

SHOUT



**YOU CAN CHAMPION
OVERCOMES TERMINAL DIAGNOSIS**

**SONY MUSIC STARS VISIT HOLIDAY CAMPS
MMAD STARS SHINE ON THE RED CARPET!**



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Chairman's Report



Dear Valued Corporate Partners and Supporters,

Already 2017 is flying by but with so much promise for yet another spectacular year for Sony Foundation Australia! Last year wrapped up beautifully in so many ways and left all involved with the Foundation with a renewed sense of energy, passion and commitment to tackle 2017 with only the greatest of gusto.

Take for example, Sony Music artist Dami Im's heart-warming visit with the Sony Ignatian campers when they took an extra special excursion on their camp to visit Sydney's Sea Life Aquarium. Little did they know that in amongst being entertained by the newest arctic penguin residents or the countless varieties of marine life that they would too be receiving a surprise visit from Eurovision superstar and Sony Foundation ambassador Dami Im. Naturally, Dami was a hit spending hours getting to know this year's beautiful campers and their companions. We are very grateful to Rainbow Corporate Partner, the Nine Network, for sending along their TODAY Extra crew to capture this magic visit.

Another high note to end 2016 on was Sony Foundation's charity partner MMAD's annual Red Carpet night. This is always by far one of the most inspirational, moving and powerful graduation ceremonies to attend. The incredible

obstacles and colossal life changes the young Australians going through MMAD's Catch A Falling STAR program have overcome and achieved are a potent reminder of the power of positivity, community, belief in oneself and most importantly, genuine acts of kindness and love. The impact that such simple deeds can create is infinite. Some of the young graduates on the Sony Foundation Catch A Falling STAR program were treated to a morning in the Sony Music studios whereby they collaborated with Sony Music artists and Sony Foundation ambassadors, Justice Crew. As always, the Justice Crew boys gave their all and together with the MMAD STAR graduates, produced an epic track that will no doubt continue to inspire and motivate these young MMAD STAR graduates in 2017 and beyond. Special thanks to the Rainbow Corporate Partner, Network Seven and their Sunrise crew for recording this cherished studio session.

You may recall our very brave Wharf4Ward 2016 speaker Jessica Olson and her story of her battles with cancer, not once, but three times within the space of five years. In extraordinary and happy news, Jess, an indomitable young woman who fought with such tenacity, positivity and utter determination was given the gift of life after conquering her cancer once again. For Jess, who was diagnosed as a terminal patient, this news couldn't have been more unexpected or more welcomed. We are thrilled to share this young You Can Champion's story and to celebrate with Jess, the invaluable gift of life. On behalf of Jess and all our You Can Champions, thank you for your priceless support and faith in You Can and in supporting Australia's young cancer patients. Without you, this network of love, support and belief in creating a better future for Australia's youth cancer patients would not be possible.

We are now in the final stages of our planning for our annual Melbourne lunch extravaganza, River4Ward. Following on from last year's record breaking event, River4Ward 2017 is set to be another extraordinary day on the iconic Yarra River complete with unrivalled entertainment and fundraising for You Can. We look forward to welcoming you, our valued Corporate Partners and supporters, as again, we work to show our young cancer patients we are determined to develop a network of You Can Centres and

age-appropriate services around Australia. A network of love, support, care and commitment to a better future. I hope to see you all there!

In amongst new initiatives, such as Sony Foundation's You Can Innovate Award which you can read about on page 10, or new events like our exciting foray into the global community with Gaming4Life (featured on page 2) it is with much excitement that I look forward to an even bigger, brighter 2017 as Sony Foundation works to generate real and lasting positive change for the youth of this great nation.

Sony Foundation Australia is the combined charitable and community contributions of the Sony companies in Australia over more than a decade, with Australian public and corporate partnership and generosity. This work on the health and welfare of young Australians is only just beginning. There is much more to do, much more to build on this amazing concept and the vision of Denis Handlin and his fellow founding governors many years ago. Today, we have many hands, many hearts, and many minds that lift us forward. An exquisite and passionate executive team led by our CEO, Sophie Ryan and GM, Emma Pechey with Karen, Sara and Ady who extend themselves above and beyond. This is matched by a very special team of caring, tireless and magnificent volunteers. The best! On behalf of the Board, I extend our heartfelt thanks to everyone and appreciate the joy we all share for these noble causes.

Kind regards,

John Kirby AM

Chairman, Sony Foundation

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YOU CAN CHAMP OVERCOMES

In our work here at Sony Foundation, we are extremely fortunate to have the privilege of working very closely with the young Australians whom our programs directly impact.

Through our work with these extraordinary young people we are taught invaluable lessons of love, perseverance, determination, persistence, optimism, courage and the ability to find the best in any situation, no matter how dire.

One of these extraordinary young people, is You Can Champion, journalism student, physio extraordinaire and three-time cancer patient Jessica Olson. To the outside world Jess would appear as any other happy, carefree, beautiful 21 year old, but to those who know her, this young warrior has tale for the ages and one that we feel so very lucky to be a part of.

Jess first became involved with You Can and the Foundation way back in 2011 when she received her first diagnosis. At just 15 years of age, Jess found a lump in her neck around the size of a golf ball and was subsequently diagnosed with Stage II Nodular Sclerosing Hodgkin's Lymphoma. Jess underwent a brutal treatment regime, including eight rounds of chemotherapy and two and a half weeks of radiotherapy.

It was during this time that You Can found Jess and Jess found You Can. Despite undergoing intensive treatment and the first of many hugely life-changing cancer experiences, Jess devoted her heart and soul to developing much needed awareness and funds for Australia's forgotten generation of cancer patients. When Jess went on to win Girlfriend Magazine's 'Girlfriend of the Year Award' in 2015 she selflessly donated her \$5000 winnings to Sony Foundation's You Can. Jess was finally diagnosed as being in remission but still had another five years before she was officially cancer free.

BEACHSIDE BLISS FOR JESS!

After hearing Jess speak at Wharf4Ward 2016, Sony Foundation supporter and auction prize donor Luke Hepworth was so moved by the endless battles she had fought that he decided she deserved a little break from it all. Luke generously gifted Jess, her family and friends a few days break away from it all at luxury beachside escape 'Pearl Beach House' which has been auctioned off as a highly sought-after prize at the past few Wharf4Ward events. Here, Jess and her guests took the time to relax, unwind and simply enjoy the gift of life in the serene surroundings.

Immense thanks to Luke Hepworth for his very generous gift and ongoing support of the Foundation and those who our programs impact.



Tragically, her journey with cancer didn't end there. Despite living an active, happy and healthy life Jess became concerned when she discovered another lump in November 2015. This time, the lump appeared under her jaw. Following an initial misdiagnosis, Jess knew that by April 2016, when the lump hadn't disappeared, that something was seriously wrong. Following another ultrasound and biopsy, Jess learned that this time she had Mucoepidermoid Carcinoma (cancer of the saliva gland). To beat this cancer, Jess underwent surgery to remove the gland, surrounding tissue and 30 lymph nodes. Unfortunately the cancer had spread but luckily was diagnosed as a low grade tumour. Despite the low-grade tumour diagnosis, Jess endured a gruelling 28 doses of radiotherapy every day for six weeks. Throughout this time, Jess remained as bright, bubbly and optimistic as ever.

Sadly though, things soon took a turn for the worse when a mere three weeks later, another lump emerged in the exact same spot. Following a difficult testing period, Jess received her third devastating diagnosis. The cancer was back.

Given the aggressive nature of the tumour, Jess was left with one option. An extensive surgery where a huge chunk of flesh would be removed along with the tumour. It would mean the nerve to control her lower lip on the right side and the nerve to control her tongue would be removed. Following the surgery, a breathing tube and feeding tube would be required as well as the insertion of a metal plate to reconnect her jaw. On top of all that, having this surgery meant only a 30% survival rate.

In what would seem a cruel twist of fate, further cancer was detected on Jess' PET scan which meant the already low survival rate went down even further, thus surgery was no longer an option. Jess was given three horrible words; "you are terminal" and was advised of a palliative care plan, but this was not part of Jess' big life plan and something she refused to surrender to.

Following much research, consultation, reflection and consideration Jess began her journey with diet, natural therapies and alternative medicines. She was determined not to let this thing beat at her. At just 20 years of age, she knew there was so much still to experience, so much to do, so much life to be lived. And so, Jess began her treatments.

Throughout her time undergoing her alternative treatments, Jess still felt gravely ill and often questioned whether it was worth it all.

Fast forward three months and Jess was back at hospital to undergo her three month scan to monitor the growth of her tumour. It was there Jess heard those four beautiful words... "You are cancer-free." Jess' expert team of specialists were left in shock and disbelief as were Jess and her family. Suffice to say, happiness soon overtook any shock or disbelief left. Today, Jess is doing her best to maintain a normal lifestyle, resuming her studies, her beloved physio, maintaining her health and of course, loving every single day in a way that only Jess could.

To read more on the simply incredible journey Jess has been on, head to www.todaywefight.wordpress where she kept a monthly journal detailing the trials and tribulations of her cancer journey.

HER CANCER DIAGNOSIS



Jess and friends at Wharf4Ward 2016



Jess after her first cancer experience at 15



You Can Champ Jess Olson speaking to guests at Wharf4Ward 2016



Jess and boyfriend Corey in hospital throughout her treatment



Jess recently celebrating her 21st, something she was told she'd never get to do

You Can Champ Jess Olson, You Can Champs and Sony Foundation ambassador and Sony Music artist Jess Mauboy at Wharf4Ward 2016



“Initially I was concerned – was I wasting time doing alternate medicine? Should I be ‘living it up’ not wasting time doing medicine, being tired and sick for my last few days? But I decided that no matter whether this works, or not, the most important thing in the world is that I tried, and never gave up, surrendering to death.”

- Jess Olson, You Can Champion

DAMI'S UNDERWATER SURPRISE VISIT

Sony Music artist and Sony Foundation ambassador Dami Im recently took some time out of her busy schedule to pay a surprise visit to the Sony Foundation Ignatian Children's Holiday Camp on their outing to Sydney's Sea Life Aquarium.

St Ignatius' College hosted the first Children's Holiday Camp in 1998. After a call out for financial assistance to allow the program to continue at the school, Sony Foundation was established, and the Sony Foundation Children's Holiday Camp Program was created. The Sony Foundation Children's Holiday Camp Program is the longest standing Sony Foundation program.

Since 1999, the Camp Program has given Year 11 and 12 students the opportunity to care for a child with special needs over a four-day period in what is a unique and life-changing experience for all involved. Each camp is provided free of charge for the participants and the majority of the camps run in the September and December school holidays. The students, supported by a team of dedicated teaching and medical staff, are responsible for the care of these children twenty four hours a day over the course of the Camp. They quickly learn about the challenges and demands involved in caring for a child with special needs. Not only do the students have an enriching experience, but the children are treated to a weekend full of activities and interactions they would not normally have the opportunity to experience. The Camps also provide much needed respite for parents, siblings and primary carers in what may be their only break of the year. Since funding one camp in 1999, the Sony Foundation Children's Holiday Camp Program has grown to 26 camps across 45 schools and four universities in Australia in 2016, with over 600 children with special needs and over 1100 student camper companions taking part in a Sony Foundation Children's Holiday Camp. Sony Foundation Ignatian Children's Holiday Camp provided an enriching experience for 36 campers and 55 student companions in 2016.

Dami was the guest of honour as campers toured the aquarium with stops for album signings, photos and of course, spreading Christmas cheer saying of her time at the camp;

"I just think it's such a beautiful thing!"

Rainbow corporate partners, the Nine Network and their Today Extra crew came along to capture the all the fun on camera. Head onto the Sony Foundation website now to watch the story in full!



Enjoying the aquarium with Dami Im



It's autograph time!
Pens were at the ready
for Sony Music artist
Dami Im's visit



Sony Music artist and Sony Foundation ambassador Dami Im with a happy camper



Dami getting to know the campers and their companions

HAPPY CAMPERS, HAPPY DAYS!



Sony Foundation Chairman John Kirby making friends at Camp Sababa Melbourne



As always, so much goes into the Children's Holiday Camp program each year. Countless hours, volunteers, planning days, training and that's just to get one camp organised.

We are so grateful to each and every single Corporate Partner, supporter, volunteer and the companions who selflessly volunteer their time, talents and smiles to make this beautiful program a possibility.

Have a look through our gallery for some happy snaps from the 2016 camps!



Managing Director Australia & New Zealand & Vice President Europe Sony Interactive Entertainment Michael Ephraim and his friend from the Moriah College Sony Camp



Sony Music artist Isaiah and Chairman & CEO Sony Music Entertainment Australia & New Zealand and President, Asia Denis Handlin all smiles at the Abbotsleigh Knox Camp



JUSTICE CREW HELPS YOUNG STARS SHINE!

On Tuesday 13th December 2016 Sony Music artists and Sony Foundation ambassadors Justice Crew and this year's MMAD STAR graduates caught up at Sony Music HQ to record a special collaboration as the 2016 MMAD Catch A Falling STAR participants graduated from the program.

Sony Foundation sponsors the MMAD (Musicians Making A Difference) Catch A Falling STAR (Special, Traumatized and At Risk) program. Catch A Falling STAR is an intensive and innovative music and mentoring program designed to assist young people, aged 15 -21, who face challenges of homelessness, drug and alcohol dependency, exclusion from school, unemployment, mental illness, neglect and abuse. This program breaks negative and destructive cycles by uncovering the potential of young STARS. This program catches young people when they are at risk of danger or harm, connects them with a strong network of support, and helps them to rise up as strong, happy individuals within the community. Through this incredibly powerful program, young STARS experience their first sense of 'family', of being believed in and of feeling safe enough to work through their vulnerability towards their potential and so they begin to shine.

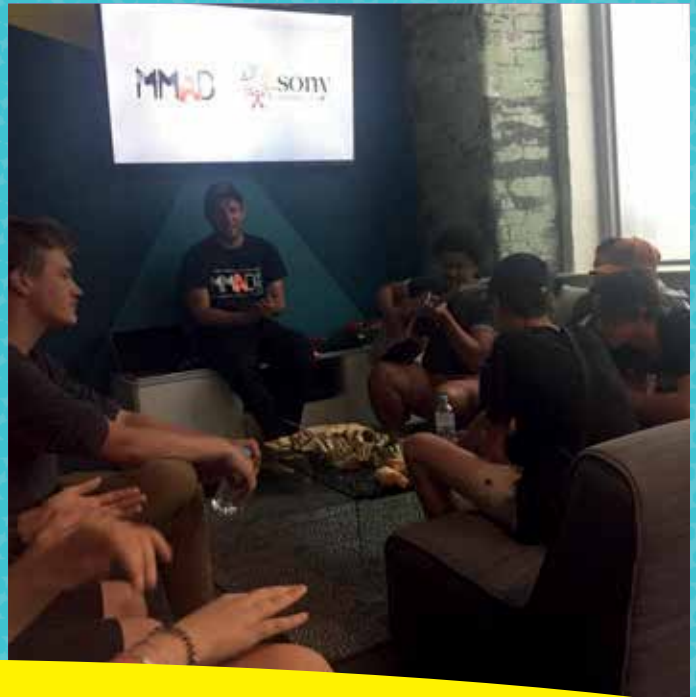
These young STARS started their journey at the beginning of 2016 with a mentoring session at Sony Music before heading off to their 'battle camp' to prepare them as soldiers ready to battle the inevitable challenges they would face as they worked to change their lives.

At this studio session the MMAD STARS and Justice Crew recorded a collaborative track that was written and composed by the MMAD STARS. Rainbow Corporate Partners Channel Seven and their Sunrise crew came along to capture the magic. Head to our website now to view the story!

Gold Corporate Partners Seven and their Sunrise crew film the special collaboration



MMAD STARS and Sony Music staff before the Red Carpet



STARS WALK THE RED CARPET

The participants in 2016's Sony Foundation Catch A Falling STAR program were treated to their night of nights as they graduated at the MMAD Red Carpet evening.

The evening was, as always, an awe-inspiring display of the talents, accomplishments and challenges overcome as the MMAD family celebrated one of their biggest years to date.

Sony Foundation ambassadors and Sony Music artists, Justice Crew attended the evening to lend their star power to the red carpet as well as cheer on the MMAD crew for achieving so much in just one year.

Sony Foundation staff along with One Sony and Corporate Partners were in attendance to celebrate and champion these young STARS who had overcome severe disadvantage and adversity to build a better life for themselves.

MMAD props to the MMAD family for another sensational year. We look forward to continuing our support and partnership with this organisation for 2017!



Top: A MMAD graduate performs on Red Carpet night. Middle row l to R: Sony Foundation CEO Sophie Ryan, Communications Manager Sara Williams and Events Manager Ady de Borst getting into the MMAD Red Carpet spirit, Sony Foundation's MMAD STARS graduate, Sony Music employees Eve and Jade enjoying the MMAD Red Carpet graduation, Sony Music artists and Sony Foundation ambassadors, Justice Crew on the MMAD Red Carpet. Bottom: The crowd gathering to watch some of the MMAD grads perform on the red carpet.

You Can Innovate Award

At the end of 2016, Sony Foundation launched the You Can Innovate Award.

Sony Foundation has invited young researchers to submit a proposal for a research project, technology, idea or innovation to radically improve cancer patients lives, particularly for those patients suffering in their youth. Up for grabs is \$100,000 in research grants!

To learn more, or have your say and vote, head to <https://you-can-innovate-award.thinkable.org>

YOU CAN
CANCER™

You Can Champ Visits the Sydney Sixers

Big Bash League legends and cricketing greats, the Sydney Sixers are long time You Can supporters always keen to lend their star power to raising awareness and funds for Australia's youth cancer patients.

Recently, You Can Champion Rachel Woolley took the time out to visit the Sixers HQ in Sydney to meet with their star players. Rach courageously shared her story and the importance of continuing

the work of establishing You Can Centres. Rach's Dad came along and they managed to land themselves box seats to some of the Sixers matches!!

Thanks to both Rach and the Sydney Sixers for their continued support and awareness-raising for our youth cancer cause, You Can.

You Can Champion Rachel meets Gold Corporate Partners and You Can supporters, the mighty Sydney Sixers.



CHANNEL SEVEN SHARE THE CHRISTMAS SPIRIT

Each year, some of Sony Foundation's Corporate Partners take the time out of their busy holiday schedules to put into practice the true spirit of Christmas. On Thursday 22nd December 2016, a team of dedicated volunteers from Rainbow Corporate Partner, Channel Seven went along to charity partner Youth Off The Streets youth drug & alcohol refuge 'Dunlea' to cook up a delicious Christmas feast and celebrate Christmas with the young people. Thank you to these wonderful volunteers for spreading the Christmas spirit!



Dunlea residents and Seven Network volunteers putting up Christmas decorations



Volunteers and residents getting the Christmas party started



STAR VOLUNTEER PROFILE!

Much of what we do here at Sony Foundation is heavily reliant on the countless volunteers who generously donate so much of their time to help at various events.

Danielle Schneider or **Auntie Danielle** as she's become known is new to Sony Foundation but her passion, enthusiasm and energy for what we do shows no bounds. Learn more about Auntie Danielle below.

Why do you volunteer with Sony Foundation?

I received a phone call from my niece who works for Sony Foundation inviting me to take part as a volunteer at Wharf4Ward. As a retiree, I love being in the position to give my time to such an amazing event. So much fun and such a success!

What is your favourite Sony Foundation event?

Wharf4Ward at Woolloomoolloo Wharf is a remarkable day. It was my first event with the Sony Foundation.

What is the best thing you have experienced while volunteering for Sony Foundation?

The staff were wonderful, the event was massive. It all ran like clockwork due to the fabulous staff, the volunteers were briefed thoroughly by team leaders and their passion for the event rubbed off on us all. The most fabulous part of the day was the generosity of the guests who were so much fun and so easy to look after. The volunteers sandwiches were also pretty good!

How long have you volunteered for Sony Foundation for?

Wharf4Ward 2016 was my first experience volunteering. It certainly will not be a one-off. It was fantastic! I am available and look forward to volunteering at more Sony Foundation events!



SONY FOUNDATION STAR VOLUNTEER, AUNTIE DANIELLE!



RAINBOW PARTNERS

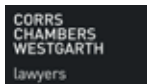
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