

# Chapter 4: Building capacity

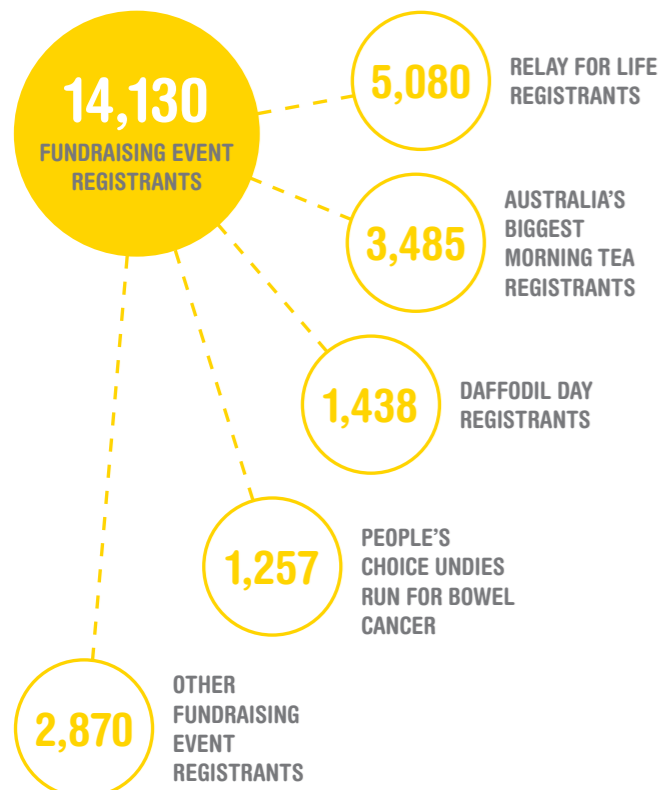
## Capacity: build a strong foundation that enables delivery of strategic directions

Cancer Council SA's vision is to beat cancer in South Australia. This vision will only be achieved with the power of people—our passionate supporters, Ambassadors, volunteers and our staff. Through our exciting fundraising activities, our Ambassador project, branches and volunteering opportunities we all come together and stand united to beat cancer.

## Community fundraising events

We are incredibly grateful for the overwhelming generosity and support of the South Australian community in the fight against cancer. Each year thousands of individuals show their care about beating cancer in many ways, including making a donation to one of our appeals, leaving a gift in their will, running in their undies, buying a pin on Daffodil Day, hosting an Australia's Biggest Morning Tea, signing up to make a regular gift, or even holding a their very own fundraising event.

We work hard to deliver innovative and efficient fundraising programs. For every dollar invested in to fundraising this year, we were able to generate \$2.85 in funds raised.



"I'm not a researcher but through Relay For Life I can raise money to ensure that the research is done to help beat cancer." ~ Eileen Newbery, Murray Bridge

## Engaging through event fundraising

This year 14,130 members of the community joined together and registered for Cancer Council fundraising events. These passionate supporters have raised \$3.95 million.

Targets for our fundraising events this year were ambitious, but in a difficult climate we were able achieve a 9 per cent increase on the 2011/12 financial year; however we only achieved 85 per cent of our net target.

Key achievements and challenges from the year included:

- Cancer Council Relay For Life events were held in 16 communities (14 regional and 2 metropolitan) across the state. These events were delivered through the tireless work of 165 Relay For Life committee members who manage these events within their own community. These events attracted more than 5,000 participants who were joined on the track by 665 survivors and carers. Together they walked 28,296 kms of Relay For Life track (approximately the distance from Adelaide to Los Angeles and back) and raised a combined \$1.07 million.
- A record 3,485 Australia's Biggest Morning Tea hosts put on the kettle and bought their friends, family and work colleagues together. This year they raised an impressive \$999,191 (17 per cent increase on 2011/12).
- South Australia once again turned pink in the fight to beat breast cancer. Pink Ribbon Day merchandise and pink events raised \$401,682 (34 per cent increase on 2011/12).
- As the Santos Tour Down Under charity partner we grew our Ride for a reason campaign and raised \$528,815 (13 per cent increase on 2011/12). We did not however reach our ambitious target raising only 53 per cent of our goal.
- Girls Night In revenue continued to decline raising \$306,420 (25 per cent under budget and 6 per cent down compared to 2012/13). Next year we will trial a revised Pink Ribbon Day strategy incorporating Girls Night In.
- A new event People's Choice Undies Run for Bowel Cancer attracted 1,257 participants who raised \$121,364 in donations in its first year. This event is a great example of how a fundraising event can deliver strong health promotion messages while producing a significant amount of revenue for the cancer cause.

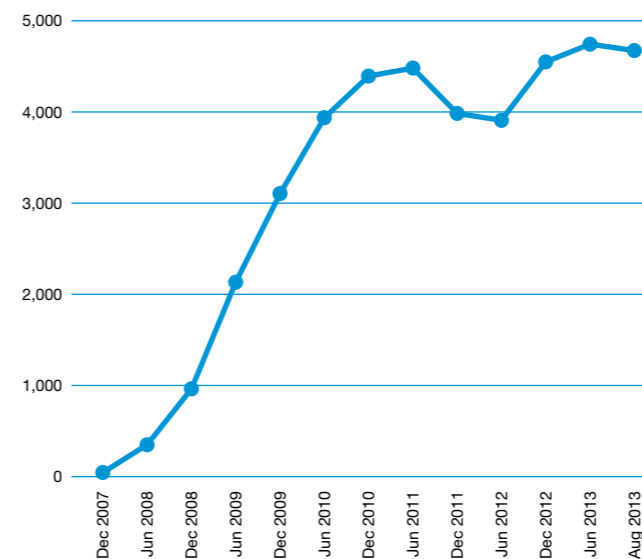
January 2013 saw the launch of our new event People's Choice Undies Run for bowel cancer. In our first year we attracted 1,257 registrants who raised \$121,364 to help fight bowel cancer. Additionally, more than 80 bowel screening kits were distributed to Undies Run participants which will help increase rates of early bowel cancer detection.

**Thank you to People's Choice Credit Union.**

## Regular giving

Our regular giving program involves trained advocates asking people to sign-up as regular donors in public places like shopping centres. More than 4,737 members of the South Australian community have now pledged to make a regular monthly donation. Regular giving income was \$347,000 below net budget due to reduced number of sign ups at the end of the previous financial year and in the first quarter of 2011/12.

### Active regular giving supporter volume



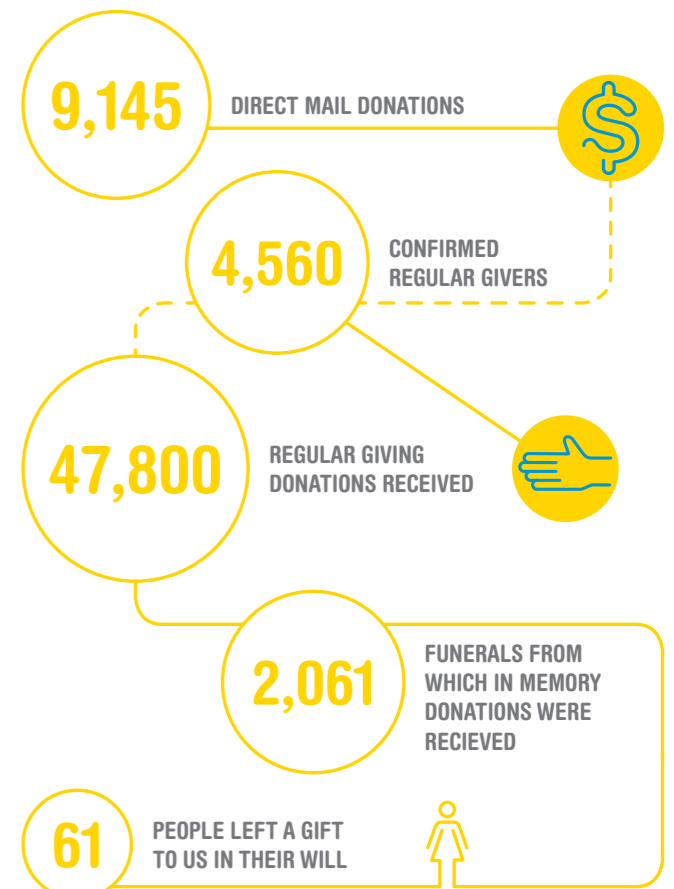
This financial year, Cancer Council SA processed 14,130 event registrations, answered 4,190 calls to our events hotline and managed more than 3,930 volunteer hours. We processed 92,790 donations with a total value of \$10,676,338.

The cost to process these registrations and donations in a secure way in accordance with privacy principles, Payment Card Industry compliance and all state and federal regulation was \$443,482 (including salaries of staff, management oversight, volunteer supervision and co-ordination, bank charges, software fees and maintenance, training and development and travel, printing and postage).

With support from a fantastic group of volunteers we are able to minimise staff salaries to ensure maximum income goes toward cancer control activities. In 2013 we developed a separate budget called General Fundraising Administration to track these charges to ensure proper cost controls were in place.

Thank you to everyone who made this possible.

**Troy Flower – General Manager, Business Development Unit**



"Everybody knows someone who has had cancer. I lost my sister, my aunty, my grandmother, my cousin and two friends to it. It's an awful disease, and I feel we should all do what we can to help Cancer Council SA fight it. That's why I added a gift to Cancer Council SA in my will in 2002, and renewed my will last year to add more. It brings me comfort to know that I'm doing my bit, and that someone else may not have to go through what my loved ones and my friends went through."  
~ Bev Drechsler, Adelaide

