



PROJECT 2035

Leukaemia
Foundation®

PROJECT
2035 A DECADE
TOWARDS ZERO



Neda Masters, who was diagnosed with myeloma 4 years ago

Every year almost 6,000 people in Australia lose their lives to blood cancer. Over the next decade this number is expected to increase to 15,000 per year. We can bring that number closer to zero.

If we work together and act now.
If we fund innovation, wraparound support and leading-edge research today.
If we commit to a decade of investment, dedication and big thinking.
If we make this a decade of action.

You are invited to join Project 2035.
Together let's make this a decade towards zero.

THE VISION

A BOLD APPROACH

A DECADE OF SAVING LIVES NEEDS A BOLD APPROACH

Supported by leading philanthropists and corporate partners, Project 2035 is a bold and ambitious project committed to reducing preventable blood cancer deaths to zero by 2035.

Over the next decade we're inviting major donors and partners to direct their investment to their preferred area of interest based across four mission themes: **Practical Services, High-Impact Research, Career Development** and **Quality of Life & Survivorship**.

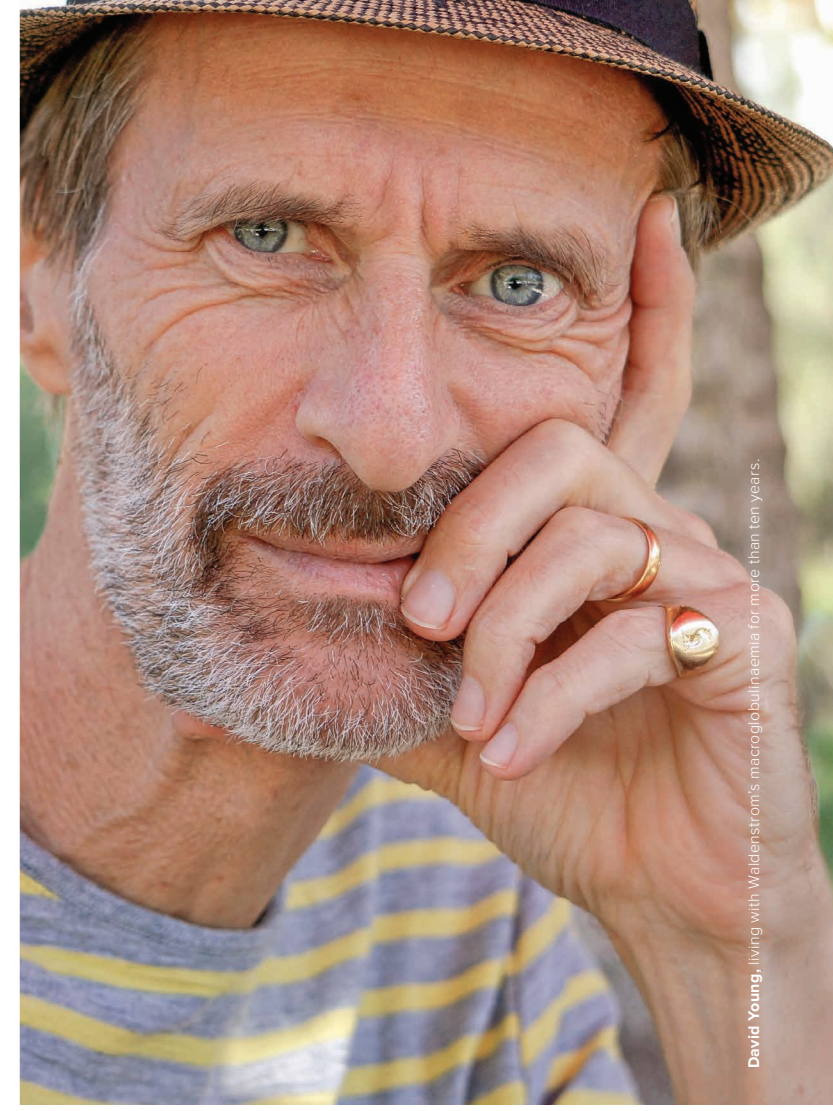
By partnering with us to drive these pillars forward we can make this a decade that changes the future of blood cancer. From the support services we're renowned for to empowering the next generation of blood cancer researchers, your investment will change Australia's blood cancer landscape.

We can ensure where you live doesn't determine whether you survive blood cancer.

We can drive research forward and revolutionise patient support.

We can bring the number of preventable deaths to zero.

Whether you want to offer world-class support to regional areas, fund the next generation of researchers, or lead the charge in new lifesaving treatments, Project 2035 is designed to amplify your impact and create a world that goes beyond blood cancer.



David Young, living with Waldenström's macroglobulinaemia for more than ten years.

144K

144,000 AUSTRALIANS
LIVE WITH BLOOD
CANCER TODAY.

19K+

MORE THAN 19,500
AUSTRALIANS WILL BE
NEWLY DIAGNOSED WITH
BLOOD CANCER EACH YEAR.

6K

ALMOST 6,000
AUSTRALIANS WILL DIE OF
BLOOD CANCER THIS YEAR.

2ND

BLOOD CANCERS COMBINED
ARE THE 2ND LEADING
CAUSE OF CANCER-RELATED
DEATHS IN AUSTRALIA.

THE NUMBERS BEHIND THE DISEASE*

Behind every statistic there are thousands of lives that are changed forever. Thousands of difficult conversations in doctors' offices, thousands of long nights away from home, and countless moments of heartbreak, strength, bravery and hope. Sadly 1 in 3 people diagnosed with a blood cancer will not survive 5 years after diagnosis. Together we can change these numbers and make a difference to so many.

36K+

OVER 36,000 NIGHTS OF ACCOMMODATION GIVEN TO FAMILIES IMPACTED BY BLOOD CANCER ACROSS 168 UNITS, AUSTRALIA WIDE, OVER THE LAST YEAR.[^]

750K

750,000 PEOPLE ACCESSED BLOOD CANCER INFORMATION THROUGH SUPPORT GROUPS, INFORMATION BOOKLETS, FACTSHEETS, DISEASE-SPECIFIC NEWSLETTERS, AND MORE.

\$60M

NEARLY \$60 MILLION INVESTED ACROSS 350+ RESEARCH GRANTS AND CLINICAL TRIALS SINCE 2000.

13

13 PhD SCHOLARSHIPS HAVE BEEN AWARDED SINCE 2019, ACROSS ALL STAGES OF BLOOD CANCER RESEARCH.

WE ARE LEADING THE CHARGE AGAINST BLOOD CANCER

As Australia's most trusted cancer charity*, the Leukaemia Foundation funds innovation, wraparound support and leading-edge research. We reach 50% of newly diagnosed people living with blood cancer in Australia, no matter where they live. In collaboration with strategic partners in the blood cancer community we advocate for greater disease awareness and systemic change in health systems nationally.

PRACTICAL SERVICES CHANGING PATIENTS' LIVES

REDUCING THE BURDEN OF BLOOD CANCER

A blood cancer diagnosis is life changing. Maybe you can't work or you have to travel for treatment. Sometimes an entire childhood needs to be put on hold. The Leukaemia Foundation is renowned for going above and beyond to provide wraparound support for Australians living with blood cancer.

- **Accommodation** close to treatment, allowing patients to stay as long as they need. In the last five-year period, this has saved households well over \$11 million.
- **Transport** to ensure patients can access life-saving treatment. 80% of patients using our transport services had no other option to get to appointments.
- **Financial assistance** to help people avoid a diagnosis plummeting them into crisis. More than a third of our patients reside in Australia's most socioeconomically disadvantaged areas.
- **Blood Cancer Support Coordinators** with specialist backgrounds offering social and emotional support, as well as easy to understand information.

TOGETHER LET'S REVOLUTIONISE BLOOD CANCER SUPPORT

From transport to financial assistance, expert advice to counselling, your investment will help us provide proven practical services that recognise the complexity of each person's cancer journey. With the incidence of blood cancer expected to double by 2035, we will need to be innovative and agile as we evolve our services to meet changing demand.

Our ambition, from diagnosis through to end of life care, is to be there for every Australian with blood cancer who needs us. With your investment, over the next decade the Leukaemia Foundation will:

- **Implement a revolutionary new model of supportive care** that provides best practice services to all patients, at the right time, and matched to their level of need.
- **Reach more patients and their loved ones** through initiatives like podcasts, video resources, booklet translations and dedicated support groups.
- **Increase transport and financial assistance** to ensure patients and their carers can access the best treatment possible regardless of their situation.

GIVING ANNIE HER CHILDHOOD BACK

Handling three kids under three is tough at the best of times, but for Tom and Shauni Penders things became unimaginably difficult after their two-year-old daughter Annie was diagnosed with Pre-B acute lymphoblastic leukaemia (ALL).

"Annie thought it was a big adventure, but I just remember the horrible feeling that we weren't returning home anytime soon." – Shauni

After the first month of Annie's treatment, the whole family was moved into one of the Leukaemia Foundation's Patient Accommodation Centres, a few minutes' walk from the hospital.

I JUST REMEMBER THE HORRIBLE FEELING THAT WE WEREN'T RETURNING HOME ANYTIME SOON

"We were so incredibly grateful as we still had rent and bills to pay back home and didn't have any income with Tom having to stop work." Shauni explains, "We were able to make it our little home and have enough space to set up the Christmas tree."

"The staff went above and beyond to make sure we had everything we needed and the other day we even arrived home to three little teddies at our door."

Annie spent her third birthday in hospital and has many more hospital visits, monthly check-ups and more ahead of her. But with your investment we can be there every step of the way for Annie and thousands of children like her.

By 2035 we want Annie living a full and happy life, with her leukaemia a distant memory.



RESEARCH THAT MAKES AN IMPACT

THE EXACT CAUSE OF MANY BLOOD CANCERS IS STILL UNKNOWN

This is something the Leukaemia Foundation is dedicated to changing. We currently fund 50 projects across all stages of blood cancer research totalling more than \$11 million of investment. But to continue advancing blood cancer research, these projects still need \$5 million in funding.

Your investment is critical to accelerating care, quality of life and, most importantly, survival. Every advancement in the treatment and care of blood cancer has come as a direct result of investing in research. To make the ambitious goal of zero preventable deaths by 2035 a reality, let's think big and push research further than ever.

A COMPREHENSIVE APPROACH TO RESEARCH

We support research across all blood cancers and at all stages of research. Whether it's fundamental science, work that progresses treatment from lab to bedside, or clinical trials, your investment will ensure life-saving research is possible. What's more, for every dollar of research funding \$5.90 of additional value is added to the Australian economy.

Over the next ten years we will:

- **Invest in the most promising high-impact research** at every stage: from discovery to translational with impact partners here and abroad.
- **Provide equitable access** to clinical trials so all Australians have the opportunity to tap into life-saving new treatments.
- **Ensure ground-breaking genomic profiling** become standard care across the country.
- **Complete the Indigenous Epidemiological Study** and use the findings to address systematic challenges and barriers for Aboriginal and Torres Strait Islander people diagnosed with blood cancer.

THE NEXT GENERATION OF RESEARCH

By 2035, more than 275,000 Australians are expected to be living with a blood cancer or blood disorder. Many will not survive, unless we develop new, next-generation treatments.

That's why the Blood Cancer Genomics Trial (also known as MoST-LLy) is so important.

This first-of-its-kind trial hopes to pave the way for a new approach to treating blood cancer, by looking at the genomic profile of someone's blood cancer to help provide personalised, targeted treatments.

FINDINGS THROUGH THIS PROGRAM MAY ULTIMATELY CHANGE THE MANAGEMENT OF ADVANCED BLOOD CANCERS



PROFESSOR
STEVEN LANE

Clinical Haematologist,
Royal Brisbane & Women's Hospital
QIMR Berghofer and University of
Queensland

Led by Professor Steven Lane of the QIMR Berghofer Medical Research Institute, this research aims to help Australians who have relapsed or failed to respond to treatment by providing a genomic screen to potentially match them to precision medicines best suited to treating their specific cancer.

"Findings through this program may ultimately change the management of advanced blood cancers." – Professor Steven Lane

The trial began at the Royal Brisbane and Women's Hospital and with the investment of philanthropic partners like you, it has expanded to include patients in WA, SA, NSW and Tasmania.

This trial is an example of a revolutionary shift in how we treat blood cancers — from "one size fits all" treatments to precision medicine tailored to the genetics of every patient. It could very well be life-saving for thousands of patients — but research like this is only possible with the continued investment of generous partners.

CAREER DEVELOPMENT

A BOLD VISION REQUIRES EMPOWERED TALENT

A huge component of Project 2035 and our decade towards zero involves empowering the very best talent in Australia to tackle the many problems surrounding blood cancer.

Since 2000, the Leukaemia Foundation National Research Program has invested approximately \$60 million supporting hundreds of researchers at over 65 hospitals, research institutes and universities.

With your investment we can go even further, supporting blood cancer visionaries no matter the stage of their career. Whether it's a world-class researcher seeking funds for a break-through project or a passionate PhD candidate looking to make their career improving patient outcomes, we want to help the best and brightest tackle blood cancer.

INVESTING IN PEOPLE, AS WELL AS PROJECTS

Our goal is to accelerate the careers of the best and brightest researchers in Australia. Project 2035 will:

- **Attract and retain top talent** to blood cancer research in Australia.
- **Develop the next generation of researchers** to sustain Australia's leadership in blood cancer research internationally.
- **Award 20 Breakthrough Fellows** by 2035 working on extensive multi-year research projects.
- **Award 36 PhD Scholarships** by 2035 to kick-start the pipeline of scientific and clinical talent in the field.

Every empowered leader in the blood cancer space inspires and educates another generation of pioneers. What's more, it's an investment in the Australian economy and our local talent field. That's why we believe firmly in investing in people as well as projects.

BREAKTHROUGH RESEARCH SHAPING THE FUTURE OF TREATMENT

Thanks to the Leukaemia Foundation I've been able to establish a laboratory in Australia that is leading the way with groundbreaking research to overcome acquired resistance to anti-cancer cellular immunotherapies.

The \$1 million the Leukaemia Foundation invested in me has been game changing. It has enabled me to leverage an additional \$33 million in funding and put us one step ahead in outmanoeuvring the disease.

I'm very lucky to work with a stellar team who have developed cutting-edge, pre-clinical models that simulate resistance to CAR T-cell therapy. By harnessing the power of these models, we aim to uncover the intrinsic properties of cancer cells that enable them to evade new cellular therapies. We are paving the way for the design and development of novel therapeutic approaches. It's my hope that this research proves to be life-saving for people with blood cancer.

It's so exciting that the Leukaemia Foundation is seeking to award 20 Breakthrough Fellowships over the next decade with the help of corporate and philanthropic investment. It's such an honour to be supported by the Leukaemia Foundation and I cannot wait to see the impact of this bold vision on those living with blood cancer.

PROFESSOR MARK DAWSON

Consultant Haematologist,
Peter MacCallum Cancer Centre
and Centre for Cancer Research
University of Melbourne.



IMPROVING QUALITY OF LIFE & SURVIVORSHIP

IT'S NOT ENOUGH TO SURVIVE

It's not enough to survive. Right now, people are coping with the burden of symptoms, treatment side effects and lifelong impacts such as fatigue and infertility. Once treatment is complete, people are often left on their own with few resources. This is even more pronounced in regional, rural and remote areas.

Currently, the Leukaemia Foundation website receives nearly 1 million visits a year and distributes more than 70,000 booklets, factsheets and newsletters. As the number of people diagnosed with blood cancer is predicted to double by 2035, we expect the need for trusted information and lifelong support to increase accordingly.

PROJECT 2035 IS LOOKING TO CHANGE THAT

The Leukaemia Foundation wants to create a world where people can live beyond blood cancer. Where every blood cancer patient is informed and can act as their own health advocate. Where they have the best quality of life wherever they live. With your support we can build this upon four key pillars:

Reach: the Online Blood Cancer Support Service will change how and when support is provided through an always-on platform that provides personalised learning modules, chat, health apps and on-demand information

Engage: Consumer Engagement Groups provide patients and survivors a forum to share their lived experiences, provide peer support and help improve services.

Breadth: From energy coaching to legal advice, counselling to physiotherapy, we will guide survivors through every aspect of blood cancer's effect on their lives.

Longevity: We believe all survivors and their loved ones deserve support for as long as it takes, including end of life stages, regardless of their postcode.

STARTING A WHOLE NEW LIFE AFTER BLOOD CANCER

Elle Halliwell was diagnosed with chronic myeloid leukaemia (CML) in 2016. Two days later she found out she was pregnant.

“When I looked at the result and saw two little blue lines, I was just in shock. I was carrying my first child and thought – well, that’s not going to happen. How can someone with cancer carry a baby to full term?” – Elle

After some frantic googling, her husband stumbled across a Leukaemia Foundation newsletter that told the story of Shelley Bell, who had successfully had a baby despite a CML diagnosis. It was exactly the hope Elle needed.

Through the Leukaemia Foundation, Elle reached out to Shelley to get help understanding the process. They chatted over the phone and Elle

realised it could be done. She was put in touch with internationally renowned CML specialist, Professor Tim Hughes in Adelaide who assured her that it was possible.

“This all made me feel a lot better about the decision. And that if I exercised, had a good diet and had treatment then my son had a good chance of being born and having a healthy start to life.” – Elle

Now? Elle has a healthy and happy six-year-old named Tor and — as she puts it — she’s “thriving with blood cancer”.

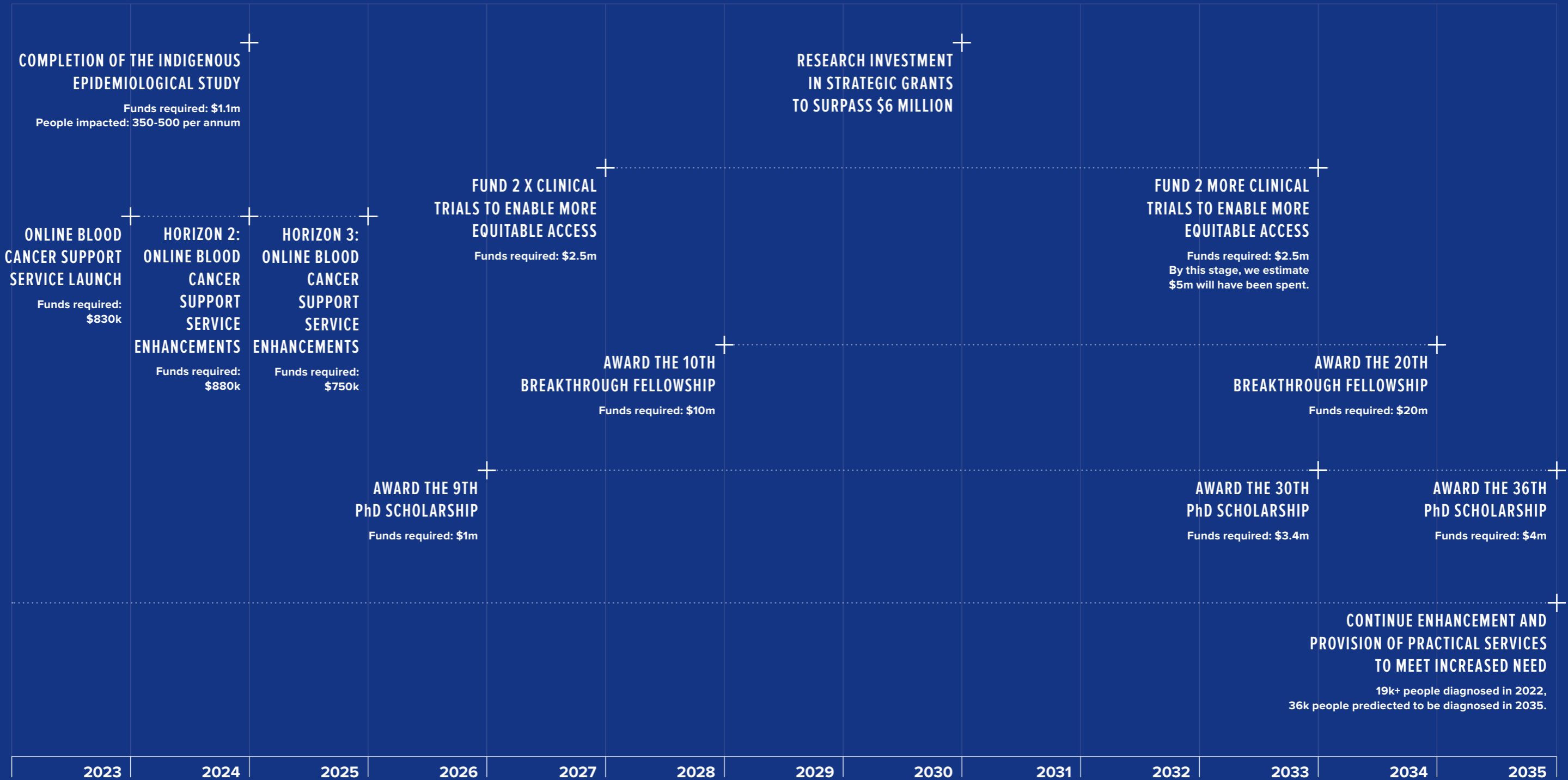
“I’ve been really grateful to the Leukaemia Foundation which has been so helpful. It’s made a difference and it’s meant I haven’t felt alone.”

HOW CAN SOMEONE WITH CANCER CARRY A BABY TO FULL TERM?



TOGETHER LET'S BE THE CHANGE AND REIMAGINE THE FUTURE OF BLOOD CANCER

To make Project 2035 a reality let's start now. Let's drive forward with ambitious plans that will change how Australia approaches blood cancer forever. Over the next decade, philanthropic support and corporate investment can streamline research, expand services, and improve quality of life & survivorship. The next decade has to be one of big, bold action and we can't do it without committed partners.



Zero preventable deaths to blood cancer. It is possible. But only with a commitment from generous investors and philanthropic partners. People like you, who can join us in rethinking how we approach blood cancer and ensure this is a decade of bold ambition.

Get in touch today and partner with the Leukaemia Foundation to accelerate impact across Practical Services, High-Impact Research, Career Development and Quality of Life & Survivorship. You've seen the predictions made by the best minds in the country so we need to act now.

As a Project 2035 partner you will have the power to support health care professionals, shape research, and expand services. You will have the opportunity to change the lives of people facing blood cancer. You can be part of making this a decade towards zero.

Thank you for your support, together we can make Project 2035 a reality.

Philanthropy

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Strategic Growth Partnerships

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