

Sony Foundation's

ISSUE 56 - SPRING 2017

# SHOUT



## FRIENDS4YOUTH

Sony Foundation calls on Australia to support our young people

THANKING OUR CORPORATE PARTNERS

A VIRTUAL 'YOU CAN CENTRE' GOES LIVE!



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

# Chairman's Report



Dear Valued Corporate Partners and Supporters,

This year has been one of huge achievements and successes for Sony Foundation but I can happily report, there's still so much more to come so buckle in!

We are honoured to recently welcome Cathy O'Connor to our Board. Cathy's distinguished achievements in the radio industry as CEO of Nova Entertainment, are known and widely respected and her community action is always positive and really effective. She is a superb Australian leader, and her integrity and knowledge will be an important force in our future.

In a Sony Foundation first, we are launching our first-ever Charity Single with the extraordinary support of over 30 Sony Music artists. This exquisite single, a rendition of The Beatles classic 'With A Little Help From My Friends' captures the very essence of all Sony Foundation stands for and we are calling on all of Australia to rally behind this great message and show the youth of Australia, that they have friends, ready and willing to always be there to support and back our young Aussies all over this great Southern land.

We recently celebrated and applauded our extensive network of benevolent Corporate Partners at Sony Foundation's annual Corporate Partner Appreciation Evening. As always, our gratitude and appreciation for these leading brands and business showing their support for Sony Foundation's causes is endless. Head to pages 8 to read more on this special evening.

Our wonderful Sony Foundation ambassadors go above and beyond to extend the work of Sony Foundation and this was exemplified at the recent John Eales lunch hosted by Sony Foundation ambassador and former Wallabies Captain, John Eales with special guest, Sony Foundation ambassador and current Australian Cricket Captain, Steve Smith, along with many other high profile guests. The lunch raised an outstanding \$115,000 for our Children's Holiday Camp Program. A

fantastic and uplifting start to the Camps season. This wonderful program, continues to change the lives of so many as well as bringing communities together to uplift and support our special needs children and their families. The outpouring of gratitude, community spirit and kindness these Camps facilitate is truly humbling and we look forward to the continued growth and support of this very special program. You can read more on this luncheon along with updates on the Queensland Holiday Camps that have begun on page 6.

Musicians Making A Difference recently launched their second Catch A Falling STAR intake at Sony Music headquarters. Already, we are receiving updates on the fantastic progress being made by these young STARS to drastically improve their lives. For full details of this truly powerful program, turn to page 7.

Our You Can program continues to expand around Australia with the recent launch of a 'virtual You Can Centre', the You Can Connect site. This networking and support site is already proving to be a buzz among Australia's young cancer patients and their support networks. I urge you today to head to [www.youcan.org.au](http://www.youcan.org.au) to gain an insight into the need of this site and age-appropriate care and services for this vulnerable age group. The expansion of You Can is imperative to ensure no young cancer patient has to face their battle alone. You can read more on this fantastic new site on page 10.

Know that each and every grain of time and effort you contribute to the Foundation has enormous impact on an infinite number of individuals and communities who are eternally grateful for your support. Let's continue to unite for the youth of Australia and pave the way forward to create a tremendous vision of optimism, hope and friendship for our future, our youth.

Let me give our thanks to our wonderful Foundation executive team, led by our inspiring CEO, Sophie Ryan. All of them, Emma, Karen, Aty and Sara, go beyond the call to make a better world. None of this would be possible without the group strength from all the Sony leaders and their teams across all the company's units here in Australia. Their support is incredible.

Finally, let me acknowledge the recent Australian Honour to our Board member, Denis Handlin AO, Chairman & CEO Australia & New Zealand and President, Asia. This is a well-earned recognition of Denis' business career alongside his fine and longstanding contribution to the Australian community across many areas. The Sony Foundation is but one of his many initiatives. Congratulations Denis from all the Sony Foundation Board and team here.

Kind regards,

John Kirby AM

Chairman

Sony Foundation Australia

## GET IN TOUCH

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Instagram: @sonyfoundation

## IN LOVING MEMORY OF OUR YOU CAN CHAMPIONS

Sony Foundation would like to pay tribute to two very special You Can Champions. Stevie Marcon (08/01/1991 – 31/07/2017) and Farhana Sanif (03/12/1993 – 14/09/2017) were passionate and committed advocates for You Can and contributed to the development of youth cancer centres and services in Australia. Both Stevie and Farhana were strongly involved in the design and planning of the Perth (Stevie) and Melbourne (Farhana) You Can Centres and often spoke of the positive impact these You Can Centres had not only on themselves, but on their friends and family. The loss of these two beautiful young women has been hard to bear for the You Can community, but their kindness, passion and love for life will continue to live on as their legacy.



Farhana Sanif (left) (03/12/1993 – 14/09/2017)



Stevie Marcon (right) (08/01/1991 – 31/07/2017)

# JOIN AS A CORPORATE PARTNER AND BE PART OF SONY FOUNDATION'S 20<sup>TH</sup> ANNIVERSARY YEAR

Sony Foundation's Corporate Partner network has been the backbone of the Foundation since inception nearly 20 years ago and the diversity and scale of our partners is unrivalled in this country.

Sony Foundation creates bespoke partnerships with corporate partners to bring to life the moments that matter for your brand, business and employees.

We have ambitious goals for Sony Foundation's 20th Anniversary. Be a part of helping us to reach **\$30 million** donated to youth causes and make your commitment to support young Australians suffering from homelessness, severe illness, disability and displacement.



City2Surf runners for Sony Foundation



Corporate Partner volunteers at River4Ward 2017

“Don't underestimate what power it has on the young people when we tell them some of the biggest companies and coolest brands in Australia are investing in their future – backing them and believing in them.”  
- Sophie Ryan, CEO Sony Foundation

“We continue our work with the Foundation as the passion for the program ensures the club is engaged not only in our own efforts to promote, but also to ensure the support is received by those who need it the most.” - Dominic Remond, General Manager, Sydney Sixers – Gold Corporate Partner

## GUARANTEED BOOKING AT VIP EVENTS

- Wharf4ward 10th anniversary event
- River4Ward
- Corporate Partner Cocktail Event

## BRAND RECOGNITION

- You Can Centres
- Events
- Sony Foundation magazine, e-news, website, social media

## EMPLOYEE INCENTIVES

- Sony product discounts across product range
- Sony Artist engagement and event opportunities

## EMPLOYEE ENGAGEMENT

- Lead your team on transformational experiences with our program
- Tailored experiences to meet your CSR objectives



Sony Foundation ambassador Peter Overton with You Can Champion, Tessa Calder

“NINE has been a proud partner of Sony Foundation for many years. Our dedicated journalists cover the issues affecting this generation and our NINE talent act as loyal Ambassadors, engaging the general public and corporates alike in the causes via awareness and fundraising campaigns. It's a Foundation where we can see first-hand the impact of our support and feel part of an incredible business network that is giving back in a meaningful way.”

– Michael Stephenson, Chief Sales Officer, Nine Network Australia  
– Rainbow Corporate Partner

Contact Karen White, Partnerships Manager at Sony Foundation today to enquire about our Corporate Partnership program: [karen@sonyfoundation.org.au](mailto:karen@sonyfoundation.org.au)

# Australia unites: Friends4Youth

AUSTRALIA, WE ARE CALLING ON YOU TO COME TOGETHER FOR OUR YOUTH!



Sony Foundation ambassador Guy Sebastian

FRIENDS4YOUTH

# F4Y

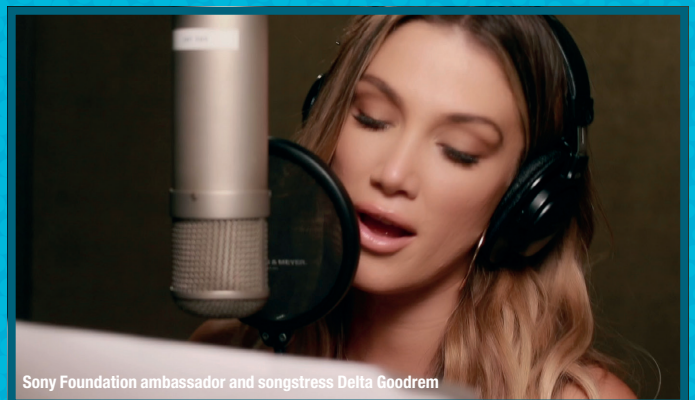


Sony Foundation is uniting all of Australia in our mission to ensure a better, brighter future for the most marginalised young Australians. Thanks to our partners at Sony Music, over 30 amazingly talented Sony Music artists have come together to record The Beatles classic, 'With A Little Help From My Friends'. After all, when things get tough, there's nothing like good mates to get you through.

The Sony Music All Stars single has launched our nationwide fundraising campaign 'Friends4Youth' and is available NOW to purchase with all funds raised going to Sony Foundation. Here's a breakdown of how your donations and the purchase of the Sony Music All Stars charity single will help:

- **\$6100 will fund a square metre** in a You Can Youth Cancer Centre that provides a haven for young people
- **\$182** will cover the complete care and experiences to send one child to one day of Sony Foundation Children's Holiday Camp
- **\$4 will provide a warm meal** served from the Youth Off The Streets Food Van funded by Sony Foundation Australia
- **\$18 will fund one day** of rehabilitation for 1 young person through the Musicians Making A Difference Catch A Falling STAR 12 month mentoring program versus over \$650 per day in Juvenile Detention.

You can get involved now! Simply jump onto [www.Friends4Youth.com](http://www.Friends4Youth.com) to download the single, donate, buy exclusive merchandise and so much more.



Sony Foundation ambassador and songstress Delta Goodrem



Sony Music artist Tommy Emmanuel

# Sony Foundation Ambassadors are Friends4Youth

## WE ALL GET BY WITH A LITTLE HELP FROM OUR FRIENDS

Everyone needs a friend, someone who believes in them, backs them and supports them when the going gets tough. Sony Foundation is working to be that friend to every young person in need around Australia and our Sony Foundation Ambassadors love being that friend. Over the past few months, artists have taken time out of their schedules to make special visits to Holiday Camps and hospitals to catch up with the people who matter most.



Sony Music artist Pete Murray and the Perth You Can Champs



Sony Music artist Samantha Jade with happy campers and their companions at the Mackay Sony Camp

“Nat was absolutely fantastic. She had long discussions with them all. It was quite emotional. They shared experiences and their stories about being diagnosed/receiving treatment.”

- Kate Thompson, Program Manager, You Can Centre Melbourne



Sony Music artists Jess and Matt after a night in the Food Van



Sony Music artist Jessica Mauboy with You Can Champion Marlee

“Jessica was a beautiful soul, so down to earth, level headed and accommodating. Her energy and outlook on life was such a lift.”

- Mother of a young cancer patient, Prince of Wales Hospital

# RUGBY HERO RAISES \$115,000

## FOR CHILDREN'S HOLIDAY CAMP PROGRAM

Former Wallabies Captain and dedicated Sony Foundation ambassador John Eales, hosted his annual 'Private Lunch With John Eales' in August and raised a spectacular \$115,000 for Sony Foundation's Children's Holiday Camp Program, a program John fervently advocates for.

But it wasn't just the kings of the rugby field in attendance with current Australian Test Cricket Captain and Sony Foundation ambassador Steve Smith a special guest, along with former Aussie Skipper Michael Clarke and swimming sensation Grant Hackett attending and entertaining guests with their enlightening Q&As about life as elite sportsmen and insights into the future of their sport.

The day featured fine dining from Hotel Centennial's celebrated chef Justin North with all meals perfectly matched with wines from loyal Sony Foundation partner Fox Gordon Wines.

In amongst all the fundraising and fine dining however, guests were reminded of the lifelong impact this unique program has on all those involved including students, teacher, nurses and parents and the service it provides by way of respite to families in need. The value of the care provided for over 600 special needs children is the equivalent of \$1.5 million each year. With more funding, the program will continue to expand across Australia with the intent to launch a camp in Adelaide in 2018.



A young camper very happy to meet Isaiah!



Sony Foundation ambassadors John Eales and Steve Smith, Sony Foundation CEO Sophie Ryan, Michael Clarke and Grant Hackett



Sony Foundation ambassador John Eales hosts a Q&A with swimming legend, Grant Hackett

*"For the families on our holiday camp – their little ones with special needs, never progress like other children to become independent from their parents. Instead, these parents become carers for life. Required to feed, to toilet, to communicate for their child forever. So imagine what a huge relief it is for these families when for just 4 days – these parents and carers are given a break."* – Sophie Ryan, CEO Sony Foundation.

## HAPPY CAMPERS IN SUNNY QUEENSLAND

Eleven Holiday Camps took place in Queensland in September. There have been endless activities, surprise visits from Sony Music artists and smiles galore as this program continues to create lifelong impact on all involved. Next up will be Camps held in NSW, VIC, TAS and WA in December!

*"Words can't even begin to express how I feel right now.....refreshed, grateful, joyful.....as a parent of a special needs child we spend a lot of time wondering about what our kids life will look like, you showed me this weekend that it can look very bright! Thank you so much again for the opportunity you offered my son and for allowing my husband and I to reconnect. Forever grateful!"*

– Tricia, mother of camper,  
Marist Ashgrove Sony Camp 2017

# MUSIC ARTIST PUTS STARS IN THEIR EYES

Musicians Making A Difference launched their second Catch A Falling STAR (Special, Traumatized, At Risk) program for 2017 on August 23 with Sony Music mentors providing advice, support and a sense of community for 12 young people embarking on their life changing journey.

As part of Sony Foundation's CONNECT employee engagement program, the employee mentors are given a chance to connect on a grassroots level with young people who desperately need adults to back and believe in them.

Sony Music artist and X Factor winner, Cyrus, was a special guest in the session, listening to the STAR's stories and sharing some meaningful support and personal experiences to inspire and encourage these young adults embarking on a life changing journey.



MMAD STARs and Sony Music artist Cyrus in their studio session

Cyrus also hosted an exclusive studio session with recently graduated STARs to recorded beats and lyrics written and composed by the MMAD crew.

This intensive and innovative music and mentoring program is 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.



“It was a great experience and great to play a small part in a program that is of such benefit to not only the participants, but to us mentors as well; brings life back into perspective in a very inspirational way.”

- Peter Karpin, Sony Music



MMAD STAR Don Leaton



MMAD STAR Wes and Sony Music mentor Rory

Young STARs share an emotional moment



# Together, We Can

## SONY FOUNDATION THANKS CORPORATE PARTNERS

Year on year, major TV networks along with the nation's major airline and transport companies, the main professional services firms, the biggest media agencies and the most creative organisations all come together to invest not just their funds, but also their assets, their people and their brilliant minds in the Foundation.

This coalition of dedicated, socially-aware brands and businesses is a driving force behind each of the Foundation's achievements and on August 2nd in Sydney, this was celebrated and applauded at the Sony Foundation Corporate Partner Event.

Attended by members of government including NSW Minister for Health, the Hon. Brad Hazzard, Sony Foundation Ambassadors Sally Obermeder and Peter Overton, Sony Foundation Board Directors, Sony company heads, charity partners and young people supported by our programs, the night showcased performances, awards and special announcements including;

- **\$100,000** in research funding awarded to Claire Munsie (University of WA) and Reichelle Yeo (Centenary Institute, USYD) to undertake their respective youth cancer research projects
- **2017 'BreakFree' Award** – presented to Dylan Nunn, who recently completed the Sony Foundation funded MMAD Catch A Falling STAR program. The award honours his progress in overcoming serious adversity and trauma in his life.
- Solo performances by MMAD's singer-songwriter sensation and **STAR graduate, Don Leaton** and MMAD youth worker and spoken poet, Will Small as well as Sony Foundation ambassador and **Sony Music artist, Dami Im**.
- **You Can Champion, Jess Olson**, sharing her harrowing story of her three cancer diagnoses and finally being cancer free.
- **Corporate Partner Awards;** Corrs Chambers Westgarth, Fox Gordon and PriceWaterhouseCoopers for the unwavering and considerable support.



MMAD's Don Leaton stirring performance for guests



Sony Music artist and loyal Sony Foundation ambassador Dami Im lighting up the stage



NSW Health Minister Brad Hazzard and You Can Champion Jacqui Freestone

*"I hope that via my words you can all leave here tonight with a fighting spirit, and the knowledge that you are making a difference to all of our young lives. By supporting our young community, our innovators, clinical research and upcoming research projects you are leaving your footprint on our world."*

– Jess Olson, You Can Champion

Special thanks to Sony Foundation supporter and media personality, Ben Fordham, for hosting the evening along with our event partners Ovolo Hotels, Fox Gordon wine, G.H. Mumm Champagne, Mountain Goat Beer, Santa Vittoria, VixPix photography and AV1.



# Exercise during cancer treatment could be just what the doctor ordered

## SONY FOUNDATION FUNDS \$100,000 FOR YOUTH CANCER RESEARCH

The highest unmet need of adolescents and young adults (AYAs) with cancer in Australia is having access to an exercise professional (37%) despite 4 out of 5 identifying it as needed during treatment, just after pain management.

It comes at an opportune time with Exercise Physiologist Claire Munsie being awarded \$90,000 from Sony Foundation to undertake a research project to explore the benefits of exercise for young people **during** cancer treatment. It is intended the outcomes of the research will guide future services to better support young people with cancer and contribute to a national project with other Youth Cancer Services across Australia. A further \$10,000 grant was awarded to Reichelle Yeo, from Centenary Institute University of Sydney who won the People's Choice award for her submission.

The You Can Innovate Research Award is part of a pioneering approach by Sony Foundation's youth cancer initiative, You Can, to drive interest amongst young researchers to tackle a grossly under-funded area of cancer research. Improvements in survival for certain cancers has been lower amongst young people than children or older adults over the last 20 years. Despite this, government funding of research focused on the area of patient care and survivorship is less than 6%.

Sony Foundation CEO Sophie Ryan said; "The funding of the You Can Innovate Award is the next step in our mission to ensure that investment is addressing the needs of AYAs and improving survival outcomes for young cancer patients."



You Can Champ Jess Olson with You Can Innovate winner Claire Munsie

*"Unfortunately, adolescents with cancer are losing the war as my age group receives the least amount of funding from the government for research. Having access to someone like Claire whilst being on treatment would have been incredible. I think this is definitely a big step in a positive direction and I think those applicable will be able to benefit as soon as possible."*

— Jess Olson, You Can Champ and three-time cancer survivor

You Can Innovate grant winner Claire Munsie practicing her exercise physiology program with a patient in Perth.



*"Keeping young people fit, healthy and strong during treatment is something I see as not only important, but essential. Adolescents and young adults (AYAs) however are a unique cohort who are physically, biologically and psychosocially different to adult and paediatric patients and therefore need to be investigated as their own entity,"* – Claire Munsie senior exercise physiologist at the WA Youth Cancer Service.

You Can Innovate grant winners Reichelle Yeo and Claire Munsie



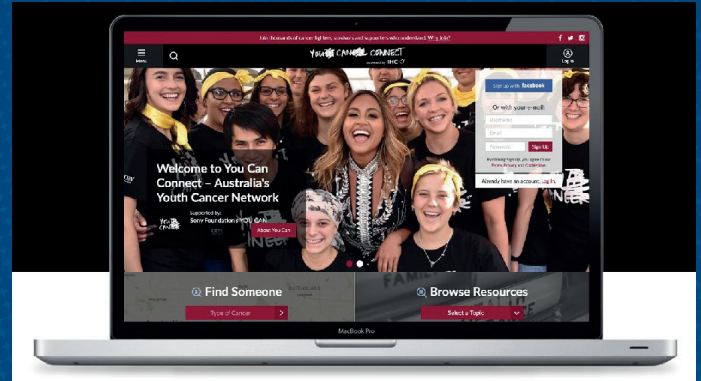
# A 'VIRTUAL' YOU CAN CENTRE GOES LIVE!

## YOU CAN CONNECT – WWW.YOUCAN.ORG.AU

Within 12 hours of hearing the words “you have Leukaemia,” Ryan Fenton, aged 16 from Darwin, was whisked off to Adelaide, the closest city where he would be able to receive the treatment that would save his life. At a time when Ryan was starting Year 12 studies, his life was flipped upside down, taken away from family and the only friends he knew, to face a battle for his life over the next 12 months.

A recent study of adolescents or young adults with cancer in Australia found that nearly **1 in 3 young people with cancer claimed there is a lack of peer support** despite over 60% claiming it was something they needed. A stark contrast to young Americans with only 14% feeling there is a lack of peer support. While Sony Foundation is working to fund and build youth cancer centres around Australia, we often hear of the stories of so many young people that we have not yet been able to reach, who feel alone and isolated with many never even meeting another person their age going through what they are.

To ensure all those on their cancer journey, either in treatment or adjusting to survivorship, have a place where they can go for when they can't talk to their parents or when their mates don't get it, a place where they won't have to censor their journey, You Can has launched **You Can Connect – a revolutionary peer support online networking platform to help break down barriers of regional isolation** and create support



networks so desperately needed. In partnership with three time Webby awarded US cancer networking site, IHadCancer.com, and with youth cancer advocates from around Australia, Sony Foundation has developed a variation of the successful platform specifically designed for 15-35 year old Australians to share, connect and thrive.

Please visit [www.youcan.org.au](http://www.youcan.org.au) and be part of the growing community of patients, survivors and supporters.

 [www.instagram.com/youcanconnect](https://www.instagram.com/youcanconnect)

 <https://www.facebook.com/youcan>

## MEET SOME OF OUR YOU CAN CONNECT AMBASSADORS!



**NIKHIL AUTAR**

“One thing cancer has taught me is that you'll always have a second way of looking at things. It may not be easy to see right away, you may need someone else's eyes to help you do it, but it you take a step back, allow yourself to be human, and then question all your doubts and fears, the only logical - as opposed to brave or strong or willpower requiring path going forwards - is the one that leaves you happiest and healthiest.”



**ANASTASIA ATTIA**

“People going through cancer need all the support and comfort they can get, and as much reassurance that everything is and will be okay as possible. As this is a difficult journey, let them know you'll always be there for them and that you love them so much.”



**JESS VAN ZEIL**

“My journey with cancer has changed my perspective; I now see the joy in everyday, the beauty in everyone and I know I have the strength to face anything.”



**JACQUI FREESTONE**

“Life truly is a gift. Cancer just highlights that realisation even more.”

## BABY WE WERE BORN TO RUN!

Sony Foundation Corporate Partners laced up and ran in support of Children's Holiday Camps at City2Surf 2017 and collectively their incredible fundraising efforts totalled **\$5,927.35**. A shout-out to the top five individual fundraisers Wendy Gower, Emma Goodyear, Luke Hutchinson, Chanthakhorn Sayabath and Ann-Claire Paton all from **Gold Corporate Partner M2M**. With thanks to **Gold Corporate Partner, The Sydney Sixers**, the top five fundraisers have scored themselves a double pass to an upcoming Sydney Sixers BBL home game!

*"I'm completely inspired by the work of Sony Foundation and was proud to run in the City2Surf knowing that the efforts of myself and the team were going to such a good cause."*

– Sam Buchanan, M2M



Some of the M2M City2Surf champs!

## WAREHOUSE WONDER WORKERS!

Special thanks to Sony Australia employees and regular Sony Foundation volunteers Joy Mangelsdorf and Gina Lockwood for recently taking the time to help Sony Foundation with the sorting of supplies for Sony Foundation camps, events and other programs! With their flawless organisational skills, the warehouse and all packing was organised in one day saving the Foundation team a considerable amount of hours.

*"I love being involved with the Sony Foundation because I believe in everything they do. To witness the people who are directly affected by the results of Wharf4Ward, MMAD and the Holiday Camps, you cannot but help to be moved and inspired. I am honoured to be able to contribute to the results by my volunteering whenever and wherever possible"*

– Joy Mangelsdorf, Sony Australia



Our warehouse wonder workers!

## BBQ BLAZE OF FUNDRAISING

Any excuse for a BBQ is a good one in our book, but it's even better when a BBQ results in an amazing **\$2,366.00** being raised for Sony Foundation! The team at Sony DADC recently held their staff BBQ, raffling off prizes whilst enjoying a snag or two and raising funds for Sony Foundation! Let us know when your next BBQ is guys.... We'd love to stop in for a snag!

**Sony DADC**

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