



# 2022 ANNUAL REPORT





# Contents

3	<i>Mother's Day Classic 2022</i>
4	<i>Message from the Chair</i>
5	<i>Message from the CEO</i>
6	<i>MDC Timeline</i>
7	<i>25 years of impact</i>
8	<i>Special thanks</i>
10	<i>Mother's Day Classic Foundation financials</i>
12	<i>About this report</i>



# Mother's Day Classic 2022

*On Sunday 8 May 2022, over 50,000 people united in 67 locations around Australia and started their Mother's Day with purpose, walking and running in a sea of pink to support and honour those impacted by breast cancer.*

As the Women in Super Mother's Day Classic celebrated its 25th anniversary, they joined the 1.5 million people who have made this part of their annual tradition and collectively donated almost \$40 million to the National Breast Cancer Foundation to fund life-saving research since the event began in 1998.

It was a beautiful, moving and inspiring day - full of fun, colour (mainly pink!), emotion, music, laughter and tears. A celebration not only of 25 years of impact but also of a return to personal connections and remembering the joy of gathering together.





***On Sunday 8 May 2022, over 50,000 Australians started their Mother's Day with purpose, taking part in the 2022 Women in Super Mother's Day Classic.***

After going Virtual in 2020 and Local in 2021, we were excited to return to our usual mix of Major and Local events in 2022, bringing everyone back together to celebrate Mother's Day by getting active for breast cancer research. Our Mother's Day Classic community came out in full force to support this great cause and registered to join us at 67 locations across the country or at their own time and place.

This year marked our 25th anniversary. That's 25 years since the first MDC event in 1998, where just over 3,000 Australians attended events held in Melbourne and Sydney. It has been a tremendous time of reflection and celebration for all of us at MDC. In the lead up to the event, we were fortunate to connect with so many of our community members and hear their MDC stories and memories. We are proud to be a community-driven tradition for tens of thousands of Australian families who want to show support for a cause that affects so many.

Every year, our participants fundraise help to find new ways to diagnose, prevent and treat breast cancer. In 2022, we are proud to donate \$1.5 million to the National Breast Cancer Foundation, bringing our total donation to \$41.45 million since 1998. My sincere thanks to the amazing MDC community for their participation and incredible support.

Without the dedication of our event hosts, sponsors, volunteers and supporters, MDC would not be possible, or the wonderful success story that it is, so thank you.

I'd like to extend a very special thank you as well to our many partners across Australia, who support us with sponsorship. In particular, I would like to acknowledge our founding partner Women in Super, our major sponsor ME Bank, and our gold partners AIA Vitality, HESTA and Nine News.

I'd also like to acknowledge our National Advisory Committee, MDC Foundation Board and our small team of staff who demonstrate enormous commitment to the cause. Thank you all.

As I step down from the position of Board Chair, and after service in various roles since co-founding MDC in 1998, I am also immensely proud of everything this event has accomplished, and the difference we have made in advocating for women's health and breast cancer research.

It has been a great honour to serve as the Board Chair, and I am delighted to hand over the reins to Leeanne Turner, who has been a huge supporter of the organisation for many years. I wish Leeanne all the very best, and look forward to continuing to support her, and the Mother's Day Classic moving forward.

Thank you.

## Message from the Chair



***Louise Davidson AM  
Chair and Co-founder,  
Mother's Day Classic Foundation***



***This year, the Women in Super Mother's Day Classic celebrated its 25th anniversary.***

It was a beautiful, moving and inspiring day - full of fun, colour (mainly pink!), emotion, music, laughter and tears. A celebration not only of 25 years of impact but also of a return to personal connections and remembering the joy of gathering together.

In 1998, Louise Davidson, Mavis Robertson and the Women in Super network started something very special. At the time, industry superannuation funds, especially those with large female memberships, were seeing that breast cancer featured strongly in the highest group of diseases for accessing death and disability benefits. Louise and Mavis were committed to doing something about it. Together, they created an event that has become a much loved tradition for so many Australians and has played a vital role in raising funds for breast cancer research.

As Louise steps down as Board Chair after seven years of service in the position, we express our gratitude for her dedication and support over the past 25 years. Under her leadership, the Mother's Day Classic has grown, quite literally, from a walk in the park, to an iconic national event that is held in every corner of Australia in cities and towns big and small.

Over 1.5 million participants have walked and run in support of this very important cause. They've gathered in seas of pink across the country to support the 1 in 7 women diagnosed with this disease and raised vital

funds for the National Breast Cancer Foundation, with the hope that those impacted can live longer, healthier lives.

Thank you, Louise. We look forward to continuing the Mother's Day Classic's incredible legacy with your support.

This year, participants spent a special Mother's Day morning out with family and friends, basked in the buzz of the event villages and live music at our Major events, and enjoyed the incredible community spirit at our Local events. Our participants celebrated their achievements at the finish line, where they were presented with our 25th anniversary commemorative medallion.

I would like to express my thanks to every event host, community ambassador, volunteer, partner, committee member, sponsor, fundraiser and supporter for being part of the Mother's Day Classic community.

A special thanks and congratulations also to Lauren Couter, our highest individual fundraiser nationally, and to Lifestyle Communities, our highest fundraising team nationally. This year, we are also proud to welcome and acknowledge Mary-Jane Courage and Ross Clennett as our new Classic Fundraising Legends for raising over \$100,000, and Kristie Karikios and Eva Scheerlinck as our New Classic Fundraising Champions for raising over \$25,000. Thank you all for your amazing efforts.

On 14 May 2023, the Mother's Day Classic will be returning once again to a location near you. Join us and start your Mother's Day with purpose. We look forward to seeing you then.

## Message from the CEO

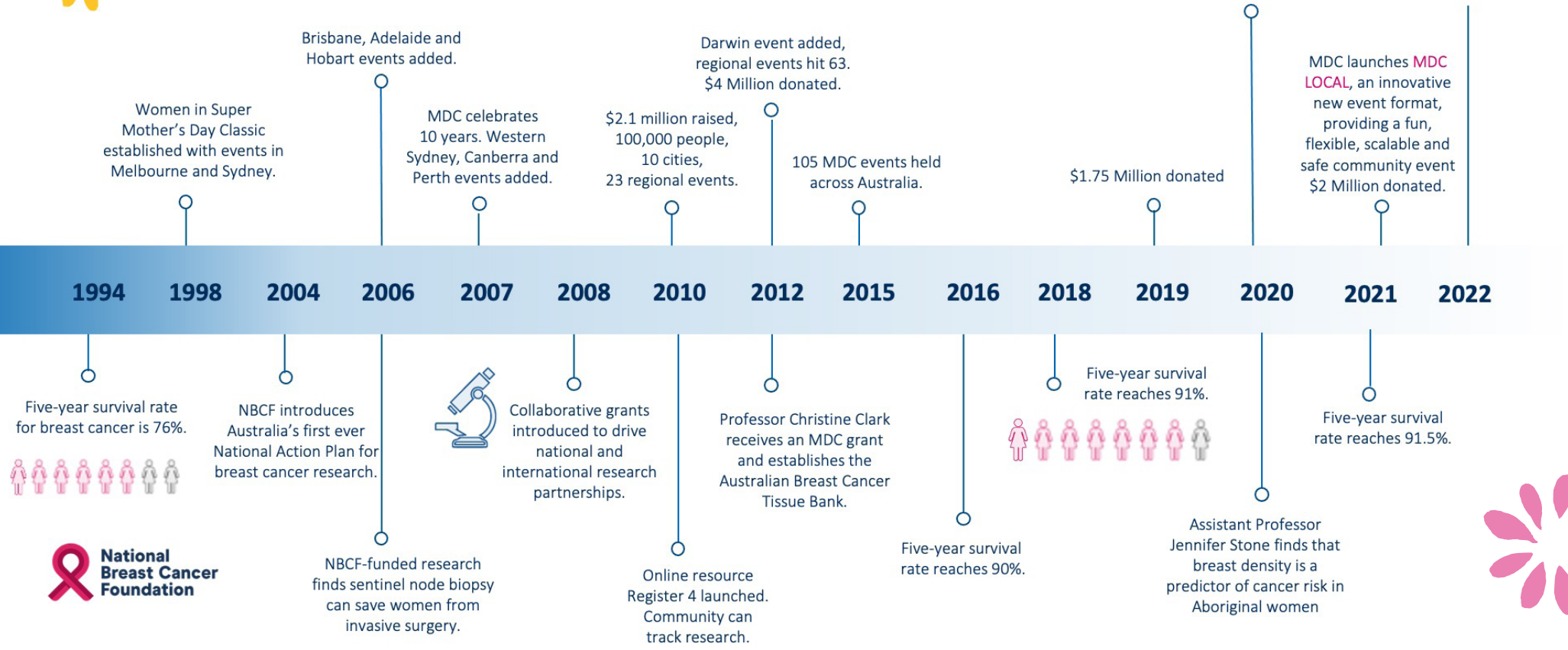


**Zara Lawless**  
**CEO, Mother's Day Classic Foundation**





# MDC Timeline



# 25 Years of impact

Over the past 25 years, the Mother's Day Classic community has raised \$41.45 million for life-saving breast cancer research.

We've funded 79 research projects and 300 Australian Scientists

Over 1.5 million people have participated since 1998

Since the Mother's Day Classic started in 1998, the breast cancer 5-year survival rate has increased from 84% to 92%



# Special thanks

## 2022 Community Ambassadors

- Robyn Bailey
- Lily Blight
- Rosie Blight
- Lisa Bradley
- Jessica Braude
- Scott Bunny
- Elivia Burcher
- Jacinta Clayton
- Ross Clennett
- Kym Curtis
- Ashleen de la Torre
- Katrina de Wacht
- Mary Doyle
- Samantha Foreman
- Jessica Fussell
- Sarah Gladman
- Michelle Goodwin
- Rosa Guerrisi
- Jovanka Hawkins
- Tamara Henwood
- Jenny Hutchens
- Kylie Jones
- Kristie Karikios
- Dawn Leicester
- Jae Lin



- Mary Lloyd
- Nikki Long
- Jessica Marechal
- Marketta Macdonald
- Sarah Macleod
- Charlotte McArthur
- Sarah McIntosh
- Megan Medhurst
- Danielle Meyers
- Rebecca Moffat
- Louise Momber
- Vanessa Morley
- Janelle Munro
- Lee-Anne Murdoch
- Amy Muscat
- Nikole Neal
- Jessica Neivandt
- Susanne Novak
- Amy Parkes
- Lauren Philpot
- Alana Pirrone
- Molly Robertson
- Simone Rupp
- Lauren Russell
- Anne-Louise Scott
- Colin Sharpe
- Erin Sorenson
- Nicole Statham
- Nicole Szkolik
- Karyn Thompson
- Sonnette van der Berg
- Sam Webb
- Meredith Whitaker
- Charlize Wright
- Joe Wrin



## Classic Fundraising Legend Inductees

Participants who have cumulatively raised over \$100,000 for the Mother's Day Classic:

- Ross Clennett
- Mary-Jane Courage

## Classic Fundraising Champion Inductees

Participants who have cumulatively raised over \$25,000 for the Mother's Day Classic:

- Kristie Karikios
- Eva Scheerlinck

## 2022 Sponsors and partners

**Major sponsor**  
ME

**Gold Sponsors**  
AIA Vitality  
HESTA

**National media partners**  
Nine News

**National Silver sponsors**  
AustralianSuper  
ISPT  
NGS Super  
Smooth FM

**Digital media partner**  
The New Daily

**Supporters and Suppliers**  
Hall and Wilcox  
Industry SuperFunds (Industry Super Australia)  
Linfox  
PKF

# Special thanks

## 2022 National Committee Members

### ACT

Siobhan Glyde  
Mandi Luxford  
Ang Oplantzakos  
Bina Brown  
Cate Wood  
Kate Meikle  
Alison Rowe

Maria Keszler  
Daniella Scuteri

### TAS

Solomon Hope  
Stacy Klousia  
Lauren Duggan  
Brodie West  
Josh Lovell  
Meagan Mackey

### VIC

Loretta Drago  
Sue Schlesinger  
Lisa Neatherway  
Thanu Kothalawala  
Stephanie Strange  
Sevdie Soler  
Lynette Kirkham  
Matthew O'Conner  
Shali Lingaretnam

### WA

Leanne Nunn  
Teika Chinnery  
Harry Porrens  
Rebecca Gonzalez  
Kristen Ellard  
James Moore  
Emilie Jones  
Danielle Meyers  
Natalie Metcalfe  
Siobhan Gaughan  
Natasha Nunn  
Victoria Smart  
Melina Dichiera

### QLD

Michelle Ceguerra  
Rebecca Moffat  
Katie Lourey  
Michele Ryan  
Jacqui Mengler-Mohr  
Kirsty Aitkens  
Taylor Bannister  
Annabel Roberts  
Samantha Woodham

### SA

Renee Bilske  
Amy Dwyer

## 2022 local hosts

Albany - Pamela Russell  
Alexandra Yea and District - Karen Stillman  
Alice Springs - Saideh Kent  
Armidale - Anthony Cooper  
Bairnsdale - Elise Malberg  
Ballarat - Lee Squire  
Ballina - Jo Parker  
Bemm River - Rhonda Gillard  
Bendigo - Jo Lythgo  
Box Hill - Danielle Cain  
Broken Hill - Heather Pearce  
Bunbury - Ramesh Parthasarath  
Busselton - Natalie Metcalfe  
Camden - Thai Tyquin  
Caroline Springs - Nicole Osborne  
Chelsea - Les Innes  
Colac - Amy Baudinette  
Coonabarabran - Nicole Hunter  
Drouin - Kevin Thorpe  
Esperance - Andrea Wynne  
Eurobodalla - Megan Garrett  
Eynesbury - Melanie Oakley  
Gawler - Renee Platt  
Girgarre - Kezia Talbot  
Hervey Bay - Jade Wellings  
Horsham - Jackie Excell  
Huskisson - Harriet Cox  
Inverell - Karla Bienke  
Lysterfield - Sandra Rotunno  
Mackay - Dawn Mansfield  
Magnetic Island - Katrina Logan  
Mansfield - Sophie Yencken  
Mildura - Michelle Hewitt  
Miles - Toni Brown  
Mount Gambier - Megan Medhurst  
Newcastle - Amy Davidson

Newman - Breanna Shuttleworth  
Orange - Sarah McIntosh  
Ouyen - Cara Brady  
Port Macquarie - Carmen Abi-Saab  
Sale - Angela Jones  
Sapphire - Gayle Donaldson  
Shepparton - Kathy Fuller  
St Arnaud - Jennifer Greenaway  
Stawell - Jessica Maffescioni  
Tamworth - Peter Annis-Brown  
Tannum Sands - Tracey Smith  
Templestowe - Danielle Le  
Tin Cay Bay - Jess Milne  
Tocumwal - Kim Sutton  
Traralgon/Toongabbie - Karen Blomquist  
Warrnambool - Jeff Hintum  
Wollongong - Grant Plecas  
Wondai - Michael Freeman  
Wonthaggi - Caroline Donohue  
Wycheproof - Tina Jones



# MDCF Financials



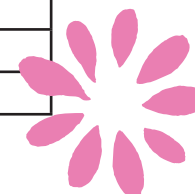
## MOTHER'S DAY CLASSIC FOUNDATION STATEMENT OF SURPLUS OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2022

	2022 \$
<b>Revenue and other income</b>	
Registration fees	1,719,920
Donations and individual fundraising	2,028,667
Sponsorship income	689,418
Merchandise sales	183,921
Other income	225,656
Government grants	148,000
	4,995,582
<b>Less: expenses</b>	
Depreciation and Amortisation	(100,636)
Direct fundraising costs	(158,373)
Employee benefit expense	(1,167,245)
Marketing	(145,492)
Event expenses	(1,729,954)
Bank costs	(20,451)
Consultants	(38,225)
Other business costs	(125,237)
Insurance	(21,535)
	(3,507,148)
<b>Donation to National Breast Cancer Foundation</b>	<b>(1,500,000)</b>
<b>Surplus/(Loss)</b>	<b>(11,566)</b>



## MOTHER'S DAY CLASSIC FOUNDATION STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2022

	2020 \$
<b>Current assets</b>	
Cash and cash equivalents	2,786,052
Receivables	101,774
Other financial assets	-
Prepayments	20,762
<b>Total current assets</b>	<b>2,908,588</b>
<b>Non-current assets</b>	
Computer hardware and software	17,072
Right-of-use Asset	428,173
<b>Total non-current assets</b>	<b>445,245</b>
<b>Total assets</b>	<b>3,353,833</b>
<b>Current liabilities</b>	
Trade and other payables	1,647,886
Provision for employee entitlements	119,477
Lease Liabilities	80,003
<b>Total current liabilities</b>	<b>1,847,366</b>
<b>Non-current liabilities</b>	
Provision for employee entitlements	25,757
Lease Liabilities	404,821
<b>Total non-current liabilities</b>	<b>430,578</b>
<b>Total liabilities</b>	<b>2,277,944</b>
<b>Net assets</b>	1,075,889
<b>Trust funds</b>	
Settled sum	100
Accumulated surplus	1,075,789
<b>Total trust funds</b>	1,075,889



# MDCF

## Financials

MOTHER'S DAY CLASSIC FOUNDATION  
STATEMENT OF CHANGES IN TRUST FUNDS  
AS AT 30 JUNE 2022

	Settled Sum \$	Accumulated surplus / (deficit) \$	Total trust funds \$
<b>Balance as at 1 July 2020</b>	100	891,440	891,540
Surplus for the year	-	195,915	195,915
<b>Total comprehensive income for the year</b>	-	195,915	195,915
<b>Balance as at 30 June 2021</b>	100	1,087,355	1,087,455
<b>Balance as at 1 July 2021</b>	100	1,087,355	1,087,455
Surplus for the year	-	(11,566)	(11,566)
<b>Total comprehensive income for the year</b>	-	(11,566)	(11,566)
<b>Balance as at 30 June 2022</b>	100	1,075,789	1,075,899

MOTHER'S DAY CLASSIC FOUNDATION  
STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED 30 JUNE 2022

Cash flows from operating activities	2022 \$
Receipts from event participants, donors and sponsors	4,916,254
Payments to suppliers and employees	(5,430,704)
Interest received	7,064
Interest paid on lease liabilities	(25,698)
<b>Net cash used in operating activities</b>	(533,084)
<b>Cash flows from investing activities</b>	
Acquisitions of computer hardware and software	(3,042)
Cash provided by / (invested in) term deposits	2,313,720
<b>Net cash provided by investing activities</b>	2,310,678
<b>Cash flows from financing activities</b>	
Principle payments of lease liabilities	(72,595)
<b>Net cash used in financing activities</b>	(72,595)
<b>Reconciliation of cash</b>	
Cash at the beginning of the financial year	1,081,053
Net increase / (decrease) in cash held	1,704,999
<b>Cash at end of financial year</b>	2,786,052





/mdcwalkrun



@mdc\_walk\_run



@mothersdayclassicaus



/mothersdayclassic



Find our company:  
Mother's Day Classic



## 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 2021/2022 financial year.

This report is produced by MDC Foundation Limited (ABN 604 328 994).  
Published December 2022.

Level 23, 150 Lonsdale St, Melbourne, VIC 3000  
mothersdayclassic.com.au

All donations over \$2 are tax deductible.

