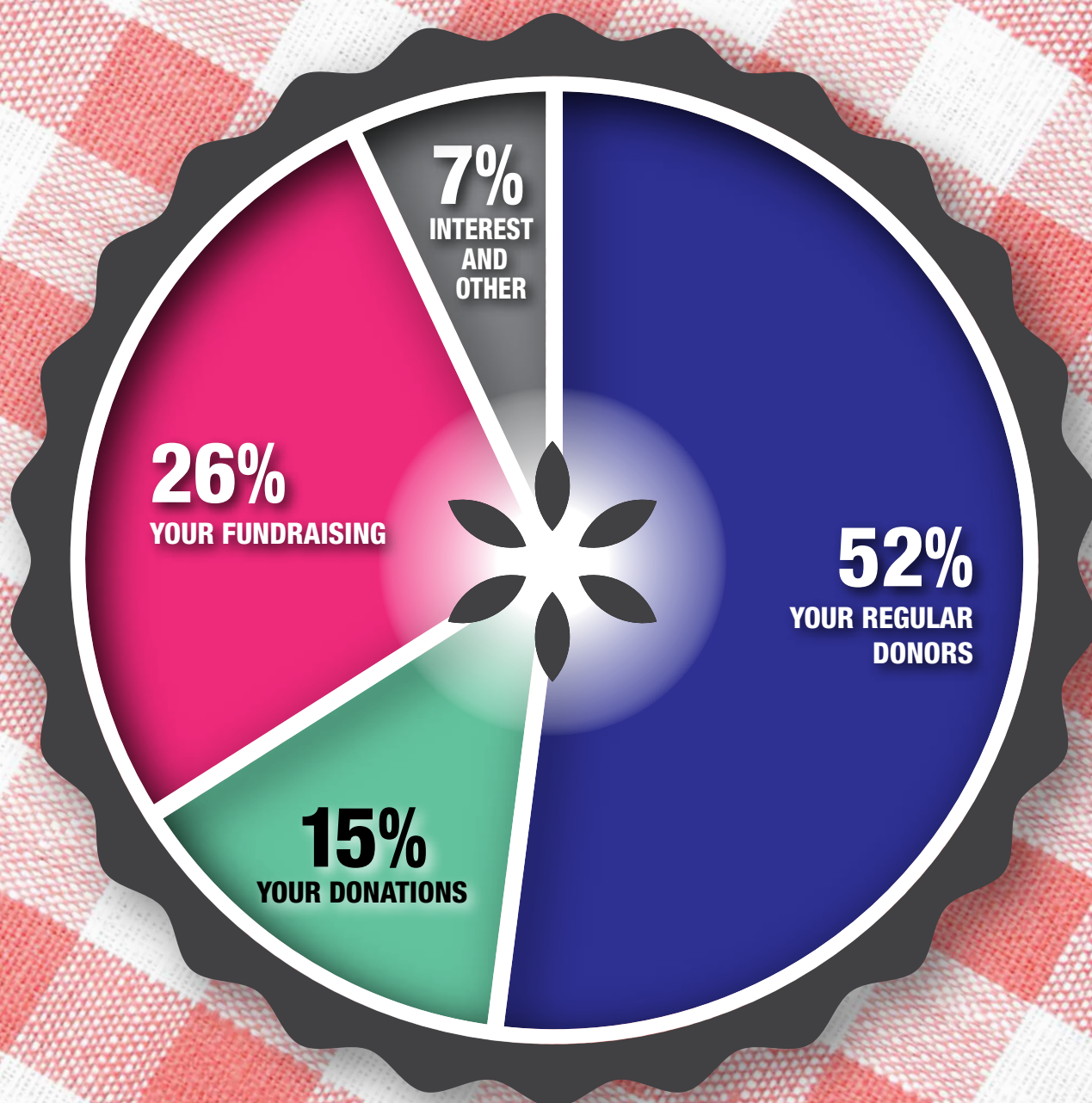




**LOVE YOUR SISTER
IMPACT STATEMENT
2025**

look what you did!

I wouldn't normally throw a pie in your face, but this pie chart is good pie! I negotiated my way up to one pie chart in this report and the pie I chose celebrates where our money comes from. The 'Love Your Sister' \$20m raised milestone is on the horizon. We're so close, and it's all coming from you; this large, kind village of donors, fundraisers and regular givers!



*INTEREST AND OTHER = Bank interest and other revenue streams such as prize money from TV appearances and other uncategorizable contributions

ONCE OFF DOUGHIES

Once off donors come in all shapes and sizes, for all kinds of reasons. Many families donate, rather than exchange Christmas gifts, because they already have everything but the ultimate gift - a cure for cancer. Firefighters Charity Fund dropped a large doughie from the wages of many individual front liners. And of course there's the saddest donations of all - those that come in memory of a lost loved one. They put a rainbow around true horridity and remind me daily why we do what we do. Our lost loves sing loudly.

One of the reasons I suspect pie charts are not always worth the plates the slices are served on, is that they don't tell the whole story. For instance, funds raised from fundies are actually made up of thousands of once off doughies from the fundraisers' friends, family and colleagues. The somewhat 'hidden donors' to whom I am forever grateful.

Whenever I can, I hold my own fundraisers. My latest fundie started when I went to accept a benefactor's award on our behalf at a castle in Sydney. We're proud supporters of the Children's Cancer Institute Australia's 'Zero' program, helping provide Precision Medicine for kids with cancer in every postcode. At this event I doubled down, suggesting that the next 2,000 kids matter just as much, and just like that, a \$186,484 hole was dug!

I dug a hole, so I'm going to dig an actual hole until I reach my fundraising goal. And no, I won't end up in China. That is incorrect. My antipode is actually the Azores in Portugal, so I'll just keep digging until I reach the Azores, or until I reach my lofty target - because I won't break my promise to sick kidlets.

Once off donors have been instrumental in kicking off this campaign and I owe you forever!



FUNDRAISERS

Love Your Sister has always used joy and creativity to kick cancer in the kiwi fruits. Whether it's an audacious year-long unicycle ride around the country or building the world's biggest, spinkiest love heart out of 40 million 5 cent pieces, we do it with a smile. We love life as much as we hate cancer.

I've always wanted Love Your Sister to stand out amongst the 60,000 other registered charities in Australia. One charity for every 439 Australians. Love Your Sister doesn't touch donations, at all. We are not '100% of profits', we are not '100% of proceeds', and when we allocate funding we do so with research only guarantees, full reporting and the right to audit; that integrity is my way of honouring our commitment to all of our fundraisers.

Adam Morrow's epic roller skating trip from Melbourne to Phillip Island captured my heart, as a fellow expert in 'long distance on irregular wheels' fundraising! The Treat Bakeshop got hilarious and baked a tasty bag of dicks, Mocha Group rallied barbers, hairdressers and beauticians by hosting a pyjama day and Lachlan Hess somehow brought Elvis and trivia together and raised a bucket load. I was even invited to participate in the Southern States Line Dancing Competition, and we also teamed up with Kasey Rainbow and San Churro to produce a fun, percentage-of-profit mug to sell across their stores nationwide.

Without fundraisers, we are naught, and I owe you forever. You know why.





If I had a superpower, I would wish to be in multiple places at once. But, given that I'm a regular hoomin, I get out to our fundies whenever I can and look forward to saying thanks in person.

Erin and Alex, from 'Now or Never' fame, came up with 'Camp for a Cure' - a camping festival at Gootchie Creek, QLD, with music, food and good times. They shave their heads, so I will too!

www.campforacure.com.au

Rodney Frost's 'One Day' is a jewel in the Love Your Sister crown. This audacious 24 hour golf challenge, using floodlights, glow sticks and glow-in-the-dark golf balls continues to attract more clubs, more players and more donations than ever. Frosty's mob is going again for a third year in 2025, with a \$500k fundraising goal! It's perfect for endurance golf lovers and you can join the ambitious here.

oneday.loveyoursister.org

Lovable social media titan Adele Barbaro put on a masterclass of an event last year, selling out the entire National Theatre in 3 minutes flat. This year, she was back, even bigger and better, at the Plenary in Melbourne, with \$750K worth of giveaways and performances by Pete Murray and Bliss n Esso. I wasn't going to miss it, and I was the fella there with bells on.



REGULAR DONORS

Make no mistake, I have a soft spot for our regular donors. Why? Because it devastates our scientists and researchers when they've done all that hard work, and then their funding suddenly runs dry. Potential is left unrealised. I speak to scientists and researchers regularly and they always stress the importance of consistency. Regular support reduces waste and means cutting edge discoveries don't get buried.

Importantly, regular support means that our scientists can spend more time doing their thing and less time looking for funding.

Back to the pie chart. Check out the force of the Love Your Sister regular donors! You guys have been with us, through thick and thin. This piece of pie represents Swear Jar-ers, who continue to donate their ill gotten gains on the regular, Stick subscribers, who stayed with their monthly contribution long after the journal was laid to rest, and of course FCB donors, the individuals who came in at \$10 a month and whose ongoing donations fund, as promised, tissue samples being stored in bio-banks. The impact of these tiny tumour samples on large research initiatives is truly massive. Collectivity wins again!



McNab Construction is the most prolific regular donor in Love Your Sister history. Their staff members signed up as individual workplace donors and the head honcho, Michael McNab, matches their collective donations monthly. They have done so for half a decade. One big business, choosing to act collectively, with an astronomical outcome.

'SAM'S 1000'

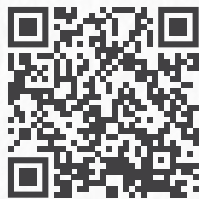
'Sam's 1000' is my epic, regular-giving quest to partner with 1000 businesses and we are nearly halfway there!

Titans like McLardy McShane, The Bendigo Bank, Greyhound Australia and Office Choice have added being 'Sam's 1000' champions to their already impressive list of serious philanthropic achievements, showing other organisations what Corporate Social Responsibility really looks like.

The pharmaceutical industry spends more on cancer research every year than individuals and governments combined: Arrotex Pharmaceuticals, LiveLife Pharmacies and Sigma Healthcare are proud heavyweights in 'Sam's 1000'.

And it's not just the big mobs hopping in on the action too. Businesses of all sizes are coming along for the ride and they're finding all sorts of ways to help out. The Traffic Design Company fitted out their crew in Love Your Sister hoodies to help raise awareness, Bec and Rob Bannister from Infinity Security Solutions help us out with security at our events whenever we're in the area and Dave Palmer from Rural Tanks and Garden Beds doesn't just give us prizes to auction off, but he even joined me for a bike ride on my birthday fundraiser!

'Sam's 1000' champions donate regularly because Precision Medicine is not currently offered as 'standard of care' for all Australians and it should be. They share our vision for equity of access for all cancer patients, regardless of location, age, income or status. 100% of 'Sam's 1000' funds support the OMICO (Australian Genomic Cancer Medicine Centre) and Love Your Sister affirmative action solution to increase access for all, including patients in regional, rural and remote areas.



People care about businesses that care. That's empirical. If your business hasn't already joined, start the conversation here.

or email sams1000@loveyoursister.org



MARKET

In our perfect mixture of fun, both wholesome and a little bit of cheeky, I farmed some Positive Veggies. Over 6,000 of these cheerful characters passed through our doors and into your collections! Our Positive Veggies aren't always positive. Or vegetables. For example, our Positive Voodoo Zombies have been impersonating a frog in a sock. For crocheted goodnesses, hit this link!

We wrestled with controversy and ultimately decided to filth-ify our logo! We have not shied away from saying how we feel about cancer online, at events, in meetings or even at dinner with Nan, but this is the first time that we put it on a shirt and a sticker, for people too polite to swear out loud. Some people thought it was too brash, but these shirts have found a special place in wardrobes around the country where our irreverent nature is appreciated and people are also often in need of a reminder to put on sunscreen!



Strangely, the biggest story from the Market lately isn't something we did at all! It was you, our unstoppable, generous Villagers. A few years back we included a button in the market to give people the option of covering the cost of production for items purchased. Over time, 50,000 people have opted to help us out! Many have looked at the contribution that they were already making and decided to do more, multiple times! Every time you think you've got a grasp on our Village, a ball like that comes rocketing out at you in first slip. Thank you, 50,000 times!



BERTIE BEETLES

You have to spend money to make money. I get it. Just like other charities, Love Your Sister has to spend to make too. What makes us different is that we don't touch donations. At all. Not an ounce or a picogram. We are NOT '100% of profits'. We are NOT '100% of proceeds'. And we don't just sanctify donations that come in. When our science advisory board allocates funding, we do so with written guarantees in the contracts - research funding only, full reporting and the right to audit at the end. We've never had to audit, because the reporting is gold standard, as we require.

We have only two full timers and no permanent premises. Thanks to Apollo, we work out of a motorhome, our office on wheels! You respond to our superhuman efforts to keep expenses ridiculously low and throw your support towards our meagre operational costs so we can continue our work. In return we send you a couple of humble Bertie Beetles as a thank you. It's not much, certainly not as much as you deserve, but Bertie Beetles are rare outside of show season!

Original Village Gangsters have chosen to help us out on a regular basis too. A tiny little bit, regularly, can do so much for us. If you give regularly to us, we can secure more doughies and do what we do better, which is why I owe you forever if you choose to help us keep the lights on, on the reg!

[Click here to join them as a regular giver](#)

I need to be really clear, and legal here! This is NOT a donation to cancer research.

This is helping us do what we do so we can continue to sanctify doughies. You decide. What do you think is fair, given that we don't and never will touch doughies?



SPONSORS

No matter how many costs we cut, how slim we operate, it will always be tricky for us to pay for our operating expenses. In addition to Village support, I want to thank these sponsors for helping us cover our costs. They provide us with the resources that we need so that we can continue to sanctify your doughies. We will never touch donations. No skimming. No admin. No BS. Our sponsors not only respect that, they make it possible.



PARTNERS

There are cash partners like Meryl, who wants to stay anonymous so I won't say her last name even though she's in her second year of dropping a pretty penny intended to cover some of those operating costs that you just can't get in-kind support for. My kingdom for six more Meryls!

Then there are bona fide in-kind sponsors, without whom Love Your Sister cannot operate. Apollo has lent us a Euro-Deluxe Motorhome for an entire year, not only so that I can tour but 'Polly Motorhome' also doubles as an office, saving us squillions on the overheads associated with maintaining a regular office. How did we stage such a coup? Because Jamie, from Essential Caravans, has supported us from the very beginning and knew the right people at Apollo. Thanks Jamie. For everything, over the years!

And how about mobs like Greyhound Australia who are 'Sam's 1000' Champions and sponsor us monthly for operating costs? And businesses like Vantage Strata, who went a step further and hosted a parlour session, attracting other businesses to 'Sam's 1000'!

Also, Teresa Thompson and Office Choice do so much more than belong to 'Sam's 1000'. They are true partners - off the Richter scale stuff. Office Choice donate, offer in-kind and cash sponsorship, refer others to join Sam's 1000 and, were also proud partners in the 2024 Office Choice & Love Your Sister online auction that raised a motza. Stuart & Dunn Office Choice led by brothers Dan and Benn taught me a thing or two about golf when I attended their Love Your Sister golf fundie in NSW and raised another motza. They really do make local work!

This puts me in good stead when we host our own corporate golf day at the prestigious Royal Melbourne Golf Club in May 2025, where Office Choice will rightly take the sponsorship for hole #1! Love Your Sister will have raised \$20m by then.

It costs a pretty penny to play golf on the Royal Melbourne Golf Course, but you get a nice lunch as well! If you'd like to come for lunch only, it's a much more affordable option and I'd love you to be there and celebrate with me!

You can get in touch with us at RSVP@loveyoursister.org





We have teamed up with the indomitable and almighty CWA, or Country Women's Association. Their greatest hits include free mammograms, 40 km/h school zones, mandatory bike helmets, closed captions on the telly, seatbelts, aboriginal housing, drought relief and so much more. Over the last 102 years the CWA has proven to have more in common with the heroes of Greek myth, undertaking Herculean tasks and shaping the world into a better place for every Australian.

The CWA asked me to speak at their conference in Coffs Harbour in 2023 and I humbly accepted. Something major happened. Since then, we've been privileged enough to earn the support of the CWA because our missions align. If you are from a regional, rural or remote area (as I am), you are nearly 20% more likely to die from cancer. I'm not okay with that inequity and neither are they.

Cheques began to come in, from soup days and bake sales all across NSW. The CWA does so much more than fundraising though. They agitate, advocate and lobby hard. The CWA accompanied us to multiple meetings with the NSW Minister for Health, the honourable Ryan Park, and have approved our motion at state level (below), and we plan to roll it out nationally thereafter.

"That the policy of CWA of NSW be to advocate for access now to comprehensive genomic profiling and matching to targeted treatment for all rural, regional and remote NSW patients living with difficult-to-treat cancers.

Difficult-to-treat cancers inclusive of:

- ***Advanced or incurable cancers, or earlier diagnoses of poor prognosis cancers***
 - ***Rare and less common cancers***
 - ***Cancers of unknown primary (CUP)"***



WHAT YOU HAVE ACHIEVED

Our researchers can't do what they do without us. We are their lifeblood. They spend their schooling lives at an A+ level, then take 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 ask, without fail, do you say thanks from us? Yes I do. Thanks from them. Really.

There is a national response to our need for Precision Medicine for *all* cancer patients. Curing cancer was described as '*the next moonshot*' by Obama and Precision Medicine is a major part of that. The world agreed. The scientific case is closed. We are saving on wasted, expensive medicines and eliminating false lines of treatment for cancer patients. We are moving towards a genomic solution for all diseases, not just cancer.

All children in Australia with cancer now have Precision Medicine available to them. We are the first country in the world to make Precision Medicine available for *all* children with cancer, no matter their postcode.

Less than 10% of the adult cancer population currently receive Precision Medicine. Love Your Sister funds the Expansion of the Molecular Screening and Therapeutics study (MoST) in its entirety, connecting rural areas to the national oncology network and working from the outside in, whilst we also work from the inside out, with Omico, the government, multiple universities and others.

What looked impossible a decade ago, when my sister and I were surveying the cancer 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 certainly don't lack science. We know exactly what to do. How quickly can we make this happen?

How many more have to die?

You are helping the time be now.



MoST - CaSP - ProSPECT

Love Your Sister 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 to yourself, for now!

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 long distances to metropolitan sites to do so. 35% of the new MoST clinical trials have been set up in major regional areas/cities, which illustrates a long awaited national shift in focus.

The success of the MoST study and the clinical trials it has connected its patients to through The Precision Oncology Screening Platform Enabling Clinical Trials (ProSPeCT) initiative has paved the way for OMICO's expansion of the program, now dubbed The Cancer Screening Program (CaSP).

CaSP will fulfill the same work as the MoST study but on a much larger scale. Not only will it have the capacity to link tens of thousands of new patients to genetically guided clinical trials through ProSPeCT, but through biobanking will create a resource that will help clinicians match patients to treatments going forward, This is a huge step forward to making Precision Medicine the standard of care for cancer patient.



CCIA

“The Children’s Cancer Institute of Australia will make Precision Medicine available to every child with cancer in Australia.”

It seemed like a bold statement back then. Less than 2 years later, over 2000 kids with paediatric cancers have passed through the ‘Zero2’ program and are 5 times more likely to survive than they were when receiving unguided treatment. No other country makes this available to all children. It’s a world first. My sister Connie pushed legislation to pass the Medical Research Future Fund, or MRFF, which has given the CCIA millions of dollars.

On top of Love Your Sister’s commitment to the ‘Zero 2’ program, Love Your Sister funds are also driving Dr Robert Salomon’s work in the liquid biopsy program, allowing researchers and clinicians to closely monitor a patient’s cancer without regularly subjecting children to the surgery required to take physical biopsy specimens. It’s much less invasive. Connie had cancer when she was a kidlet, and she’d be so happy that the horrorshow is so much less harrowing now.



DJURALI

Let me be as clear as I can be. There are no Aboriginal Australian genetic cancer samples available for clinical use. Zero. Zilch.

Nada. Cancer is the leading cause of death among Aboriginal Australians, yet there are no samples for clinical use in our biobanks.

None. That says something about our chequered history.

As we march towards genetically guided cancer treatments, roughly 1,000,000 Australians are not seeing the same benefits of fewer false lines of treatment and of better treatment outcomes. The inequity is real and the better Precision Medicine becomes, the wider this inequality grows. We find this unacceptable. We all deserve access to Precision Medicine.

Love Your Sister is proud to announce its partnership with the Djurali Centre for Aboriginal and Torres Strait Islander Health Research and Education on the Prioritising Aboriginal Genomics through Engagement and Skills (PAGES) project. By virtue of their co-design method, developed by Bundjalung elder and Associate Professor, Uncle Boe Rambaldini, Djurali are the only group in Australia with the ethics approval and team to tackle this disparity.

Together with researchers from the UNSW, Djurali is training indigenous pathology technicians and genetic counsellors to gather 300 biosamples from Aboriginal Communities in regional, rural and remote NSW. By Aboriginal Australians, for Aboriginal Australians. The samples will then be sequenced and compiled into one aggregate sample, available to clinicians everywhere to inform genetically guided healthcare for Aboriginal Australians nationwide. We work together because every Australian matters. We fight together for equal outcomes.





CONNIE JOHNSON LAB

Love Your Sister continues to fund the inimitable Professor Elgene Lim's work at the Connie Johnson Research Laboratory, at the Garvan Institute of Medical Research.

It's a 'warm autopsy' program. It involves dying, and then speeding to the people that count right then. I wheeled my sister proudly towards the van, moments after she died. When the heart stops beating, the work can only continue if we act quickly.

Professor Lim and his team have partnered with 42 patients who followed Connie's lead in donating their warm tissues for research. Making the most of their generous donations, the 'Connie Johnson Lab' has derived animal and organoid models from the tissues to effectively and efficiently test therapies to their fullest extent with minimal use of the precious tissue samples. These models then go on to be the experimental basis of lots of projects, resulting in dozens of papers published every year on therapeutic vulnerabilities and novel therapies.

The work at the 'Connie Johnson Lab' at Garvan continues to highlight the importance of the role patients play in cancer research. Without patients actively donating their samples upon death, research would inexorably slow down. Less than a generation ago people often felt uncomfortable. Increasingly, more and more patients are willing to donate precious samples at the worst time.

DR NIVEDITHA RAJADEVAN (THE ROYAL WOMEN'S HOSPITAL)

Dr Niveditha Rajadevan (affectionately known as Dr Nivi) is a gynae-oncologist working out of The Royal Women's Hospital in Melbourne. Dr Nivi's work is focussed on Mucinous Ovarian Cancer (MOC), a rare subtype of ovarian cancer.

OC is particularly nasty; its subtle genetic differences can radically alter the effectiveness of treatment and even when the treatment is effective, as MOC disproportionately affects young women, the treatments can have long-term side effects on patient health, including fertility. We want women to become mothers if they choose. This was a cause so close to Connie's heart.

Massive kudos to the 'Women's Impact Network' at Emerson. When they heard about the work Dr Nivi was doing they put forward the money that made it possible to provide Dr Nivi with the resources she needs to attack MOC on a genetic level to offer unparalleled insight into how best to treat this insidious disease, because our women and mums matter.

This is the perfect example of businesses within 'Sam's 1000' doing more. Emerson's network is helping women and mums. My sister was both. If you've ever wondered why I've shunned showbiz and devoted myself to this Village, look at Dr Nivi's work.



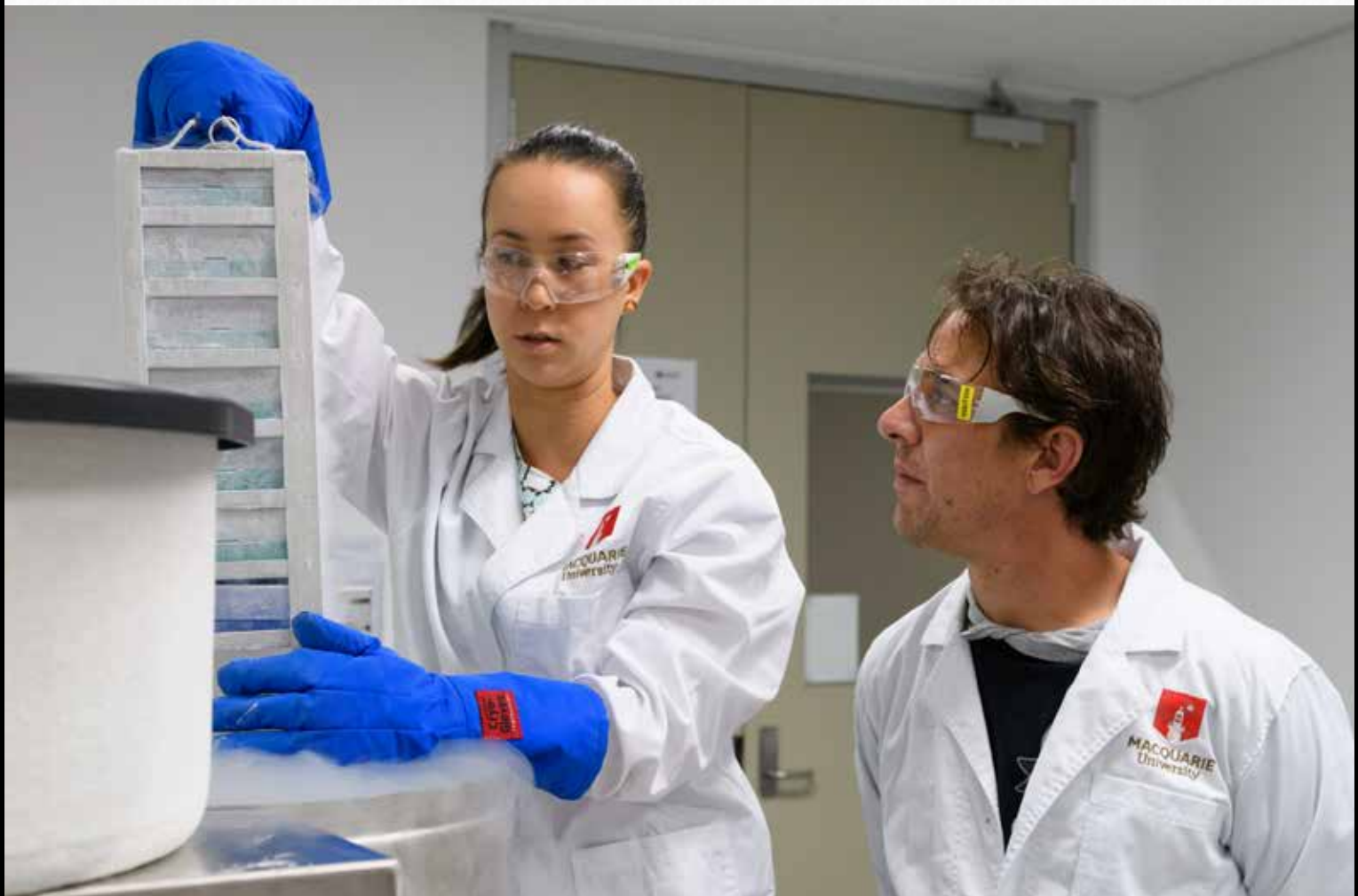
MACQUARIE COLLABORATE AND CURE

Macquarie Biobank takes on thousands of samples from different patients with different cancers, uses next generation sequencing techniques to analyse those samples and then makes those samples accessible to other research teams, giving like-minded researchers invaluable access to genetic information on an astronomical range of samples.

This is previously intractable, and considered the 'silo' effect. Organisations preserve their knowledge for profit. Not Macquarie. People first, not profit. This is where universities prove themselves invaluable. The name of the game with Macquarie's program is collaboration and eliminating wastage. Macquarie recognises that we push Precision Medicine forward faster if we work together.

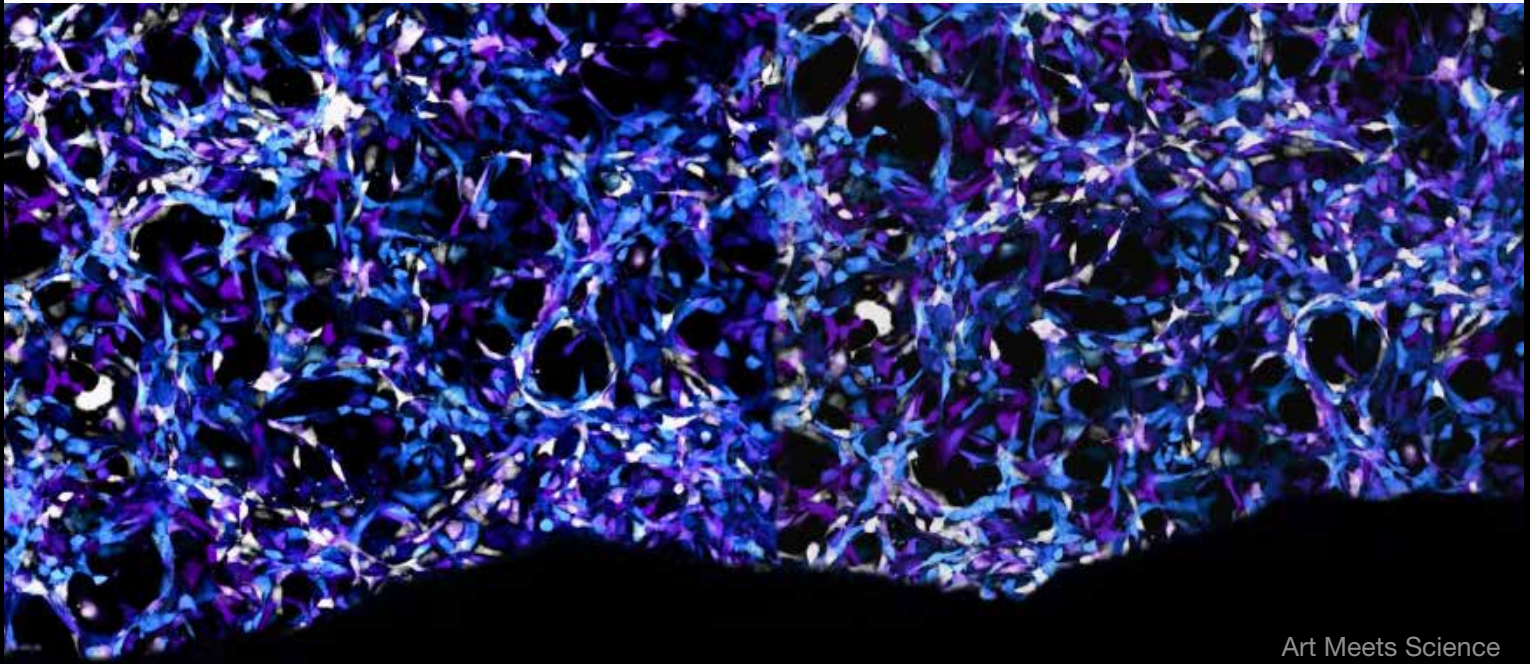
Macquarie's biobank has shattered records. The initially projected 100 biospecimens ballooned into a total of 8,900 total samples so far, due largely to an unprecedented response in people willing to give their samples to the bank. These samples come from a broad range of cancers, creating a unique data set where different kinds of cancers and their responses to different treatments can be properly compared.

And these samples are being put to good use. They have been distributed to 12 research projects so far. This is cutting edge research that otherwise would have to go through a very lengthy and expensive process of sourcing, counselling, taking and preparing of samples just for their own use, saves an untold amount of money to cancer research as a whole. This is Precision Medicine at its finest, and Love Your Sister primarily funds it.



ONJCRI

Love Your Sister continues to fund the work of our long-time dynamic duo Dr Belinda Yeo and Associate Professor Delphine Merino and their work on breast cancer metastasis. As part of their research, they needed a tool to more accurately track and map cancer cells. What they developed to fix this issue is a twist on Lentivirus Gene Ontology (LeGO) that allows them to map different colours to cells using fluorescent genes from jellyfish. As well as a fantastic tool in the researchers tool belt, it also happens to make these stunning images.




Art Meets Science

Much of art is about finding beauty. Using fluorescent genes from jellyfish, we are now able to colour, label and map out portraits of cancer. A cellular landscape, if you like. This piece was made by Shakiba Momeni, but with a little help from Associate Professor Delphine Merino (big news from her soon), I would never have seen such beautiful elements to this horrid disease.

“Aggressive brain tumour cells arranged in place of stars in a night sky. The fluorescent labelling highlights the diversity of cancer cells and their trajectory in time and space. The bright, glowing cells swirl in intricate, star-like patterns, reflecting the unpredictable and chaotic nature of cancer growth. The vibrant hues of the cells evoke both the beauty and intricacy found in nature and the scientific challenges in understanding cancer progression.”



A close-up portrait of a middle-aged man with dark hair, looking directly at the camera with a slight smile. He is wearing a grey t-shirt. The background is dark and textured.

Love Your Sister supports Precision Medicine for ALL cancer patients, whatever the cancer, regardless of location, income, or status. We strive for the right treatment for every cancer patient, first time, every time.

We are getting there. And it is YOU who have achieved this.
That's why I owe you forever. You know how this works.

♥ Sam x