of the initial gifts. Our dollar match providers should be proud!





The following 3 beneficiaries received donations for dollar matching this year:

**Prostate Cancer Foundation of Australia**

**\$25,000**  
from TyrePower

**\$25,000**  
from anonymous

**canteen**

**\$25,000**  
from MoneyMe



**OVARIAN CANCER AUSTRALIA**

**\$50,000**  
from anonymous



## DOLLAR MATCH IMPACT

  
**TOTAL GIVEN**  
**\$125,000**

  
**44% INCREASE**  
in the number of donations over the same period in 2021

  
**250% INCREASE**  
in the total amount donated over the same period in 2021





## CAMPAIGN PARTNERSHIP FOR DRY JULY 2022



Whilst the alignment with a non-alcoholic drinks company for Dry July may seem obvious, Dry July Foundation was thrilled to establish a campaign partnership with Lyre's Spirit Co for Dry July 2022 for many more reasons.

The collaboration, commitment, and generous support of the Lyre's team, led by SVP Global Marketing, Kristy Bloomfield, assisted Dry July Foundation in further spreading the message about our cause and encouraging people who go dry to commit to raising funds for people affected by cancer.

Dry July Foundation thanks all the team at Lyre's Spirit Co for helping us to amplify our voice, raising vital funds, introducing our annual campaign to a new audience and for providing our Dry July community with quality, sophisticated non-alcoholic drink options throughout the month of July, and beyond.



*"We are absolutely delighted with the partnership, and the wonderful relationship we have built with our friends at Dry July Foundation, an incredible organisation enabling not only the discovery of benefits, a break from alcohol brings, but also delivering meaningful charitable contributions to an array of great causes through their month-long challenge.*

*Lyre's was started with a single vision: to change the way the world drinks. Together Dry July Foundation and Lyre's supported people on their fundraising journeys, ensuring that individuals can still champion sociability during this key month.*

*At Lyre's we believe it is part of our role to educate and showcase the wide range of options available, whether moderating, taking a break, or stopping with alcohol entirely due to health reasons – we are all on the journey to support people's lives for the better"*

**– KRISTY BLOOMFIELD**  
SVP GLOBAL MARKETING, LYRE'S SPIRIT CO



# CEO MESSAGES



It is such an honour to be speaking to the inspiring Dry July community as the interim CEO of Dry July Foundation. For the past year I have had the privilege of gaining insight into this incredible charity, while Katie Evans (CEO) took on her new role as a mother. And what a year it has been!

Despite the impact COVID-19 has had and continues to have on fundraising, I am incredibly proud of and grateful for our Dry July community who raised an outstanding \$8.8 million. I am pleased to say these funds are already out the door helping cancer organisations around Australia to deliver vital programs and services.

We also would not be able to make such a difference for people affected by cancer without our wonderful beneficiaries.

I would like to say a very special thank you to the Dry July Foundation team who worked relentlessly on making this campaign as successful as it was. My gratitude also extends to our Chairman and Board for their leadership and guidance, who have helped shape the organisation to where it is today.

My time with Dry July Foundation is one I will not forget. I wish the Foundation and community many more successful years to come and I'll be supporting you all from afar.

– **JOHN TREVILLIAN**  
Interim Dry July Foundation CEO



As I return to Dry July Foundation after twelve months maternity leave, I couldn't ask for a warmer welcome, feeling very supported from the Board and the team. This past year has been a rewarding, challenging, all-consuming first year of motherhood, and I wouldn't change it for the world.

Thank you to John Trevillian for looking after the team while I was away. They were appreciative of your positivity and your always encouraging demeanour.

2022 saw people start travelling again, the cost of living was rising sharply, and an election meant the media market was competitive as ever.

The Dry July Foundation team worked their hardest to get the best result for the campaign and for people affected by cancer, and \$8.8 million was raised to support people through their cancer journey.

Thank you to our beneficiaries, in particular our Major Beneficiaries, who turn our fundraising into vital programs and services that help thousands of people around Australia.

And last but not least, thank you to our participants and our donors. I am inspired each and every year by your stories, motivations and fundraising, to make this world a better place for people affected by cancer. We couldn't do what we do without you. You are Dry July.

I look forward to 2023 and seeing what we can achieve together.

– **KATIE EVANS**  
Dry July Foundation CEO

# OUR DRY JULY FOUNDATION BOARD

## FAREWELL GRAEME DENNIS AND SCOTT ABRAHAM

Recognising the need for rotation and 'new blood' for the organisation, Graeme Dennis and Scott Abraham, the longest serving Board members outside the Founders of Dry July, have retired from the Dry July Foundation Board effective December 2022.

We cannot thank Graeme and Scott enough for their commitment, guidance, experience and time they've given to the Dry July Foundation. They have been with the Foundation since its formative years, and were an important source of support to Brett, Phil and Kenny as they grew Dry July Foundation.



*Graeme Dennis*



*Scott Abraham*

## WELCOME FELICITY DUFFY AND CAROLYN BREEZE

We are also pleased to welcome two new Board members to the Dry July Foundation Board; Felicity Duffy and Carolyn Breeze.

Felicity joined the Board as an advisor via the Westpac Board Advisor Program in 2021 and we're so pleased she officially joined our Board as a member in 2022. Felicity Duffy has over 20 years' experience in financial services, and previously headed up Women's Markets for the Westpac Group.



*Felicity Duffy*



*Carolyn Breeze*

Also joining us in 2022, Carolyn Breeze is an experienced leader with more than 20 years in the technology sector, including extensive international experience within the fintech, e-commerce, and telecommunications sectors. most recently awarded Fintech Leader of the Year at the 2021 Woman in Finance Awards.

We are honoured to have Felicity and Carolyn join us as part of the Dry July Foundation and grateful to them for giving their expertise to help grow our impact for people affected by cancer.

# CONTINUING DRY JULY FOUNDATION MEMBERS



**IAN ELLIOT**

*Chair &  
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 has a long history with NFP and community activities which included board positions with Starlight Foundation and National Australia Day Council.

He is a member of the Australian Institute of Company Directors, and a graduate of the Harvard Business School Advanced Management Program.

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**BRETT MACDONALD**

*GAICD, Executive Director  
& Co-Founder*

Brett has extensive experience running mass-market, online peer-to-peer fundraising initiatives for leading NFPs worldwide.

He co-founded the Dry July Foundation in 2008 and is now the Managing Director of Ezy Raise, a leading fundraising platform provider. He is also a non-executive board member at SMART Recovery International.

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

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**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 an advanced certificate from the Chartered Institute of Marketing.



# DRY JULY FOUNDATION 2022

## BALANCE SHEET

### EXTRACT FROM AUDITED ACCOUNTS

For the year ended 31 December 2022

	2022	2021
	\$	\$
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and cash equivalents	3,624,675	2,879,909
Trade and other receivables	52,416	17,101
Other assets	76,703	26,085
<b>Total Current Assets</b>	<b>3,753,794</b>	<b>2,923,095</b>
<b>Non-current Assets</b>		
Investments	4,217,801	4,518,959
Intangibles	798	798
Plant and equipment	40,617	62,941
<b>Total Non-current Assets</b>	<b>4,259,216</b>	<b>4,582,698</b>
<b>TOTAL ASSETS</b>	<b>8,013,010</b>	<b>7,505,793</b>
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Trade and other payables	3,263,831	2,434,173
<b>Total Current Liabilities</b>	<b>3,263,831</b>	<b>1,572,488</b>
<b>Non-current Liabilities</b>		
Leave liabilities	15,450	45,997
<b>Total Non-current Liabilities</b>	<b>15,450</b>	<b>45,997</b>
<b>TOTAL LIABILITIES</b>	<b>3,279,281</b>	<b>2,480,170</b>
<b>NET ASSETS</b>	<b>4,733,729</b>	<b>5,025,623</b>
<b>EQUITY</b>		
Retained earnings	4,733,729	5,025,623
<b>TOTAL EQUITY</b>	<b>4,733,729</b>	<b>5,025,623</b>

This is an extract from the 2022 Dry July Foundation audited accounts. The full financial statements have been lodged with the Australian Charities and Not-for-Profits Commission.

# DRY JULY FOUNDATION 2022

## PROFIT & LOSS

### PROFIT & LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 31 December 2022

	<b>2022</b>	<b>2021</b>
	<b>\$</b>	<b>\$</b>
Revenue	8,734,985	13,209,145
Other income	1,766,170	1,994,856
Marketing expenses	(2,532,984)	(2,401,473)
Administrative expenses	(870,437)	(978,651)
Grants and donations to Charitable Beneficiaries	(6,705,054)	(10,852,539)
Depreciation	(86,407)	(27,484)
Platform and finance fees	(398,625)	(652,822)
Income (Loss) from Investments	(338,019)	-
<b>Surplus before income tax</b>	<b>(430,371)</b>	<b>291,032</b>
Income tax expense	-	-
<b>Surplus/(deficit) after income tax expense</b>	<b>(430,371)</b>	<b>291,032</b>
<b>Other comprehensive income</b>	<b>Nil</b>	<b>Nil</b>
<b>Total Comprehensive Income</b>	<b>(430,371)</b>	<b>291,032</b>

This is an extract from the audited 2022 Dry July Foundation financial statements. The full financial statements have been lodged with the Australian Charities and Not-for-Profits Commission.

\* In-kind advertising of \$1,309,626 ( 2021 \$5,925,426) has been deducted from Other Revenue and Marketing expense lines in the to be published Profit and Loss Statement.




# DRY JULY<sup>®</sup>

## 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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