

SAM'S 1000



IMPACT STATEMENT - 2024



***We are the solution. My sister would be so proud.
What me and my sister dreamt of for cancer patients
is happening now, and businesses that belong to
'Sam's 1000' are so vital. They are our lifeblood.***



We live in the land of the tall poppy and boasting isn't looked kindly upon, but I don't care. We are more than an instrument in an orchestra - we are conducting. We are the sound that echoes in the corridors of power. We are the agents for change. We are making the future. The world we need for cancer patients is happening more quickly because of us. Without doubt. Empirically. As this report will demonstrate.

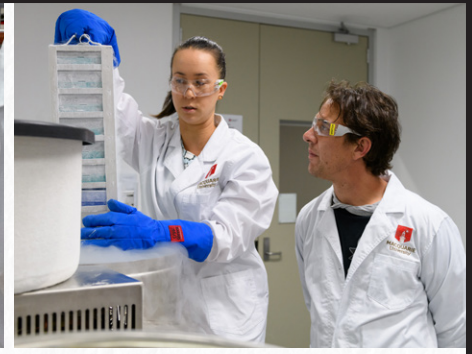
There is a national response to our need for Precision Medicine for ALL cancer patients. Precision Medicine was described as 'the next moonshot' by Obama. The world agreed. The scientific case is veritably closed. We are saving on waste and eliminating false lines of treatment for cancer patients. We are moving towards a genomic solution for all diseases.

All children with cancer in Australia now receive Precision Medicine. Less than 10% of the adult cancer population now receive Precision Medicine. Last year it was 4%. Next year it will be 20%. We who belong to 'Sam's 1000' entirely fund the Molecular Screening & Therapeutics (MoST) Expansion program, connecting the program to rural areas to work from the outside in, whilst we also work on the inside out, with the government and many others. We won't win if we don't work together.

We don't just know our researchers. They can't do what they do without us. We are their lifeblood. They spend their lives at an A+ level, then embark on 'The Emperor of all Maladies' and they simply can't treat and beat cancer if we don't fund them. I break bread with them regularly and they always say, without fail, do you say thanks for us? Yes, I do. Thanks from them. Really.

What looked impossible a decade ago, when my sister and I were surveying the landscape, is now within our grasp. Australia simply can't wait while so many cancer patients are being left behind. We don't lack the will. We don't lack the science, and we know exactly what to do.

***This impact statement explains what we are doing now.
Today. And what we must achieve tomorrow.
Stay with me. Together, we will win.***



OUR SCIENTISTS

When I say that we are the solution and that I'm boastful in the land of tall poppies, I have confidence knowing that we took the MoST Expansion concept to Omico, Garvan and Professor David Thomas. Love Your Sister has committed \$6M over 4 years. All patients who are part of this research program undergo molecular screening.

Almost a third of Australians live in 'RRR' areas (rural, regional, remote) and they are 20% more likely to die from a cancer diagnosis. This gap is unacceptable. Your postcode shouldn't matter. We drive the call for all Australian cancer patients to be treated equally.

We have continued to work very closely with Dr Mandy Ballinger and Professor David Thomas in 2023, having meetings every 6 weeks, on your behalf, to monitor planning, implementation and progress. I'm not being modest when I say I'm not the smartest tool in the shed. David heads the Garvan Institute of Medical Research's Genomic Cancer Medicine Laboratory. He is the founding CEO of Omico (the Australian Genomic Cancer Medicine Centre) and in his spare time is the inaugural Director of the Centre for Molecular Oncology at UNSW. He did his training at the University of Melbourne, was a Fellow of the Royal Australasian College of Physicians in Medical Oncology, got his PhD in 1997, and did postdoctoral research at Harvard Medical School.

Make no mistake - David Thomas is the big boss, and needs to be regarded as such. We believe in him like you believe in us.

"Love Your Sister's support will help expand the MoST program to create a network of rural and regional cancer centres, so that cancer patients who happen to live in these areas can access the same state-of-the-art treatments that are available to those living in our major cities"

Professor David Thomas



A photograph of two men standing outdoors in front of a brick building. The man on the left is smiling broadly, wearing a bright red zip-up hoodie with a 'Love Your Sister' logo on the chest. The man on the right is also smiling, wearing a similar red hoodie, and has his hand on the shoulder of the man on the left. Both hoodies feature a logo that says 'ESTD 2012 Love YOUR SISTER'.

“The Australian Government is committed to increasing access to Precision Medicine for all Australian cancer patients. I applaud Love Your Sister’s efforts to ensure this expansion includes those Australians who live in rural, regional and remote locations. We thank them and the businesses who, along with the government, are working to accelerate this progress, and also I congratulate Samuel, his beloved Connie and the 1M strong Love Your Sister village.”

The Federal Minister for Health,
the Honourable Mark Butler

'SAM'S 1000'

I crunched the numbers and was startled.

Welterweights and Heavyweights in 'Sam's 1000' contribute exactly the same amount! This proves that we have a range of businesses, of various sizes, that achieve exactly the same amount collectively. We are over a third of the way there, because of you all.

I have partnered with small businesses, who punch above their weight. I'm so heartened by the small businesses that come in and out where they can and do everything to stay involved. It's as if they tickle my heart more than the big guns. I shouldn't admit that, but I've always stood for the small guys because that's where me and dad come from. The little guy,

done good. I'm aware that many of the big guns started off as little guys done good, so sorry for the soft spot, but it's there!

Also, businesses such as the Bendigo Bank, particularly in Cooroy and Mundaring, have rippled outward better than Captain

Ahab could dream of. They realised that they had a unique opportunity to go beyond the sum of their donations.

Being community focussed banks, they leveraged their connections to local businesses to hold events where I could personally meet decision makers and get them to commit to joining 'Sam's 1000' with their own businesses. They turned a ripple into a wave. Andrea Southam and Steve Clarke wear permanent crowns!



Then there are businesses in regional, rural and remote locations who think locally, like Office Choice, who do so much more than belong to 'Sam's 1000'. We are going beyond beyond together, and will have a specific update on what we've been up to in the next impact statement. Also, titans like McLardy McShane have added being 'Sam's 1000' champions to their already impressive list of serious philanthropic achievements, showing other companies what CSR really looks like.

The pharmaceutical industry spends more on cancer research every year than



individuals and governments combined. 'Big Pharma' is also taking over our world-first in Dubbo after three years, helping me prove a self-sustainable model to the Federal Health Minister. All players must be at the table if we are to achieve something so large and complex. CEOs Dennis Bastos from Arrotex Pharmaceuticals, Clint Coker from LiveLife Pharmacies, Melita Flynn from Capital Chemist and Vikesh Ramsumder from Sigma Healthcare (who play a primary role with Amcal, Guardian and Chemist Warehouse) are all heavyweights in 'Sam's 1000'. If every industry galvanises like this we will see exponential expansion.



TOGETHER WE TRIUMPH

Stupidly, I thought Sam's 1000 was for businesses only. CWA's, Shire Councils, Mayors, Rotaries, Schools, Kindergartens, Chambers of Commerce, YMCA's, Neighborhood Houses, Not-For-Profits, Sole Traders and Individuals have all joined us, proving that everyone has a role to play and, collectively, we win.

'Love Your Sister' has always known about the power of collectivity - our 'Big Heart Project' emphasised that greatly. Hilder Road State School's principal Jordan Burke inspired 50 individual members of his school community to become 'Hilder Heavyweights' by giving \$20 a month, making the school a Heavyweight Champion, proving once more that, together we triumph.

"I have loved being involved in Sam's 1000, to bring together my social circle collectively, and for us to be able to impact this movement. As a cancer survivor myself, it has been an honour to bring my family and friends on this journey, and to have the same impact as big business. It is amazing what a few people can achieve collectively to improve cancer outcomes for so many Australians affected by cancer."

Melanie Yarnall

ASTONISHED, I TELLS YA...

Much to my astonishment, Sam's 1000 businesses do much more than donate on the reg. They go the extra mile. These businesses not only care about the cancer conundrum, but agree with our aim to kill cancer with joy. The Treat Bakeshop got hilarious and produced a tasty bag of dicks, Mocha Group rallied barbers, hairdressers and beauticians by hosting a pyjama day, Mitre 10 in Acheson are holding a chicken race, American Doughnut Kitchen and Espresso Alfresco are joining forces with a doughnut and coffee special and Rice, Paper, Scissors released a 'Love Your Sister' cocktail. These are just some examples of the Sam's 1000 businesses doing fundraisers on top.

From 'Sam's 1000' extra donations and fundraising, we raised an extra \$181,972. With our 'Sam's 1000' sponsors, ticket sales, 'passing the hat' shenanigans and speaking fees we raised an extra \$129,609.

Combined, that's \$311,581 on top of regular 'Sam's 1000' contributions.

\$300,000+
**IN EXTRA FUNDRAISING
ACTIVITIES FROM OUR
SAM'S 1000 CHAMPSIONS**





REFERRALS - THE GREAT PRESTIDIGITATOR!

It works. 'Love Your Sister' wasn't just the first page on socials to raise \$1M. 'Sam's 1000' members have shared our message on social media to profound effect. I just spoke to Stephanie and she raised over \$6,000 after seeing a social media post from Georgie at Distinctive Features, an out-and-proud member of 'Sam's 1000'.

National Patient Transport (NPT) aren't just Heavyweights in 'Sam's 1000'. They used their imaginations and put a prominent sticker on the back of over 200 ambulances, making superb use of our assets in the portal we share with all.

Carol Alchin hosted a beautiful, informal gathering in the town of Gilgandra, bringing in many local business owners who care.

37% of all businesses belonging to 'Sam's 1000' come from a referral, including Meryl who has sponsored \$45k to keep the lights on. Getting the word out costs nothing, or next to nothing. Referrals matter. Referrals work. Referrals are the great prestidigitators. Actual magic.

"Sellabilities is not a big business, but we are passionate about a few things and kicking cancer's butt is definitely one of them. We have proudly signed up to Sam's 1000 and encourage all business owners, operators and managers to do the same. Let's get our loved ones the precision medicine they need now."

Christina Bruce, Sellabilities





RECIPROCAL GIVING

The latest research reveals that millennials are making their consumer choices based on a company's CSR (Corporate Social Responsibility). When you let people know about 'Sam's 1000' you not only raise awareness that accelerates our initiative, you drastically improve your CSR, making your business more competitive in a variety of ways.

There's two types of giving. Reciprocal giving and altruistic giving. I believe in reciprocal giving. It's all circular, in my mind. I offer tonnes of value back as both a way of saying thank you and getting further word out.

I always make sure that there is a 'Sam's 1000' logo presence at my many public events, letting local crowds know about businesses that care in their area.

When we're in your area, we hit you up and come visit. I bring my bling and we dance together. I've come face-to-face with 51% of you - finally getting to put a face to the name!

I'm loving the LinkedIn tags and posts, and if you haven't already, please join our 'Sam's 1000' Facebook group! Data pulled from Facebook, Instagram and LinkedIn shows that on average, posts about the 'Sam's 1000' campaign received 270% engagement when compared to other posts to the same audience, which matches trends seen worldwide of people connecting more with socially responsible businesses, a categorisation that you all certainly fall into.

We've done a number of videos for Sam's 1000 workplaces with the help of champions like Talking Portraits.

MCG Cranes



McLardy McShane



Rice Paper Scissors



Harvey's Towing



0:30

CARPET COURT COLAC RADIO SPOT
BY SAMUEL JOHNSON

Also, I'm a voice guy, who would happily spearhead your next campaign as a way of saying thanks. Burger chains and communication giants put their faith in me to voice their brands, so I'm confidently bringing you oodles of value.

Hit us up if you're up for going the extra mile and I'll do my best to make it happen.

THE ONLY THING THAT WON'T CHANGE IS CHANGE

We are in this together but life changes inextricably. You can change your level of support as your business changes. The scientists and researchers all ask for regular funding, so they don't waste years of work. That's why we ask for regular givers. If you hit a purple patch, you might be able to afford a little more, or, you can lower your level. If things get tough, don't drop off. Give me a bell or drop me a line at sams1000@loveyoursister.org and we'll readjust appropriately.

WHATS NEXT?

1 We keep contributing to the Precision Medicine explosion until Precision Medicine is a standard of care in the Australian Health System. We can not only protect our loved ones, but also show the rest of the world how it's done.

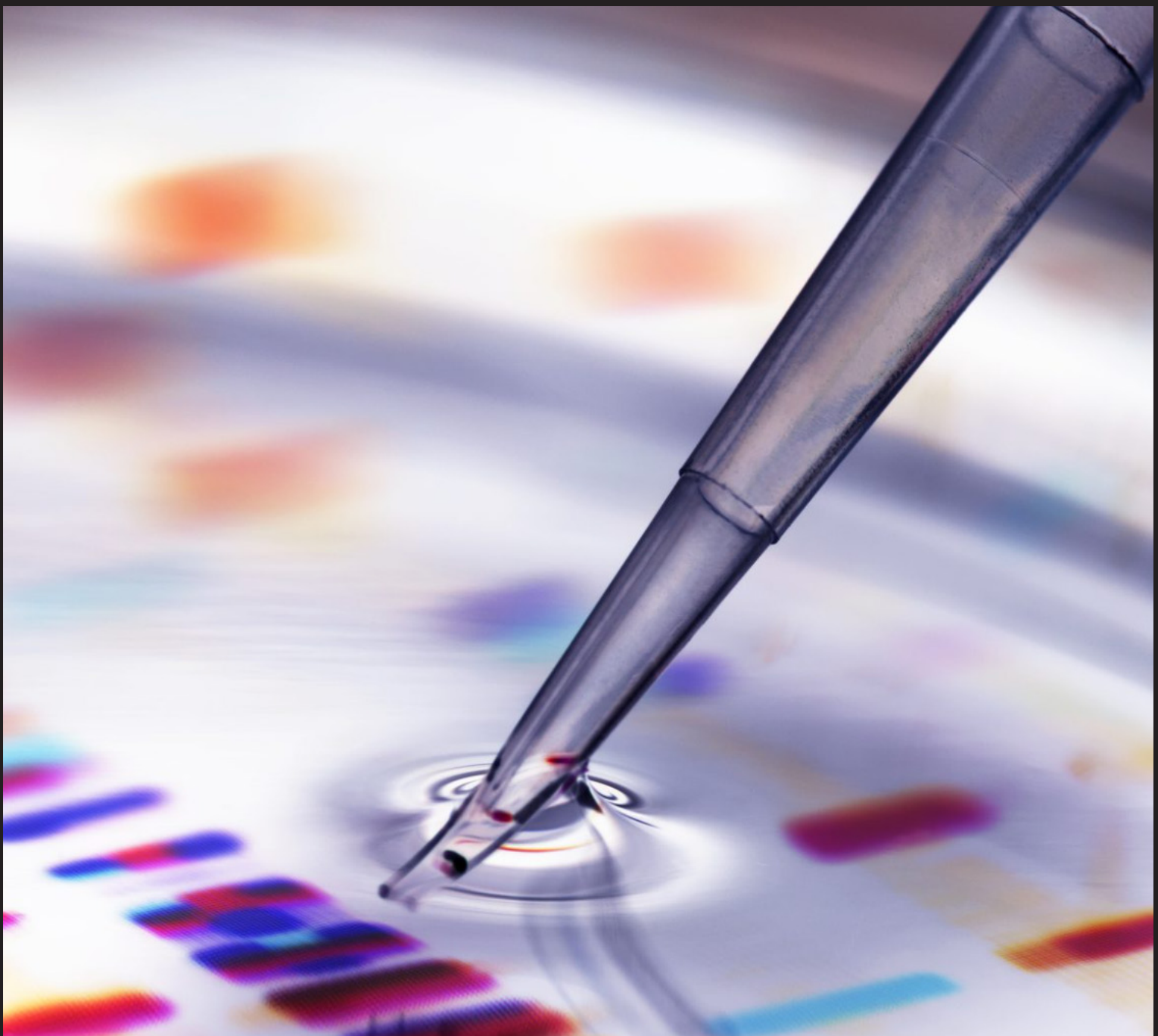
2 We keep shining a light on non-metropolitan research and patients and force the spotlight onto vulnerable populations. I am on a mission to get the first ever DNA samples from Indigenous Australians into the bio banks! Because Precision Medicine should be available to all.

3 We engage with a new cohort of young, exciting, next generation researchers and ask them, on your behalf, what they need to accelerate accessibility to Precision Medicine.

4 Together we attract another 333.33 businesses towards 'Sam's 1000' before the next impact statement, so we can talk to the Honourable Mark Butler about further expansion.

We keep raising awareness, advocating, lobbying and when necessary, agitating. Concentrated and together, we triumph.





WHAT IS PRECISION MEDICINE?

Precision Medicine. Targeted Treatment. Personalised Medicine. The dawning of this new era of medicine all boils down to giving medical professionals the resources they need to target specific treatments for patients AND further develop scientific and medical research. We're on the cusp, but change is complex and often too slow. Most of today's cancer treatments are still designed for 'the average patient' - even though science is clear that there is no average patient. Precision Medicine is more effective than a "one-size-fits-all" technique because it takes into account individual differences in people's genes, environments, lifestyles, and cancers.

It begins with molecular screening - to build genomic profiles of cancers. Cancers that are identified as having certain biological markers can then be referred to clinical trials or other targeted therapies that can greatly increase treatment outcomes, particularly for patients with advanced cancers, rare cancers or limited treatment options.

WHAT YOU HAVE ACHIEVED!

In the first year, 'Sam's 1000' funds have contributed to an expansion that connects 8-10 regional, remote and rural sites (RRR) to the National Precision Oncology Network, giving cancer patients in these areas access to molecular screening analysis that yields insights into treatment plans and suitability for clinical trials. 60% of patients taking part in the program are now being matched with a new treatment and the outcomes of these new matched treatments are positive, well above average in fact, with half of them doubling their life expectancy. Thankfully, well ahead of schedule, there are at least another 17 MoST Expansion 'RRR' sites in early phase feasibility discussions. This far exceeds the initial projection. But researchers don't like us to talk about things that haven't actually happened yet, so keep that exciting news under your hat!

Historically, clinical trials occur in metro locations and the tyranny of distance precludes too many from participating in this vital research. Yet, clearly the demand is there as 40% of people participating in MoST clinical trials come from 'RRR' areas, many of whom are having to travel to metropolitan sites to do so. 'Sam's 1000' champions are also funding Macquarie University's co-design to make international standard clinical trials available in 'RRR' areas. Underpinning the introduction of cutting-edge treatment options and much-needed improvements to healthcare, is increased accessibility and capacity for better outcomes for vulnerable populations.

Using a co-design approach, this research focuses on equipping clinical trial units in regional healthcare centres, and staffing these clinics with a local clinical-trial-skilled labour force. With year 1 of 3 under our belt the Love Your Sister funds are being used to pave the way for a sustainable model for clinical trials which give cancer patients in these locations access to the latest technologies, drugs, and medical oversight. Thus minimising the need for patients to travel sometimes ridiculous and often untenable distances.

The Love Your Sister team and Board of Directors are more than satisfied with the Year 1 progress reporting for these grants and by the access to the research personnel who diligently answer our questions, and yours.

The focus of these research programs aligns with our emphasis on accelerating the progress of accessibility to Precision Medicine. In addition, they synergise with each other, reducing waste and double handling to ensure that each donor dollar invested in these programs is contributing to the broader vision for a day when every cancer patient gets given the right treatment first time, every time.

More broadly, a growing demand for Precision Medicine is evident, and is reflected in the data that shows the number of patients being matched with clinical trials has almost doubled the initial targets for this point in time (total 7,800 against the target of 4,095). 35% of the new MoST clinical trials have been set up in major (large) regional areas/cities, which illustrates a long awaited national shift in focus.

Such is the growth that MoST will have graduated to become the Cancer Screening Program (CaSP) by the next impact statement. This is, again, good news. The emergence of CaSP illustrates that the research has gone far beyond proof of concept. Clinical trials are still paramount for research and patients, but a nationwide precision oncology clinical service as a standard of care in the Australian healthcare system is the 'what next' necessary for the predicted quadruple in size and scope to take in more cancer patients.



Here at Love Your Sister, we will remain steadfast in our resolve that the benefits of scaling up and increasing scope are shared equitably by ALL Australian cancer patients. regardless of age, status, wealth or postcode.

But it is YOU who have achieved this. It was all you!

Sam x