

1 January 2021 to 31st December 2021
ANNUAL REPORT

**Peace of Mind
Foundation**



**peace
of mind**

**Brain Cancer Support,
here and now.**

Our Vision

Every family in Australia impacted by Brain Cancer will get the support they need.

Our mission

To give support, courage and community to brain cancer patients, their carers, family and loved ones.

Core Values

Community Collaborative Innovative Understanding Compassionate

Key Priorities

- Information and referrals
- National Advocacy Service
- Brain Cancer Support Worker
- Information and referrals
- Counselling and support groups
- Retreats and community events
- Financial assistance

Our History

Peace of Mind Foundation was founded by Clinton Matthews and his sister Rebecca Mallett in December 2013. After losing his wife, Caroline Matthews, to brain cancer in 2011, Clinton started Peace of Mind in her honour, recognising the dire need for support for families impacted by brain cancer.

Based in Geelong, Victoria, the Foundation is a registered not-for-profit organisation that provides emotional, social, practical and financial support to those who have been diagnosed with Brain Cancer, their families and their caregivers.

Since 2013 the Foundation has aided over 350 Victorian families and connected over 900 families from all over Australia through its suite of supportive care programs. It has raised over \$2.5M for brain cancer support via numerous fundraising events, donations and grants, and has hosted 11 brain cancer retreats. Peace of Mind currently provides support to over 300 families per year across the country.

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Group shot at Bereaved Carer's Retreat 2021 – Yarra Valley Estate



A group of guests at Men's Retreat May 2021 – Narnbool Homestead

SECTION 1

AN OVERVIEW OF PEACE OF MIND
FOUNDATION

ABOUT US

Peace of Mind Foundation is comprised of a passionate groups of volunteers and industry professionals whose primary focus is to provide 'here and now' support to patients, carers and families affected by brain cancer.

In order to achieve our intended purposes we require the support of the general public, help from local businesses and community organisations. We conduct regular fundraising events/activities, network with businesses and heavily rely on public donations, in kind support, corporate sponsorships and grant funding to provide all of our services and programs. We do not receive any recurrent government funding.

Besides advocacy work and our efforts in strongly promoting brain cancer awareness to the wider public, we have five main programs that we deliver:

- Social Retreats and Respite
- Counselling and Financial Aid
- Community Brain Cancer Support Workers
- National Advocacy Service
- Distribution of Survivorship Diary

It is of the utmost importance to us that we provide a service that displays professionalism, empathy, integrity and understanding. We always strive to give support that is personalised to each individual family, not just a voice on the end of a telephone call. We do what we can, 'here and now', to help families through the challenges faced during and after a brain tumour diagnosis.

OUR PEOPLE

Board members

Name	Position	Dates acted
Rebecca Mallett	Founding Director/CEO	Whole Year
Benjamin Birchall	Director/Treasurer	Commenced March 2021
Briony Robertson	Director/Secretary	Whole Year
Kathryn Kidd	Director	Whole Year
Melanie Davies	Director/Chair	Whole Year
Ross Burrage	Director/Treasurer	Whole Year

Employees

Name	Position	Dates acted
Rebecca Picone	Part-Time	Whole Year
Kevin Larkins	Part-Time	Whole Year
Jonathan Muller	Part-Time	Whole Year
Fiona Hassmann	Part-Time	Commenced August 2021
Brad Sadler	Part-Time	Commenced November 2021
Kelli Finlayson	Part-Time	February 2021 – September 2021

Regular Volunteers (weekly involvement)

Name	Dates acted
Emma Brzozek	Whole year
Bronwyn Haskell	Whole year
Simone Harrington	Whole year
Cherrie Adams	Whole year
Ciara Larkins	Whole year
Up to 20 event volunteers	Whole Year

OUR SUPPORTERS (Financial or In-Kind)

- Department of Health & Human Services
- Geelong Hospice Foundation
- Cure Brain Cancer Foundation
- Bibury Trust
- 5Point Foundation
- Apco Foundation
- Anthony Costa Foundation
- Westfield Geelong
- Cotton On Group
- Wightons Lawyers
- Cassandra Bennett (large donation by individual)

Peace of Mind is also supported (mainly in-kind support) by various local community groups, classic car clubs, small businesses and individuals who donate prizes, services and volunteer hours annually to support our events, retreats and fundraising efforts.



Team photo taken at our first 'Peace of Mind Legacy Day' – March 2021

SECTION 2**GOVERNANCE****STRUCTURE & MANAGEMENT**

Peace of Mind Foundation is registered with the Australian Charities and Not-for-profits Commission (ACNC) and has current Deductible Gift Recipient Status.

OUR BOARD**Rebecca Picone, CEO and Founder**

Bec's personal family experience with brain cancer led to her passion and desire to make a difference for families fighting this disease; and as a result she founded Peace of Mind Foundation in 2013.

Bec is a driven patient advocate, strong public speaker, and has extensive experience working with hundreds of families impacted by brain cancer. With a professional background in event management and leadership, and over 15 years' experience working and volunteering in the not-for-profit sector, Bec has used her skills to create Australia's largest brain cancer support charity.

She is a persistent and dedicated leader, and constantly driven by a challenge. Her vision is to create a sustainable national support service that helps improve quality of life and survivorship for ALL patients and families fighting this disease.

In recognition of her work within the brain cancer community, she has received numerous awards, including:

National Brilliant Biz Mum Award – Finalist 2016

Geelong Volunteer of the Year Award 2017 – Community Care & Health

Victorian Premier Volunteer Champion Award 2017

International Women's Day – Leadership in Women's Health Award 2019

AWA Alliance Bank National Do Good Award 2019

Westfield Local Hero Award 2019

Outside of her work with Peace of Mind, Bec is a busy mum of two, and is married to Matthew (brain tumour patient) who she met through Peace of Mind. She sits on the board of another not-for-profit organisation called 'Humans in Geelong' and dedicates any spare time to walking her dogs and laughing with friends.

Melanie Davies, Director & Chair

Melanie Davies is a Clinical Nurse Consultant in Palliative Care at Barwon Health. She holds a Bachelor of Nursing, post graduate qualifications in oncology and palliative care. Employed by Barwon Health for more than 10 years, Melanie volunteered as a nurse at the first Peace of Mind Women's Retreat in 2015, and has volunteered at all Peace of Mind Foundation retreats since. Melanie joined the Peace of Mind Foundation Board in February 2019 and is committed to using her knowledge and experience to support Peace of Mind Foundation to deliver expert, specialist support to Australians affected by brain cancer.

Kathryn Kidd, Director

Kath first became involved with Peace of Mind when she volunteered at the first Women's Retreat in 2015. Since then she has been an active volunteer supporting Bec Picone in the development and implementation of Peace of Mind Retreats and came on board as a director in September 2018.

Kath is a local Surf Coast resident and has worked in the Social/Welfare field for over 30 years, counselling, assisting and supporting at risk families and young people. These skills and her professional knowledge, have been an asset to the Peace of Mind Foundation.

Briony Robertson, Director & Secretary

Briony is a practicing lawyer with Umbrella Family Law in South Melbourne.

It is the shared commitment to supporting people through stressful and demanding periods of their lives that has drawn Briony to the Peace of Mind Foundation, having witnessed first-hand the impact that diagnoses such as brain cancer can have on patients and their families.

Ross Burrage, Director & Treasurer

Ross has spent the last 30 Years working in Corporate Finance & Executive Roles. He brings a wealth of experience and knowledge to our board of directors. He currently works as the Finance & Sustainability Manager of Cotton On Foundation, and has been in this position for the past 8 years. Prior to this he was CFO for Cotton On Group and former CEO of iconic Australian brand 'Driza-Bone'.

Ross sits on the board of Peace of Mind as treasurer and financial advisor.

Ben Birchall, Director

Straddling the line between publishing and advertising, Ben has generated content across digital, magazines and radio and podcasts as well as presenting breakfast radio. His advertising and social media work for clients like NAB, Mars, CUB and The Wheeler Centre has won awards locally and internationally. As a creative leader and content strategist, Ben is currently a partner at SouthSouthWest, a brand innovation consultancy who work with clients like Google, Nike, KeepCup and ahm Health Insurance. Ben is very community minded and has joined the Peace of Mind board as Director and Marketing Consultant.



CEO REPORT

Continuing with some of the Covid related challenges of 2020, 2021 surprisingly delivered some incredible growth and innovation for Peace of Mind! The introduction of Australia's first brain cancer support worker, the National Advocacy Service and production of The Survivorship Diary, all were highlights of the year. Oh, and I had a baby!

In February, Jonathan Muller joined our team. An experienced palliative care nurse stepping into the role of 'brain cancer support worker' for patients across Southwest Victoria. Geelong Hospice Foundation joined forces with us to help fund this new and exciting position, which in its first year has supported over 50 local families through the complex challenges of a brain tumour diagnosis. Having a primary navigator provide targeted advice and a sense of companionship and emotional support is a strong asset from this unique role. Families have greatly appreciated having a consistent professional supporting them along the way, someone who sits outside of their healthcare team.

In March we hosted our first 'Peace of Mind Legacy Day', an opportunity for patients and loved ones to create memory keepsakes and recorded life stories to cherish into the future. With the support of the Bibury Trust this event will be one of several that we will host in the coming 24 months.

We were fortunate to have a brief reprieve from Covid lockdowns throughout April and May, so that we could host our first Bereaved Carer's Retreat for Brain Cancer. Set in the Yarra Valley, it was an ideal location for our 30 guests to unwind and connect with others sharing a similar kind of loss. A few weeks later we were off to Narmbool Homestead & Lodge for our annual Men's Retreat. Sweeping valley views and perfect weather, our 25 male brain tumour patients and carers enjoyed a relaxing and fun filled weekend away.

Due to lockdowns and event cancellations, the remainder of the year was event free, but it was an incredibly busy time with the launch of two major new programs.

In June we launched the 'Survivorship Diary', a downloadable and printed patient/carer resource created by Cassandra Bennett (brain tumour survivor). In 6 months, we had distributed over 1,000 copies to patients and major hospitals/cancer centres across the country. The diary has been very well received by the entire brain tumour community and we look forward to continuing getting this resource out to as many patients as we can in the coming year.

In November, we officially started the 'Brain Tumour National Advocacy Service' in partnership with Cure Brain Cancer Foundation. This has been a game changer for patients and families Australia wide and has now opened us up to offering our support programs on a national scale.

In the short few months of operation, the NAS (National Advocacy Service) has already supported over 60 families to get access to government assisted services such as the NDIS, Centrelink Payments, MyAged Care and Carer Gateway, to name a few. Our initial predictions of supporting 70 families in our first 12 months of operation, have already been smashed in just a couple of months! Access to these types of supports (in particular the NDIS) has led to improved quality of life and mental well-being for patients and families dealing with this disease.

Overall, 2021 has been a very productive year for Peace of Mind. The absence of some of our events due to Covid restrictions, worked in our favour, allowing us more time and focus to develop our new programs. I am personally grateful to Kevin Larkins who stepped in as interim CEO while I was on maternity leave and for allowing me some time away to reflect and renew my passion for this wonderful charity. Going forward I am excited for the possibilities that lay ahead for us in the coming year, and to see my dream unfold of creating a 'national' brain cancer charity.

UPCOMING MAJOR EVENTS FOR 2022

Month	Events
January	
February	26 th February - Challenge Brain Cancer, partnered with Westfield Geelong
March	
April	1 st -3 rd April – Women’s Retreat for Brain Cancer held at Werribee Mansion 29 th April – 1 st May – Family Retreat for Brain Cancer held at Log Cabin Camp
May	
June	
July	
August	26 th – 28 th August – Men’s Retreat for Brain Cancer held at Curlewis Golf Club
September	
October	7 th – 9 th October – Bereaved Carer’s Retreat for Brain Cancer held at Noosa North Shore
November	
December	4 th December – Peace of Mind Day Out held at Adventure Park Geelong

FINANCIAL REPORT

Our Financial Report drafted by Moores Stephens Accounting is attached separately to this document. Available upon request.

Important to note: Due to the large amount of in-kind support we receive and discounted services, we feel that the figures reflected do not adequately display the amount of support and work we provide to the brain cancer community, and what the standard costs are of delivering all of our services and programs

HOW YOU CAN HELP

Volunteer your time

Volunteering for an organisation such as Peace of Mind is not only rewarding but it offers many great challenges and experience. Some of the many areas that you can be involved in are:

- Admin
- Fundraising and events
- Sponsorship Recruitment
- Promotions and Marketing
- Counselling or First Aid
- IT & Graphic Design

If you would love to be part of supporting this worthy cause then be sure to contact us.

Make a donation

Monetary donations can be made via bank transfer, cheque, PayPal (via website) or eftpos. All donations of \$2 or more are tax deductible.

Bank Transfer

Account Name: Peace of Mind Foundation Limited
BSB: 083 673
Account Number: 396218689

Cheque or Money Order

Peace of Mind Foundation Limited
142 Myers St, Geelong, VIC, 3220

Support an event or fundraising activity

Please visit our website to find out what events we have coming up or how to host a fundraiser

Become a corporate partner

Please get in touch with us to learn more about our corporate sponsorship packages and how we can partner together.

Here and Now Appeal

**Donate today to
support families
fighting Brain
Cancer**



**On behalf of Peace of Mind
Foundation we thank-you for
supporting families impacted by brain
cancer**

CONTACT US

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