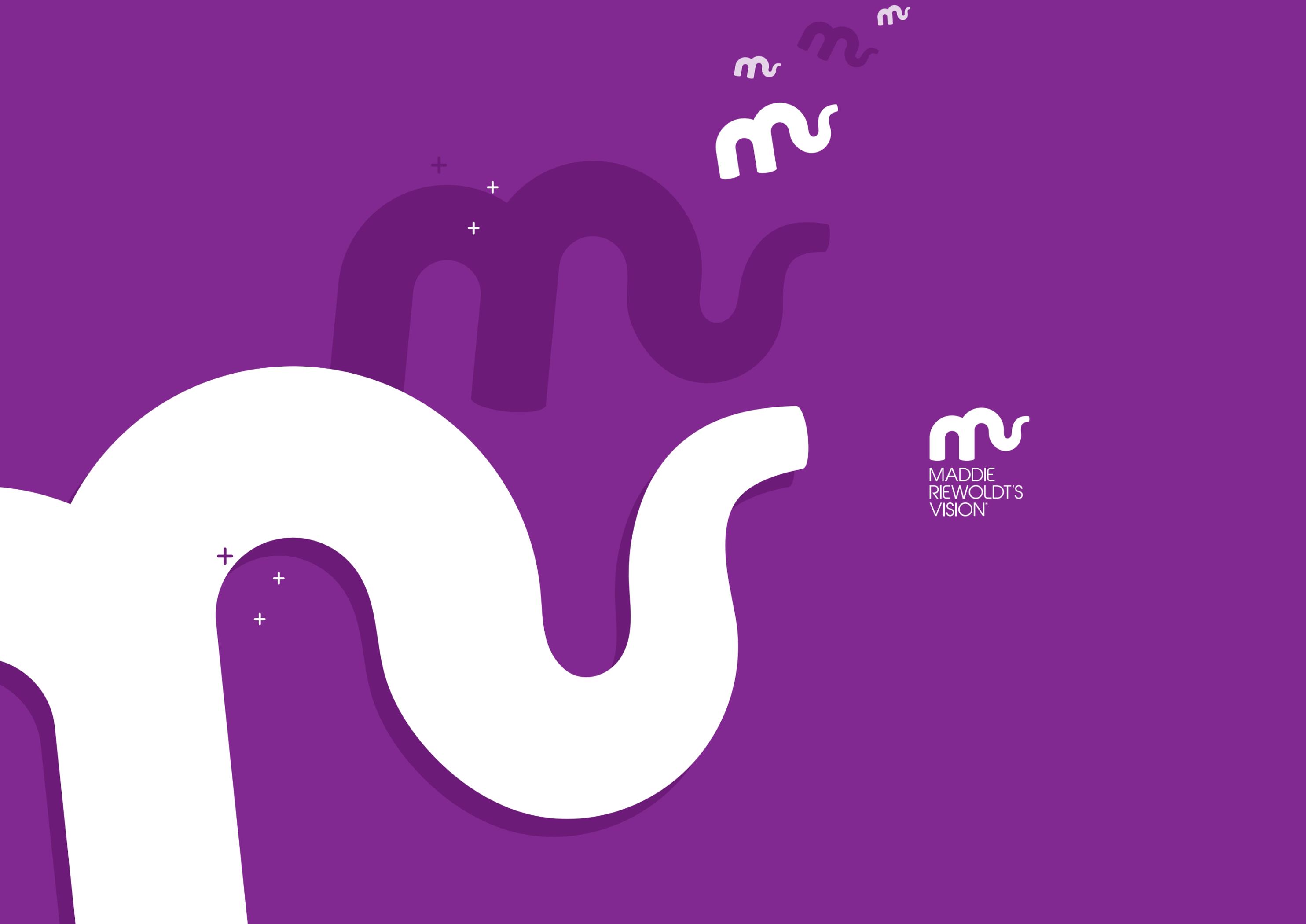


Maddie Riewoldt's Vision

2018 in Review




MADDIE
RIEWOLDT'S
VISION®



Nick with wife Catherine and sons, James and Will

Report from our Chair

The 24th of February, 2019 was 4 years since Maddie lost her fight. Maddie was a hard marker when it came to measuring effort but I am pretty sure that she would approve of what we have embarked upon and the extent to which we have created her legacy.

2018 was Maddie's Vision's most successful fundraising year to date. Such was the support of our community (you), that we have exceeded our fundraising goals for the last 3 years. This has simply meant that we can do more for medical research into Bone Marrow Failure. In accelerating our funds, we directly increase our support for our research programs. We believe that we are on track to have direct impact where we have always planned to. While the job is far from being done, significant funds committed will translate into serious outcomes for the condition that took the life of our Maddie and that continues to rob 50% of all other young people affected, because they too don't survive. It is just unacceptable that in an era of innovative advances in technology, that we can't answer why and ensure work is done to find better treatments.

Here are a few highlights from the financial year 2017/18:

- Total funds raised \$1.8M, 16% expenses.
- Commitments from the Victorian State Government to fund a Centre of Research Excellence (\$2.1M over 4 years) as well as an International Fellowship in partnership with the Victorian Cancer Agency (\$305K matched funds), bringing the total to \$2.4M.
- We also gained commitment from the Federal Government for \$1M (over 3 years) to support access to clinical trials.

Together with government funds, our major events, sponsorships, partners and our ongoing community support, we have raised a committed \$7 million since June 2015, with 11% expenses.

I am immensely proud of the collective efforts towards these achievements and some of the individuals who have personally driven these results.

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We have raised a committed \$7 million since June 2015, with 11% expenses
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Importantly,

- We are now funding and supporting 13 research grants to exceptional projects all over Australia, with more planned in 2019.
- In partnership with St Kilda Football Club, we successfully held our third Maddie's Match and a commitment from St Kilda FC for ongoing support in 2019. The fourth Maddie's Match will be held on June 30th at Marvel Stadium in partnership with Richmond Football Club.
- Continued with our major partnerships – Mercedes Benz Brighton, Converse, Flavorite, MoneyQuest, Willis Partners and One Small Step Collective (all now coming into their 4th year of commitment).
- Maintained a long list of committed Ambassadors and Patrons who continue to be willing to act as speakers, influencers and advocates at no cost (government, media, sporting and TV personalities).
- Continue to receive high engagement with digital, print and broadcast media, including an increased social media following of 22,000+.
- Held another Bloody Good Dinner with our founding partners, The Snowdome Foundation and almost doubled the fundraising success of the first year, selling out within a week of tickets being released.
- Support from two successful events in Tasmania raising over \$300,000 for The Alex Gadomski Fellowship.
- Pitched to and successfully gained support for a new partner in Cricket Australia for the Big Bash League Derbies in 2018/19. We have been approved to be the charity partner to Stars and Renegades games. This sees us on a national stage for Cricket and is a great fit with our already existing event Maddie's Shield T20 Celebrity Match with Prahran Cricket Club, coming into it's third installment.
- Formed a new partnership with Carman's Muesli for a pro bono office space to house our executive team, volunteers and store all merchandise.

- Attracted 200+ volunteers and their families to support major events.
- Recruited and welcomed new staff in Maggie Lynch, Simonne Neil, Liz Zamanis-Robinson and Annabel Banks to our team.
- In 2019, we welcome a new partner in JinHang, electrical and lighting business to our family.
- In May 2019, we will hold our first (and Australia's first) National Symposium on Bone Marrow Failure Syndromes, attracting both local and international experts.

On behalf of our family and all families affected, my heartfelt thanks. To all of our passionate, hard-working committees that involve up to 20 volunteer professionals for our major events, to the board for their long-term commitment, leveraging where possible their personal network and professional access to skills. Thank you to our executive team for going the extra miles – we appreciate every human factor that goes into this long list of achievements. Finally, to our community of donors, supporters, partners and sponsors. We simply couldn't do this without you and we are indebted to you backing us early in everything we have been achieving.

Wishing that 2019 be a year of further achievement for all of us and I hope that after reading our 'Year in Review', you will continue to feel confident that our determination to find a cure is greater than ever. We can't do this alone and we remain grateful that you continue to join us to **#FightLikeMaddie**.

Nick Riewoldt

Reflections from our CEO

Innovation distinguishes a leader and a follower

- Steve Jobs

When I first joined the Maddie's Vision family in September 2015, we committed to a vision to lead the globe in medical research. I can confidently say that three years down the track, we are most certainly on a trajectory to be a significant player on a global scale. Maddie's Vision has become globally significant through the inroads in our work. The medical research we support has only been realised through raising significant funds. We have long term, strategic goals to meet - focused on supporting innovative research. This motivation in the pursuit of excellence for patients is present to challenge what we know and uncover what we aren't so sure about, so that somewhere in between, we discover novel solutions and better treatments. And we are leading the way with your support.

In 2018, this support was significantly augmented. Both State & Federal Governments provided the leverage we need. The State Government funding for our Centre of Research Excellence in Bone Marrow Biology has provided a major accomplishment towards creating partnerships nationally and globally across our 5 pillars of research focus. Together with a further contribution of \$1 million over three years from the Federal Government, we will also be able to take the stages of our research to the next level - involvement in clinical trials. Access to clinical trials will involve international collaboration and access to technology that may not yet be available here in Australia. It is an exciting time as we shape the research landscape with our medical and research partners and continue to put Australia on the map with our brilliant capabilities to make a difference to young lives.



Nick Riewoldt, Nicky Long, Hamish McLachlan and Minister Greg Hunt during the funds announcement

This year in review is dedicated to all those who have made it possible for our achievements in 2018. I hope you enjoy reviewing not only the work of our extraordinary research projects but also the love, passion and commitment from our community who underpin our ability to fund the privilege we have to be a leader in this area. Fundraising is so important - it has enabled the place we are creating but it is vital to keeping the strength in the future. Just like any business - our goal is towards a cure - we require sustainability of the work that we have started - it is vital to reaching our vision.

Nicky Long

Audited Financial Years

COMMITTED FUNDS RAISED SINCE INCEPTION

JUNE 2015-DECEMBER 2018

\$7M

**EXPENSE
RATIO 11%**



**PROBONO
SUPPORT
\$584,598**

FUNDS RAISED

Financial year 17/18

\$1.8M

**EXPENSE
RATIO 16%**

GRANTS COMMITTED

\$3M*

13 research projects

*Grants are awarded every calendar year. This is an ongoing cycle as we search the nation for the most important research projects.



A research strategy for a cure

Prof. David Ritchie – Chair Grants Committee

2018 has been another incredible year of exponential growth in the activities and output of the grants committee. The committee's scientific membership was expanded in 2018 with the exciting addition of A/Prof Steve Lane from QIMR. Steve is a remarkable clinician scientist who has brought both an in-depth scientific knowledge of blood diseases and vast experience in grant assessment and curation. He joins our existing dedicated committee of Prof. Crowe, Prof. Haylock, Dr. Conyers and Prof. Salem. We also welcomed the addition of Dr. Simonne Neil onto the committee as the Research Project Officer. Simonne's appointment has been part of a strategic expansion of granting activity made possible through our successful application to the Victorian State Government for \$2.1 million to establish the Bone Marrow Biology Centre of Excellence (CRE). The CRE provides an opportunity to expand the number of projects undertaken into the causes and treatment of Bone Marrow Failure as well as provide research support to our growing portfolio of grantees, which now number 13 in total ranging from improved diagnosis techniques through to basic biological causes of BMFS. All existing and future Maddie's Vision-funded projects and fellowships now form the scientific content of the CRE, through which new opportunities for collaboration and improved diagnosis and treatment of BMFS have and will continue to be brought to fruition. Our support has been acknowledged in high impact journals; Molecular Cell and Nature Medicine. Towards our central goal of bringing new treatments to patients with BMFS, the grants committee undertook the design of the \$600,000 International Travelling Fellowship in BMFS, which has been generously co-funded with the



Victorian Cancer Agency (VCA). This prestigious fellowship will see Dr. Ashvind Prabahan undertake a PhD exploring clinical determinants and new treatments of BMFS through a collaboration between Royal Melbourne Hospital and the National Institutes of Health in Bethesda, USA. Our international linkages have been further expanded through our discussions with Prof. Akiko Shimamura (Boston) who will attend our CRE Symposium as a guest speaker and through whom clinical trial opportunities are being explored.

The grants committee has also been central in the design of fellowships which have seen the Maddie's Vision family of projects expanded into Tasmania and Western Australia. Through the generous and inspiring fundraising efforts of the Gadomski and Gunn Families respectively. The Alex Gadomski Fellowship will involve unique research undertaken at the Menzies Institute into the genetic regulation of haematopoiesis. Equally, The Gunn Family Fellowship for Haematology in Women co-funded with Snowdome Foundation and appointed to Dr. Belinda Guo, from the University of WA, will identify novel biomarkers for predicting Bone Marrow Failure in Myeloproliferative neoplasm.

The grants committee has been delighted to be the bridge between the wonderful fundraising activities of the community of Maddie's Vision and identifying inspiring researchers to undertake projects that contribute to finding a cure for BMFS. Through our redesigned granting schedule and the exciting CRE Symposium in Bone Marrow Biology to be held in May 2019, the grants committee are anticipating continued strong growth in research output and collaboration towards our mission for better treatments.

Supporting Women in Haematology

Maddie's Vision is delighted to offer support in developing young women in both clinical and scientific spheres of haematology. Our grantees include an incredibly talented, dedicated and enthusiastic group of female clinicians and researchers.

Dr. Lucy Fox is the recipient of a Maddie Riewoldt's Vision Doctoral Degree Scholarship. Lucy graduated from the University of Melbourne with a double degree in Commerce and Science in 2001, and from Medicine in 2006. She completed dual Haematology training RACP/RCPA, Royal Australasian College of Practitioners and Royal College of



The Maddie's Vision doctoral degree scholarship is currently supporting Lucy to undertake a Doctor of Medical Science at the University of Melbourne

Pathologists of Australasia, in 2017.

The Maddie's Vision doctoral degree scholarship is currently supporting Lucy to undertake a Doctor of Medical Science at the University of Melbourne and her thesis is entitled 'Bone Marrow Failure Syndromes in Australia:

improving diagnosis to inform strategies for better care and outcomes'. As the Bone Marrow Failure Fellow at the Victorian Comprehensive Cancer Centre, her research is performed both within the Peter MacCallum Cancer Centre Molecular Haematology Department and also at the Aplastic Anaemia Registry, located at the Transfusion Research Unit of Monash University, where she is a clinical research fellow. Her research focus is both inherited and acquired

Bone Marrow Failure Syndromes, including the genetic changes that occur in both of these conditions. She is uncompromisingly committed to attaining accurate diagnoses for Australian patients and ultimately improving outcomes for people with these challenging diseases. She holds practising positions as a clinical haematologist at Epworth Healthcare and Precision Haematology in East Melbourne.

Lucy is an incredible addition to the Maddie's Vision mission. It has been a pleasure to watch her present the data of the Melbourne Genomic Health Alliance (MGHA) Bone Marrow Failure Flagship at Blood 2018 last October in Brisbane, and at the MGHA Symposium held at the Walter Eliza Hall Institute in March 2019. She is currently chairing our Centre of Research Excellence's National Symposium on Bone Marrow Failure Syndromes Steering Committee, and brings energy and devotion to every aspect of her professional roles.

Dr. Belinda Guo is the successful recipient of the inaugural Gunn Family National Career Development Fellowship for Women in Haematology, an initiative co-funded by Snowdome and Maddie Riewoldt's Vision. Belinda completed her BSc Honours degree at the University of Canterbury in Christchurch, New Zealand, and then undertook her PhD at the University of Melbourne in 2014. She joined the Translational Cancer Pathology Laboratory at the University of Western Australia in 2014.

As an early career researcher, Belinda's area of expertise is in the use of cutting-edge next-generation sequencing to develop novel methods for earlier detection of haematological malignancies. Over the past 4 years, her research has provided new workflows to examine specialised cells in the bone marrow and blood, with a view to understanding what causes Bone Marrow Failure.



Dr. Lucy Fox

Belinda's Fellowship project, entitled 'Novel blood biomarkers for predicting bone marrow failure in myeloproliferative neoplasms', focuses on myeloproliferative neoplasms (MPN), a group of bone marrow cancers where the marrow's ability to produce blood cells is affected. Up to twenty percent of these patients will unfortunately progress to the 'burnt out' or fibrotic phase where the bone marrow is ultimately replaced by scar tissue and fails. Despite major advances in other aspects of MPN, there is still poor understanding of how this happens, when it occurs, and why it occurs in some patients and not others. Clinicians need a way to predict which patients are at risk of progressing, and when, so that informed decisions can be made about their management. Belinda has taken a novel approach to address this problem by focusing on a component of the blood platelets. She has compelling scientific pilot data that shows platelets in MPN have a unique genetic profile, which can be used to discriminate between patients at different stages of the disease with high accuracy. Belinda's aim is to establish an easily accessible blood-based signature that can be used as a clinical indicator and/or predictor for bone marrow scarring and failure in patients with MPN to allow personalised and early intervention.

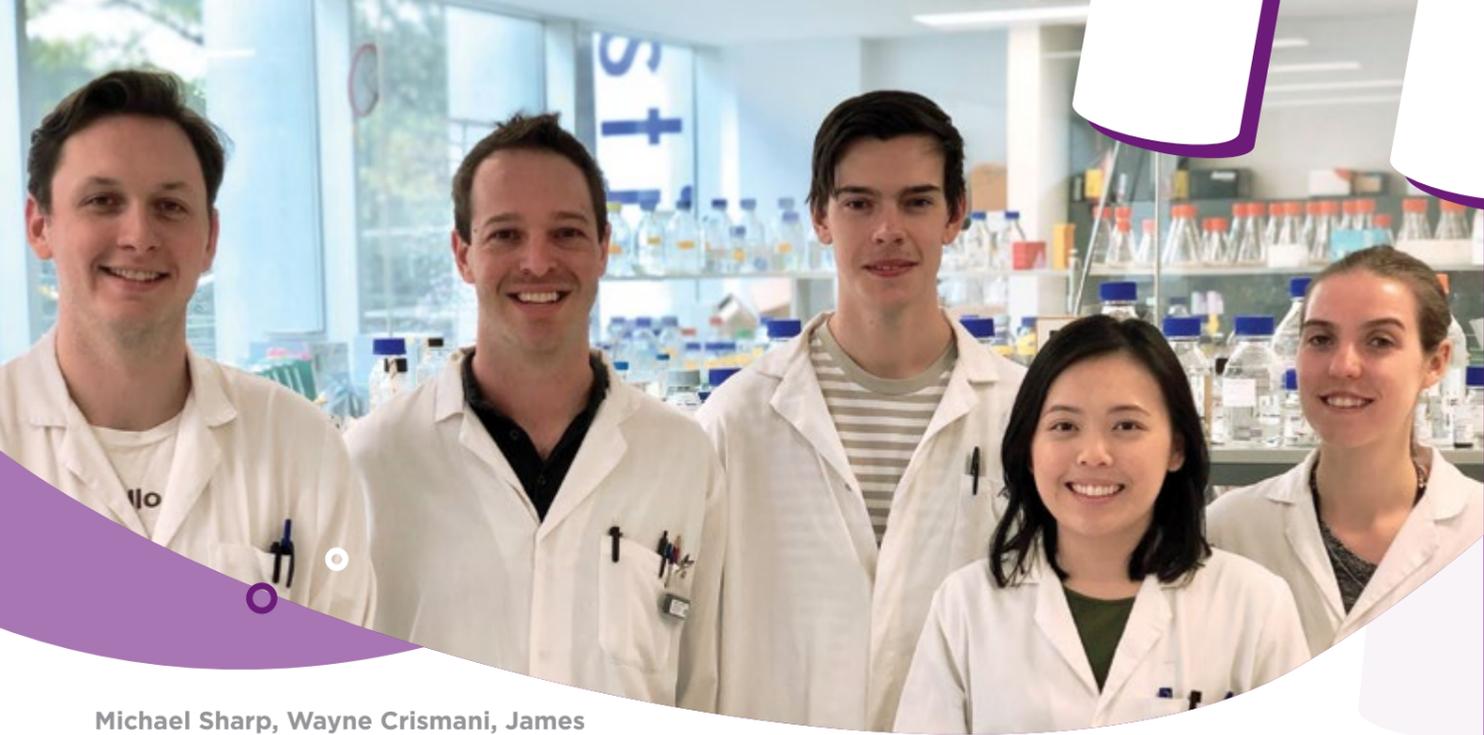
Excitingly, the Fellowship also offers an incorporated and structured mentorship

program. The provision of qualified medical, research and business mentors will enable Belinda to continue a strong research career and pave the way for promotion to a position of leadership. Snowdome and Maddie's Vision funding has leveraged board directors, committee members and donor networks to be a part of the mentor program.

Belinda is an exceptional young researcher, fierce in her determination to succeed and capitalise on every possible opportunity. Both Snowdome and Maddie's Vision are so excited to support and watch her professional trajectory as it rapidly ascends.

Lucy and Belinda are joined by Dr. Lynette Chee, whose work entitled 'Identification of microRNA biomarkers which play a functional role in disease pathogenesis and are predictive of inferior outcomes in AA / MDS', will be presented at the European Haematology Association (EHA) Annual Congress in Amsterdam in June 2019, and Dr. Ameer George, who is 'Identifying therapeutics which can be repurposed for the treatment of Myelodysplastic Syndromes and other Bone Marrow Failure disorders' at the Australian National University in Canberra.

We are thrilled to be able to support these exceptional young women in their pursuit of understanding all aspects of Bone Marrow Biology and Bone Marrow Failure Syndromes.



Michael Sharp, Wayne Crismani, James Beddoes, Vanessa Tsui and Imogen Reay

Dr. Wayne Crismani – 3 years on

I have been incredibly fortunate to have the support of Maddie's Vision since 2016, which has allowed me to begin developing potential new treatments for people with Bone Marrow Failure Syndromes. It is difficult to overstate how devastating Bone Marrow Failure Syndromes can be, especially considering that our focus is on a childhood disease. However, knowing that Maddie's Vision is in our corner means that we are all optimistic about getting the research to where it needs to be as quickly as possible.

We are using cutting-edge biology and robotics to miniaturise our experiments. This means that we can test tens of thousands of potential new treatments in a laboratory very rapidly. It is incredible to look back at how far we have come since the beginning of the project, and to see ideas that have been turned into reality, thanks to the philanthropic and government funding we have received and the excellent team of scientists in our laboratory. We have advanced faster than we thought possible.

Research into this area is desperately underfunded and Maddie's Vision has provided me with a solid foundation for the research program to build on. Since obtaining funding from Maddie's Vision, my research at St Vincent's Institute

has been awarded over \$1 million from organisations such as the Australian Government's National Health and Medical Research Council (NHMRC). However, these larger grants would likely not have been successful without Maddie's Vision backing me first.

Working with Maddie's Vision has opened many doors, in particular through the Centre for Research Excellence in Bone Marrow Biology. This collaborative initiative means that researchers can quickly access a highly specialised network of experts to benefit from the know-how of others and keep ambitious projects moving with great speed.

The patients and their parents who I meet are extremely grateful for the work that we do. They are reassured to know that there are people championing their cause in their own backyard and working towards treatments to improve their well-being. However, they are also incredibly motivated to meet the experts that we have brought in from interstate and overseas at family-focused meetings with researchers to discuss everything from bone marrow transplants to gene therapy, and to show how Maddie's Vision and its partners are developing and connected to the best scientific advances across the globe.

The Australian Aplastic Anaemia Registry – our first research grant – where to next?

Maddie Riewoldt's Vision has been the sole supporter of the Aplastic Anaemia Registry (AAR) since 2016. Significantly, and somewhat sentimentally, the AAR was the first research grant awarded by Maddie's Vision.

The AAR was established as an initiative of the Transfusion Outcomes Research Collaborative (TORC), a consortium of Monash University Department of Epidemiology and Preventive Medicine and the Australian Red Cross Blood Service. A Steering Committee of clinicians with experience in treatment of aplastic anaemia (AA), from across Australia was established and all major hospitals in Australia that treat AA were invited to participate.

The AAR is highly successful with an established clinical network of experts and ethics approval at 42 hospitals around Australia. The registry has grown substantially, from 59 cases in June 2016 to a current register of 150 patients. The AAR is an important research tool, supporting other Bone Marrow Failure researchers and collaborating with research groups, including recently assisting the Melbourne Genomics Health

Alliance to provide improved access to diagnostic genomic testing. It has also provided a platform for attracting research funding from other sources, such as the \$1.7 million DIAAMOND (Diagnosis of Aplastic Anaemia, Management and Outcomes Utilising a National Dataset) study funded by the Federal Government's Medical Research Future Fund, to trial a new therapy in AA.

In 2019, Maddie's Vision is delighted to commit a further 2 years of financial support to the registry. Most importantly, the registry will now expand to include Australians with all forms of Bone Marrow Failure Syndromes, both congenital and acquired. The comprehensive collection of a national clinical data set is an integral component of the Maddie's Vision Centre of Research Excellence in Bone Marrow Biology's research strategy. It will provide the resources to examine a number of aspects of Bone Marrow Failure Syndromes, including better defining epidemiological data, exploring factors influencing clinical outcomes, and informing and inspiring future hypothesis driven research.

Public Relations and Communications – Jodi Crocker



Jodi Crocker joined Maddie's Vision in January 2018 with the purpose to elevate awareness through a strategic public relations strategy.

Jodi is regarded for her media relationships and driven by results and creative thinking for her clients. Jodi founded Social Set media in June 2017 after seven years at, arguably, the biggest show in town – Crown – where she was Head of Media Relations and Social Media for the non-gaming portfolio nationally. Deciding to return to her own business, she honed in on hospitality and entertainment and in her first year she has acquired some of the biggest name and brands in the industry. Clients include the Melbourne International Comedy Festival, Australian Grand Prix Corporation, George Calombaris and his range of restaurants within the MAde Establishment, The Atlantic Group, Lucy Liu and Cookes Food. In addition to her PR business she wears another hat in her food manufacturing business, Wonder Pies. A wholesale bakehouse supplying over 100,000 pies a month across Melbourne alone with national

distribution plans underway. The demand for a retail offering has resulted in the first Wonderpop & Deli opening in Little Lonsdale Street in Melbourne CBD. She aims to have another two locations secured in the next 12 months.

Over the past 12 months, since the role at Maddie's Vision was created, Jodi has been working with the intent to increase coverage across traditional, new and social media for Maddie's Vision. Dedicated strategic PR support has been invested into the busy calendar of events to raise awareness not only about the cause but also the patients, the families, volunteers and researchers. The work of Maddie's Vision has been seen across major media platforms including Fox Sports, Network Ten, Nine News and Seven News plus a range of programs including the Footy Show, On the Mark and Before the Game. Nine News followed the story of Elliot Vanderland including commentary from Dr. Piers Blomberg and Seven News produced a piece including Zak Oliver – personal stories of young patients who have battled BMFS. Consistent support in the

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Jodi has been working with the intent to increase coverage across traditional, new and social media for Maddie's Vision
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Herald Sun, both print and digital has assisted in seeing full colour pictorials featuring ambassadors, patients and volunteers pointing to various events or campaigns. Broadcast support extends around the country with coverage across SEN, RSN, Macquarie Radio Network, 3AW, Southern Cross Austereo's Fox FM, MMM and HIT FM and the DMG Radio Network. Overwhelming support from ambassadors including Jonathan Brown, Chrissie Swan, Sam Lane, Georgia Love, FiFi Box, Brendan Fevola, Sam Pang, Megan Gale, George Calombaris, Sam and Snezana Wood, to name a few has resulted in an explosive social media campaign laddering back to our key sponsors. Focusing on new angles and ambassador opportunities, Jodi has actively leveraged her contacts in the ever-expanding world of celebrity chefs providing a new market opportunity for Maddie's Vision to connect with and has presented a strong avenue for our partner for Maddie's Month. Engaging chefs Johnny di Francesco, Nick Mahlook and nutrition advocate Alice Zaslavsky to host a cook-off competition was the

first step towards raising the profile of Maddie's Vision in this burgeoning space which engages a new audience and opens up the potential platforms for PR and media. Jodi generated coverage in new spaces for Maddie's Vision through the Bloody Good Dinner seeing placement in Executive Style, Gourmet Traveller and Taste plus general profiling and product placement opportunities across popular lifestyle magazine Domain Review plus blogs including Coffees and Style and Media Search. Jodi was also a key part of creating PR for our Bloody Good Dinner.

We are eternally grateful for all the support and calm expertise that Jodi provides our strategy.

Welcome to the team - meet our new family



Maggie Lynch - Executive Administrator

After a career of motherhood and raising 3 children, Maggie took to running her own small bookkeeping business and keeping everyone organised financially and quite often personally. 15 years on, she evolved into a personal assistant role which then led to management with an entrepreneurial doctor. After 5 years of Business management of Skin Cancer Centres and a luxurious day spa, Maggie took a trip to the beautiful state of Tasmania to ponder her future and a message from a friend telling her about a position with Maddie Riewoldt's Vision. Following several interviews, she was appointed and we are so grateful for her arrival (and indebted to her friend, Kerry Hann). Maggie says that the driving decision to make the change was the desire to make a difference somewhere and leave a footprint of herself in this world. While it is her first experience working in not-for-profit, she says that she is overwhelmed with the generosity and honesty of people from all aspects. Maggie is already loving that she gets to work with the most amazing, passionate team. We are delighted too that her whole family and many of her friends have embraced the change and have been so supportive by attending and volunteering at all events so far. We are really fortunate to have you.



Liz Zamanis- Robinson - Manager events, marketing and communications

After an extensive career in senior leadership roles for well-known Australian Fashion retail brands, running her own manufacturing and importing business and managing corporate relationships, Liz has enthusiastically arrived at Maddie's Vision with an array of valuable business and interpersonal skills. More recently, she had worked in the non-for-profit sector for Brainwave. This, coupled with an Arts/Science background, and having followed Maddie's story, her pathway led to Maddie's Vision. Her role as Marketing, Communications and Events Manager combines her commercial business skills with her love and passion of helping others.



Simonne Neil – Research Project Officer

Simonne obtained her medical degree from Monash University in 1993 and has spent the majority of her career applying and utilising her medical knowledge within haematological bio-banking facilities in both the public and private sector. She worked at the Australian Red Cross Blood Service for 15 years before moving to a research and development consultancy role at a private umbilical cord blood bank. Prior to joining Maddie’s Vision, she was responsible for overseeing a private healthcare company assisting international paediatric patients access medical care in Australia.

Simultaneously, Simonne has prioritised what she classifies as her most important role - mother to three boys, now all young men. In her spare time, she is a consultant writer and editor for a book and film publishing company.

Her professional experiences to date have given her a broad exposure to the many different facets and elements of bone marrow failure syndromes. Her clinical experience as a young resident attached to The Alfred’s Haematology Oncology Unit left a profound impact. She witnessed first-hand the devastation of bone marrow failure, the complexities and complications of bone marrow transplantation and the horrific extent and immensity of suffering endured by patients and their families.

In direct contrast, she has a behind the scenes appreciation for the effort that is involved in manufacturing the red cells, fresh frozen plasma or pooled platelets transfused to preserve life. She was so fortunate to have had 15 years of regular contact with possibly the most altruistic subset of human beings on the planet, the incredibly generous donors of the Australian Red Cross Blood Service.

The Research Project Officer role at Maddie’s Vision is a perfect blend of Simonne’s experience, skills and existential wish to contribute. She feels so incredibly appreciative to have been given an opportunity to honor Maddie’s legacy. Maddie’s spirit gently encourages and urges her each day to make a difference to the lives affected by, and afflicted with, Bone Marrow Failure Syndromes.

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+
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Maddie’s spirit gently encourages and urges me each day to make a difference
”



Annabel Banks – Ambassador Liaison

“After being a mum for 10 years, I needed a challenge and something for myself. I am in a fortunate position of being able to give my time and wanted that to make a difference to people’s lives. I had often thought about not-for-profit work, and when I was lucky to meet Nicky, I was ready to help.

I started volunteering several years ago, and today, I am so thrilled that we now have a team, and I am working with our Ambassadors and sponsors. It has been phenomenal to see all that has been achieved at Maddie’s Vision. The incredible awareness that has been raised and the donations we have received to help us #FightLikeMaddie for Bone Marrow Failure Syndromes. I love every day, but especially Monday and Thursday, when I put on another hat and become part of the Maddie’s Vision Family, working with the fun, incredibly dynamic team”.



Thanks to Kate Stewart

It is with a big note of gratitude and appreciation that we farewelled Kate Stewart in July 2018. Kate has been well known to all, not only for her close contact with all facets of the work we have done but also for her energy and involvement with so much passion. Kate joined us in July 2016 as our Senior Executive Administrator. Whilst in this role, Kate also fulfilled many other roles, including being a volunteer on a number of occasions. Needless to say, her time with us was during an intense time of growth and we could not have done it without her.

We wish Kate all the best in her new opportunity at the Lord Mayor’s Charitable Foundation and thank her once again for her contribution to our family and community.

Calendar of Fundraising Highlights

January-December 2018



The Flavorite delivery truck

Young patients judge top chefs to find their 'favorite' tomato recipe

Johnny di Francesco from Gradi Group and Nick Mahlook from Atlantic Group helped launch #maddiesmonth in November. Their 'favorite' recipe for Flavorite Cherry Burst tomatoes in a cook-off for Maddie's Month was held at Gradi, Southbank. Judges included Bone Marrow Failure patient, Blake Dridan and Pheonomenom founder, Alice Zaslavsky.

The cook-off launched Maddie's Month, where a portion of sales from Flavorite Cherry Burst and Cherry Vine tomatoes, available exclusively at Coles, has funded critical research at the Peter MacCallum Cancer Centre.

Johnny di Francesco said, "The Cook-Off provides a fun and delicious way to raise awareness for Maddie's Month. We aim to create a recipe that kids especially will love, so we will let Blake and Alice be the judge on the day. By providing a tasty recipe, we hope to see the winning dish create more reasons for kids to consume tomatoes all around Australia during November".

For the third consecutive year, Flavorite raised \$100,000 and Nicky Long said "The ongoing support from Flavorite and Coles provides us with a commitment to help fund important research over several years".

Nicky Long, Johnny Di Francesco, Blake, Alice Zaslavsky and Nick Mahlook



“ We were delighted to start the year with our partners Prahran Cricket Club and raise \$30,000 ”

Maddie's Shield #2

We were delighted to start the year with our partners Prahran Cricket Club, where we raised \$30,000 at the Australia Day Maddie's Shield #2. The day was made possible thanks to all the players who kindly donated their time including - Captain's Nick Riewoldt and David Hussey formed teams that included: Brendon Goddard, Alana King, Dermott Brereton, Justin Koschitzke, Nathan Brown, Luke Ball,

Darcey Vescio, David Hussey, Jamie Cox, Graeme Vimpani, Sebastian Gotch, Matt McGuire, Scott Boland, Cathryn Fitzpatrick, Mitch Hewitt, Ben Dunk, Michael Hill, Sam Freedman, Paul Hudson, Sam Coates, Neil Schlittler and commentators Tom Morris and Drew Jones. A wonderful highlight reel was put together by Maurizio Vasile at Visual Invest and is available on our website.

Thanks to our incredibly valued supporters

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|------------------------|------------------------|
| Fox Sports | Dare Ice Coffee |
| Melbourne Stars | Yo Get it |
| Cricket Victoria | Cadbury Oz |
| Box Hill Cricket Club | Peters Ice Cream |
| Mercedes Benz Brighton | Patties Pies |
| Kookaburra Cricket | The Reject Shop |
| City of Stonnington | Briner |
| Fox Footy | Bendigo Bank |
| Hardy's Wines | Sciclunas Real Seafood |
| Toorak Park | String Theory Creative |
| Armadale | Chiller Trailers |
| Pro Light and Sound | Wow Structures |
| Asahi Beer | Pink Fencing |
| Schweppes | Wilson Security |
| Prahran Market | Taylor M Security |
| 13CABS | |
| Bakers Delight | |





Live Life Gala



**THE ALEX
GADOMSKI
FELLOWSHIP**

Alex Gadomski - a remarkable young man - lost his battle with Bone

Marrow Failure in May 2017 aged just 21 years. We have had the privilege of getting to know his family and we are truly better for having them in our lives. They, like the Riewoldts, hurt deeply and miss Alex every day. They have turned this into a powerful path of discovery - to try

to answer WHY - why did their beautiful Alex have to leave us so young?

The Alex Gadomski Fellowship, funded by Maddie's Vision will be based in Tasmania and work to solve the WHY. The Live Life Gala ball raised \$191,000 towards making this happen.

Well done to the committee and Thankyou Gadomskis for joining the fight to find WHY with us. We are truly sorry you have had to feel so much pain.

Sum of Us - Pilates Marathon

Sum Of Us Pilates Studio, in High Street, Prahran, hosted a Pilates marathon fundraiser and raised \$2,500 for Maddie's Vision. The morning was held on the Labour Day long weekend Monday and was three hours of Pilates. The event was a sell out and all had a fantastic morning. Marathoners went to three different Pilates sessions over the course of 3 hours. Lots of silent auction items were also available for marathoners to bid on to raise more funds.

Sorrento Sailing Club Fundraiser

Thanks to the Sorrento Sailing Club Ladies lunch committee and in particular to Susie Dipperdimenico for raising \$8,000 and wonderful awareness at the annual Ladies Lunch.



Day on the Purple

Big Thanks to Jayden and Jenny from Clifton Springs for raising \$27,000 at the Day On The Purple. Not only was the golf a great day but there was significant media around the build-up to the day and sponsors from all over the community.

Every summer, Clifton Springs Golf Club hosts a celebrity Pro Am that attracts over 200 amateur golfers and many spectators. The annual event is the jewel in the Bellarine Peninsula's sporting calendar and the 2018 installment promised to be the biggest and most meaningful yet. Clifton Springs Golf Club partnered

with Maddie Riewoldt's Vision to host 'Maddie's Day On The Purple' on Sunday 14th January, 2018. All proceeds from Maddie's Day On The Purple went to Maddie Riewoldt's Vision to fund medical research to find a cure for Bone Marrow Failure.

Sport stars including Essendon footballer Brendon Goddard, Pro Golfer and Olympic Record holder Marcus Fraser, Geelong veteran Harry Taylor and ex-football star Corey McKernan tee'd off from the purple turf in support of the event.



Indyanna Classic Cars

Ten year old Indyanna Harper and her family held a fundraiser in Drysdale. Indyanna has Aplastic Anaemia and her sister, Madison, donated Bone Marrow last year to successfully treat her disease. Old Skool Cars and Coffee hosted the day and the Geelong community got behind them all.

Tasmanian AFL season launch lunch



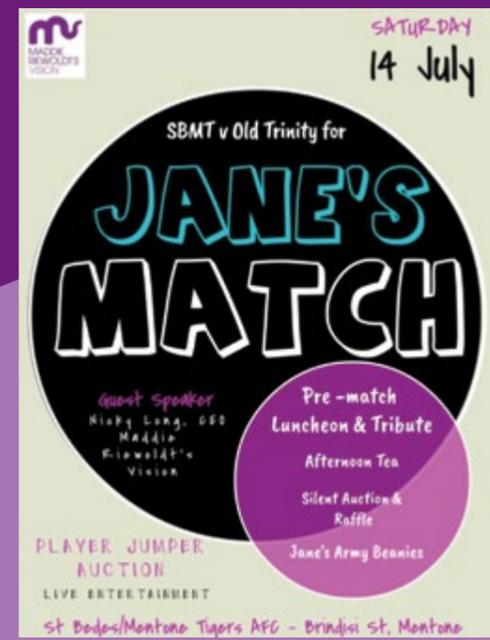
Premier Will Hodgman together with Nick Riewoldt

On the 23rd of February, 250 Tasmanians came together to raise \$140,000 at Blundstone Arena. A panel of Nick Dal Santo, Nick Riewoldt and Todd Viney discussed the AFL season ahead and Premier, Will Hodgman pledged \$35,000 as well as announcing his acceptance to be a Patron. We heard for the first time, a brave presentation, from the Gadomski Family about the loss of dear Alex.

Alex lost his life to Aplastic Anaemia in May 2017. At this lunch, we announced that we would be creating a position called the Alex Gadomski Fellowship based in Tasmania. A huge list of local sponsors got behind the day and the committee of Hank Petrusma, Jarrod Nation, Belinda McDermott, Linda Weare and Damon Wise worked above all expectations to deliver an outstanding result. We were very grateful for the MCs on the day, Jo Cornish and Tom Cooper.



Jane's Match



On Saturday 14th July, St Bedes/Mentone Tigers held a whole day to honour Jane Barnes and in doing so, raised money for Maddie's Vision. The community came together and held a womens and mens football match. Alongside this, they put together a beautiful club lunch, where CEO Nicky Long spoke about her friendship with Jane and the work that Maddie's Vision is doing. The volunteers sold beanies, held raffles, an auction and asked for donations. It was a huge day with so much work from all involved. An emotional day and a wonderful way to stop and reflect on striving to achieve greater outcomes in medical research.

St Bedes Hockey Club also held a fundraising evening a few weeks later.

Jane Barnes - A tribute

We lost one of our dearest friends on April 8th. It rocked us all so much and we have overwhelming sadness when we think about dear Jane - one of the original, passionate supporters who was very much a big part of our family. Such was her spirit and determination - Jane was in our office picking up collection buckets only weeks before her fight became too much.

Jane Barnes had an army behind her following her diagnosis of Leukemia. Like Bone Marrow Failure, there aren't enough options when young people don't respond to current therapies for Blood Cancer. Jane Barnes was a healthy young woman, a keen netballer who prided herself on playing four strong quarters in the centre and a recreational runner who had completed three half-marathons.

Jane raised over \$10,000 for Maddie's Vision and since her passing and in her memory, her "army" has continued to raise close to \$20,000.

We are thinking of Jane's Army and especially Russ, Jude, Michael, John and fiancé, James. We miss you very much.

Jane raised over \$10,000 for Maddie's Vision





Maddie's legacy given certainty

State Government funding boost

On the 19th of April, The Andrews Government announced a \$2.4 million grant to fund Maddie Riewoldt's dream, a world first research centre for Bone Marrow Failure Syndromes and a co-funded International Research Fellowship opportunity with the Victorian Cancer Agency.

Premier Daniel Andrews and Minister for Health Jill Hennessey confirmed their support for the Maddie Riewoldt's Vision Centre for Research Excellence (CRE) in Bone Marrow Biology which supports experts from across Australia to develop a better understanding of bone marrow function.

"Maddie fought so hard and now her legacy will live on in a new world-class

research centre. This is an investment that has the potential to change and save lives." said Premier Daniel Andrews.

"Maddie's Vision gives hope to families across Victoria that one day we will find a cure for this awful disease. We're proud to be supporting them in this lifesaving work" said Jill Hennessey.

The establishment of a CRE in bone marrow biology provides Maddie Riewoldt's Vision the capacity to incorporate additional projects, complete the critical mass of researchers and complementary projects, provide additional infrastructure and the coordination of BMFS research required to find a cure for this disease.

Volante Rosso Porsche

+ The team at Volante Rosso turned purple to raise awareness for Maddie's Vision during the Australian Grand Prix 2018. Josh Hunt is an old friend of Maddie Riewoldt and wanted to do something in support. We thank you for showcasing our mission on your Porsche and we were glad to see you have such a successful season.



TWP Sportswear

For the third consecutive year, TWP have supported us with branded football jumpers and netball dresses. They provide these uniforms for hire, free of charge and only ask that a club holds a fundraiser and return the uniforms cleaned and in time for the next booking. We thank Adam Skrobalak and the team for their ongoing passion to support community clubs to support us.

“
For the third consecutive year, TWP have supported us with branded football jumpers and netball dresses
”



Geoff Quirk, Ann Peacock, Joe Riewoldt, Fiona Riewoldt, Tony Shadforth, Jack Riewoldt, Nicky Long, Jennifer Trethewey and Alex Riewoldt.

On the 24th of May, 2018 - The second annual 'Bloody Good Dinner' returned to Melbourne with a huge success, raising over a phenomenal \$700,000 for urgent medical research.

The event was a collaboration between Snowdome Foundation and Maddie Riewoldt's Vision to raise money to accelerate access to next generation treatments for blood cancers and bone marrow failure. The money raised will support three important medical research projects. A Career Development Fellowship in Research for women in haematology is one of the areas of focus. Like most other industries, women in medical research face barriers when it comes to attaining senior positions, and the 'Bloody Good Dinner' is looking to help change this by funding the position as well as providing mentorship from key female business executives.

Additionally, the money raised will help fund The Centre of Research Excellence in Bone Marrow Biology and thirdly, the Australian arm of an international trial to improve survival rates in patients with Follicular Lymphoma.

The 'Bloody Good Dinner' showcased the Australian duo behind New York City's latest dining hotspot, Chinese Tuxedo. They provided 440 guests with a first-class food and drink experience. Chef Paul Donnelly designed the menu, and the owner and mixologist, Eddy Buckingham created custom cocktails for the event including a "Chinatown Sour" and "G+T+C" (gin and tonic and cider).

The menu included steamed snapper with ginger and soy dressing, aged O'Connor rib eye steak cooked over charcoal with Jiangsu dressing, watercress salad with snow peas, fennel, enoki mushrooms and soy balsamic dressing, charred cos lettuce with miso ranch and crispy furikeke, and the NYC restaurant's famous "Chinese strawberries and cream" for dessert.

A raffle and auction were held on the night offering items and money-can't-buy

experiences donated by sponsors including, AFL, The Australian Ballet, Blakes Feast, BVLGARI, Captain's Choice, Dann Event Hire, Mercedes Benz and Tennis Australia.

"We are beyond delighted with the total amount raised at Bloody Good Dinner 2018. It is with gratitude to the incredible generosity of our sponsors, donors and volunteers," said Maddie Riewoldt's Vision CEO, Nicky Long.

"As the custodians of the funds raised, we are focussed on several research projects immediately - one of which we are proud to be able to fully fund - the Gunn Family Career Development Fellowship for women in haematology."

The 'Bloody Good Dinner' 2018 was hosted by Hamish McLachlan and is made possible by the team at Blake's feast, Dann Event Hire and Town Square. An awesome committee devotes much time, leveraging where possible their personal network.

“
The money raised will help fund The Centre of Research Excellence in Bone Marrow Biology
”

Visit bloodygooddinner.org.au to see all sponsors.

Save the date: June 5th, 2019



Top: Bloody Good Dinner Committee; Middle: Jackie Haintz; Bottom: Hamish McLachlan

CHINESE TUXEDO

Chinese Tuxedo is Eddy Buckingham and Jeff Lam's contemporary Chinese restaurant located on Chinatown's historic Doyers Street, which received a glowing two-star review from The New York Times. Set in a former opera house, guests can enjoy an enticing menu of traditional Chinese dishes with modern twists by executive chef Paul Donnelly. The bi-level space was once the headquarters for Chinatown's notorious tong (gang) wars in the early 1900's and has been restored by Lam and Buckingham, incorporating midcentury touches while retaining historical details such as the original pillars and stripped-down walls.

THE BLOODY GOOD DINNER





Nicky Long, Nick Riewoldt and Minister Greg Hunt

The hype was huge this year with incredible support in the media and also the addition of new match ambassadors including Joshua Bruce and Maverick Weller from the Saints and David Astbury and Kane Lambert from Richmond. Jack Riewoldt was the leader of the pack and Nick Riewoldt was running just as much off field between live broadcast interviews, member functions and the new addition of the celebrity cash grab!

Joining Nick in the Pepper Money Cash Grab machine included Hamish McLachlan, Matthew Richardson, Dee Dee Dunleavy, Sam Lane, Georgia Love and Bob Murphy. The Cash Grab was made possible thanks to our valued sponsors Pepper Money, SupaGas, RSEA Safety, McDonalds and Salters Hire. Etihad hosted an online auction which saw some excellent items won and Authentic Autographs donated three frames fetching close to \$20,000.

“It was an amazing night, as the crowd of over 37,000 celebrated the life of Maddie Riewoldt in a sea of purple”



Maddie's Match

On Friday the 20th of July, St Kilda and Richmond Football Clubs and fans came together to kick off the third Maddie's Match. With thanks to our generous community, we raised an enormous \$1.61 million!

Our ongoing gratitude to the St Kilda Football Club in partnership with The Richmond Football Club, Maddie's Match was another heartfelt night. Combined with the State Government pledged funding, the Federal Health Minister, Greg Hunt made a surprise live announcement of a \$1 million grant on the night of Maddie's Match, to raise a record \$1.61 million.

It was an amazing night, as the crowd of over 37,000 celebrated the

life of Maddie Riewoldt in a sea of purple. Through crowd attendance, direct donations, the purchase of #FightLikeMaddie merchandise and all the sponsors activities in the lead up and surrounding the match, Maddie's Match 2018 saw the biggest fundraising result.

Our 200+ wonderful volunteers came out in droves of support and sought donations of a purple \$5 note, as the crowd embraced the evening donning purple clothing, hair, tattoos and face paint. The Melbourne Star and Bolte Bridge turned purple and the Saints once again broke with tradition trading their red stripe for a purple one on their match-worn guernsey. Etihad also continued the renaming of the ends of the stadium.





SORRENTO SHARKS **PURPLE SHARK DAY** MORNINGTON BULLDOGS

Featuring the MPFNL match between
Sorrento Sharks v Mornington Bulldogs
 Saturday, 21st July 2018



MEET AND GREET THE FOOTBALL STARS

Entry from 11am, Game starts at 2pm
When: Saturday, 21st July 2018
Where: David McFarlan Reserve, Sorrento
Photo and Autograph session
 From 12.15 pm to 1.15 pm

Adults \$10 | Children by Gold Coin Donation

Purple Shark Day with Nick, Jack, Daniel and Fev!

On Saturday, the 21st of July, Purple Shark Day at the Sorrento Sharks V Mornington Bulldogs Match raised a whopping \$16,000! This would not have been possible without the kind support of our sponsors and everyone who participated on the day. Thank you to everyone who joined us at the match and of course Nick Riewoldt, Jack Riewoldt, Daniel Rioli and Brendan Fevola.



Stepping faster towards a cure this September

Converse and Maddie Riewoldt's Vision partnered for the third year to create a limited-edition range of footwear. The 2018 Converse Chuck Taylor All Star X Maddie Riewoldt's Vision sneakers, that were on sale September-November raised \$40,000, and were designed primarily in vibrant appealing white with the popping signature purple lace.

Converse donated \$40 from each pair purchased. Across all three campaigns, Converse have raised \$80,000 for Bone Marrow Failure. This could not have been achieved without a long list of ambassadors and patrons and with the heart felt connection from Marketing Manager at Converse, Rachel Krasky.

“
Across all three campaigns, Converse have raised a total of \$80,000 for Bone Marrow Failure
 ”



From left: Annabel Banks, Maggie Lynch, Simonne Neil, Carolyn Creswell, Nicky Long and Liz Zamanis-Robinson



A new place to call home - Carman's

In September 2018, we were lucky enough to be provided with a new probono office space at the new Carman's Headquarters in Huntingdale.

The state-of-the-art building is set over three levels and features the Carman's Kitchen Conservatory, Learning Hub and Innovation Lab, a gym, yoga room and sauna, recreation and breakout areas, a full commercial kitchen with an onsite chef, a salon and massage room and meeting rooms across two levels. On the ground floor is the Carman's Kitchen

Store, where we welcome anyone to visit between 8.30am - 5pm weekdays.

"At Carman's we believe food should come from the kitchen, not the chemist. We believe in being proud of our ingredients with no need to hide them in fine print. We believe nuts and seeds enrich our wellbeing. We believe in Australian made and Australian owned. We believe that once you've tried Carman's, you will love it." -Carolyn Cresswell, Founder of Carman's.



Irvine Club

With enormous effort from The Irvine Club committee and in particular, Scott McInnes, Paul Grant, Luke Crocker, Gareth Flynn, The Irvine Club Annual lunch raised \$150,000. A lunch with over 400 people at Zinc were greatly entertained by the Fast Bowling Cartel of Glenn McGrath, Michael Kasprowicz, Jason Gillespie and Damien Fleming.

A very moving presentation was given by Janet Gadowski and also Jack Riewoldt about their own personal reflections on loss. We thank MC Gerard Whateley, who donated his time as well as our amazing volunteers who donated their time.

Melbourne Boomers - Purple Day



Once again, the formidable Melbourne Boomers joined forces with Maddie Riewoldt's Vision to present a family match day. It may not be well known but there is a wonderful story behind the power of this purple partnership - Melbourne's WNBL club's colours include purple, Maddie's favourite colour, and we are connected to their drive to increase the profile of women's elite sporting talent while raising money for medical research.

Joe and Fiona are passionate fans of the Boomers and in particular, both were looking forward to the team's home game against Townsville on Sunday, November 18th when all supporters were asked to get their purple on to help celebrate Maddie Riewoldt's Vision.

Speaking about the pride that the Boomers have in partnering with Maddie Riewoldt's Vision, Boomers Assistant General Manager Lauren Jackson knew the Maddie's Vision game on November 18th was going to be a huge day for the club.

We are connected to their drive to increase the profile of women's elite sporting talent

"Our fans are the best supporters in the league, it will be a sea of purple for Maddie and the game will be televised live on Fox Sports," said Jackson.

"Joe and Fiona came to some games last season and really enjoyed the atmosphere and family values the Boomers display, so everyone at the club is really excited to have them join us as official ambassadors for the coming season." The Boomers claimed a win against Townsville Fire (it was a close game).



Mercedes-Benz Brighton

Mercedes-Benz Brighton has proudly partnered with Maddie Riewoldt's Vision over the last 2 years and throughout this time has continued to support the organisation in many different ways.

The partnership was born out of a friendship with the Riewoldt family coupled with the want to commit to a cause (Bone Marrow Failure Syndromes) that was primarily underfunded. Alarmingly, 50% of patients diagnosed with Bone Marrow Failure Syndrome each year will not survive. It was this fact that motivated Geoff Quirk and his team to get behind this very worthwhile cause.

Mercedes-Benz Brighton has been serving the Bayside community for over 30 years and pride themselves on the ability to create long lasting personal relationships with their customers. The team continue to ensure that the customer remains the dealership's top priority and dedicate themselves to ensuring the customer experience when purchasing a Mercedes-Benz vehicle, is second to none. All customers who mention Maddie Riewoldt's Vision are guaranteed to drive away with an incredible deal.

Mercedes-Benz Brighton 988 Nepean Highway, Moorabbin.

AIS Annual Conference

Australian Industrial Supplies hold an annual conference. For the second year in a row, they have supported us. This year, their annual gala raised \$18,000 from its members. We are so appreciative of all the additional work they put into garnering support from their members with Auction and raffle items for the evening.

Cluden Cricket Club

Cluden Cricket Club held a family BBQ and fundraiser on the 9th of December. It was a special day with the club and we are so proud of being chosen for the second year in a row. Special mention to Andrew Bath who shares our passion for women in sport as well as getting behind meaningful causes. We look forward to making this an ongoing event.

Special mention to Andrew Bath who shares our passion for women in Sport as well as getting behind meaningful causes

Huge appreciation to our volunteers

Bloody Good Dinner

Gillian Holley
Kate Stewart
Liz Anderson
Shannon Slade
Mandi Robertson
Laura Vulling
Melissa Jones
Louise Photiou
Mark Wheeler
Katie Zam
Angelique Ross
Brent Doolan
Nekma Meah
Felicity Crombie
Nicolas Photiou
Eve Xuyi Wang
Dani Home
Cathy Paino
Grace Adams
Charlotte Barnaby
Natalie Gandel
Maddie Lambert
Lara Malobrodski
Ellie Laffner
Romy Shnider
Ben Richardson
Anthony Cursio
Allison Lo
Carly Brosnan
Tony Verrocchi
Vera Talevski
Penny Andrew
Ruhullah Safar
Stephen Power
Andrew Francis
Brit Corker
Tara Pycroft
Terri Wyeth
Anh Ta
Stephanie Vella
Amy Tran
John Ruan
Anna Nguyen
Bianca Gatus
Taryn Stoklasa

Maddies Shield 2018

Natasha La Rosa
Jenny Berry
Melissa Love
Shannon Slade
Sarah Medcraft
Phil Williamson
Andrea Owen
Paul Owen
Isabel Long
Henry Long
Charlie Long

Maddies Match 2018

Faridha Abduljabbar
Olivia Adrian
Ronnie Albanis
Gino Allerite

Praveen Amujuri
Darrell Anson
Josh Anson
Ryan Apostolou
Brooke Armstrong
Emma Bainbridge
Annabel Banks
Amelia Banks
Michael Bentham
Rohit Bhura
Lucinda Bishop
Emily Box
Cameron Bratuskins
Suzie Bratuskins
Katie Breen
Lauren Bridges
Bianca Broad
Alisia Bufano
Natalie Butler
Harry Calder
Louell Canastra
Jack Cannon
Linda Casey
Courtney Chandler
Sumeng Chong
Sarah Clark
Judi Coffey
Jack Coffey
Francine Consi
Eamonn Cooke
Anthony Cormick
Leanne Corrigan
Chloe Cottier
Alysha Crawford
Carly Crowe
Sharon Darcy
Natalie Davis
Tim Deeks
Archie Dehne
Matilda Dehne
Simon Dehne
Vanessa Dempsey
Jessica Dexter
Taylah Dilworth
Brooke Dover
Ellie Dowling
Madeline Dowling
Kristy Elliott
Michelle Evans
Jack Farrelly
Peter Farrelly
Vincent Farrelly
Josh Feferkranz
Meggan Freestone
Diane Gakhal
Ethan Gayford
Gordon Gayford
Marko Gluscevic
Kathy Grace
Maria Grant
Sarah Grundy
Mayank Gupta
Hugo Haintz
Jackie Haintz
Jemima Harris
Shane Henshall
Sancho Hernandez
Madeline Hickey
Anni Hinze
Gillian Holley

Daniela Home
Katie Jansz
Campbell Jensen
Eva Jensen
Hari Kandasamy
Scott Kavanagh
Ethan Kehoe
Brianna Kehoe
Liam Kehoe
Connor Kehoe
Sean Kehoe
Sandra Kehoe
Artemis Kritikides
Sebastian Kritikides
Jinesh Kulam
Linda Lai
Janelle Lewis
Heather Lewis
Michelle Lewis
Evan Li
Henry Long
Charlie Long
Isabelle Long
Sophie Long
Alice Long
Melissa Love
Ella Lowe
Cooper Lowe
Marcus Lowe
Jeannie Lowe
Bernie Lyons
Elizabeth Mackintosh
Romnick Mahilum
Bhanuvenkata Majeti
Nicole Maloney
Thomas Martin
Clarke Martin
Megan Martin
Flynn Martin
Michaela Martz
Lisa Massey
Eboni Mcartney
Michael Mcgeary
Lara Mcgeary
Clare Mcilveen
Meaghan Medcraft
Sarah Medcraft
Jasmine Meehan
Ronnie Meyers
Vannessa Millar
Adil Mohamedali
Shinu Mohandasan
Eng Moorthy
Di Muldoon
Rakesh V Nair
Stuart Neville
Kathy Nguyen
Rita Nicolaou
James O'halloran
Emily O'kearney
Olivia O'kearney
Helen Oakley
Paul Owen
Andrea Owen
Cathy Paino
Jono Palios
Nish Paravitana
Shani Paravitana
Amit Pattanaik
Wendy Patterson

Will Perry
Sarah Phasey
Julianne Powell
Dylan Prideaux
Liv Quirk
Simon Quirk
Yolli Rado
Nirmal Raj
Blake Randall
Rebecca Ravenscroft
Joe Riewoldt
Alex Riewoldt
Charlie Riewoldt
Jennifer Roberts
Mandi Robertson
Fran Russell
Michael Russell
Christine Salcedo
Sharyn Sauer
Sridharan
Shanmugasundharam
Shannon Slade
Peter Stevenson
Kate Stewart
Matthew Sumner
Nathan Taddeo
Asai Thambi
Ella Thomas
Siena Thomas
Aravind Thulasidaran
Julie Tierney
Maddison Torres Davy
Macy Torres Davy
Adam Torres Davy
Alex Treherne
Karen Turner
Phillip Turner
Josh Wallace
Samantha Walsh
Emma Ward
Sam Ward
Tim Wilkes
Ben Williams
Annika Williams
Adam Williams
Joanne Williams
Lyn Williams
Anna Williams
Sam Williams
Brianna Williams
Robyn Wootton
Caroline Younan
Georgia Young

Irvine Club Lunch

Annabel Banks
Maggie Lynch
Sarah Medcraft
Liz Zamanis-Robinson
Libby Irving
Donna Chalmers
Trish Herbstreit
Simonne Neil
Terri Hjorth
Jen Roberts

Sponsors and Partners of Major Events

- Peninsula on The Bay Realty
- Anthony Ring Excavations
- Coastcom Security
- Founds Betta Home Living
- Anderson construction
- Sorrento Hotel
- Clearly Frameless
- Mercedes Benz Brighton
- Higgins Paints
- Sciclunas Food Merchants
- Cape Grim Beef
- Jam TV
- Foxtel
- Atlas Car and Truck
- Bowens
- Korda Mentha
- Charter Keck Cramer
- Dexion Solutions
- Belgravia
- One Small Step
- Taylor M Security
- Wilson Security
- Pink Fencing
- Wow Structures
- Chiller Trailers
- String Theory
- Bendigo Bank
- Briner Ads
- The Reject Shop
- Patties Pies
- Peter's Icecream
- Cadbury Australia
- Yo Get It
- Bakers Delight
- 13CABS
- Prahran Market
- Schweppes Australia
- Asahi Beer
- Prolight and Sound
- Toorak Park Armadale
- Hardy's Wines
- City of Stonington
- Kookaburra Cricket
- Box Hill Cricket Club
- Cricket Victoria
- Prahran Cricket Club
- Sum of Us Studio
- Venezio Coffee Roasters
- Red Cross
- Pivot Media Group
- Regal Sleep Solutions
- Precision Sports Entertainment Group
- Remedy Drinks
- Peter MacCallum Cancer Centre
- Fox Footy
- Chrissie Sam and Brownie
- Merrywell Bar and Dining
- Richmond Football Club Cheer Squad
- Make a Wish
- Sign and Badge Centre
- Morewell Football Netball Club
- TWP Sportswear
- Salters Hire
- McDonalds
- RSEA Safety
- Supagass Australia
- Holman Industries
- Dare Iced Coffee
- Authentic Autographs
- Pepper Money
- Marvel Stadium
- MCG
- Live Life Gala Ball
- Golfoz - golf tour
- Francesca
- Glen Eira Kindergarten
- Up Banking - Square
- Australian Industrial Supplies
- Money Quest
- Irvine Club
- Flavorite
- Coles Supermarkets
- Wonder Pies
- Converse
- 400 Gradi Crown
- Atlantic Group
- Mercedes Benz Brighton
- St Kilda Football Club
- Carman's
- Richmond Football Club
- Melbourne Boomers
- Carman's
- Flavorite

Our Committees

Bloody Good Dinner:

- Nicky Long (chair)
- Andrew Pascoe
- Carly Duckworth
- Christine Lester
- Georgie Tandy
- Gian Blundo
- Gillian Holley
- Gina McNamara
- Helen Gandel
- Jen Trethewey
- Jodi Crocker
- Kate Stewart
- Kasey Thompson
- Lauren Frazer
- Liz Anderson
- Lou Johns
- Mandy Mandie
- Pennie Callaghan
- Rebecca Smith
- Rob Tandy
- Sasha Wilson
- Suzie Bratuskins
- Tim Hirst
- Vanessa Cohen

Maddie's Match:

- Tim Hirst (chair)
- Nicky Long
- Carlie Merenda
- Scott Kavanagh
- Jonathan Coyne
- Carly Riewoldt
- Penny Gollan
- Ben Jenkins
- Kate Stewart
- Georgie Evans
- Jodi Crocker
- Joe Riewoldt
- Eray Saban
- Hugh Evans
- Dominique Higgins-Meyer
- Maurizio Vasile
- Kelley Musster
- Adrian Correnti
- Luisa Serafini
- Jennifer Penney
- Adam Aiello

Annual Tasmanian Lunch:

- Hank Petrusma
- Jarrod Nation
- Linda Weare
- Belinda Collis
- Damon Wise

Live Life Gala Ball:

- Janet Gadomski
- Paul Gadomski
- Les Gardner
- Sarah Gardner
- Olivia McGow

Major Donor:

- Edward Kemp (chair)
- Tony Shadforth
- Jack Riewoldt
- Ann Peacock
- Nicky Long

Grants:

- Prof. David Ritchie (chair)
- Prof. Suzanne Crowe
- Prof. David Haylock
- Dr. Rachel Conyers
- Prof. Hatem Salem
- Assoc. Prof. Steven Lane



Sponsors



Big thanks to media

We wish to make a special acknowledgement to all media outlets who regularly support our endeavours. We truly appreciate the stories and your ongoing willingness and passion to help us raise awareness across our full calendar. We launched with you and our gratitude continues for the power you have to do good on our behalf.



“ We couldn't have found better partners than James and John to build a brand to represent Maddie's legacy. The whole team at OSSC are smart, responsive, generous and respectful. We are proud to have them as part of our family ”



- Nick Riewoldt



Our Partners: One Small Step Collective

Since the very beginning of the brand, One Small Step Collective has been alongside us all the way. The dedicated team work together with Maddie's Vision to help deliver and create the brand throughout many forms of communication. If you are looking for a committed, talented team to help build your business, we recommend One Small Step.



Our Partners: MoneyQuest

MoneyQuest is a finance specialist that pride themselves on their ability to do things differently. Focusing entirely on the client experience, and always allocating extra resources to the training and development of their broker network, they decided to expend more energy into giving back to a cause they believe in.

MoneyQuest chose to partner with Maddie's Vision as an organisation that reflects their core mission and values as a company. By not only funding the research through their own channel, but educating and encouraging their franchise network to support Maddie's Vision as well, they have quickly become a major supporter of Maddie's Vision and their work by donating over \$37,000 to our cause.





Since inception, Snowdome's support has:

- Enabled **20 clinical trials to commence**
- Assisted **372 Australian blood cancer patients** to gain access to next-generation treatments
- Extended **33 grants to fund 47 multi-year** Australian research positions

Further, Snowdome has raised over \$26 million and operates at less than 15% expense to revenue.

2018 was the year we built relationships to expand our reach and extend our research dollars. Through partnering with like-minded organisations, Snowdome now provides more hope to Australian blood cancer patients.



In collaboration with Maddie Riewoldt's Vision, achieved #59 in Financial Times 1000: High-Growth Companies in Asia-Pacific 2018



Snowdome Foundation

snowdome.org.au

Snowdome Foundation 'making hope real' for Australian blood cancer patients

The Snowdome Foundation is the only not-for-profit organisation exclusively focused on raising funds to support Australian translational research into blood cancers (leukaemia, lymphoma and myeloma), accelerating next-generation treatments for Australian patients to help them live longer, better lives.





We are particularly proud of the following achievements:

Committed almost **\$3 million to 6 new research projects** to advance blood cancer research.



The **Christine and Bruce Wilson Centre for Lymphoma Genomics** at the Peter MacCallum Cancer Centre conducted 1,000 genomic tests for blood cancer patients.

For 60% of patients the genomic test was of significant clinical utility changing prognosis, diagnosis or treatment.

The Wilson Centre made a **world-first discovery** of a drug resistance mechanism in chronic lymphocytic leukaemia patients.



Raised over **\$550,000** to launch Blood Cancer Research WA and increase access to blood cancer clinical trials in WA.



Blood Cancer Research Western Australia

supported by the Snowdome Foundation



Advanced the Australasian Lymphoma Alliance to bring together lymphoma experts to better shape the way lymphoma is managed and treated.

Partnered with the Epworth Research Foundation to co-fund **\$1.8 million** in circulating tumour DNA research.

In partnership with Maddie's Vision, the 'Bloody Good Dinner' has **raised over \$1 million** over two years to help fund critical research to fight Bone Marrow Failure Syndromes and Blood Cancers.

In partnership with Gandel Philanthropy, presented **'Blood, Sweat & Tears of Joy'** for the benefit of our donors and stakeholders. The educational session shared research and patient insights into blood cancer research.



AUSTRALASIAN LYMPHOMA ALLIANCE

supported by the Snowdome Foundation



snowdome
FOUNDATION



“

Maddie Riewoldt,
it is your legacy
that we wish to
honour. We will
never lose the
drive to find a
cure, it is our
mission to make
you proud

”



MADDIE
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