

Sony Foundation's

ISSUE 59 - WINTER 2018

SHOUT

SONY FOUNDATION HITS
\$30 MILLION
MILESTONE!



MMAD FOR YOU CAN
GRANTING HAPPINESS WITH THE
CHILDREN'S HOLIDAY CAMP GRANT

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SONY FOUNDATION'S

BRISBY4WARD

SAVE THE DATE
2 AUGUST 2018

THE GROVE, 480 QUEEN ST. FROM 12PM
In support of Sony Foundation's youth cancer program, 'You Can'

ady@sonyfoundation.org.au

Chairman's Report



Dear Corporate Partners and Supporters,

This year's River4Ward (R4W) was one to be proudly remembered. Our first international Sony Music performance; a record \$770,000 raised in four hours; powerful and inspiring words from government, celebrities, survivors and families of those championing for improved youth cancer care and services; and of course, Sony Foundation hitting the milestone of a staggering \$30 million in total funds raised since its inception 20 years ago.

The generosity and support of this event, that continues to grow year on year, is humbling and a true reminder of the community spirit that Melbournians so proudly foster. The funds raised from R4W led to the opening of a state-of-the-art You Can Centre in the Peter MacCallum Cancer Centre. It is with thanks to events such as these, events that draw together businesses across media, entertainment and corporate brands alongside the loyal support of Sony Foundation's Corporate Partner Network, that such milestone and life-changing achievements for Australia's young cancer patients can be realised.

We are grateful to have well-known faces hosting the event and drawing much-needed awareness to this often-overlooked issue. Namely, the unwavering government support from friend of the Foundation and loyal youth cancer supporter, Victorian Premier, the Hon. Daniel Andrews MP, inspiration from cancer reform and Channel Ten presenter, the exquisite and generous Carrie Bickmore and with the brilliant Eddie McGuire leading the fundraising charge, our guests were compelled to give generously to support this program that so deeply impacts the lives of Australia's young cancer patients. And, our deep thanks go to Jo Stuckey and Ann Peacock for the incomparable riverside venue at Crown.

It is with the backing of the Sony group of companies and our Corporate Partners that Sony Foundation Australia is able to pioneer new and innovative projects, such as our Virtual Reality cancer research grant. This grant of over \$300,000 to fund innovative research is only possible due to the funds raised from this year's River4Ward. This will be the largest charitable funding grant seen in Australia for a VR cancer research project. Together, with the brightest minds from technology and health, we aim to devise a local and international breakthrough project that will transform the approach to youth cancer care using a technology that typifies all of what Sony stands for. Stay tuned for our updates as we progress with this innovative and revolutionary project.

Inspired by the incredible generosity of our community in Melbourne, we move forward with eagerness to launch into Brisbane with our first-ever 'Brissey4Ward' (B4W) event. Set to take place on August 2nd, this is an event like never-before to hit Brisbane. We hope to see faces, new and old, join us as we work to create a brighter future for our young cancer patients in Queensland with our latest fundraising initiative, a \$1.8 million commitment to establish a You Can Centre at the Royal Brisbane and Women's Hospital. Set to open in 2019, this You Can Centre will be a haven for Queensland's young people whose lives have been challenged by cancer and Queensland's first specialised youth cancer centre. It will raise the bar of treatment and create more positive patient outcomes.

In our year of celebrating 20 years of Sony Foundation, we also celebrate our 10th annual Wharf4Ward (W4W) event. Taking place on 25th October, Woolloomooloo Wharf will once again come alive with an unrivalled entertainment and fundraising extravaganza. Having reached an extraordinary \$1.3 million raised at Wharf4Ward 2017, we anticipate this year's Wharf4Ward to be our best yet! Already, we are planning an event like no other to celebrate uniting Australia's corporate, government, entertainment and media industries in support of our young cancer patients.

As always, thank you for your steadfast belief in all Sony Foundation endeavours to achieve a brighter future for Australia's youth. During these past 20 years, the Foundation has achieved substantial and lasting impact for our young people, something we should all be proud of contributing to in any way in which we can. All of us are making a difference, and there is much more to do. The continuing strength from all of our Corporate Partners and Supporters is amazing!

Sincerely,

John Kirby AM

Chairman, Sony Foundation Australia

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Raising records on the river!

The sun was shining and the mood was merry for Sony Foundation's fourth annual River4Ward, taking place along Melbourne's iconic Yarra River on Thursday 19th April 2018. In just four hours, guests at Melbourne's star studded fundraiser rallied together at Crown Riverwalk to raise a River4Ward record of \$770,000 for You Can. This amount wasn't the only record for the day with Sony Foundation hitting a huge milestone of **\$30 million** in total funds raised since it first began 20 years ago.

- **\$770,000 raised**
- **Over \$150,000 in personal pledges**
- **#River4Ward over 1.4 million in reach**
- **23 event partners and sponsors**
- **First-ever international performance by Irish rockers, The Script**



Irish rockers, The Script, arriving at River4Ward 2018

Sony Music artists including leading international act, The Script and home-grown stars Amy Shark, Dami Im and Samantha Jade brought the wow factor to the event performing from River4Ward's infamous floating stage on the Yarra. The Script's lead singer, Danny O'Donoghue who took time out of during the band's international tour to perform at River4Ward said, **"Every one of us knows a cancer survivor or somebody who has been diagnosed with cancer. We need places for young people who are dealing with cancer, where they can talk with people their own age and hang out like teenagers do."**

Adding even more star power to the event was an impressive line-up of hosts including Eddie McGuire, Network TEN's Carrie Bickmore and Tommy Little, Nine Network's Livinia Nixon, Network Seven's Jennifer Keyte and Fox Sports' Neroli Meadows.

"Collaboration is the key. It's great to support multiple charities because we're all working together to try to cure cancer, support people with cancer and create a better outlook for families and survivors of cancer."

— Carrie Bickmore, host of 'The Project' and leader of Carries Beansies4Brain Cancer campaign.



Hosts Tommy Little and Carrie Bickmore with You Can Champs Lauren, Morgan and Jess



Hosts Eddie McGuire and Livinia Nixon getting our guests pledging their support

Sony Music artist and Sony Foundation ambassador Samantha Jade closing the show in style



@SonyFoundation



@SonyFoundation

Head to our Facebook and Instagram to see more highlights from the day.

Victorian Premier, the Hon. Daniel Andrews MP addressing guests on the importance of You Can

With the funds raised at River4Ward, Sony Foundation will fund Australia's largest Virtual Reality research grant for using the technology in an innovative approach to youth cancer care and continue to finance the establishment of a national network of You Can Centres.

The immersive Virtual Reality technology is transforming healthcare across pain management, physical rehabilitation and anxiety and is intended to be used (based on the research findings) throughout Sony Foundation's national network of You Can Centres and contribute to addressing a gap in age appropriate cancer care for 15-25 year olds in Australia.

Special thanks to River4Ward's major pledgers:

- Grant Blackley, Southern Cross Austereo
- Underground Fitness Club
- Sarah Deboer, Harpers Project
- Keran Wicks, The Network Group
- Andrew Ryan, Mitchelton Wines
- Mark Fennessy, Endemol Shine Australia
- Shant Kradjian, DigiDirect
- Cathy Hains, Portland House Foundation
- Calvert Jones Foundation
- Damian Eales, News Corp
- Profile Talent Management



Sony Music artist Amy Shark performing on the floating stage

RIVER4WARD'S LASTING IMPACT ON VICTORIA'S YOU CAN CHAMPS...

Sony Foundation opened Melbourne's first You Can Centre with a \$1.5 million donation in 2016 with funds raised from River4Ward. Housed in the world-class Victorian Comprehensive Cancer Centre, this You Can Centre has developed into a hub for young cancer patients with 14 staff providing seven clinical services or programs and nine types of group workshops from the You Can Centre.

Last year alone, nearly 500 patients visited the centre to access the ONTrac youth cancer services team of specialised doctors, nurses, social workers and exercise physiologists. These dedicated staff provide services and support beyond just medical treatment with survivorship programs designed to help young people get back into school, uni, work, sports, wellbeing and their 'normal' life, beyond cancer. The centre is a haven for young people to retreat to, meet other young patients and access peer support to help get their life back on track.

Sanif Kamin, father of late You Can Champion, Farhana, addressed guests at River4Ward on the life-changing impact of these You Can Centres. Farhana experienced the benefit of having access to the Melbourne You Can Centre and the support services provided by the ONTrac youth cancer services team.

Sony Music artist and dedicated Sony Foundation ambassador, Dami Im, dropped into the You Can Centre in the lead up to River4Ward to meet some of our Melbourne You Can Champs and hear about their experiences as patients using the You Can Centre.

“ You meet the kids and hear their stories, and you know the You Can Centre helps them through some difficult times. It's nice to use my music and profile to do something meaningful.
— Dami Im, Sony Foundation ambassador ”



Dami Im and Melbourne You Can Champs at the Melbourne You Can Centre

“ Sadly, Farhana ended her cancer journey September last year... It was her hope, her dream that You Can Centres open in all our capital cities. We have seen the benefits here in Melbourne, so let's share this success with our other capital cities.
— Sanif Kamin ”

“ For me, River4Ward is a sign of hope. It's a sign that people really do care about youth with cancer.
— Nick Ball, You Can Champion ”



Sony Music artist and Sony Foundation ambassador Dami Im at River4Ward with the You Can Crew, some of whom she met at the Melbourne You Can Centre just days before.

RIVER4WARD SPONSORS, PARTNERS AND GUESTS... THANK YOU!



Volunteers kitted out in their SmoothFM t-shirts

Special thanks to our event partners:

- Crown
- Cerrone
- CEO Magazine
- DHL
- Fourth Wall
- Fox Gordon
- G.H.Mumm
- GreenEvent
- No Fuss Event Hire
- Santa Vittoria
- SmoothFM 91.5
- Stella Artois
- Zagame Ferrari

Special thanks to our event sponsors:

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- Jimleephoto.com
- Nutrano
- Produce Group
- Pure Gold Pineapples
- RedScope Film
- Remedy Kombucha
- Swisse
- The Arnott's Foundation



A fine drop from Fox Gordon wines



The bespoke Cerrone necklace, created specifically for River4Ward, modelled by a WINK model during the live auction



An impressive welcome sight from Zagame Ferrari's offerings



Host, Eddie McGuire, working the crowd in the No Fuss Event Hire marquee during the live auction.

YOU CAN CONNECT...

A VIRTUAL YOU CAN CENTRE

Being a 19 year old and learning you have Chondroblastic Osteosarcoma is a frightening, isolating and traumatising moment. Marcus, a You Can Champ who received treatment in the Melbourne You Can Centre, remembers this all too well and is why he passionately advocates for a community for young cancer patients to share, support and thrive in.

"I remember the day clearly, I was walking down the intimidating hallway towards my specialist's door and I knew the news wasn't going to be good. Being told that I have Chondroblastic Osteosarcoma (bone cancer) was one of the hardest things I ever had to accept. It was all a blur when I was told the news, it was a very dark and devastating time for me, but I knew the hardest part of it was about to begin.

The Sony Foundation 'You Can' Centre was a key part of my journey - a helpful place to have for me and my family while I was going

through the hardship of treatment. These connections helped me to continue to stay positive, knowing there were other people like me and that things do get better."

This is an excerpt from Marcus' story, **'It may not seem it, but I was one of the lucky ones'** on You Can Connect.

Thanks to funds raised at River4Ward 2017, Sony Foundation launched You Can Connect in August 2017. This online community was developed to enable 15-35 year old Australians with cancer to connect, share and thrive. Since launching, You Can Connect has had over 40,000 page views and has enabled countless young Australian cancer patients, survivors and supporters to connect like never before.

To read more from Marcus and other young patients, survivors and supporters, head to youcan.org.au to sign up.

“ People tell me when I finished treatment that I was a hero though I'm no hero. I was a 19-year-old just wanting to survive and pursue a successful life.

– Marcus, You Can Connect member.”



You Can Champ Marcus in hospital



 @YouCan  @YouCanConnect

Please follow us on Facebook, Instagram and www.youcan.org.au to spread the word that this community is out there for any 15 – 35 year old patient, survivor or supporter touched by cancer.

Marcus and his Dad at the MCG to see his beloved footy team win the AFL Grand Final courtesy of Rainbow Corporate Partner FOX SPORTS AUSTRALIA.

MMAD LOVE

FOR YOU CAN

Sony Foundation sponsored charity, Musicians Making A Difference (MMAD), an organisation that exists to change young lives through the power of music and mentoring, recently met up with some of You Can Champs to hear about the trauma of facing cancer at such a young age.

The MMAD crew were so inspired by the You Can Champ stories and their positivity that they were motivated to write a song in their honour. Vince, a MMAD graduate, knows first-hand the value of support networks during tough times.

The collaboration group of youth cancer survivors and MMAD graduates performed the tribute song on stage at River4Ward 2018 in a touching moment of youth supporting youth.

“This song is all about overcoming any obstacle in your life and we wanted to inspire people to know that ‘You Can’ be anything! Thank you to Sony Foundation, You Can and MMAD for all the work you do, support you give young people and for the opportunity for us to share this song with you. – Vince, MMAD STAR Crew.”



MMAD You Can Tribute performance on River4Ward's infamous floating stage

YOU COULDN'T 'SCRIPT' THIS!

It's not every day an international, best-selling rock band invite you to their show to jam with them, but that's exactly what happened for one lucky MMAD STAR grad who was invited to The Script's Sydney concert to perform with the Irish rockers before they officially opened their Sydney show.

Following years of hard work, dedication and learning to help turn his life around, Brayden, who recently became a Youth Ambassador for MMAD, was selected to celebrate his milestone on stage, singing one of their all-time hits 'Hall of Fame' with a band he's admired from afar for years.

“After speaking with *The Script* it became apparent to me that they use music to fight for the same thing I do. To inspire people to speak up.”

– Brayden, MMAD Youth Ambassador

“When we saw how the experience moved him, it was there that we felt like we were really making a difference.” – The Script

Special thanks to Danny, Mark and Glenn from The Script and the team at Sony Music Entertainment for providing such an unforgettable opportunity! We think this memory is definitely one for your 'Hall of Fame' Brayden!



Brayden and The Script after their once-in-a-lifetime jam session

GRANTING MORE THAN MONEY...

Every year, a grant of \$10,000 is awarded to a family from the Holiday Camps Program who could benefit from extra assistance.

This year, there were so many moving nominations that the Foundation Board simply could not select just one grant nominee and instead, three recipients were selected.



Anal and his companion Freddie

- Will and his family from Toowoomba had a particularly tough year following Will's mother passing away from cancer in 2017. This grant will help to provide additional respite care for Will and support his father as the sole carer and income-earner.
- Zac, a young Tasmanian boy cared for by his grandparents has cerebral palsy, epilepsy and minimal verbal communication. The grant will fund a new walker for Zac as well as adapting their house so Zac can easily get around.

- Anal from Launceston, Tasmania was born in a refugee camp in Nepal. He is unable to communicate verbally and has cerebral palsy which leaves him predominantly wheelchair bound. As he's grown, Anal's family have had increased difficulty transporting Anal in their standard car. Thanks to the Sony Foundation grant, support from a local community group and a personal contribution from a local resident, \$34,000 will be given to Anal's family to fund a specially modified van to fit Anal's wheelchair.



Will with his companions Nick and Clayton

NEW HOLIDAY CAMPS FOR 2018!

In 2018, Sony Foundation will fund an additional three new Sony Foundation Children's Holiday Camps. New camps joining the program this year include:

- **St Peters College, Adelaide** will partner with **Wilderness School for Girls, Adelaide** and host the only South Australian Camp.
- **Townsville Grammar School** will host its first Sony Camp in 2018 and be the second camp in the Townsville region.
- **Scotch College, Melbourne** has been involved in the Sony STAR Camp for eight years with a syndicate of Melbourne schools. This year they will branch out to create a new camp providing more opportunities for both campers and companions, in Melbourne to take part.

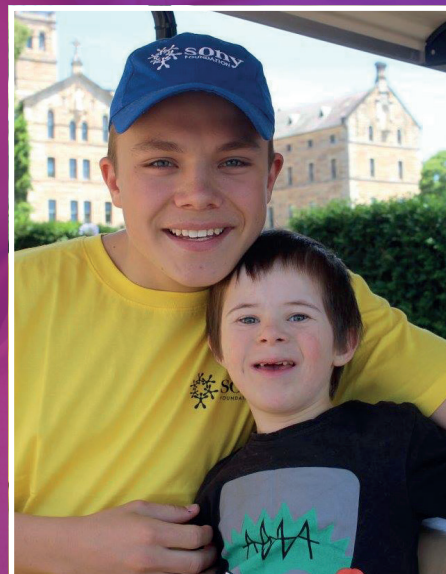
For further information and to see a listing of all camps taking place around Australia in 2018 head to www.sonyfoundation.org

“There is little doubt in my mind that the Sony Foundation Children's Holiday Camp is the most beneficial personal development experience I have seen in my time in education. Beyond that, the joy it brings to the young guests and the chance it gives for respite for their families provides everyone the opportunity to gain from their involvement. It will be a great privilege for the Townsville Grammar School community to have the opportunity to host a Sony Camp.

– Tim Kelly, new Principal Townsville Grammar who has taken part in coordinating Sony Camps for 15 years at various schools.

2018 Holiday Camps around Australia

- 28 Camps in every State and Territory
- Over 650 children with special needs
- Over 1200 student carers
- 50 high-schools and universities hosting Camps



VOLUNTEER SPOTLIGHT

Without our volunteers, River4Ward 2018 would simply not be the success it's grown to be! There to assist our guests with anything from finding their table to fundraising, our volunteers were tireless in their efforts to ensure a great day was had by all!

First time volunteers Cheryl and Ilana from CROSSMARK's Melbourne office learned the ropes from veteran volunteer Chris from Sony Australia's Melbourne office.

Special thanks to all corporate volunteers from CROSSMARK Melbourne, Sony Australia Melbourne and friends of the Foundation who generously donated their time to help ensure our most successful River4Ward to date!



River4Ward's superstar volunteers!

“ Because CROSSMARK values their relationship with the Sony Foundation so highly, I thought as a new employee it would be a fantastic opportunity to get involved and contribute through volunteering. If you're thinking about it, do it! You'll be able to help the Foundation make a real difference to the lives of young adults around Australia, and it's something you can feel incredibly proud of!”

— Ilana Burley, CROSSMARK employee and River4Ward volunteer

WELCOME TO THE FAMILY!

Our committed partners go above and beyond to help ensure our programs and initiatives have real impact on those who need them most, our youth. We are thrilled to announce additions to our Corporate Partner family with Ray White Double Bay joining as a Rainbow Corporate Partner, Endemol Shine Australia joining as a Gold Corporate Partner and AMEX, Club Med, Yusen Logistics, ClearView and Gulf Western Oil who all join as Silver Corporate Partners.

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Australia**

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worldwide resorts all-inclusive experiences

**AMERICAN
EXPRESS**

 **RayWhite.**
DOUBLE BAY


GULF WESTERN OIL
THE TOUGH AUSTRALIAN

 **Yusen Logistics**

“ Sony Foundation's achievements for the youth of Australia are due, in large part, to the invaluable support of our Corporate Partner network. We're really excited to see all that these partnerships will enable.

— Sophie Ryan, CEO Sony Foundation

“ Sony Foundation's work raising money to fund programs to support for Australia's unwell and underprivileged young people is nothing short of amazing and we're proud to be able to contribute to the great work they do.

— Ray White Double Bay Director, Elliott Placks.

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