

# SHOUT

SONY FOUNDATION FUNDS SANCTUARIES  
FOR BUSHFIRE AFFECTED YOUTH

**YOU CAN STAY**  
LAUNCHES  
NATIONALLY

**TOOWOOMBA  
SONY CAMP**  
MOST  
SUCCESSFUL  
CAMP YET

TOOWOOMBA  
GRAMMAR SCHOOL



**SONY  
FOUNDATION  
AUSTRALIA**

[WWW.SONYFOUNDATION.ORG](http://WWW.SONYFOUNDATION.ORG)



# EVERYONE DESERVES TO HAVE THEIR FAMILY BY THEIR SIDE AS THEY UNDERGO CANCER TREATMENT



HELP US ALLEVIATE THE EMOTIONAL AND FINANCIAL STRESS FOR REGIONAL YOUTH CANCER PATIENTS.

**EVERY \$100 DONATED = ONE NIGHT OF ACCOMMODATION FOR A PATIENT AND THEIR FAMILY IN THE CITY.**

PLEASE DONATE VIA THE QR CODE.

ALL DONATIONS ARE 100% TAX DEDUCTIBLE.

FIND OUT MORE AT  
[WWW.SONYFOUNDATION.ORG/YOUCANSTAY](http://WWW.SONYFOUNDATION.ORG/YOUCANSTAY)

# 1/3

## YOUTH CANCER PATIENTS

Reside in regional or rural areas. For them, the burden of cancer is disproportionately heavy

# 35

## NIGHTS

The average number of nights a regional youth cancer patients stay in city hospital for life-saving treatment

# \$7,000

## OUT OF POCKET

The average cost for appropriate accommodation in the city paid by regional youth cancer patients and their families



## A Message from our CEO

### Dear Corporate Partners and Supporters,

This past year has been a unique one for Sony Foundation.

The impact of the

global pandemic has resulted in unforeseen fundraising challenges. I would like to thank the Sony companies in Australia, our Corporate Partner network and our Donors for their unwavering support ensuring we remained committed to our most vulnerable young Australians right around the country.

2020 has also been a period of growth for Sony Foundation. We embarked on some major new programs and partnerships that were in response to emergency situations. Over \$770,000 has been committed to five communities devastated by the summer bushfires to provide much needed physical youth sanctuaries and support services. Further to this, we launched an emergency accommodation service, 'You Can Stay, for regional youth cancer patients needing to travel to the city for life-saving treatment. Through You Can Stay, accommodation

is provided at no cost to patients, and their families.

To know that in a time of need, our programs make a real and tangible impact in the lives of young people is incredibly heart-warming. A 16 year old youth cancer patient, from regional Queensland, who is currently benefiting from the You Can Stay program recently shared with us: "I'm so grateful that my siblings will be staying in Brisbane, closer to me this time, for my second surgery to remove another tumour. It will make my recovery easier knowing my family are happy and together in one place."

Thank you to all our partners and donors for your continued support during this year. You have ensured that we have been able to help many young people doing it tough.

Take care and stay safe.

Sincerely,

**Sophie Ryan**

Chief Executive Officer,  
Sony Foundation Australia



A huge SHOUT out to our Corporate Partner OMD for designing this issue pro-bono.

GET  
IN  
TOUCH

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# Sanctuaries for Youth

## Rise from the Ashes

Sony Foundation's Bushfire Appeal raised over \$770,000 thanks to the collaborative efforts of Sony companies both domestic and international including: Sony Music Entertainment Australia, Sony Interactive Entertainment and Sony Europe.

The Bushfire Appeal funding will be used to create Sony Foundation

Sanctuaries for young people in five communities impacted by the bushfires. These Sanctuaries will be youth hubs providing diversionary activities, workshops and support services to rebuild a sense of community, work through trauma, foster resilience and empower young people to have a voice as their communities rebuild. ●

“ .....

Two year 12 students, impacted by the bush fires, both said that it was the programs within the school that lead them to feel supported and able to complete their HSC, despite having lost so much. Ulladulla High School and the community are grateful to Sony Foundation for providing the financial support to put these structures in place.”

Denise Lofts,  
Principal at Ulladulla High School



## 'Artist's Unite For Fire Fight' Raises \$530,000

Sony Music Entertainment has donated \$530,000 from the sales of the 'Artists Unite for Fire Fight' charity album to Sony Foundation's Bushfire Appeal. These funds will go towards innovative youth programs and sanctuaries in communities impacted by the bushfires. A SHOUT OUT to JB Hi-Fi, Apple and Sanity, who donated their margin to the cause, Sony Music and all the artists who were involved.

## Sony Foundation's Partners on the Ground:

### 1. Mallacoota Youth Group - Mallacoota VIC -

'The Sanctuary' will provide a space to study, play music, make art, play games, organise programs and events and run workshops. It will also provide access to mentoring, social networks and resources in the community.

### 2. Ulladulla High School - Ulladulla NSW - 'The Sanctuary'

will support 1,200 students and their families, of which 15 lost their homes during the fires, to enable positive

recovery and resilience. Additionally, many students have been dislocated due to damage to their properties and family businesses.

### 3. BackTrack - Nambucca Heads NSW, and Tenterfield NSW

- BackTrack will help young people who have a hard time getting back on track by facilitating the development of life skills and practical skills, supported by a dedicated youth 'Sanctuary' by transforming shipping container pods into vibrant hubs.

### 4. PCYC - Eden NSW - Funding will enable an afterschool Coding Program and transformation of The Eden Youth Hub into a 'Sanctuary' with an interior redesign complete with the latest Sony technology.

### 5. MMAD Bushfire Relief Tour - Musicians Making a Difference (MMAD) will host music therapy workshops and mentoring programs for young people in all the bushfire affected communities Sony Foundation is supporting.



“ .....

I wasn't able to study at home, as we had been displaced and the Public Library was closed due to COVID. The Study Centre at school gave me a safe option. Having opportunities to study at school separated school and down time. It helped me to keep a balance.”

Matt,  
Year 12 Student, Ulladulla High School





# One Year in Operation

## Brisbane You Can Centre

One year on from the opening of the Brisbane You Can Centre, Sony Foundation's largest youth cancer centre in operation, Queensland youth cancer patients have been able to use the Centre for peer support, social activities, respite from wards and specialised care.

Averaging over 70 visits per month, 81 youth cancer patients have completed specialised and age-appropriate treatment programs within the first six months of the

Centre's operation\*. Patients were brought together by a series of workshops including education and career support sessions hosted by Redkite and meet and greet sessions hosted by Canteen.

A series of art classes hosted by local Brisbane artist, Taneal Teresa, created a safe space for patients to speak their mind whilst accessing a creative therapeutic outlet.

\* Due to COVID-19 the Brisbane You Can Centre closed temporarily

19-year-old Adam from Bundaberg, Queensland, was diagnosed with Leukaemia requiring him to leave his home, family and friends for treatment in Brisbane. His first visit to the You Can Centre was the day it officially opened where he met his idol and Sony Foundation ambassador, Johnathan Thurston. J.T. wished him the best of luck which Adam said gave him the reassurance he needed. Adam continued

to use the You Can Centre during his 10 months of treatment as a place to rest and relax, as if he was back at home. ●



“ .....

I feel nothing but grateful for being able to hear the stories of the You Can Champs, witness their strength, and provide somewhat of a creative outlet for what they are all going through.”

Taneal Teresa, Artist

“ .....

The You Can Centre was a great space to hang with my mates when they came. It was really good to be able to sit in an area where it felt like you were back home, away from the hospital and the interruptions. It was so good for me mentally and helped me with treatment.”

Adam,  
Queensland You Can Champ

# Celebrating Four Years

## Melbourne You Can Centre

Earlier this year, the Melbourne You Can Centre located at Peter MacCallum Cancer Centre, celebrated four years, since opening its doors to youth cancer patients from Victoria, and further afield.

2016

Sony Foundation's second You Can Centre was officially opened by Victorian Premier, Hon. Daniel Andrews, and Sony Foundation Ambassadors Natalie Bassingthwaite, Tessa James and Sony Music Artists Delta Goodrem and Daryl Braithwaite.



2017

### Highlights

Celebrity Chef Adrian Li, cooked a special lunch for the You Can Champs and their families,

▶ Sony PlayStation VR Event, where You Can Champs learnt all the tips and tricks of virtual reality which was then donated to the Centre.



2018

### Appointment You Can Survivorship Nurse

Funded by Sony Foundation, this new position will be responsible for the health and well-being services for patients including: coordination of the survivorship program and clinic, and coordination and expansion of group programs.

### Workshops

15+ Group programs operate

▶ from the Centre covering: Exercise, nutrition, creative arts, literacy and writing, music therapy and vocational planning.

2019

### The Healing Power of Music

The Melbourne You Can Centre was a flurry of excitement with special visits from four Sony Foundation ambassadors ahead of the fifth annual River4Ward. Delta Goodrem, Guy Sebastian and The Veronicas spent time with patients, hearing why the You Can Centre is so important to them and having an impromptu jam session.

2020

### Palliative Care Units

▶ Sony Foundation funds two Adolescent Palliative Care rooms at the Peter MacCallum Cancer Centre to provide age-appropriate care and environments for palliative patients. ●

.....

## An Average Year at the Melbourne You Can Centre



120+

Patients access the Melbourne You Can Centre each quarter



15+

Group Programs



75+

Specialised medical and allied health clinics held at the Centre



35+

Patients are provided with post-treatment health and wellbeing plans



# Regional Cancer Patients Given a Lifeline

Sony Foundation launches 'You Can Stay', a national accommodation support program for regional youth cancer patients



## A SHOUT OUT

to You Can Stay Program Partners for providing funding, services, products and voluntary support.



To fill a gap in affordable accommodation for adolescent and young adult cancer patients from regional areas, Sony Foundation has partnered with Quest Apartment Hotels to launch the charitable accommodation program, You Can Stay

Available to all cancer patients nationally aged 15 – 25, and their families, who live 100km or more from their treating hospital, You Can Stay will provide free and uncapped accommodation in a Quest serviced apartment reducing the burden of accessing life-saving, age-appropriate cancer treatment, unavailable closer to home. Filling the gap further, You Can Stay also accepts patients undertaking clinical trials.

Despite the efforts of accommodation services provided by the government and other charitable organisations, youth cancer patients and their families from regional areas were typically struggling to find affordable accommodation, suitable for adolescent and young adult cancer patients with suppressed immunity.

David Mansfield, Chief Operating Officer of Quest Apartment Hotels said when approached by Sony Foundation, they were taken aback by the gap in accommodation options for teenagers with cancer.

*"We know that when these guests come to us, it's a terribly challenging time so we have implemented a tailored*

*bookings process to make things easier and support their unique requirements. Today, we can proudly say Quest is only ever a phone call away."*

Sophie Ryan, Sony Foundation CEO, said *"You Can Stay is needed now more than ever during this pandemic to ensure cancer patients are able to access cancer treatment in the city in safe surroundings."* •



JENNA,  
Bathurst  
NSW

AGE: 19  
DISTANCE FROM  
HOME: 210 km  
NIGHTS AWAY  
FROM HOME: 120

*"You Can Stay allowed our family to remain together. I can't imagine what it would have been like for Jenna, and all of us, not being able to be physically here by her side... not having to worry about accommodation has been such a relief there are no words to fully describe how grateful we are."*

Fleur, Jenna's mum

RYAN,  
Koo Wee Rup  
VIC

AGE: 22  
DISTANCE FROM  
HOME: 302 km  
NIGHTS AWAY  
FROM HOME: 37  
(with more to come)

*"Having been through this before, it's just so difficult and COVID has made it a million times worse. We live over an hour away from the hospital and Ryan can only have one support person in the hospital, so we take it in turns. It's such a heartbreaking time for my family and having the Quest apartment from Sony Foundation has made such a stressful time that little bit easier for Ryan to receive his treatment."*

Lynda, Ryan's mum

## RYAN TO GIVE FOF THE BOOT

WHEN Ryan Frazer was diagnosed with brain cancer for the second time, his whole life was turned upside down. The 22-year-old from Koo Wee Rup – about 80km from Melbourne – had just started his dream job with the AFL and was planning to start playing sport again. He was diagnosed with medulloblastoma in 2017 and had a fierce round of treatment, before about 18 months in remission. But in

August, Ryan was told four new "spots" had been found on his brain. He has vowed to remain positive and support from friends, family and hospital staff has kept him going. He praised the Sony Foundation, and its You Can Stay program that paid for Ryan and his family to stay in the city whenever he has treatment. "We're so grateful. It's hard to put into words," he said. [sonyfoundation.org/givingday](https://sonyfoundation.org/givingday)



Richmond supporter Ryan Frazer, 22, is determined to overcome his second bout of brain cancer. Picture: DAVID CAIRD

Herald Sun



JACKO,  
Mt Archer,  
QLD

AGE: 19  
DISTANCE FROM HOME: 100 km  
NIGHTS AWAY FROM HOME: 35

*"The support of the You Can Stay program means the world to families and in a time when our worlds stop you keep the wheels moving behind the scenes."*

Rachael,  
Jacko's  
mum



# Sydney You Can Centre Completes Construction

Sony Foundation's fifth You Can Centre, located in a warm and homely heritage building at the entrance to Sydney's Prince of Wales Hospital, Randwick, was completed in early-2020.

The project attracted some of the best architects, designers, builders, stylists and furniture brands to collaborate and create a space for young patients to relax, have "time out" away from clinical spaces, engage in group programs, connect with other youth patients, study or share time with loved ones.

Cozy couches, musical instruments, PlayStations, Sony HD TVs and a homely kitchen are not what you would expect to find at a hospital. But as you walk into the new Sydney You Can Centre, it's all this and more which helps teenage patients to feel at home, and certainly far away from the clinical wards. •



As COVID-19 continues to affect communities across NSW, the opening of the Sydney You Can Centre remains on hold. Sony Foundation looks forward to officially opening the Centre when restrictions ease.

SCHIAVELLO | PTID | JONO FLEMING | NICK SCALI |  
TEMPLE & WEBSTER | LIFE INTERIORS | SONY AUSTRALIA |  
PLAYSTATION | YAMAHA | HARVEY NORMAN |

A Massive  
SHOUT OUT!

to our Partners and  
Supporters for offering  
their services, products  
and expertise to make this  
You Can Centre a place for  
healing and wellbeing:

## Out & About with our Ambassadors and Supporters

### Stronger Together

We may not have been able to get together this year, but that didn't stop our ambassadors being there virtually for young people who needed it most.

#### Tones And I

Tones And I and 12 other Sony Music artists took part in the weekly online series for youth cancer patients called 'Music & Mates'. These intimate catch-ups allowed You Can Champs to get up close and personal and hear their favourite artists sing.

*"You are so strong, so tough and there are so many people inspired by you and I think that is very important to recognise about yourself, that you are going through, or have gone through, something that is very tough and so early in life as well, I take my hat off to you... you guys should feel so proud of yourself."*

**Tones And I**, Sony Music Artist



#### Ellyse Perry

Captain of Sydney Sixers, Ellyse Perry, had a special Zoom call with You Can Champ Felicity ahead of the WBBL You Can Charity match where her team wore special You Can jerseys.

*"Those words are so powerful, you guys mean so much to us, obviously you guys all go through a lot so we love getting to know you and all the champs, and being able to support you"*

**Ellyse Perry**, Captain, Sydney Sixers

#### Reuben Styles

MMAD transitioned their mentoring workshops online, continuing to inspire young people to turn their lives around. Reuben from Peking Duk joined their online graduation to share the importance of mental wellbeing.

*"If you are suffering and able to work through something then you come back a much stronger person, stronger than someone who pretends problems don't exist"*

**Reuben Styles**, from Peking Duk,





## Corporates Give a Hand Up



### You Can Angels

Coinciding with the launch of 'You Can Stay', Sony Foundation launched the initiative 'You Can Angels', seeing employees from across the Corporate Partner network generously sending support packs for those checking into Quest. Special thanks to employees from Sony Interactive Entertainment, Crossmark and IQumulate for bringing smiles to those facing such adversity.

If you are interested in becoming a You Can Angel please email:  
[info@sonyfoundation.org.au](mailto:info@sonyfoundation.org.au)

### Lending a Creative Hand

Thanks to the teams at the following creative partners who have supported us with pro-bono services:



### Sony Headphones Create a Sound Escape

A special SHOUT OUT to Sony Australia for providing all patients in the You Can Stay program with their own Sony wireless headphones. Whether they are travelling from home, or in the waiting room at the hospital, the headphones provide an escape and help to reduce stress.



### Crown Resorts

SHOUT OUT to Crown Resorts for coming on board as a Gold Partner.

If your company would like to volunteer your services or donate products across our programs, please email:  
[karen@sonyfoundation.org.au](mailto:karen@sonyfoundation.org.au)

## Corporates Unite to Fund nearly 2,000 Nights of Emergency Accommodation For Youth Cancer Patients

Leading corporate businesses are pledging much-needed funds to support Sony Foundation Australia's You Can Stay program, in an effort to plug an alarming fundraising gap caused by COVID restrictions.

Over **\$187,000** was raised across two recent initiatives in support of Sony Foundation's newest program, 'You Can Stay'.

On October 29, several corporate partners and businesses made major donations to Sony Foundation Australia's 'Raise The Wharf' virtual Giving Day. Held in lieu of our Wharf4Ward event, which usually brings in \$1.5 million for the Foundation's 'You Can' program, the virtual giving day was a 24-hour online appeal to corporates and the general public that raised **over \$100,000**.

Longstanding Corporate Partner of Sony Foundation, News Corp Australia invited Sony Foundation to be the first beneficiary of The Daily Telegraph's Bradfield Oration event held on 13 November, 2020. The event gathered

industry leaders from infrastructure, tourism, hospitality, entertainment and government to discuss the future of Sydney with an address by NSW Premier Gladys Berejiklian. The event resulted in major donations that raised a total of \$87,000. A highlight of the day was the opening performance by Sony Music Artist and Sony Foundation Ambassador Guy Sebastian, who brought world class entertainment to the event. ●



Sony Music Artist and Sony Foundation Ambassador, Guy Sebastian

“We are incredibly grateful for our corporate network of partners who continue to help us innovate and adapt in this challenging climate, ensuring we are able to continue supporting young Australians in need. The results from these two new events alone have provided 1,870 nights of accommodation in our You Can Stay program.”

Sophie Ryan,  
CEO of Sony Foundation



Sophie Ryan,  
CEO Sony Foundation and Ben English,  
Editor of The Daily Telegraph





## Toowoomba Sony Camp Best Yet

A record 42 children with disability in the Toowoomba region were given the holiday of a lifetime, and their families a weekend of respite, when students and staff from Toowoomba Grammar School, The Glennie School and Fairholme College came together to provide a Sony Foundation's Children's Holiday Camp. •

“

**To see all the smiles on the faces of all the Campers, and knowing there are more kids than last year, being able to contribute to all these experiences and giving them a time of their lives, is so special to everyone here”**

**Sebastian**, Student Companion,  
Toowoomba Grammar School



## Patience & Persistence:

### Life-Long Skills

Following his time on the Toowoomba Sony Camp, Student Companion, Sam reflected on his experience caring for his Camper, Bol.

“Through the challenges and trying times seeing the smiles and enjoyment on the faces all the guests was immensely rewarding and a wonderful message to all involved. On a personal level, I learnt many important lessons from the camp that I will take through the rest of my life. Simply learning to care for and monitor a high care child is immense and provides a deep sense of understanding and respect for the demands of the parents, families, and carers of the guests. Furthermore, learning to be patient and recognizing that with time and persistence, the Camper would calm and return to being your happy little friend, is a skill that I had to use on various occasions throughout the camp and one that will help me throughout the rest of my life.” •

## New Podcast

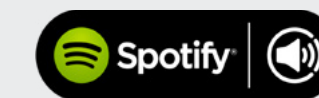
### ‘Music Saved Me’ Reaches #1

Through raw and relatable conversations, MMAD’s ‘Music Saved Me’ podcast explores how music has supported well known and emerging artists through dark times and how the songs they have written or listened to have impacted them. The conversations aim to inspire and connect with young people battling hard times that they are not alone. The series features Sony Foundation Ambassadors and Sony Music Artists Conrad Sewell, Illy, GRAACE, Mitch Tambo, Mike Waters and more. •

“ .....

**Some of my best music comes from me sitting down with a pad and a pen, it sounds cliché, but it really is a form of therapy.”**

Conrad Sewell, Sony Foundation Ambassador



Stream now on **Spotify!**



## “MMAD changes lives; it's taken me from a dark hole to a brighter future.” Young STAR, 2020

“ .....

**It's a lifetime of change in 3 months.**

**Young STAR, 2020**

The resilience of our STARs is a testament to their strength and we are so incredibly proud of and inspired by them, especially this year overcoming all the challenges of 2020, one particular STAR who demonstrated this is Laura.

During isolation, **Laura** struggled to stay on top of her mental health challenges, she then found herself

without a safe place to live. As part of the program, Laura had intensive and consistent support from MMAD in working on all areas of her life. Laura is now in safe housing, committed to education and creative therapy at MMAD, and says “I am happiest when I am at MMAD”. To us, Laura is not her past. She has a big heart, incredible potential and graduating the STAR program marks the start of a bright and beautiful future, with a family in MMAD to provide ongoing, unconditional support as she grows. •

If you are interested in becoming a MMAD Mentor please reach out to:

[lorin@sonyfoundation.org.au](mailto:lorin@sonyfoundation.org.au)

An extract from the article ‘MMAD Changes Lives’ a contributor article by MMAD Founder, Dominic Brook, to read the full article please visit: [www.sonyfoundation.org/news](http://www.sonyfoundation.org/news)

“ .....

**Life before MMAD... I was a stoner, suicidal. When I met MMAD it sparked ambition in my life. My goal and dream now is to be a rapper or youth worker. Thank you all.”**

**Young STAR, 2020**



# SONY FOUNDATION CORPORATE PARTNERS

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Nine



oh!  
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