

March - June 2020 Annual Report

Western Australian Head & Neck Cancer Support Foundation



Stephen McPherson
Western Australian Head & Neck
Cancer Support Foundation
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Australian Company Number (639 625 219)
Australian Business Number (89 639 625 219)

A company limited by guarantee

CONTENTS

Our mission	4
Our vision	4
Our history	4
Section 1 - An overview of the Foundation	
Snapshot of Head & Neck Cancer	5
About us	6
Our people	7
Our supporters	8
Section 2 - Governance	
Structure & management	10
Chairperson's report	11
CEO's report	12
Our Objectives and Activities	13
Section 3 - Our Finances	
Treasurer's report	16
Auditor's statement	17
Financial statements	18
Section 4 - Our other important information	
Acknowledgements	19
How you can help	20
Looking to the future	21
Contact us	22

Our mission

1. To raise awareness and public education for Head & Neck Cancer in Western Australia.
2. To provide assistance and support for Head & Neck Cancer patients and their carers in Western Australia.
3. To provide assistance to Western Australian organisations that provide services to Head & Neck Cancer patients.
4. To provide funds to enhance advance health research of Head & Neck Cancer.

Our vision

1. The reduction of Head & Neck cancer incident rates leading to the ultimate elimination of Head & Neck cancer.
2. For Western Australian Head & Neck Cancer Support Foundation to become a household name for support and research for Head & Neck Cancer.

Our History

In March 2020 the Western Australian Head & Neck Cancer Support Foundation was established by a survivor of head and neck cancer, who determined that there was a lack of specific support for head and neck cancer patients and their carer's in Western Australia.

In addition, all funding for head and neck cancer was based on the east coast of Australia and nothing based in Western Australia for West Australians.

HEAD & NECK CANCER SNAPSHOT

5,212¹ New Head & Neck Cancer cases in 2019

17,000¹ people are estimated to be living with the side effects of head and neck cancer^{1,2}

1,200 Australians will die from head and neck cancer in 2019.

34%² increase in head and neck cancer in the last ten years.

In 2017 the Western Australian incidence rate for head and neck cancer was 584 people³.

In 2017 the Western Australian mortality rate for head and neck cancer was 115 people³.

The incidence rate is 58%⁴ higher in low socio-economic areas.

In Indigenous Australians and Head and Neck Cancer is the 5th⁵ most commonly diagnoses cancer. It is 42%⁵ higher in remote areas and 3.4%⁵ are more likely to die than non-indigenous Australians.

The current survivor rate is 71%¹.

1. Cancer Australia, Head and Neck Cancer Statistics <https://head-neck-cancer.canceraustralia.gov.au/statistics>
2. AIHW, Head and neck cancers in Australia <https://www.aihw.gov.au/reports/cancer/head-neck-cancers-australia/contents/table-of-contents>
3. WA Cancer Plan 2020-2025 Government of Western Australia Department of Health <https://www.health.wa.gov.au>
4. Cost of Cancer in NSW, Access Economics/Cancer Council NSW 2007
5. Cancer in Aboriginal & Torres Strait Islander people of Australia <https://www.aihw.gov.au/reports/cancer/cancer-in-indigenous-australians/contents/cancer-type/head-and-neck-cancer-c00c14-c30-c32>

ABOUT US

Western Australian Head & Neck Cancer Support Foundation (Foundation) the one and only not for profit charity based in Western Australia, specifically for Head & Neck Cancer. The Foundation was set up due to a lack of assistance and support to Head & Neck Cancer patients and carer's and research in Western Australia.

The Foundation's primary goal is to:

- (a) To carry on a health promotion charity for the provision of assistance to individuals and organisations that provides services in support of Head and Neck Cancer:
 - I. Treatment and rehabilitation;
 - II. Research;
 - III. Advocacy;
 - IV. Survivorship;
 - V. Other services as the board may from time to time determine;
- (b) To promote, encourage, public awareness, support and provide education;
- (c) To be a charity whose purpose is to advance health by raising money to:
 - i. Provide public awareness, support for patients of Head and Neck Cancer and provide education;
 - ii. Provide money to the research of Head and Neck Cancer regarding the diagnosis, treatment and management of Head and Neck Cancer.

OUR PEOPLE**Patron**

This is currently still vacant and a topic of discussion at the 2020 AGM.

Board Members

Name	Position	Dates acted (if not for whole year)
Stephen McPherson	Chairperson	9 th March 2020
Abigail McPherson	Board Member	9 th March 2020
Ryan Dias	Board Member	15 th April 2020
Hari Kirupanather	Board Member	20 th May 2020
Brody Sewell	Board Member	26 th June 2020

Employees

Name	Position	Dates acted (if not for whole year)

Volunteers

Name	Position	Dates acted (if not for whole year)
Kerry Ward	Graphic Artist	March - Current 2020
Stephen McPherson	Chief Executive Officer	25 th June 2020

				
Stephen McPherson Chairperson	Abigail McPherson Board Member	Ryan Dias Board Member	Hari Kirupanather Board Member	Brody Sewell Board Member
[insert photo]	[insert photo]	[insert photo]	[insert photo]	[insert photo]
[Insert name] [Insert position]	[Insert name] [Insert position]	[Insert name] [Insert position]	[Insert name] [Insert position]	[Insert name] [Insert position]

OUR SUPPORTERS

No Corporate supporters currently.

Gold		
logo	logo	logo
Name other information	Name other information	Name other information
Silver		
logo	logo	Logo
Name other information	Name other information	Name other information
Bronze		
logo	logo	Logo
Name other information	Name other information	Name other information

STRUCTURE & MANAGEMENT

The Foundation is a registered Company with both the Australian Securities and Investments Commission (ASIC) and the Australian Taxation Office (ATO).

The Foundation is registered with the Australian Charities and Not-for-profits Commission (ACNC) as an approved charity.

To ensure that the Foundation is operated fairly, openly, honestly and to the betterment of all people involved with Head & Neck Cancer in Western Australia the Foundation is run by a Board.

The Board has determined that the maximum number of members to be up to seven people to ensure that there is no tie when votes are undertaken. The Board currently has five members with the other positions to be filled later this year. The Board members all have different backgrounds to ensure that the Foundation is productive, and that practical knowledge is available to meet our goals and objectives.

The Board appointed a Chief Executive Officer in June 2020 to undertake the day to day running of the Foundation.

CHAIRPERSON'S REPORT



Stephen McPherson

The Foundation is young and only started on the 9th of March 2020. From inception until the 30th of June the Foundation has been funded by the Chairperson.

During March and April company documents were developed to enable the Foundation to apply and obtain registration as a Company, by limited guarantee and an Australian Charities and Not For Profit Commission (ACNC) licence as a bonafide charity. It took us until the 12th of June to obtain a collections licence from the Western Australian Government Consumer Protection Department.

During the same period, a website has been developed with over 300 pages of information regarding the various types of head and neck cancers, diagnostic methods, signs and symptoms and treatment for those cancers. The most important aspect of the website is the resources that are available to head and neck cancer patients, both prior to, during and after treatment. The website went live on the 2nd of July.

While the maximum numbers for the Board is seven, we currently have five members, however, the remaining two positions will not exclude the Foundation from commencing operations and fund raising. A recruitment drive will be undertaken during August to fill the remaining two positions. Ideally the Foundation would be looking at recruiting a Company Secretary and a Financial Controller.

The Perth Head & Neck Support Group (of which the Foundation started and supports) is due to commence meetings at Fiona Stanley Hospital in August. The delay has been due to the COVID-19 restrictions.

On the 25th of June, a Chief Executive Officer was nominated and elected to the Foundation to undertake day to day operations of the Foundation. He will operate with direct authority from the Board and report back to the Board for updates and direction on how they want the Foundation to progress. This is a volunteer position.

The primary focus over the next twelve months is to fundraise and promoting the Foundation to obtain support. At this upcoming Annual General Meeting (AGM) it is envisaged that a Fund-Raising Coordinator will be appointed. Their role will be to develop a fund-raising strategy and once approved implement that strategy. In addition to general fundraising the Foundation will be seeking several Companies to sponsor the Foundation.

The October 2021, 1,550km Charity relay run plans are progressing. To date there are six runners that have committed to run from the WA/SA border to Fiona Stanley Hospital. Posters have been developed, thanks to Kerry Ward highlighting the run. Once sponsors for the run are obtained the posters will be updated with sponsor logos. The logistics of undertaking the run is underway.

I am keen to see the Foundation make a difference for people with Head & Neck Cancer and achieve our goals.



Stephen McPherson ADM, MHLth Sc,FGIA.

CEO'S REPORT

Nothing to Report currently due to the recent appointment of the incumbent.

OUR OBJECTIVES AND ACTIVITIES

In the first four months of operation the goal was to;

- Obtain all appropriate registrations to enable the Foundation to operate as an approved Company and Charity.
- Establish a Board that are passionate about the cause and will provide positive direction into the future that will achieve the goals of the Foundation.
- Recruit an additional four runners to participate in the October 2021 Charity relay run.

REGISTRATIONS

The Chairperson developed all the necessary Company documents and submitted them to Australian Securities Investment Commission (ASIC) and obtained registration as a Company limited by guarantee.

Once registration was obtained from ASIC the necessary documentation was developed and submitted to the Australian Charities and Not For Profit Commission (ACNC) for registration as an approved Australian Charity. Registration was obtained on the 24th of April.

The Foundation then made application to the Australian Taxation Office for registration for Deductible Gifts Registration. This means that companies and individuals that donate, over two dollars (\$2) to the Foundation will be a tax deduction.

The final registration that had to be obtained was with the Western Australian Consumer Protection to be issued with a Charities Collection Licence. The necessary paperwork and documentation were developed, submitted and approved on the 12th of June.

These registrations ensure that the Foundation comply with all legislative requirements to conduct business as an approved charity and collect funds in Western Australia and donors receive a tax deduction.

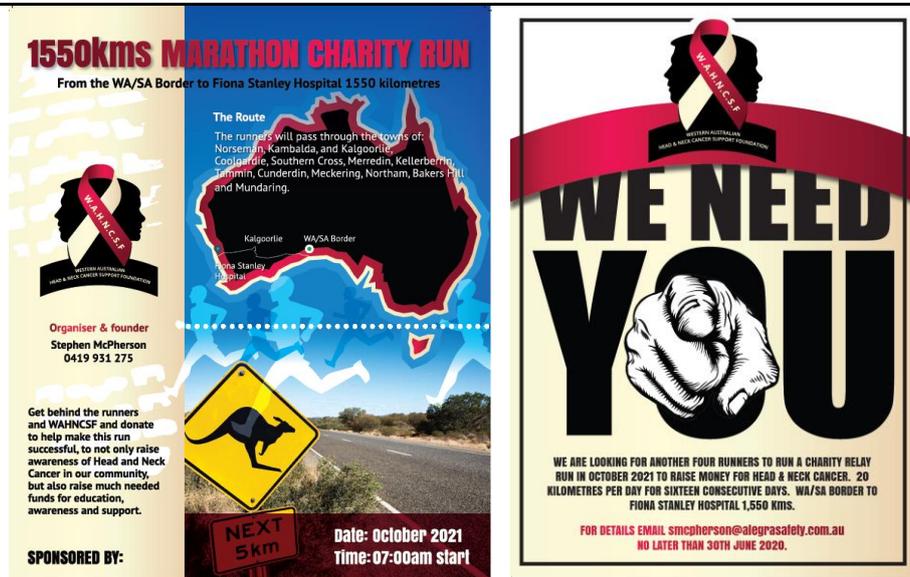
BOARD

To ensure that the Foundation is operated fairly, openly, honestly and to the betterment of all people involved with Head & Neck Cancer in Western Australia the Foundation is run by a Board.

Recruitment of appropriate Board members commenced in April. In April, May and June three additional Board members were recruited and appointed to the Board. At the June Board meeting it was decided that the Board should consist of the current five members plus a Financial Controller and Company Secretary. While these two positions are currently vacant it is proposed that another recruitment drive be undertaken commencing in August to fill these two positions.

RUNNER RECRUITMENT

In January the 1,550 kilometre Charity Run was born. From then until April several posters were developed, by Kerry Ward (Foundation volunteer) and graphic artist. These posters were sent to several running clubs in Perth but there was no response.



The posters were then placed at The Running Centre in West Perth. As a result, four additional runners were recruited, along with several support people and vehicles.

UP COMING ACTIVITES

The Foundation is taking steps to build new corporate partnerships and sponsors and identify new sources of funding to support the Foundations goals with a powerful impact to reduce the ever increasing incidence rate of head and neck cancer both in Western Australia and Australia.

The Foundation intends to increase the education and awareness of head and neck cancer in our community to increase early detection, diagnosis and encourage prevention. This will be achieved via sponsorship, various fund-raising activities and the Charity Relay Run.

With the commencement of the Perth Head and Neck Cancer Support Group at Fiona Stanley Hospital it will provide patients and their carers with vital support that they need. This will empower all patients and their carers to better navigate their head and neck cancer journey, by providing a central source of information and support. It is proposed that the Perth Head and Neck Cancer Support Group expands into Sir Charles Gardiner Hospital early in 2021.

TREASURER'S REPORT

At present the Foundation does not have a Treasurer. In saying that the only funds in the bank are \$100 which came from the \$50 Directors guarantee and one \$50 dollar donation from a member of the public.

AUDITOR'S REPORT

At present an Auditor has not been engaged as there is nothing for them to audit. It is proposed the RSM International be retained as both our Accountant and Auditor.

FINANCIAL STATEMENTS

The Foundation's bank account currently has a balance of \$100. This comprises of a \$50 donation and \$50 Directors guarantee.

LOOKING TO THE FUTURE

So, the next twelve months are going to not only be the busiest but also the most important. The Foundation needs to commence fundraising, obtain corporate sponsors, and increase the profile of the Foundation and the work we undertake. The appointment of the Fund-Raising Coordinator will be vital to fulfilling these goals, along with a good business and fundraising strategic plans.

On the 27th of July 2020 it is the World Head & Neck Cancer Day and several Perth locations are going to be lite up in head and neck cancer colours (Burgundy and Ivory). These locations include Perth City Council House, Matagarup Bridge, Sky Ribbon, Elizabeth Quay just to name a few.

It is the Foundations goals to obtain both Corporate sponsors for the Foundation and the October 2021 Charity run. Sponsorship packages must be developed for Foundation sponsorship.

In October 2021 the Foundation will undertake the 1,550-kilometre charity run from the WA/SA Border to Fiona Stanley Hospital in Murdoch.

A sponsorship package has been developed for the October 2021 Charity run detailing what a sponsor will get and the four different levels of sponsorships available. If all sponsorship packages are taken up it is envisaged that the Foundation will raise more than \$300,000 to help us achieve our goals.

Now the COVID-19 restrictions in Western Australia have been lifted the logistics of running an event such as this can now commence. There needs to be a risk assessment undertaken, permits for traffic, accommodation location for everyone, although it must be pointed out that runners are responsible for their own accommodation, meals and expenses. In addition, the recruitment of support vehicles and people along with (if necessary) transportation of runners and equipment.

It is envisaged that a meeting will be held with all runners in August or September this year to discuss the logistics that work for everyone.

A National television station has agreed to cover the Charity run in their news cycle on the day and provide a background story for their current affairs program. As we get closer to the event additional communication will be undertaken to ensure that this still takes place.

The Board must recruit the remaining two vacant Board positions before the end of the calendar year. The recruitment goal is to target a Financial Controller and Company Secretary.

The Perth Head & Neck Cancer Support Group (founded and supported by the Foundation) that is currently based out of Fiona Stanley Hospital will commence meetings in August. It is envisaged that a proposal will be sent to Sir Charles Gardiner Hospital late this calendar year to expand the support group to their facility in the new year. Posters of the support group must be developed once dates and times have been secured.

For the 2021 World Head & Neck Cancer Day it is envisaged that a stand be established at locations like Fiona Stanley Hospital, Sir Charles Gardiner Hospital, and a couple of shopping centres. It is proposed that several head and neck cancer merchandise/support items be sold at these stands in an endeavour of not only promoting the World Head & Neck Cancer Day and the Foundation but also raising necessary funds.

In November 2020 applications will be made to the Optus Stadium to have the stadium lite up in head and neck cancer colours on 2021 World Head & Neck Cancer Day. Applications are only accepted during the month of November for the coming year.

In early 2021 the Foundation will release membership details and packages.

ACKNOWLEDGMENTS & THANK YOU

The Foundation would like to thank Kerry Ward who donated her time and effort in developing the Foundation's logo, Charity Run poster and Brochure and the Runners Recruitment poster.

Donors

Kerry Ward - Graphic design - Foundation logo, charity run brochure, posters and runner recruitment posters.

Grants and funding

Nil

Corporate & community partners

Nil

Volunteers

Kerry Ward, Graphic Artist

Members

Nil

HOW YOU CAN HELP

Become a member

In 2021 the Foundation will release membership details and packages.

Volunteer your time

We are currently looking for volunteers to provide both their time and vehicle during the Foundation's 1,550km Charity Run. To express your interest please email <mailto:info@waheadandneckcancer.org.au>

Make a donation

Donations can be made at either the Western Australian Head & Neck Cancer Support Foundation GoFund Me page or from our website at www.waheadandneckcancer.org.au

Leave a bequest

To leave a bequest to the Western Australian Head & Neck Cancer Support Foundation all you must do is include the charity into your last will and testament. It is also strongly recommended that you advise your relatives of your wishes, so that they know what you want to happen with your estate.

Support an event or fundraising activity

There will be a number of fundraising events being held over the next 12 months. Once final arrangements have been made these events will be advertised via our website.

In October 2021 we are holding one of the most unusual fund-raising events ever held in Western Australia. A team of runners will relay run from the Western Australian/South Australian border to Fiona Stanley Hospital 1,550 kilometres.

Besides financial support we are also looking for support crews. People can express their interest via emailing info@waheadandneckcancer.org.au

Become a corporate partner

If you wish to become a Corporate sponsor then please feel free to contact us either via our

website or emailing us at info@waheadandneckcancer.org.au or the Chairperson at smcpherson@alegrafety.com.au

Other ways you can help our cause

If you or someone you know is dealing with Head & Neck Cancer, then please do not be afraid to reach out to us for help. You or they do not have to go through this alone, support is always here you just have to ask for it.

Please promote not only our Foundation but also our website. The more people that become aware of head and neck cancer the more people will know on the impacts that it has on the community.

CONTACT US

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