



BRAINWAVE

SUPPORTING CHILDREN WITH
NEUROLOGICAL CONDITIONS

The Brainwave Report 2015



our year in review

brainwave.org.au

contents

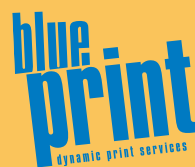
p2	Our Vision, mission & Values	p10	Ashton - A Real Story
p3	Our History	p11	How to get involved
p4	A message from our Chairman & GM	p12	Financial Report
p5	Our Programs	p14	Max - A Real Story
p6	The Year in Review	p15	Board of Directors
		p16	Patrons and Ambassadors

our vision

Our vision is to reduce the impact of paediatric neurological conditions on children and their families.

our mission

Our mission is to provide practical assistance and emotional support to children with neurological conditions as well as their families and carers to positively impact their quality of life.



Brainwave would like to acknowledge the generous support it receives from Blueprint for all its printing throughout the year. They are a long-term partner and we couldn't do the work we do without them.

our values

Core values are the guiding principles that dictate the behaviour and action of Brainwave, these values are at the heart of everything we do.

Brainwave's values are:

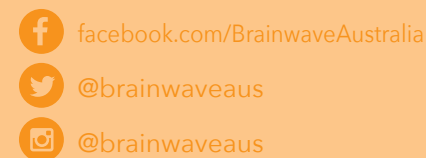
Be respectful: We will treat all people with dignity, fairness, compassion and respect.

Be caring: We will ensure that we approach people and issues with sensitivity, confidentiality and care.

Be inclusive: We are welcoming to all and offer assistance without prejudice.

Be positive: We have a positive and uplifting approach and seek to engender a sense of hope and purpose in all we meet.

Be community minded: We will foster cooperative relationships in the community to deliver on our promise to Brainwave families.



Our History



Brainwave is Australia's only paediatric charity supporting families of children with a broad range of neurological conditions; including brain cancer, epilepsy, autism, muscular dystrophy, cerebral palsy, stroke, childhood MS and acquired brain injuries.

Brainwave was established by Josephine Nicholls when her six year old son Nicholas was diagnosed with a brain tumour.

Jo had no conception of how her life would change from that day on—for her immediate family as well as her extended family and friends.

They were thrust into a new world, one that was unfamiliar and paved with uncertainty. Jo discovered quickly the value of support, and importantly the strength she could garner, from other families in hospital who were facing a similar challenge.

What Jo also gleaned, as her son was in and out of hospital, were the many barriers families faced - in many cases, due to their financial circumstances. Children were prevented from leaving the hospital.

Children are not discharged until parents can demonstrate that the necessary rehabilitation support is in place at home to support recovery.

In many cases, funding for specialised equipment and ongoing therapies is financially out of reach, as such children remain in hospital for extended periods—to the detriment of the whole family.

We know that children recover better when in their home environment, surrounded by family and friends. Jo knows first-hand the positive impact this type of care has on families at such a difficult time and has made it her life's work to see that it is provided.

Today Brainwave's principal focus is helping children and their families to cope with the new demands in their lives, providing practical and emotional support in the form of social networking at family events, access to information and where necessary financial assistance and funding of rehabilitation and mobility equipment to get children home from hospital and on-track with their day to day care.

Close ties are shared with paediatric hospital neurology units and Brainwave works with the neurology social workers and rehabilitation teams, still within the Royal Children's Hospital and the Monash Children's Hospital in Victoria and the Children's Hospital at Westmead and Sydney Children's Hospital Randwick in New South Wales.

Brainwave Australia is a registered not for profit charity with deductible gift recipient status.



Hello

from our
**Chairman and
General Manager**

2015 signified Brainwave's 21st anniversary — that is over two decades of supporting children with neurological conditions to positively impact their lives. It was a time for celebration and reflection which was evident in all Brainwave program and donor activities throughout the year.

The driving force behind Brainwave's success is a passion to make a difference to the lives of the children and families that we meet. No two are the same, as such Brainwave works tirelessly to deliver programs that are beneficial and valued by the families.

For some families, caring for their child is a 24 hour commitment and relentless in its demands. For others their hardest times are behind them, now it is about supporting others they have met through Brainwave. Whatever the individual circumstances, it is the sense of community that makes Brainwave such a life-line for the families it supports.

Each year, we see an increase in the number of families registering and an overwhelming number of applications from the paediatric hospitals Brainwave works with—the Royal Children's Hospital and Monash Children's Hospital in Melbourne and The Children's Hospital at Westmead and Sydney Children's Hospital, Randwick.

This year has been no different. While we are very proud of the good work that is impacting families and their lives for the better, the growing number of smiling faces at our events and children that are thriving as a result of access to therapies and specialised equipment—the reality is that there is always more to be done.

Our success in 2015 must be shared—it has long been understood, that the strength of our work lies in the valuable partnerships we have created over our 21 year history. Put simply, we could not do the work that we do to support children and their families without the generous assistance we receive, year on year, from our supporters. This support encompasses our registered families, corporate partners, event sponsors, patrons and ambassadors, suppliers and loyal donors.

Our partnership with Mercedes-Benz Australia/Pacific continues to go from strength to strength.

Once again Mercedes-Benz staff volunteers assisted with events and a record number of funds were raised through Mercedes-Benz initiatives. Our thanks to Mercedes-Benz for your commitment to Brainwave.

Also, QBE joined us as a major supporting partner, and has already been actively assisting us.

As we tie off another year, our thanks to the committed Board of Directors and staff who push us to new highs and inspire us every day with the work that they do. Our sincere thanks to each and every one of you for the role you played in making 2015 such a memorable and successful year.

David Blackley
Chairman

Caroline Scully
General Manager



Brainwave Programs

Brainwave provides a range of programs to care for children with neurological conditions as well as their families in Victoria and New South Wales.

Additional programs are added each year, when funding permits, to reflect the evolving needs of our families. In 2015 support programs were:

Rehabilitation equipment and therapy program

This program supports children on their road to recovery and transition. In many cases, children are unable to be discharged from hospital until they have the necessary support in place at home. Requests come directly from families registered with Brainwave via the Children's Hospitals in Victoria and New South Wales. All families are verified as financially disadvantaged and in need of support.

Family events program

Brainwave runs free fun events for children and their families to promote connectedness and social inclusion, enabling them to foster a sense of community and to share their day to day challenges. Events include family zoo days, school holiday program activities with siblings, Camp Brainwave, parent support evenings and Christmas parties at Luna Park. Brainwave runs a minimum of 10 family events per year across Victoria and New South Wales.

Financial and hospital assistance program

Hospital staff have identified a strong need to financially support families who attend hospital throughout their child's prolonged stay. The ongoing cost of petrol, accommodation, car parking and meals while at the hospital places considerable financial strain on many families. Brainwave provides vouchers to make life a little easier where they can.

Our year in review

2015 was a significant year for Brainwave — it marked a 21 year milestone of working with children and families impacted by neurological conditions. Much has been achieved during this period, as a result of the hard work and efforts of many, to improve the lives of the children that Brainwave supports. The highlights for the year include:



34 children attended
eight Mercedes-Benz & Community volunteers

Kids & Sibs school holiday event, 10 July 2015



474 guests
RECORD FUNDS RAISED!
Event sponsors; Atlantic Group, Commonwealth Bank, Digital Image, Robert Oatley and event supporters; Blueprint, Ferrero Australia and Inline Couriers.

Melbourne fundraising gala, 7 August 2015



500+ attendees
16 volunteers from Mercedes-Benz, QBE & community

Luna Park Christmas party - Victoria, 15 November 2015



276 attendees
15 volunteers Ferrero, QBE, CBA & community

Luna Park Christmas party - NSW, 28 November 2015



36 children attended
eight Mercedes-Benz & QBE volunteers

Kids & Sibs school holiday event, Monday 5 October 2015



5 volunteers Ferrero, CBA & community

13 FAMILIES ATTENDED

Camp Brainwave 15-17 May 2015 - Yarramundi, NSW



147 presents were purchased by Burberry staff and delivered to Brainwave children across Victoria and New South Wales.

Burberry Christmas Drive 2015



16 Mercedes-Benz, QBE & community volunteers

148 ATTENDEES

VIC Family Day - Enchanted Adventure Garden, 19 April 2015



7 volunteers Mercedes-Benz, QBE & community

105 attendees
12 VOLUNTEERS Ferrero, CBA & Community

14 families

Camp Brainwave 23-25 October 2015 - Camp Jungai, Victoria



14 families

NSW Family Day - Belgenny Farm, 17 May 2015



Equipment and therapy program

145 new families joined Brainwave across Victoria and NSW



New family registrations

more highlights

Pedal Cars 2015

Our Principal Partner, Mercedes-Benz enlisted ten designers, influencers and friends of their brand to create one-off pedal cars for Mercedes-Benz Fashion Festival Sydney in September. Mini versions of the brand's classic 300 SL model hit the runway and were auctioned on eBay with all proceeds to Brainwave Australia.

The ten pedal cars were uniquely designed by: Lindy Klim, Michael Klim, Coco Rocha, Johanna Johnson, Cody Simpson, Manning Cartell, We Are Handsome, By Johnny, Kym Ellery and Amanda Shadforth (Oracle Fox).

An amazing \$10,015 was raised to support the work of Brainwave



Kings of the Mountain

DRIVING FUNDS FOR BRAINWAVE **August 2015**



In August, Mercedes-Benz hosted a week-long AMG track event at the home of Australian motor racing, Bathurst. This turned out to be a performance event and fundraiser at Mount Panorama like no other with Brainwave the ultimate winner!

Virgin Australia CEO John Borghetti donated 750,000 frequent flyer points to get the charity auction rolling, with all proceeds coming to Brainwave.

Superstar Chef Shane Delia, who also designed the menu for our Melbourne Gala, donated a dinner for 18 people at his Melbourne restaurant, Maha. In addition, thanks to Mercedes-Benz, German motor racing legend Bernd Schneider and Aussie racing legend Mick Doohan offered up some hot laps of the track.

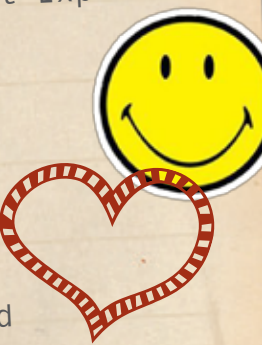
The event raised an incredible \$49,250 for Brainwave. A huge thanks to Mercedes-Benz, Virgin Australia, Shane Delia and Bernd Schneider for lending their fundraising horsepower to the cause. A great result!



Donations and community fundraising for Brainwave

Additional revenue was generated from a number of generous corporates and philanthropic trusts including:

- Allens
- Bank of Melbourne Neighbourhood Fund
- Bing Boys
- Burberry
- Chain Reaction Challenge Foundation
- Ferrero Australia
- Goodman Fielder
- Goodridge Foundation
- Grill'd St.Kilda
- Jack Brockhoff Foundation
- Marian & E.H Flack Trust
- Marshall White Albert Park
- Mentone Probus
- Mercedes Benz Melbourne & Mercedes-Benz Melbourne Airport Express
- Mercedes-Benz Berwick
- MILK
- Moorabbin Golf Club Ladies
- Pierce Armstrong Foundation
- Real Needs
- ROMEL
- Slater & Gordon Community Fund
- Susan Blackley Foundation
- William Angliss Charitable Fund
- William Buckland Foundation



Milk and Co for Brainwave

June 2015

Michael and Lindy Klim are long-term supporters of Brainwave.

For the month of June, this support took a generous turn with \$1 from every sale of their popular Milk Baby Bath Time Wash and Milk Baby Shampoozle & Conditioner being donated to help the cause, raising over \$3500 to help children in need.



from 2015

THANK YOU!

Real Stories



Hello
my name is

Ashton
I am 6 Years Old

Ashton is six years old and is a special part of this family from rural Victoria which includes Sarah and her husband Justin and their younger daughter Lyla who is age three.

Ashton was born eight weeks premature and at five days old it was discovered during a routine brain ultrasound that Ashton had a rare brain abnormality called partial agenesis of the corpus callosum. The doctors were unable to tell Sarah and Justin what exactly this would mean for Ashton, they just had to wait and see how he would develop.

The first few years consisted of many hospital admissions and visits to specialists to treat different illnesses and the epilepsy he has developed due to his diagnosis. Sarah has had to stop working which has had a big impact on their family financially, emotionally and socially. Sarah says "Going out can be difficult due to the amount of equipment needed for Ashton which in turn makes it hard to maintain friendships".

Despite his challenges and requiring assistance with all tasks from eating, to communicating, to dressing, he has learned to walk with the assistance of his walking frame. "Ashton is amazing - he now thoroughly enjoys going to school and horse riding" says Sarah.

By chance, Ashton's mum stumbled upon Brainwave late last year and she says "we will forever be grateful for the assistance they have provided us in being able to purchase a swivel based car seat. There is minimal funding available for pieces like this making it extremely difficult to be able to purchase on one income. This year I have hurt my back lifting Ashton into and out of the car, making this item a necessity. This specialised seat ensures that Ashton can travel safely in the car and I can save my back by helping him to climb into the seat instead of lifting him. It has made a huge difference to our family, we can't possibly say thank you enough for the support you have given us. Once again a big thank you for making our lives just that little bit easier".

Brainwave was able to purchase a specially designed swivel car seat that will support Ashton's postural and safety needs as he grows. It has enabled Ashton and his family to have an improved quality of life.

Brainwave supports many families in need of financial assistance through the purchase of necessary equipment and therapies to enable children with neurological conditions to thrive in their communities.

Want to get involved?

There are a number of ways you can get involved to help Brainwave continue providing support, when and where it is needed most:

Partnership and Sponsorship

We've demonstrated our commitment to developing strong relationships with the corporate sector over the last 20 years and we're always on the lookout for new opportunities; partners with synergies, sponsors with an idea—financial or in-kind support, we're keen to explore all options to make this work, together.

Regular Donations

Any financial support will make a real difference to the lives of the children and families Brainwave supports. Donations of any size will make a positive difference to a little life.

Foundation 40

A sustainability fund set up by Brainwave to raise a capital base for the organisation of \$1 million. We are seeking 40 supporters to offer ongoing financial support via the pledge of an annual fully tax deductible donation of \$5000 for five years. The funds will be held in a trust account to ensure that Brainwave can continue its important work. Foundation 40 donors to date include; Ferrero Australia, First Samuel Limited, Clemenger BBDO, Mercedes-Benz Australia-Pacific, Mercedes-Benz Berwick and a number of private benefactors.

Fundraise for us

There is no end to the list of possibilities here; you might like to involve your school, involve your sports club, hold your own event or participate in a challenge event. Let us know if we can help you turn your idea into a reality all the while helping Brainwave.

To learn more about supporting Brainwave and what it would mean for our programs, please call 03 9536 5600 or contact caroline.scully@brainwave.org.au and we will be more than happy to discuss options with you and make some plans.

Our Financials

Summary of results for year ended 30th June 2015

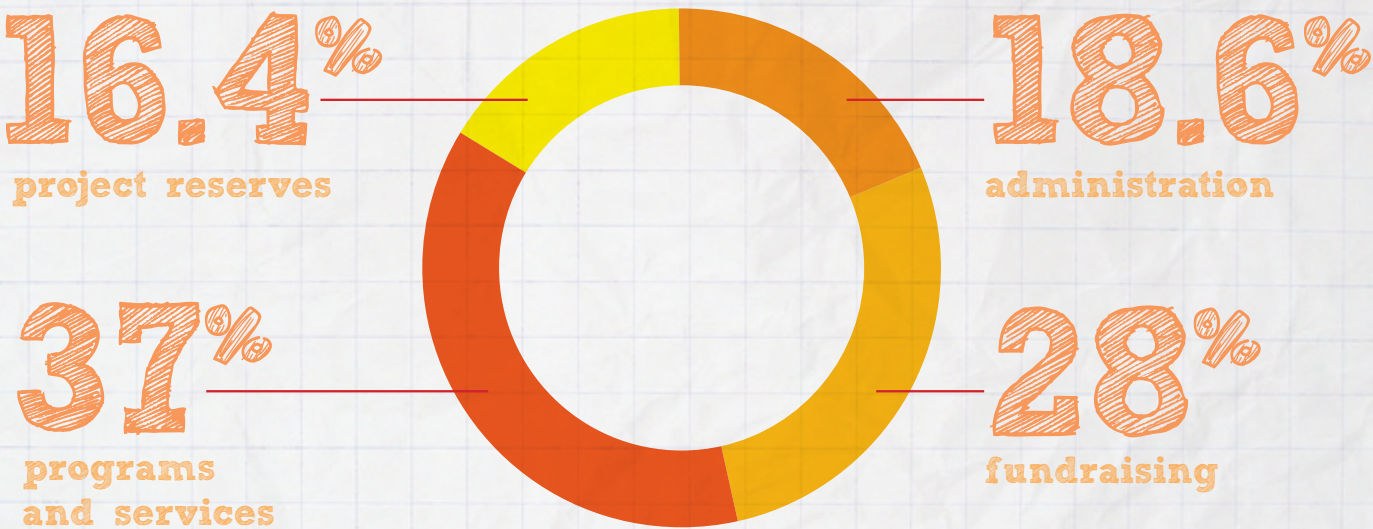
Total revenue	\$690,450
Fundraising expenses	\$124,998
Program and service expenditure	\$515,623

Brainwave's revenue has grown significantly over the last three financial years - representing a 27 per cent increase in nett income in 2014/15.

Pleasingly, our expenditure on the delivery of Brainwave services to children and their families increased over the prior year by 61 per cent in 2014/15.

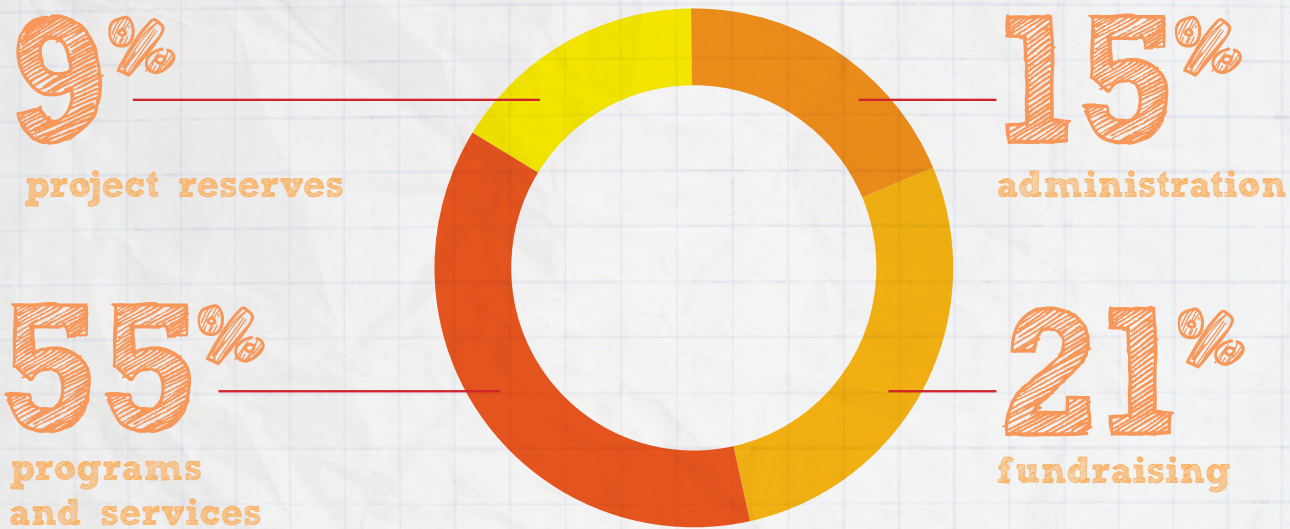
Program and service expenses relate to the cost of delivery of our services to children and includes equipment for rehabilitation, hospital contact, family care program activities and the interactive website for Brainwave family use.

Allocation of funds raised 2014-2015



Each year, Brainwave prepares a full set of accounts which are independently audited by ShineWing Australia located at Level 10, 530 Collins Street, Melbourne, Victoria and lodged with the Australian Securities and Investments Commission.

Allocation of funds raised 2015-2016 (budgeted)



Our statutory accounts are available and narrative financial information can be viewed in our annual reports at <https://brainwave.org.au/about-us/annual-reports/>



Our Board

David Blackley, Chairman

Retired Chairman of Clemenger BBDO, Melbourne

David was with the Clemenger Group of marketing communications companies for 36 years, and was a member of the Worldwide Creative Board of BBDO New York, representing BBDO's interests throughout Australia, New Zealand and Asia on that Board. David has been involved with Brainwave since its inception in 1994 and joined the Board in 2008.

Josephine Nicholls, Founder and Director

Former Director, Corporate Business Productions, Melbourne

Josephine began her career in advertising and marketing thirty years ago and was at the forefront of event production and management as it began to boom in Australia. She founded Brainwave Australia after experiencing first-hand the reality of a child with a neurological disorder when her eldest son was diagnosed with a brain tumour at the age of six.

Peter Doyle, Director & Company Secretary

Retired Financial Director, Clemenger Communications, Melbourne

Peter was a former Director and Company Secretary of Clemenger BBDO Melbourne (1979 – 2002) retiring from that position in 2002. He was also Company Secretary of the holding company of the Clemenger Group, Clemenger Communications Limited, from 1989 to 2002.

Peter is a member of the Australian Society of CPAs, the Institute of Chartered Secretaries and Administrators, the Australian Institute of Company Directors and the Taxation Institute of Australia.

Jasmine Doak, Director

Jasmine has been a Brainwave Director since 2012. Jasmine comes to Brainwave with a legal and human resources background and has previously worked with Minter Ellison Lawyers and Mazda Australia. Currently, Jasmine is Group Counsel, AGL Energy where she manages a broad range of issues and programs across the human resources function.

Sara James, Director

Sara is an Emmy-award winning journalist, author and broadcaster covering Australasia for NBC News, filing reports for The Today Show, Dateline, and NBC Nightly News. Sara is also an accomplished public speaker who has addressed a wide range of audiences in the U.S. and Australia.

Sara is also a longstanding Brainwave parent who is passionate about our cause.

Peter Horgan, Director

CEO of OMD Australia

As CEO of OMD Peter leads over 450 staff nationally, and has built a best in market team of specialists across Australia that deliver OMD clients end to end media solutions.

Peter's background covers account management and negotiations, he is the Lead Negotiator across all Omnicom assets, and has been appointed Chairman of the Media Federation of Australia. Ranked among the most Powerful People in Media and Advertising for the last 4 years, Peter was recently awarded the 2014 Campaign Asia Agency Head of The Year Award.



Real Stories

Hello
my name is

Max

I am 7 Years Old

Max was born with Ohtahara Syndrome, a severe form of epilepsy that causes continuous infantile spasms. He was diagnosed at one month of age, when his older brother was three. Max's parents were told that without surgery Max's life expectancy would be very short.

Max underwent surgery at 10 weeks of age in an attempt to halt the seizures by effectively disconnecting the left and right sides of his brain. At six months of age surgeons operated again, and Max and his family enjoyed three seizure-free years before his problems recurred. MRIs in recent years have pinpointed further areas of abnormality in Max's brain, which will require further surgery.

Max's epilepsy has left him intellectually delayed, unable to speak, and weak on the right side of his body. It has done nothing to dent his enthusiasm for fun, however. Max's parents say both Max and his brother throw themselves into all kinds of regular activities with the boundless energy you'd expect of young kids. "Max is a curious boy and a beautiful, gentle spirit," says Stuart. "He loves music, swinging and jumping on the trampoline."

Max and his brother are regulars at Brainwave events. In 2014 alone Max attended his third Brainwave camp - which he adored - and threw himself into everything else on offer too: the Kids n Sibs holiday program, Healesville Sanctuary family day, and Luna Park Christmas party. "You name it, Max and his brother were into it," Stuart says.



Brainwave Australia

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Patrons

Shawn Cosgrove

George Gregan AM

Michael Klim OAM

Sir Gustav Nossal AC, CBE



BRAINWAVE
SUPPORTING CHILDREN WITH
NEUROLOGICAL CONDITIONS

Principal Partner



Mercedes-Benz

Major Supporting Partner



Ambassadors

Jason Hodges

Lindy Klim

Junior Ambassador

Tiffany Wasnig