

# Peter MacCallum Cancer Foundation

## Financial report summary: Financial year 2012-13

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Peter MacCallum Cancer Foundation (the Foundation) is pleased to report net revenue of \$22.9 million for the financial year 2012-13<sup>1</sup>. This compares with net revenue of \$14.4 million earned in financial year 2011-12, and represents 59% growth in net revenue. In the same period, the active donor base (the number of donors who have given a gift in the last 12 months) grew to over 61,000 donors, excluding donors to the Ride to Conquer Cancer and Weekend to End Women's Cancers<sup>2</sup>.

The Foundation's overarching strategy remains one of achieving growth and sustainability: achieving growth of revenue and the donor base and achieving sustainability in the sense of achieving some stability and predictability of funding available to Peter Mac. This strategy, endorsed by the Boards of both the Peter MacCallum Cancer Centre and the Peter MacCallum Cancer Foundation in 2009, has resulted in exciting and continued growth in both donor numbers and gross revenue since its implementation.

The Foundation was thrilled to this year reach an overarching objective, also set in 2009, of doubling gross revenue within five years, with \$32,091,687 raised. In this short period, the Foundation has grown to become one of Australia's most successful charities, and is leading the industry in a number of areas, particularly the integration of cross-program donor care initiatives.

Continued investment in donor acquisition programs, particularly direct mail and the face-to-face recruitment of regular donors, has been key in driving the organisation's growth. The Peter Mac Discovery Partners regular giving program is now well established, and was successful in recruiting more than 10,000 donors during the period. This group of supporters now contributes some \$400,000 to cancer research every month.

### Distribution of revenue

- 30 per cent was distributed to Peter Mac for areas of highest priority need, including support of the core facilities in Cancer Research.
- 13 per cent was distributed to Peter Mac for tied purposes specified by donors.
- 1 per cent was distributed to Peter Mac to support the Foundation Grants, which provide seed funding for innovative Peter Mac projects.
- 8.4 per cent was contributed to the Foundation's Perpetual Endowment Fund, either at the request of donors or as interest and dividend earnings.
- 20 per cent was contributed to the capital reserve fund. The capital reserve fund is in respect of specific capital campaigns where funds will be remitted in future years as the campaign comes to realisation.
- 27.6 per cent was used to support fundraising activities.

### Audit process

The Peter MacCallum Cancer Foundation, as a controlled entity of Peter MacCallum Cancer Centre, is subject to audit by the Victorian Auditor-General.

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<sup>1</sup> This includes major revenue items towards the VCCC Project Capital Campaign.

<sup>2</sup> A total of 42,115 individuals have donated to the Ride to Conquer Cancer and the Weekend to End Women's Cancers, however, due to contractual agreements, Peter Mac does not include this data in its core database at this stage.