



# Annual Report

2025



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## The 2025 Mother's Day Classic

2025 was an extraordinary year for the Mother's Day Classic (MDC). Now in its 28th year, more than 90,000 Australians came together across 80+ events, donating an incredible \$3.5 million for breast and ovarian cancer research — our largest donation in more than a decade. This milestone takes our total contributions to over \$50.8 million, funding 91 life-saving research projects. From humble beginnings in 1998 with 3,000 participants in Melbourne and Sydney raising \$50,000, the MDC has grown into a powerful national movement of remembrance, hope and collective action.

**Together, we're moving towards the goal of achieving a future where all women diagnosed with either breast or ovarian cancer will be given the assurance they can survive.**



# Message from the Chair



**Leeanne Turner**  
**Board Chair**  
**MDC Foundation Limited**

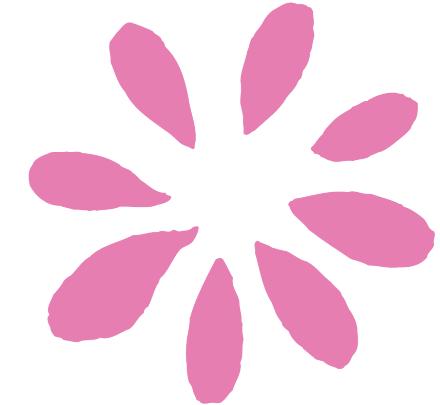
The Mother's Day Classic is not just a fun run or walk — it is a community that unites Australians in purpose, remembrance and impact. For 28 years, we have shown what is possible when people come together on one of the most emotional days of the year and transform it into something powerful and full of hope.

In 2025, that spirit was stronger than ever. More than 90,000 people joined us across the country, from large city events to small regional gatherings. Each kilometre walked and run carried stories of courage, resilience and love.

Together, in 2025 the Mother's Day Classic community is donating \$3.5 million to fund vital research, our largest donation in over a decade. In line with participant preferences, these funds will be donated as follows:

- \$2.13 million to the National Breast Cancer Foundation (NBCF)
- \$1.37 million to the Ovarian Cancer Research Foundation (OCRF)

**This takes our total donations to the NBCF since 1998 to \$48.23 million and \$2.57 million to the OCRF since 2024. These figures are more than numbers — they represent lives changed, research funded and hope for the future.**



We also recognised the extraordinary contributions of our Classic Icons — a select group of only four individuals - Lauren Couter, Kevin O'Sullivan, Ross Clennett and Julie Lander — each of whom has raised more than \$150,000 over many years of dedicated fundraising. Their efforts embody the enduring spirit of the MDC community.

In addition, I want to acknowledge Lauren Philpot, host of the inaugural Maribyrnong Mother's Day Classic, who received the 2025 Louise Davidson Local Host Development Award. This honour recognises her outstanding leadership and commitment to building the MDC at a grassroots level, ensuring its impact continues to grow in new communities.

Finally, I extend my gratitude to our Local Hosts, volunteers, ambassadors, partners and board and committee members who make the MDC possible. Their support ensures that every community can be part of this national movement. To everyone who fundraised, participated or supported us — thank you. Your contributions are creating a lasting legacy of remembrance and research that continues to inspire.



# Message from the CEO



**Zara Lawless**  
CEO and Director  
MDC Foundation Limited

In 2025, the Mother's Day Classic entered its 28th year with renewed momentum and together we achieved something truly historic: surpassing \$50 million donated since 1998. This milestone is not just a financial achievement — it is a measure of the lives changed, the breakthroughs made possible and the hope given to families across Australia.

Our community is at the heart of this impact. The dedication of 120 Local Hosts delivering grassroots events, the energy of more than 90,000 participants and the generosity of thousands of donors made this our most successful year in over a decade. The \$3.5 million donated in 2025 is a powerful demonstration of what we can achieve together.

Research remains our legacy. To date, the Mother's Day Classic has funded 91 life-saving research projects, driving innovation and hope as we strive towards a day where no more lives are lost to breast or ovarian cancer.

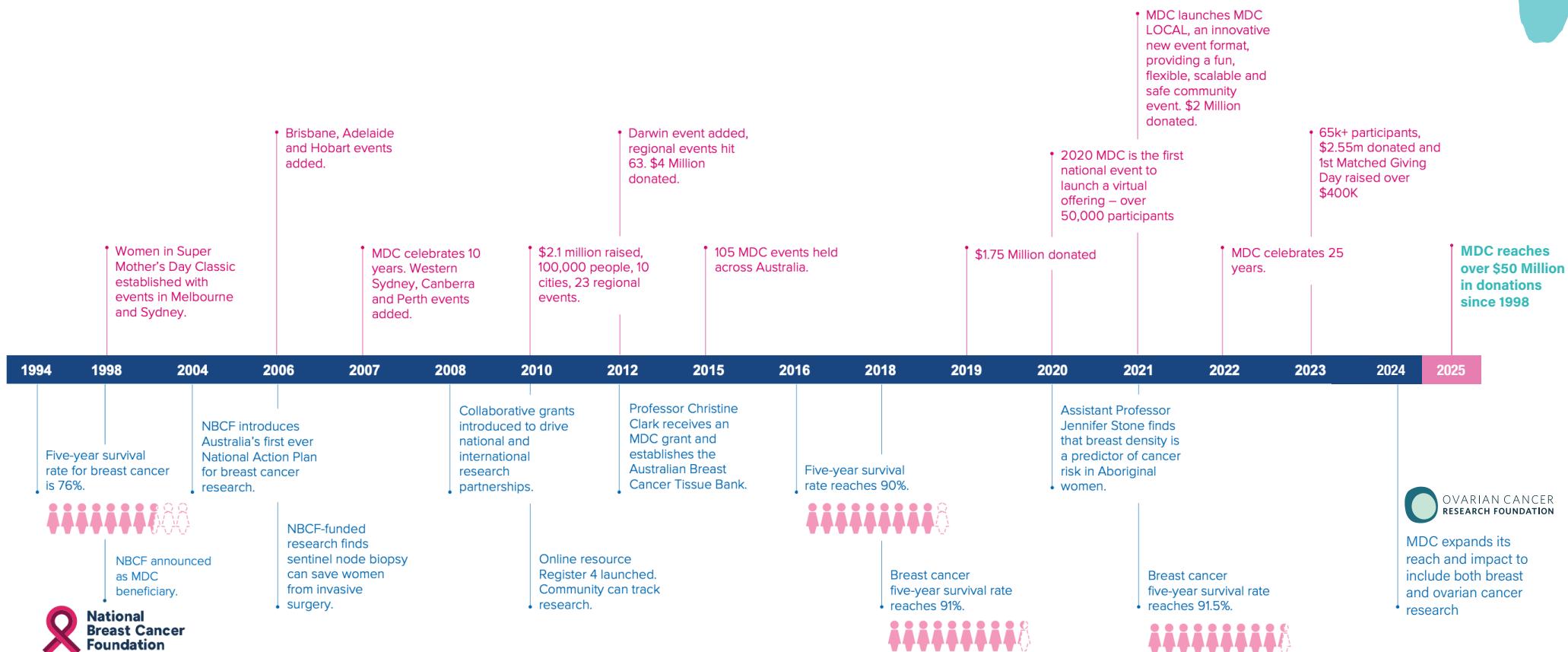
**We are also building for the future. In 2026, we will proudly introduce the first ever MDC Half Marathon at the Melbourne event — our longest distance yet. It is an opportunity for our community to go even further, taking on a bold new challenge in support of those impacted by breast and ovarian cancer.**

Our achievements would not be possible without the loyal support of our sponsors and partners. Alongside our proud Principal Partner, AIA Australia and long-term partners HESTA and Nine, we also acknowledge and thank all our National Partners - Merry People, Australian Super, Brooks, Cbus, Cocobella, endota, Fernwood, Made by Fressko, Hall & Wilcox and SmoothFM for their ongoing support. We are also most grateful to our State sponsors in addition to our 150 local sponsors that support our local events. Together, their support amplifies every step we take.

On behalf of the MDC Foundation team, thank you for being part of this extraordinary movement. We look forward to walking and running together again on Mother's Day, Sunday 10 May 2026 — as we continue building a future of hope, resilience and progress for all women and their families, now and into the future.



# MDC Timeline



# 2025

# Highlights

90,000+  
participants

81  
locations  
across  
Australia

\$3.5M  
total  
donation

\$2.13M  
to National Breast  
Cancer Foundation

\$1.37M  
to Ovarian Cancer  
Research Foundation



# What does MDC mean to you?



# 28 years of impact

Since 1998



**\$50.8M**

donated to  
vital cancer  
research

**\$48.23M**

to the National Breast  
Cancer Foundation

**\$2.57M**

to the Ovarian Cancer  
Research Foundation

# Special thanks

## 2025 Community Ambassadors

- Alana Doropoulos
- Alana Pirrone
- Albane Mahaut
- Amy Rein
- Anne-Louise Scott
- Asha Tsimeris
- Ashleigh Griffiths
- Carley Little
- Charlotte McArthur
- Cimon Smith
- Courtney Sandell
- Cristina Campagna
- Dawn Leicester
- Emily O'Sullivan
- Emily Jabour
- Emma Domoney
- Emma Smithson
- Erin Sorensen
- Gina Tanoa
- Glenda Hill-Baulch
- Hayley Elliott
- Jacinta Clayton
- Jacqueline Owen
- Jeanette D'Souza
- Jenny Hutchens
- Jessica Braude
- Jo Page
- Jodie Strong
- Jules Shore
- Karina Graham
- Karyn Thompson
- Kate Treacy
- Katie Jennings
- Katrina de Wacht
- Kristie Karikios
- Kylie Jones
- Lauren Russell
- Lauren Philpot
- Lee-Anne Murdoch
- Lily Blight
- Lindy Spicer
- Maria Szczerba
- Melanie McQuire
- Natasha Xuereb
- Nikole Neal
- Niyoosha Reinehr
- Peta Watson
- Renee Jones
- Renee Bradshaw
- Robyn Lewin
- Rosa Kure
- Rosalie Mulholland



- Rosie Blight
- Ross Cleennett
- Sarah Hayward
- Sarah Chandley
- Shabnam Gujadhur
- Sophie van Haalen
- Suki Paddington
- Tarni Tsimeris
- Tracey Harris
- Zayaan Adams

## 2025 National Partners

### Principal Partner

AIA

### Founding Partner

Women in Super

### National Media Partner

Nine News

### Major Partners

HESTA  
Merry People

### Official Partners

AustralianSuper  
Brooks  
Cbus  
cocobella  
Fernwood Fitness  
Made by Fressko  
Smoothfm

### Supporting Partners

Hall & Wilcox  
Linfox

# Special thanks

## 2025 National Committee Members

### Adelaide

- Hannah McClure - Chair
- Ally Reade
- Amy Dwyer
- Florence Masters
- Michael Deieso
- Zoe Zweck
- Sanduni Bombuwala
- Opel Van Leerderam

### Brisbane/Gold Coast

- Bex Harris - Chair
- Aerlyn O'Brien
- Amanda Russell
- Katie Jennings
- Stefani Pandovsi
- Holly Crawford
- Jacqueline Owens

### Canberra

- Siobhan Glyde - Chair
- Angela Oplantzakis
- Jo Burch
- Kate Anderson
- Mandi Luxford
- Prue Cooke
- Ruth Riach
- Saroja Wickremasinghe
- Tracy Walker
- Aoibheann Maclock

### Darwin

- Jordan Tuit - Chair
- Bec Balmer
- Larnie Batten
- Lauren Jenner
- Lena Nesbitt
- Wendy Pritchard

### Hobart

- Tori O'Bryan

### Geelong

- Loretta Drago - Chair
- Danielle Gill
- Hope Smith
- Isla Hutcheon
- Kerri Welsh
- Sophie Harris
- Susan McNear

### Melbourne

- Loretta Drago - Chair
- Bhavika Agnihotri
- Eva Kaya
- Joanne Arkle
- Jordan Turner
- Katie Bentley
- Katrina Gaskin
- Lola Elencevski
- Louisa Maruzza
- Lynette Kirkham
- Meg Woolley
- Melek Berih

### Perth

- Nicole Field
- Nikki Weston
- Paige Davey
- Sam Spicer
- Sarah Macleod
- Sevdie Soler
- Sonika Mehta
- Thanu Kothalawala
- Jessica Manton

### Parramatta

- Jim Shanahan - Co-Chair
- Cindy Brown
- Krista Borg
- Melissa Brooks

### Perth

- Harry Porrins - Chair
- Teika Chinnery
- Leanne Nunn
- Victoria Smart
- Buena Kortum

### Sydney

- Melanie Warman - Chair
- Cherrie Bullard
- Libby Engel



# Special thanks

## 2025 Local Event Hosts

**Albany** Pamela Russell, Amber Cekerevac

**Alexandra Yea & district** Karen Stillman

**Alice Springs** Bernie Nethery

**Albury Wodonga** Judy Hawkins, Julie Bowater

**Alexandra Yea & District** Sarah Austin

**Alice Springs** Bernie Nethery, Sophie Cooper

**Bairnsdale** Elise Malberg, Kassy O'Kelly

**Ballarat** Henry Squire, Lee Squire

**Bemm River** Lisa Fitzgerald, Rhonda Gillard

**Bendigo** Lisa Hendy, Madi Bell

**Bogantungan** Gayle Donaldson, Louise Hewitt

**Broome/Karratha** Jody Cunningham, Tammy Barrett-Lennard

**Bunbury** Dr Ramesh Parthasarathy

**Cairns** Amy Rein

**Camden** Jess Jones, Kelly Darby, Sara Sheedy

**Cann River** Natashia Glennon, Tiffany Russell

**Caroline Springs** Nicole Oborne

**Chinchilla** Tiffany Taylor

**Cohuna** Shannon Treacy

**Colac** Amy Baudinette

**Coonabarabran** Nicole Hunter

**Davistown** Natalia Mudge

**Dee Why** Vanja Wilson

**Denmark** Stephanie Dunlop

**Drouin** Kevin Thorpe, Rachel Davies

**Drysdale** Katherine Davis

**Echuca** Emma Godden, Joshua Brown

**Esperance** Andrea Wynne, Jodie Beardsmore

**Eurobodalla** Belinda Shalders, Megan Garrett

**Eynesbury** Melanie Blum, Nicole Norris

**Geraldton** Damon Angelatos

**Goodooga** Lucy Howard-Shibuya

**Griffith** Angela Vitucci

**Hervey Bay** Gemma Lightbody, Narelle Lightbody

**Horsham** Jackie Exell, Janine English

**Huskisson** Anna Rogers, Renee Henry

**Innisfail** Alana Sciacca, Diane Sciacca

**Kalgoorlie-Boulder** Allison Hunter

**Karatha** Sophie McGregor

**Lilydale** Kim Robin



# Special thanks



## 2025 Local Event Hosts continued

**Lysterfield** Sandra Rotunno, Ymara Jayamanne  
**Magnetic Island** Aline Iwazaki  
**Maribyrnong** Lauren Philpot  
**Mildura** Lucy Dunne, Michelle Hewett  
**Mornington Peninsula** Sophie Derwin  
**Moulamein** Amy Lolicato  
**Newcastle** Amy Davidson, Jaimie Purvis  
**Newman** Lisa Devereux, Makenzy Russel  
**Northam** Esther Bliss, Ken Mullins  
**Onslow** Renee Elliott, Suzanne Wilson  
**Ouyen** Cara Brady, Michelle Morrish  
**Phillip Island** Donna Boucher  
**Point Samson** Courtney Bomford, Kirilee Wynne  
**Port Hedland** Rachael Baxter  
**Port Macquarie** Carmen Abi-saab, Kylie Bulmer  
**Pymble** Natalie Wilson  
**Renmark (Riverland)** Rebecca Semmens

**Seymour** Adele Deverell, Rhiannon Dihm  
**Shepparton** Kathy Fuller  
**St Arnaud** Jennifer Greenaway  
**Stanley** Amber Power, Deb Mainwaring, Jodie Saville  
**Stawell** Jessica Maffescioni, Julie Cass  
**Sunshine Coast** Angela Jones  
**Tannum Sands** Kate Adams, Kyle Adams  
**Taree** Alan Tickle  
**Tin Can Bay** Jess Milne  
**Tom Price** Rebecca Belford  
**Toowoomba** Courtney Locke, Leesa Finch  
**Traralgon/Toongabbie** Annette Radosavljevic, Kim Charleston  
**Wagga Wagga** Emma Grant Daniels, Holly Wright  
**Wangaratta** Chantelle West, Gracie Reid  
**Warrnambool** Emma Dart, Jeff Hintum  
**Wollongong** Grant Plecas  
**Wondai** Claire Kapernick, Michael Freeman  
**Woodgate Beach** Rosemarie Kirby, Jenni Cole

# MDCF Financials

## Mother's Day Classic Foundation

### STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2025

	2025 \$	2024 \$
<b>Revenue and other income</b>		
Registration fees	3,051,177	2,818,007
Donations and individual fundraising	3,396,802	3,293,354
Sponsorship income	1,063,737	937,556
Merchandise sales	269,373	252,650
Other income including postage reimbursement	576,036	615,834
	<u>8,357,125</u>	<u>7,917,401</u>
<b>Less: expenses</b>		
Depreciation and Amortisation	(108,102)	(100,174)
Direct fundraising expenses	(288,437)	(278,831)
Employee benefit expense	(1,398,340)	(1,372,231)
Marketing expenses	(162,358)	(181,032)
Event expenses	(2,515,443)	(2,241,676)
Bank expenses	(79,306)	(74,891)
Consultant expenses	(61,170)	(104,445)
Insurance expenses	(36,665)	(32,799)
Other business expenses	(186,607)	(266,725)
	<u>(4,836,428)</u>	<u>(4,652,803)</u>
Donation to National Breast Cancer Foundation	(2,130,000)	(2,100,000)
Donation to Ovarian Cancer Research Foundation	<u>(1,370,000)</u>	<u>(1,200,000)</u>
<b>Surplus/(Loss)</b>	<b>20,697</b>	<b>(35,402)</b>
Other Comprehensive Income	-	-
<b>Total Comprehensive Income</b>	<b>20,697</b>	<b>(35,402)</b>

# MDCF Financials

Mother's Day Classic Foundation

**STATEMENT OF FINANCIAL POSITION  
AS AT 30 JUNE 2025**

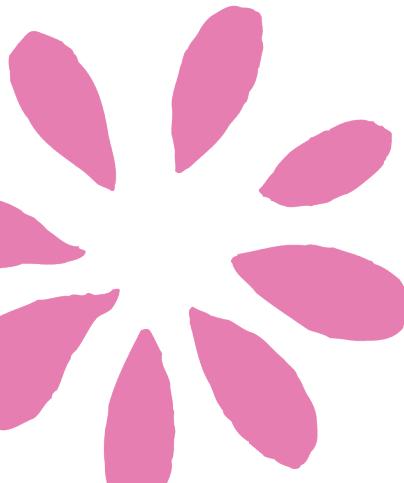
	2025 \$	2024 \$
<b>Current assets</b>		
Cash and cash equivalents	181,374	599,003
Trade and other receivables	177,313	208,169
Term Deposits	4,627,500	3,952,500
Prepayments	43,719	36,070
<b>Total current assets</b>	<b>5,029,906</b>	<b>4,795,742</b>
<b>Non-current assets</b>		
Property, plant and equipment	52,159	51,210
Right-of-use assets	286,351	372,256
<b>Total non-current assets</b>	<b>338,510</b>	<b>423,466</b>
<b>Total assets</b>	<b>5,368,416</b>	<b>5,219,208</b>
<b>Current liabilities</b>		
Trade and other payables	3,703,914	3,517,849
Lease Liabilities	83,838	69,317
Employee benefits	152,732	133,913
<b>Total current liabilities</b>	<b>3,940,484</b>	<b>3,721,079</b>
<b>Non-current liabilities</b>		
Lease Liabilities	235,541	319,379
Employee benefits	28,171	35,227
Make good provision	10,000	10,000
<b>Total non-current liabilities</b>	<b>273,712</b>	<b>364,606</b>
<b>Total liabilities</b>	<b>4,214,196</b>	<b>4,085,685</b>
<b>Net assets</b>	<b>1,154,220</b>	<b>1,133,523</b>
<b>Trust funds</b>		
Settled sum	100	100
Operating reserve	700,000	740,000
Accumulated surplus	454,120	393,423
<b>Total trust funds</b>	<b>1,154,220</b>	<b>1,133,523</b>

# MDCF Financials

## Mother's Day Classic Foundation

### STATEMENT OF CHANGES IN TRUST FUNDS AS AT 30 JUNE 2025

	Settled Sum \$	Accumulated surplus / (deficit) \$	Total trust funds \$
<b>Balance as at 1 July 2023</b>	100	1,168,825	1,168,925
Surplus / (Deficit) for the year	-	(35,402)	(35,402)
<b>Balance as at 30 June 2024</b>	100	1,133,423	1,133,523
 <b>Balance as at 1 July 2024</b>	 100	 1,133,423	 1,133,523
Surplus / (Deficit) for the year	-	20,697	20,697
<b>Balance as at 30 June 2025</b>	100	1,154,120	1,154,220

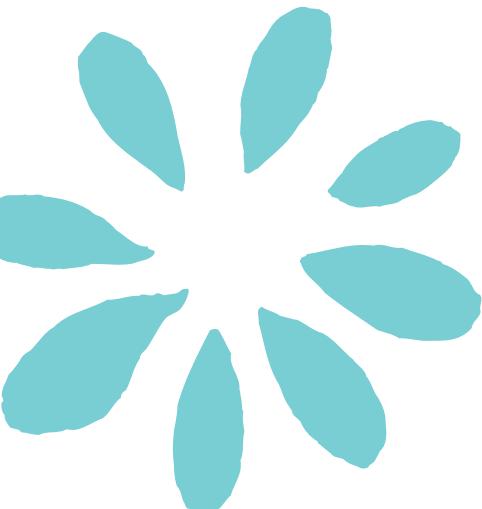


# MDCF Financials

Mother's Day Classic Foundation

**STATEMENT OF CASH FLOWS**  
FOR THE YEAR ENDED 30 JUNE 2025

	<b>2025</b> \$	<b>2024</b> \$
<b>Cash flows from operating activities</b>		
Receipts from event registrations, sponsorships and donations	8,203,392	7,712,975
Payments to suppliers and employees	(4,721,288)	(4,442,461)
Donation paid to beneficiaries	(3,293,000)	(2,545,762)
<b>Net cash provided by / (used in) operating activities</b>	<b>189,104</b>	<b>724,752</b>
<b>Cash flows from investing activities</b>		
Payment for property, plant and equipment	(22,989)	(56,435)
Cash provided by / (invested in) term deposits	(675,000)	(902,500)
Interest received	184,590	146,895
<b>Net cash provided by / (used in) investing activities</b>	<b>(513,399)</b>	<b>(812,040)</b>
<b>Cash flows from financing activities</b>		
Principle payments of lease liabilities	(69,317)	(129,630)
Interest paid on lease liabilities	(24,017)	(21,815)
<b>Net cash provided by / (used in) financing activities</b>	<b>(93,334)</b>	<b>(151,445)</b>
<b>Reconciliation of cash</b>		
Cash and cash equivalents at the beginning of the financial year	599,003	837,736
Net increase / (decrease) in cash and cash equivalents held	(417,629)	(238,733)
<b>Cash and cash equivalents at end of financial year</b>	<b>181,374</b>	<b>599,003</b>



## ABOUT THIS REPORT

This report is designed to give our stakeholders an insight into the diversity of work delivered by the MDC Foundation Limited. It provides details of our activities during the 2024/2025 financial year.

This report is produced by MDC Foundation Limited (ABN 604 328 994).

Published September 2025.

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