



Mother's Day
Classic

Annual Report

2024

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The 2024 Mother's Day Classic

The Mother's Day Classic (MDC) is now 27 years strong and is proudly celebrated as Australia's largest annual fun run and walk for breast and ovarian cancer research. It's a tradition that brings tens of thousands of Australians together each Mother's Day, connecting communities with a purpose.

Since 1998, the MDC has grown from a small walk in the park to a national movement with up to 75 events across Australia. Over the years, 1.7 million participants have united and inspired the community to donate over \$47 million for lifesaving cancer research.

While breast cancer survival rates have improved, with five-year survival rising from 84% to 92% since the MDC began, more progress is urgently needed. Breast cancer remains the most common cancer among women.

Tragically, the five-year survival rate for a woman diagnosed with ovarian cancer remains at 49%, with no non-invasive early detection test available. Every day in Australia, nine women die from breast cancer, and with ovarian cancer, that number rises to 12. One death is too many.

Since 1998 each Mother's Day we've been dedicated to walking, running and fundraising to save women's lives. In 2024, we took one step further and made it

our mission to stop both ovarian and breast cancer in their tracks. In the last 27 years, our community has donated \$46.1 million to the National Breast Cancer Foundation, and since 2024, \$1.2 million to the Ovarian Cancer Research Foundation.

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



Leanne Turner
Board Chair
MDC Foundation Limited

2024 was a groundbreaking year for the Mother's Day Classic (MDC). For the first time in our 27-year history, the MDC community expanded its mission to encompass support for both ovarian and breast cancer research.

This broadening of focus met with an inspiring response, far surpassing our expectations, and led to an incredible donation of \$3.3 million —our largest donation in a decade and a remarkable legacy for a movement that began as a simple walk in the park back in 1998.

2024 also marks an important milestone for our founding organisation, Women in Super, as they celebrate their 30th anniversary. It was our co-founders, Louise Davidson AM and the late Mavis Robertson, along with

the entire Women in Super network, who first inspired Australians to rally together to support life-saving breast cancer research. In this milestone year for Women in Super, it is especially meaningful that our community has once again come together, stepping forward to expand our mission to include ovarian cancer research.

This milestone year for both Women in Super and the MDC community reflects the enduring power of unity and collective action.

Guided by our participants' selection, in 2024 we proudly donated \$2.1 million to the National Breast Cancer Foundation and \$1.2 million to the Ovarian Cancer Research Foundation.

These contributions underscore the MDC community's strength and unity, as well as the unwavering dedication of our fundraising champions and supporters, including our newly inducted Classic Champions, Cristina Campagna and Trevor Lockwood, who achieved outstanding results as our top fundraisers of 2024.

I would also like to express heartfelt gratitude to our MDC Foundation Board for their strategic guidance and commitment. A special farewell goes to Rob Pickering, whose invaluable leadership, particularly in IT and digital

strategy, has strengthened MDC for the future. Rob is now embarking on an exciting new role in London, and we wish him continued success.

Thank you to every participant, fundraiser, volunteer and supporter. Your passion and dedication drive us forward. Together, we're taking powerful strides towards a future where a diagnosis of breast or ovarian cancer can come with the confidence of survival.



Message from the CEO



Zara Lawless
CEO and Director
MDC Foundation Limited

In 2024, more than 85,000 people across 75 locations came together in an overwhelming display of strength, hope, and community. The 27th Mother's Day Classic (MDC) was always destined to be special, with our expanded mission now supporting ovarian cancer research alongside breast cancer. Yet, even with high expectations, our community's response exceeded them in every way.

This success belongs entirely to our incredible MDC community. We're deeply thankful to our dedicated event hosts, ambassadors, volunteers, partners, and supporters who make the MDC an outstanding success year after year. Each person plays a vital role in building the unique spirit that defines the Mother's Day Classic.

Our 2024 event saw 120 Local Hosts deliver 64 local events, each bringing a unique energy and passion to their community. I'd like to recognise the recipients

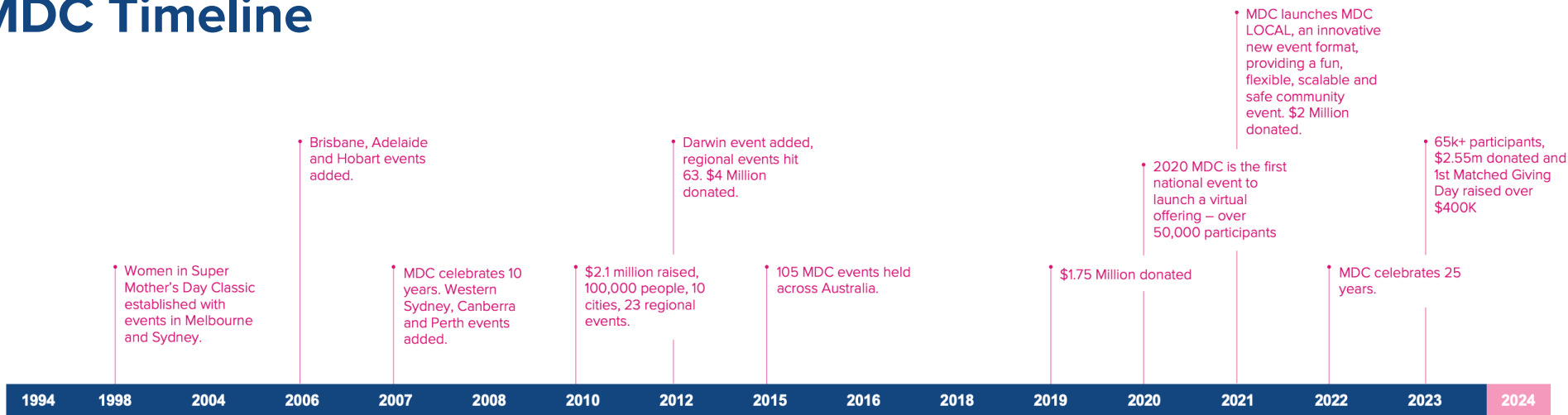
of the Louise Davidson Local Host Development Award, Anna Rogers and Renee Henry, co-hosts of the Huskisson event. Their dedication reflects the spirit that drives MDC's mission forward.

This year also marked the end of a remarkable 20-year partnership with ME Bank. We are incredibly grateful for ME Bank's long-standing support, which helped shape MDC into the iconic event it is today.

With this transition, we're thrilled to welcome our new 2025 Principal Partner, AIA, a longtime supporter committed to promoting healthier, longer lives for Australians. AIA's partnership aligns perfectly with our vision of making a lasting impact, not just in women's health but in strengthening and supporting our communities.

As we look to the future, we remain committed to advancing both breast and ovarian cancer research, working toward a world where women can live without fear of these diseases. We look forward to gathering once again on Sunday, 11 May 2025, to walk, run, and continue this powerful tradition together.

MDC Timeline



2024 Highlights



Highest donation total in a decade and a 30% increase over last year

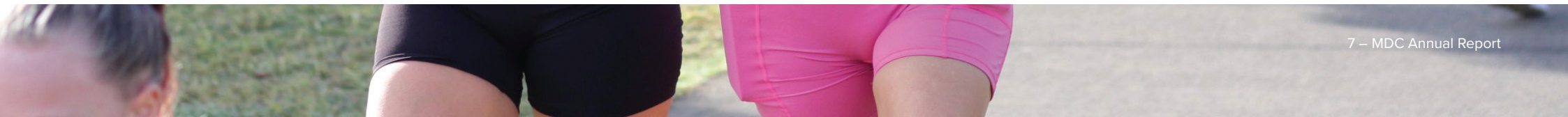
85,000+
participants

75 locations
across
Australia

\$3.3 Million
total donation

\$2.1M to
National Breast
Cancer Foundation

\$1.2M to
Ovarian Cancer
Research Foundation



What does MDC mean to you?



Support

Family

Community

Fun

Love

Hope

Awareness

27 Years of impact



Since 1998

1.7 Million
participants

\$47.3 Million
donated to vital
cancer research

\$46.1M donated to the
National Breast
Cancer Foundation

\$1.2M donated to the
Ovarian Cancer
Research Foundation

Over 85
research projects
funded

Special thanks

2024 Community Ambassadors

- Alana Pirrone
- Amanda Russell
- Amy Rein
- Angie Butt
- Anne-Louise Scott
- Ashleen Ryan
- Aunty Pam Pederson
- Bec Gibbs
- Carley Little
- Charlotte McArthur
- Chelsea Regan
- Cimon Smith
- Colin Sharpe
- Corissa Venettacci
- Danielle Gill
- Dawn Leicester
- Emily Jabour
- Emma Domoney
- Erin Sorensen
- Hayley Elliott
- Hazelle Webster-Costella
- Jacinta Clayton
- Jeanette D'Souza
- Jenny Hutchens
- Jenny Wren
- Jessica Braude
- Karina Graham
- Karyn Thompson
- Kate Treacy
- Katrina de Wacht
- Kristie Karikios
- Kylie Jones
- Kym Campradt
- Kym Curtis
- Laura Yammouni
- Lauren Philpot
- Lauren Russell
- Lee-Anne Murdoch
- Lily Blight
- Lindy Spicer
- Lori Phillips
- Louise Momber
- Marie-Claire Grady
- Megan Maurice
- Megan Medhurst
- Mel McQuire
- Melanie Griffith
- Melanie Hardy
- Meredith Whitaker
- Molly Robertson
- Nancie Allen
- Natasha Xuereb



- Nicole McTigue / Statham
- Nikole Neal
- Paige Hayward
- Rachel Rees
- Rebecca Moffat
- Renee Bradshaw
- Renee Theodoulou
- Rheannon Chapman
- Robyn Lewin
- Rosa Kure
- Rosie Blight
- Ross Clennett
- Sam Webb
- Samantha Foreman
- Sarah Chandley
- Sarah Hayward
- Sarina Gale
- Scott Bunny
- Shabnam Gujadhur
- Shananne Field
- Sophie van Haalen
- Suki Paddington
- Tamara Henwood
- Tarni Tsimmeris
- Ymara Jayamanne

2024 National Partners

Major Partner

ME

Gold Partners

AIA
HESTA

National Media Partner

Nine News

Silver Partners

AustralianSuper
Cbus
ISPT
Kieser
Merry People
Smoothfm

Supporting Partners

Hall & Wilcox
Linfox

Special thanks

2024 National Committee Members

Adelaide

- Renee Zimmerman - Chair
- Amy Dwyer
- Caryn Zimmerman
- Daniel Leske
- Malcolm Bray
- Michael Deieso
- Raelene Schuts
- Rebecca Coles-Reid
- Tam Henwood
- Zoe Zweck

Brisbane/Gold Coast

- Maisie Cutcheon - Brisbane Chair
- Michelle Ceguerra- Gold Coast Chair
- Erin Blake
- Katie Lourey
- Rebecca Moffatt
- Samantha Woodham
- Susan Cumming
- Tania Chapman

Canberra

- Siobhan Glyde - Chair
- Angela Oplantzakis
- Bina Brown
- Kate Anderson
- Mandi Luxford
- Prue Cooke

Darwin

- Jordan Tuit - Chair
- Ainsley Phipps
- Amanda Jarrett
- Deborah Turner
- Natalie Louise Stokes
- Opel Nelson
- Rhiannon Binks
- Sharon Wyatt
- Veronica Matipira
- Wendy Pritchard

Hobart

- Lise Robertson - Chair
- Joanna Page
- Mathew Rundle
- Suki Paddington

Geelong

- Kerri Walsh
- Sophie Harris
- Susan McNeair

Melbourne

- Loretta Drago - Chair
- John Lindley
- Jordan Turner
- Katrina Gaskin
- Lisa Westlake
- Lola Elencevski
- Lynette Kirkham
- Matthew O'Connor
- Meg Woolley
- Melek Berih
- Nicole Field
- Sam Spicer
- Sarah Macleod
- Sevdie Soler
- Thanu Kothalawala

Parramatta

- Jim Shanahan - Chair
- Cindy Brown

Perth

- Harry Porrins
- Teika Chinnery
- Victoria Smart

Sydney

- Melanie Warman - Chair of the National Advisory Committee & Director of MDC Foundation Board
- Amy Chen
- Cherrie Bullard
- Libby Engel
- Lily Clothier
- Maddie Mclvor
- Sarah Hayward



Special thanks

2024 Local Event Hosts

Albany Pamela Russell, Amber Cekerevac
Alexandra Yea & district Karen Stillman
Alice Springs Sophie Cooper, Bernie Nethery
Bairnsdale Elise Malberg, Kassy O'Kelly
Ballarat Henry Squire, Lee Squire
Bemm River Rhonda Gillard, Lisa Fitzgerald
Bendigo Madi Bell, Lisa Hendy
Bogantungan Louise Hewitt, Gayle Donaldson
Broome Casey Waideman, Tammy Barrett-Lennard
Bunbury Dr Ramesh Parthasarathy
Busselton Natalie Metcalfe, Siobhan Gaughan
Cairns Amy Rein, Sylvia Dowie
Camden Sara Sheedy, Jessica Jones, Kelly Darby
Cann River Tiffany Russell, Deb Begg
Carnarvon Robin Fahl, Carine Sincalir
Caroline Springs Nicole Osborne
Colac Amy Baudinette
Drouin Kevin Thorpe, Rachel Davies
Echuca Moama Britt Allman
Edenhope Cath McDonald, Jo Campbell
Esperance Andrea Wynne, Jodie Beardsmore
Eurobodalla Megan Garrett, Belinda Shalders
Eynesbury Melanie Oakley, Nicole Norris
Hervey Bay Narelle Lightbody, Gemma Lightbody

Horsham Jackie Exell, Janine English
Huskisson Anna Rogers, Renee Henry
Innisfail Alana Dianne Sciacca
Inverell Karla Bienke, Simon Barlow
Kalgoorlie-Boulder Allison Hunter
Karratha Sophie McGregor, Tammy Barret-Lennard
Lilydale Kim Robin
Lysterfield Sandra Rotunno, Carol Bosward
Magnetic Island Katrina Logan, Nick Fox
Mildura Michelle Hewett, Lucy Dunne
Mornington Peninsula Sophie Derwin
Mount Gambier Megan Medhurst, Felicity O'Bryan
Newcastle Amy Davidson, Jaimie Purvis
Newman Jahla Thomson, Lisa Devereux
Northam Esther Bliss, Ken Mullins
Onslow Renee Elliott
Ouyen Cara Brady, Michelle Morrish
Point Samson Haley Massara, Kirilee Wynne
Port Hedland Rachael Baxter
Port Macquarie Carmen Abi-Saab, Kylie Bulmer
Roma Samantha Sallway, Jasmine Johnston
Seymour Adele Deverell
Shepparton Kathy Fuller
St Arnaud Jennifer Greenaway, Sophie Murray

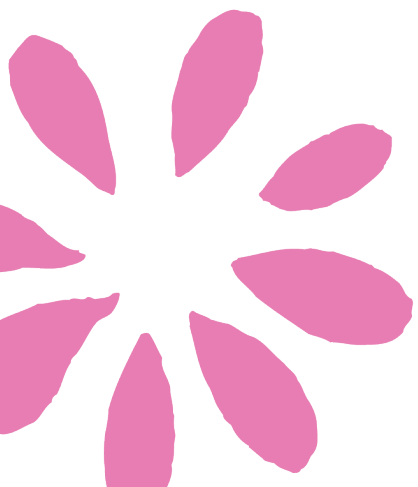
Stanley Jodie Saville, Deb Mainwaring
Stawell Jessica Maffescioni, Julie Cass
Tannum Sands Kyle Adams, Kate Adams
Taree Alan Tickle, Carley Burke
Tin Can Bay Jess Milne
Tocumwal Jenny Philpot, Kim Sutton
Tom Price Rebecca Belford
Toowoomba Leesa Finch, Courtney Locke
Traralgon/Toongabbie Annette Radosavljevic, Kim Charleston
Wagga Wagga Holly Wright, Phillipa Aldridge
Walk With Women Tully Toledo, Asher Powell
Warrnambool Jeff Hintum, Emma Dart
Wollongong Grant Plecas
Wondai Michael Freeman, Claire Kapernick
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 2024



	2024 \$	2023 \$
Revenue and other income		
Registration fees	2,818,007	2,367,680
Donations and individual fundraising	3,293,354	2,645,937
Sponsorship income	937,556	858,224
Merchandise sales	252,650	221,510
Other income including postage reimbursement	615,834	360,107
	7,917,401	6,453,458
Less: expenses		
Depreciation and Amortisation	(100,174)	(95,140)
Direct fundraising costs	(278,831)	(260,655)
Employee benefit expense	(1,372,231)	(1,234,601)
Marketing	(181,032)	(119,992)
Event expenses	(2,241,676)	(1,789,450)
Bank costs	(74,891)	(63,412)
Consultants	(104,445)	(69,335)
Insurance	(32,799)	(25,916)
Other business costs	(266,725)	(151,924)
	(4,652,803)	(3,810,425)
Donation to National Breast Cancer Foundation	(2,100,000)	(2,550,000)
Donation to Ovarian Cancer Research Foundation	(1,200,000)	-
Surplus/(Loss)	(35,402)	93,033
Other Comprehensive Income	-	-
Total Comprehensive Income	(35,402)	93,033

MDCF Financials

Mother's Day Classic Foundation

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2024

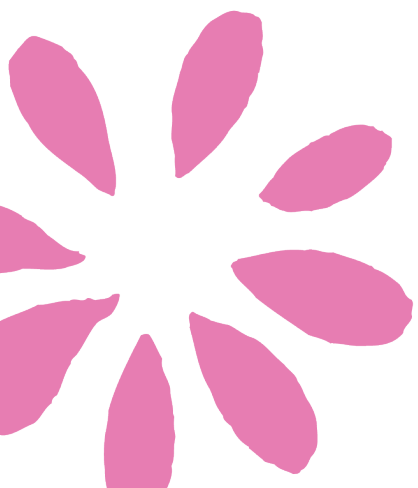
	2024 \$	2023 \$
Current assets		
Cash and cash equivalents	599,003	837,736
Trade and other receivables	208,169	150,618
Term Deposits	3,952,500	3,050,000
Prepayments	36,070	32,372
Total current assets	4,795,742	4,070,726
Non-current assets		
Property, plant and equipment	51,210	11,162
Right-of-use assets	372,256	342,538
Total non-current assets	423,466	353,700
Total assets	5,219,208	4,424,426
Current liabilities		
Trade and other payables	3,517,849	2,691,536
Employee benefits	133,913	132,480
Lease Liabilities	69,317	87,924
Total current liabilities	3,721,079	2,911,940
Non-current liabilities		
Employee benefits	35,227	26,664
Lease Liabilities	319,379	316,897
Make good provision	10,000	-
Total non-current liabilities	364,606	343,561
Total liabilities	4,085,685	3,255,501
Net assets	1,133,523	1,168,925
Trust funds		
Settled sum	100	100
Accumulated surplus	1,133,423	1,168,825
Total trust funds	1,133,523	1,168,925

MDCF Financials

Mother's Day Classic Foundation

STATEMENT OF CHANGES IN TRUST FUNDS
AS AT 30 JUNE 2024

	Settled Sum	Accumulated surplus / (deficit)	Total trust funds
	\$	\$	\$
Balance as at 1 July 2022	100	1,075,792	1,075,892
Surplus / (Deficit) for the year	-	93,033	93,033
Total comprehensive income for the year	-	93,033	93,033
Balance as at 30 June 2023	100	1,168,825	1,168,925
Balance as at 1 July 2023	100	1,168,825	1,168,925
Surplus / (Deficit) for the year	-	(35,402)	(35,402)
Total comprehensive income for the year	-	(35,402)	(35,402)
Balance as at 30 June 2024	100	1,133,423	1,133,523



MDCF Financials

Mother's Day Classic Foundation

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2024



	2024	2023
	\$	\$
Cash flows from operating activities		
Receipts from event registrations, sponsorships and donations	7,712,975	6,260,224
Payments to suppliers and employees	(4,442,461)	(3,605,144)
Donation paid to beneficiaries	(2,545,762)	(1,496,000)
Net cash provided by / (used in) operating activities	724,752	1,159,080
Cash flows from investing activities		
Payment for property, plant and equipment	(56,435)	(3,595)
Cash provided by / (invested in) term deposits	(902,500)	(3,050,000)
Interest received	146,895	48,178
Net cash provided by / (used in) investing activities	(812,040)	(3,005,417)
Cash flows from financing activities		
Principle payments of lease liabilities	(129,630)	(80,003)
Interest paid on lease liabilities	(21,815)	(21,976)
Net cash provided by / (used in) financing activities	(151,445)	(101,979)
Reconciliation of cash		
Cash and cash equivalents at the beginning of the financial year	837,736	2,786,052
Net increase / (decrease) in cash and cash equivalents held	(238,733)	(1,948,316)
Cash and cash equivalents at end of financial year	599,003	837,736

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 2023/2024 financial year.

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

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