

Sony Foundation's

ISSUE 58 - AUTUMN 2018

SHOUT

SYDNEY SIXERS HAVE GOT YOUR BACK



“...HE TOLD ME THAT I WAS HIS BEST FRIEND”
WHY SONY CAMP CHANGES LIVES...

HOPPING INCREDIBLE!! PETER RABBIT
RAISES MORE THAN A CARROT OR
TWO FOR SONY FOUNDATION!



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Save The Date

BRISBY4WARD

02.08.18

The Grove Brisbane
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12 noon – 4pm

IN SUPPORT OF



Chairman's Report



Dear Valued Corporate Partners and Supporters,

2018 has well and truly started with particularly significant meaning for Sony Foundation as we commemorate our 20th anniversary this year. In this time, with the support of the Sony Group of Companies, Corporate Partners, networks, communities, volunteers and charity partners, we have worked hard to create a brighter future for Australia's youth. When looking back on the significant changes and impact made in 20 years, we also look to the future and what Sony Foundation will commit to for the next 20 years.

Over the summer months, I'm sure many of you enjoyed long, hot, and hopefully, safe days. We were humbled to have Big Bash League team and Gold Corporate Partner, the Sydney Sixers, once again demonstrate sportsmanship and charity in such genuine ways, going above and beyond to continue to advocate for You Can. This year the club hosted a special charity match and wore jerseys bearing the words of courage, hope and inspiration from our brave young You Can Champs. Such a significant symbol of support means the world to these young people, knowing they have 13 of

Australia's best cricket players backing them does more than any medicine ever can. Head to pages 6-7 to read more about the event and the impact, especially on one 16 year old boy Nicholas who, despite currently being in treatment, was able to walk out on to the SCG and do the coin toss – what a moment he will never forget. We really are grateful for partners like the Sydney Sixers who create such meaningful opportunities to raise awareness, funds and bring smiles to the faces of these young people who are facing inconceivable hardship

Being our 20th anniversary year, we will continue to shine a light on the stories behind our longest running program, the Children's Holiday Camps. This program continues to change lives, attitudes toward and support of our special needs individuals whilst spreading the message of kindness, generosity of spirit and the simple act of donating time, which in this fast-paced world, is an ever-precious commodity. Turn to pages 4 – 5 to understand the impact, bonds and support this beautiful program is garnering from all corners of Australia. I particularly liked hearing how as our camps continue to expand, with three new camps in 2018 in Adelaide, Melbourne and Townsville. We also look to expand opportunities to regional families where support services are harder to come by.

The Children's Holiday Camp program this year will stretch to 50 schools and universities around Australia and Sony Foundation will fund 29 camps in total. As we continue to grow the program, we were also thrilled with the outcome of a very generous initiative by Sony Pictures Releasing which raised enough funds to cover the cost of 10 camps in 2018, a truly significant contribution. A special preview screening of the new animated blockbuster, Peter Rabbit was held in cinemas nationally with all proceeds from ticket sales going to Sony Foundation - an incredible \$133,809 was raised in just one day! This is another great example of a corporate partner leveraging their unique assets to contribute to the Foundation – for which we are extremely grateful to Executive Vice President Sony Pictures Releasing, Stephen Basil-Jones and his team at Sony Pictures, their media agency m2m and all the media partners that helped promote the initiative. A

huge collaborative effort that will make an impact in the lives of many young people this year.

We hope our stories continue to engage you in the purpose and impact of the work of Sony Foundation and inspire you to be involved in not only our 20th anniversary year, but for many years to come.

Kind regards,

John Kirby AM

Chairman, Sony Foundation Australia.

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Children's Holiday Camps...

AN INSIDE LOOK!

Every year, the Sony Foundation Children's Holiday Camp Program welcomes over 600 children with special needs who are cared for by over 1100 student companions, many of who experience a life-changing couple of days, challenging them to new personal heights and of course, ample amounts of old school fun. There are endless stories of friendship and impact that eventuate from this program year on year, here are just some of these precious stories from 2017 Camps.

On last year's Sony Camp, Wil, a Year 12 student from St Joseph's College Sydney was partnered with Harrison, a young camper with intellectual disability, who is unable to communicate and has sensory processing issues. Wil, who wanted to partake in the Sony Camp Program to become a better person, says that Sony Camp has "changed him". Spending so much time with Harrison has left Wil understanding more about Harrison and the joy he finds in the simplest of things, like going for a swim in the pool.

“What these students experience at camp trickles down to their families and friends who aren't exposed to people with disabilities. It's not till you are put in a situation like Sony Camp that everyday people realise that these kids are just the same as every other kid.

— Melanie, Harrison's mother

In Brisbane, Tricia's 10 year old son Chris was diagnosed with autism at the age of two and was non-verbal till age five. His condition includes heightened sensory issues meaning Tricia avoids noisy or busy situations and sticks to a rigid routine to avoid distress. Until Sony Camp, Tricia was never able to access the type of respite of four consecutive days off from caring for Chris.



Pool party for Will and Harrison



A bond like no other on Sony Camp

“There were so many volunteers. It made me feel hope. We are surrounded daily by negative stories about how humans mistreat each other and to get to Sony Camp and see so many young people willing to help not only give my son such a special experience, but also give my husband and I the opportunity to regroup and reconnect as a couple, it just fills my heart. I hope they all have some idea how grateful we truly are.

— Tricia, Chris' mother



Thumbs up for Sony Camp from Daniel and Chris

Daniel Kress, a Year 12 student at Marist Ashgrove, took on the responsibility to care for Chris at Sony Camp in December 2017. It was his first time taking full time care of anyone, let alone a child with special needs, for more than a day.

"I don't think I've ever felt such a high level of respect for two people (Chris' parents) that I had met only once before. To think that all of the parents have to care for these children 24/7 made me really appreciate my life and I now have the utmost respect for any parent of a child with a disability as I never truly realised how difficult it must be."

Without the selflessness and enthusiasm from our volunteer student companions and their school communities, this program that is quietly impacting the lives of so many wouldn't be possible. Thank you to all the schools and universities and their communities who took part in the 2017 Sony Camps.

Regional campers

GRANTED OPPORTUNITY OF A LIFETIME



Despite funding 26 camps around Australia, unfortunately many children with special needs, particularly in regional communities, won't get the opportunity to attend a Sony Camp due to cost and effort to travel. Thanks to a collaboration with Hireup, an online platform built to revolutionise the way people with disability find support workers with shared interests, this year three campers from the regional NSW area of Coffs Harbour were able to attend the St Ignatius Sony Camp. The grant from HireUp funded the expenses of the campers and their carers travelling from Coffs Harbour to attend the camp.

Special needs children, Kassandra, Jayrlie and Kasey, who had never been to Sydney or travelled on a plane before, were treated to an experience of a lifetime with their first-ever Holiday Camp.

"I felt so happy at the camp. On the trip home I was excited to see my family and show them my photo book. I loved being with my companion and she made me laugh! The pool was the best!"

The camp program had an equally strong impact on the girls' regular carers Rebecca and Rhonda, who accompanied them to the camp.

"They were totally engaged with all the fun activities and attention from their companions. The girls laughed and chatted about their time in Sydney during the whole plane trip back to Coffs Harbour!"

I felt quite emotional at times just thinking about the wonderful opportunity that they were given, especially just before Christmas." Rhonda, carer.

Special thanks to the wonderful team at Hireup for their incredible support in helping to provide access to those in regional and remote communities.

"Hireup was proud to provide regional children the opportunity to attend the Sony Foundation camp, and give them the access to resources, support and fantastic experiences they otherwise wouldn't have had. It was wonderful being part of an amazing event, making new community connections, and celebrating inclusion and diversity." Daniella Doughan, Hireup employee

Hireup was founded by Jordan and Laura O'Reilly who grew up alongside a brother with disability. We hope Year 11 & 12 companions from Sony Camp, who have undergone exceptional training and firsthand experience, continue to undertake volunteer carer work.

For more information about Hireup go to: www.hireup.com.au



Campers Jayrlie, Kasey and Kassandra having fun on Sony Camp with their companions

YOUTH CANCER

..IT'S JUST NOT CRICKET!

It's not every day that an elite sports team change up the back of their jerseys to show their support for Australia's young cancer patients. But that's exactly what Big Bash League team and Gold Corporate Partner, the Sydney Sixers did on Tuesday 23rd January when they hit the pitch in the 'Sixers Can, You Can' match.

In a first for the Big Bash League, Sydney Sixers players wore with pride, special jerseys honouring young cancer patients and survivors with three powerful words of meaning emblazoned across their back from the young person they were playing for. Thirteen You Can Champs shared the three words that helped get them through the very toughest challenge of their life.

The rare, collector's item jerseys were then auctioned off after the match with cricket super-fans and youth cancer supporters partaking in a fierce bidding war to get their hands on the jerseys!



Nicholas and family with Adam Gilchrist on the SCG



Sixers superstar Carlos Brathwaite celebrating a win wearing You Can Champ's Zoie's words on his jerseys



Sixers player Steve O'Keefe chatting with our You Can Crew on match night

The Sixers have a passion for the work Sony Foundation does through their youth cancer program, You Can, with aligned values around supporting young adults through their cancer treatment and recovery journey. In a BBL first, we were able to also draw attention to the cause through the replacement of names on the backs of the playing shirts with words from You Can Ambassadors that inspired the team to victory. We are really proud of the project and the way it was embraced across the board, and look forward to making it bigger and better in coming years.

— Jodie Hawkins, Sydney Sixers General Manager

The twilight charity match featured a special coin toss by a You Can Champion currently in treatment, Sony Foundation supporter and media personality Danny Clayton as the team's celebrity 12th man and The Sixers hosting over 50 You Can Champs and family and friends to watch from their own private suite, with visits from players throughout the match.

Nearly \$10,000 was raised from the jersey auction and text donation platform throughout the charity match which will go towards establishing more youth cancer centres around Australia with the NSW You Can Centre at Prince of Wales Hospital set to open in late 2018.

Family, Faith, Friends..

..AND A LITTLE CRICKET

It wasn't your average summer for 16 year old Nicholas McKenzie, who spent his days receiving intensive treatment in the Sydney Children's Hospital, surrounded by patients half his age after being diagnosed with an Osteogenic Sarcoma in 2017.

Nicholas is sadly one of over 1100 young people diagnosed nationally with cancer each year known as the 'forgotten generation'. Falling through the gaps in our medical system, like many, Nicholas is too old for children's wards and too young to be alongside the elderly and dying in adult wards.

Nicholas learned of the Sixers Can, You Can match when a couple of Sixers favourites dropped by the hospital to meet some of the patients they would be playing for in the special charity match. In a happy twist of fate, it turned out Nicholas was a huge Sydney Sixers fan and was in awe to learn that the Sydney Sixers upcoming match would be in support of You Can. Nicholas immediately wanted to be part of the campaign with his words of Faith, Friends and Family being worn by Sixers star player, Sean Abbott. Nicholas even managed to push back his next round of chemotherapy treatment back a day so he could attend the match and cheer on his favourite player, Sixers Captain and all-rounder Moises Henriques. After the match concluded, Moises personally met Nicholas in the box where he watched the game with his family, signing a jersey and chatting with cricket crazy Nicholas and his family.

"It was a fantastic time! The Sixers team spirit and their support, was the best medicine – it made me forget about my cancer journey. To walk out on the SCG and be involved with the coin toss was a once in a life time experience."

– Nicholas, You Can Champ



Nicholas being interviewed by Sean Abbott

- **\$9522.72 raised for You Can**
- **50 + You Can Crew in attendance**
- **13 limited edition jerseys auctioned**
- **39 words of hope worn by Sydney Sixers players**
- **1 celebrity 12th man**
- **1 bat signed and donated for auction by cricket greats Adam Gilchrist, Ricky Ponting and Darren Lehmann**

Special thanks to the committed and compassionate team at the Sydney Sixers for their outstanding support this past BBL season! This is a special partnership that has developed over the past seven years that Sony Foundation feels exceptionally fortunate to have and we look forward to continuing to smash youth cancer for six.



You Can Champ Nicholas performing the pre-match coin toss

HOPPY DAYS!

PETER RABBIT CHARITY MOVIE SCREENING RAISES A RECORD AMOUNT FOR SONY CAMPERS!

Whoever knew a movie about a mischievous rabbit and his rambunctious pals would end up raising a (w)hopping \$133,809 for Sony Foundation Children's Holiday Camp Program. Yep, you read that correctly. But it's not just any old rabbit, it was in fact the highly anticipated, live-action, animated comedy adventure of none other than everyone's favourite, **PETER RABBIT!**

With thanks to Sony Pictures Releasing, special advanced screenings of Peter Rabbit were held at cinemas across the nation on Sunday March 11. The funds raised from this charity screening will enable over 10 new camps to be funded in 2018, including three new camps in Adelaide, Melbourne and Townsville. In 2018, a total of 29 camps around Australia will be funded.

This year marks 20 years Sony Foundation has funded this unique program and will see over 1200 student companions and over 650 children with special needs across more than 50 schools and universities in Australia will benefit from this truly life-changing camp experience which is provided at no cost to the families in 2018.

Elizabeth, a single mother of three children who all have varying special needs knows firsthand the value of the camp program. Since they were born, Elizabeth hasn't been able to spend a night away from her children until the end of 2017 when Elizabeth's two daughters, Isabella and Sofia, were given the opportunity to attend their first

ever Sony Camp. With her daughters both away at Sony Camp, Elizabeth was able to spend rare one-on-one time with her son and even had time to herself throughout the day.

The Sony Camp Program not only provides respite and impact for the families, but equally so for the companions who take on the full-time care of these children. Companions like Maxine have been so inspired and moved by their time as a carer companion, some are considering careers in the disability sector.

The charity screening even had Sony Foundation ambassadors Natalie Bassingthwaighe, Anthony Minichiello and Sally Obermeder all calling on their fans to hit the movies in support of Sony Foundation's Children's Holiday Camp Program, ensuring a huge amount of awareness was raised.

With thanks to Stephen Basil-Jones and the team at Sony Pictures Releasing along with Gold Corporate Partner and media agency, m2m, for securing pro-bono media support and for the media partners being so generous in their support; TV networks (7,9,10 & MCN), print (NewsCorp nationally), radio (ARN and Nova) outdoor advertising (Westfield and APN), and online (Fairfax, NewsCorp, NineNow, Yahoo7, MCN, Playwire & Gameloft) as well as invaluable editorial support from an array of media partners from News Corp Australia, Channel Nine and Seven Network ensuring the message of the charity screening was spread far and wide!



Sony Foundation ambassador Anthony Minichiello and wife Terry Biviano arranged a big group of hoppy little bunnies in support of the charity screening!

“ This experience provided so much perspective and insight, and a huge new passion for looking after children of special needs. Straight after Camp, I went home and told my parents I was pursuing teaching for special needs children as my career. I really hope this becomes a reality for me, as I believe there isn't anything much more rewarding than being able to help form and grow these kids, who despite challenge have found to way to be so very happy.

— Maxine, Year 12 Camp Companion, Pymble Ladies College ”



Elizabeth, Maxine, Sofia and Isabella on Channel Nine's TODAY Extra talking about the charity movie screening and Holiday Camp Program

TO RAISE OVER \$40,000 FOR YOU CAN!

Their generous audiences donated 1281 times to raise an incredible \$43,379 for You Can delivering some truly creative entertainment. The money raised will go a long way in helping Sony Foundation to reach its goal of building a You Can Centre in each major city.

- Twitch streamer Meri Amber and her community composed and wrote a song during the stream, “We wanted to write a song inspired by the ‘You Can’ program. About how although it may seem like a situation is infinitely dark and impossible to get through, that we have the inner strength to break through and that all we need to do is believe, and keep fighting,” said Meri Amber.
- An accomplished concert pianist, university lecturer and former Sony Foundation scholarship recipient (2003), Jonathan Ong played a symphony of instruments all from his lounge room to song requests sent through on his stream’s chat. “It’s a pleasure to raise money for Sony Foundation, for such an important cause,” said Jonathan.
- A 12 hour continuous live drawing stream from Sam Green Media and a delicious live demonstration cooking stream from Little Arty.
- Of course, in amongst all the entertainment, there was of course plenty of gaming with Just Dance dance-offs, Fallout4, Call of Duty, Overwatch, Fallout New Vegas and so many more game titles played for hours on end.

Interested in taking part in our next Gaming4Life event? Then be sure to head to www.sonyfoundation.org and subscribe to our mailing list now for updates!



VIRTUAL REALITY

PROVIDES ESCAPE FOR YOUNG CANCER PATIENTS

As a young adult going through cancer treatment, being confined to the hospital wards can be isolating and very lonely making the days seem incredibly long and frustrating. Our You Can Centres provide a haven for young patients to come off the wards and into a place that feels more like home. The centres have entertainment areas kitted out with the latest Sony entertainment products like PlayStations, TVs, speakers and more along with quiet zones and kitchen areas to catch up for a meal with family and friends.

However, there are days when some patients are too unwell to venture off the ward and the centre can seem a world away. Which is why Sony Foundation and it's incredible supporting partners, Sony Electronics and Sony Interactive Entertainment collaborated to create a Mobile Entertainment Unit complete with Sony TV, PlayStation 4 console and games, CDs and headphones can be easily transported to wards for younger people to play, enjoy and have some fun while undergoing their treatment.

The first of these units was launched at the Melbourne You Can Centre in March at an event hosted by Sony Interactive Entertainment. During the event, a PlayStation VR unit was also donated to the centre and patients and survivors were given the chance to trial virtual reality, which for many, was for the first time.

Andrew Smith, Sony Foundation funded Health & Wellbeing Manager at the You Can Centre said, "To get 4 or 5 young people in a room at the same time is one thing, but to keep them there and engaged for hours is another thing all together! We really appreciate the effort Sony Foundation and their partners go to build a community of not only support, but fun experiences that help to fill the gap in what these young people might be missing out on in the outside world."

The You Can Centre in Melbourne is now looking to build programmes and workshops incorporating different PSVR experiences into health and wellbeing sessions for the young people under the guidance of centre staff.



Escaping into another world with VR

“Loaded with immersive games and experiences, PSVR will allow these young people to immerse themselves in amazing digital worlds and escape to a different reality for a little while in between their treatments. Everyone had a terrific time enjoying a Friday afternoon playing PlayStation4 and learning about PlayStation VR. It was truly moving to hear about some of their stories and how they are working to overcome the struggles of living with cancer. We can't wait to see the mobile unit in the wards as soon as possible and hope it makes their treatment just that little bit easier.

— Patrick Lagana, Director of Marketing, Sony Interactive Entertainment Australia

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SUPPORT OUR BRAVE SONY FOUNDATION HIKERS

Feeling the need to break up the suit and commute routine, a team of adventurous employees corralled by Jim Batchelor, Managing Director of Universal Sony Pictures Home Entertainment, will take on the Larapinta trek in the outback of Australia to raise funds for the Holiday Camp Program.

Inspired by Sony Foundation celebrating its 20th anniversary, and motivated by the great work and impact of the Holiday Camp program, this team of nine will aim to raise \$22,500 before their trek in September 2018. These funds will support two new holiday camps in 2018. But they can't do it alone!

Please show your support by visiting <http://sonyfoundationlarapintachallenge2018.gofundraise.com.au/> dig deep and donate to these fearless hikers taking on the challenge for Sony Foundation.



Larapinta Trail, Northern Territory



Larapinta Trail, Northern Territory

“I wanted a truly unique challenge and adventure that gave me an opportunity to see a part of Australia that I never would have. Being privileged enough to do this whilst raising money for such great causes through the Sony foundation only made the decision to step up to the challenge (and Australia's notorious wildlife) even easier! After seeing the fantastic work Sony Foundation have been doing I look forward to seeing how the money we raise will continue to improve the lives and foster the talent of youths in Australia.

— Adam Pearson, Universal
Sony Pictures Home
Entertainment employee

”



Larapinta Trail, Northern Territory

Imagination

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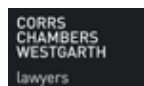
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