

LITTLE  
**BIG**  
STEPS

# ANNUAL REPORT 2020

---



# LITTLE BIG STEPS

---

## Purpose

Improve the health and wellbeing of kids with cancer

## Vision

Tech-enabled exercise medicine program in core treatment protocols for kids with cancer

## Mission

Getting kids with cancer moving using technology to make exercise medicine fun

## Values



### **ACHIEVEMENT**

Continually celebrating the smallest of achievements by these extraordinarily brave kids



### **DETERMINATION**

Having a clear purpose and drive to achieve maximum results and effectiveness



### **FUN**

Using interactive technology and gamification to bring enjoyment and reward to the health & wellbeing of kids with cancer



### **UNITY**

Working in collaborataion with medical and allied health practitioners, charities, donors and the families and children affected by cancer

# FOUNDERS MESSAGE

---

In a year that has been like no other as the world navigates its way through the COVID-19 pandemic, spare a thought for children with cancer who are isolated from family and friends as they have to bunker down alone in hospital for life-saving treatment.

Never before has the spotlight on mental health been more important; and Little Big Steps knows firsthand that exercise as medicine is a key to combating not only the physical side effects of cancer, but with significant benefits to their mental health.

Whilst it has been a challenging year for businesses and charities alike, through prudent budgeting, strong fundraising efforts in the latter half of 2019, as well as a donation of \$65,000 from a major donor, Little Big Steps was still able to launch a competitive Ex-Med Program Grant application in 2020, which will see two physiotherapy positions funded at two major cancer centres nationally this year.

Christmas came early to the Phillip Island Adventure Park in December last year for our inaugural Little Big Camp for cancer families to enjoy three days of indoor and outdoor activities, kindly donated by LightFM and supported by Koala Kids. The Little Big Camp really demonstrated our core value of injecting fun into physical activity, where kids got to enjoy flying foxes, archery and braving the big swing! We hope that 2021 will see us host another camp for these precious kids to promote the benefits of exercise through fun and play.





June 2020 saw Little Big Steps host the inaugural Little Big Forum: a national physical activity and childhood cancer special interest group which connected nearly 100 clinicians and researchers with an interest in the field through a virtual event. This network of professionals will continue with the development of a dedicated e-community to collaborate and connect throughout the year.

But none of this could have happened without the incredible support of the Little Big Steps community around us - both financial and volunteering support from donors, corporates, committees and key stakeholders alike. Every hour and every cent steps us in the right direction of ensuring exercise medicine gets to as many kids with cancer as possible around Australia.

A special thanks also needs to be extended in particular to the Exercise Medicine Advisory Council (EMAC) for their dedication and efforts in establishing our Ex-Med Program grant application process and further enhancing the professionalism of Little Big Steps in the area of exercise medicine for paediatric cancer patients.

With the valued support of our hard-working Board of Directors, Little Big Steps finds itself in a good position to still deliver essential programs to institutions and cancer families alike as we move into 2021; hopefully reigniting many of the special events that we would like to deliver.

**Cindy Bakos & Cass Howcroft**

**CO-FOUNDERS, CO-CEOS & DIRECTORS**





# MESSAGE FROM CHAIR



Little Big Steps was established by two extraordinary individuals, for an extraordinary cause and in its relatively short lifetime, has been able to achieve extraordinary things. If it wasn't for this reality, 2020 may have indeed proven too much to get through. Pleasingly, this amazing origin story is our reality and it's with much pride that we can look forward to 2021 from a position far better than what it may have been.

Despite the challenging realities, as an organisation we have been able to accomplish some wonderful things over the past 12-months, including:

- Complete a competitive Ex-Med Program Grant application, which will see two major cancer centres receive funding to support the work of physiotherapists within their treatment programs;
- Host the Inaugural Little Big Camp, building from the core of exercise as medicine to provide a wonderful 3-day experience for families battling cancer – a special thanks to LightFM and Koala Kids for their support;
- Pioneer a first of its kind industry event, the Little Big Forum, which brought together almost 100 experts and special-interest community members to discuss the role physical activity can hold within cancer treatments;
- Improve the level of governance and strategic rigour through which the organisation is operated, including the addition of 3 Directors of the Board as well as the establishment of the Exercise Medicine Advisory Council (EMAC);
- Use this structure to make swift decisions to adjust our plans as a result of the Pandemic; and-
- Despite many factors working against us, be in a position that holds great opportunity and potential for 2021 and beyond.

The test of organisations is not how they perform during great or even good times. Instead, how they perform during particularly challenging ones. Whilst our collective ambitions at the start of 2020 saw us hoping to achieve more than has eventuated, we must be very proud to have achieved what we have.

To the various supporters of Little Big Steps, big and small, we say thanks. It is the collective enthusiasm and effort of this wider community which drives impact. We look forward to sharing the impacts of the programs which have been, and of those still to come, which result from your support in this report and in more to follow. We will also look forward to welcoming you all to our Little Big Gala in 2021!

In closing, I'd like to offer a very emphatic 'well done' to our ever-inspiring Founders and Co-CEOs for their efforts this year. No one would have thought twice if there was only half of the impact achieved this year. This must be followed closely by a sincere thanks to the ongoing efforts of Kate and Claude, my fellow Directors, as well as Lily – playing a pivotal, albeit behind the scenes role for our ongoing operations.

Whilst my first year as Chair wasn't quite as fruitful as I would have hoped, I'm incredibly grateful none-the-less.

Welcome to the 2020 Annual Report.

## Omar de Silva

**BOARD DIRECTOR & CHAIRMAN**



# TREASURER'S REPORT

It is my pleasure as your Treasurer to present the audited Financial Report for Little Big Steps LTD (LBS) in FY20.

The second half of FY20 was truly extraordinary as the global pandemic caused havoc with each and every annual business plan in existence. The philanthropic sector was no exception and LBS had to quickly adjust to the stark reality that COVID-19 was a game changer to reckon with.

LBS is highly exposed to any variation in donation patterns, given that around 90% of yearly income is traditionally derived from the Gala dinner fundraiser. As a risk mitigation strategy for COVID-19 circumstances, the board decided to postpone the Gala dinner from August 2020 to early September 2021. This means in effect that LBS will have a heavily depleted revenue stream in FY21, putting significant pressure on cash reserves going forward.

Despite the major socio-economic disruption caused by the pandemic, LBS's financial position was strong enough to honour the payment of a Research Grant of \$18,182. LBS could also secure new funding late in 2019 of \$65,000. This new injection of funds will allow a controlled roll-out of the ExMed pilot programs in select paediatric cancer hospitals. These are significant achievements in extremely tough market conditions.

A comparison between FY20 & FY19 shows that:

Metric	FY20	FY19	Change
Operating Results	Revenue \$104,357 Expenses \$79,981 Surplus \$24,376	Revenue \$141,429 Expenses \$81,266 Surplus \$60,163	-59.5%
Balance Sheet	Total Assets \$150,376 Total Liabilities \$66,510 Total Equity \$83,862	Total Assets \$101,962 Total Liabilities \$42,477 Total Equity \$59,485	+48.5% +56.5% +40.8%

These results include two important transactions:

- The repayment of Directors' Loans of \$34,400 and
- The receipt of \$65,000 from a major donor which is recorded as a current liability (as income received in advance).



The independent Auditor's Report by Collins & Co Audit P/L did not raise any reporting or accounting issues of concern and noted that 'management is responsible for assessing the company's ability to continue as a going concern...'.

The LBS Board is acutely aware of its responsibilities to ensure that the company can meet short-term liabilities such as agreed research grants and pilot programs in paediatric cancer hospitals. The Balance Sheet for FY20 indicates that there are reasonable grounds to believe that LBS is a going concern for the next 12 months.

The following liquidity & solvency ratios support this view:

- Current assets/Current liabilities = 2.2 (needs to be >1)
- Cash + Securities + Accounts Receivable/Current Liabilities = 2.1 (needs to be >1)

As a result, no COVID-19 related balance sheet adjustment had to be made.

However, given the ongoing economic uncertainties, at least until an effective vaccine becomes available (in late 2021?), the Board will need to closely mitigate the liquidity and staff-wellbeing risks. The Board's current work on a sustainability strategy for LBS, based on well-judged assumptions on economic recovery, should allow the company to fulfil its potential.

In closing, I would like to thank the Co-CEOs Cindy & Cass, in their capacity as management team, for their untiring efforts and invaluable contributions during the year. It has been a pleasure to work with them as part of the finance team. I also want to thank our pro-bono partners who contributed to the financial report.

I now commend the LBS Financial Report for FY20 for Members' consideration at the AGM 2020.

**Claude Gauchat**

**BOARD DIRECTOR & TREASURER**



# 2019-2020 HIGHLIGHTS

---

The following represent a snapshot of key highlights for Little Big Steps during the period from July 2019 until June 2020:

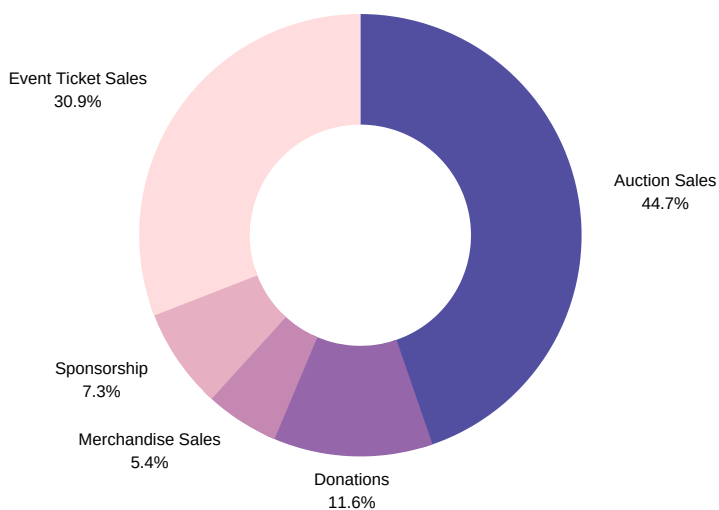


# FINANCIALS

## 2019-2020

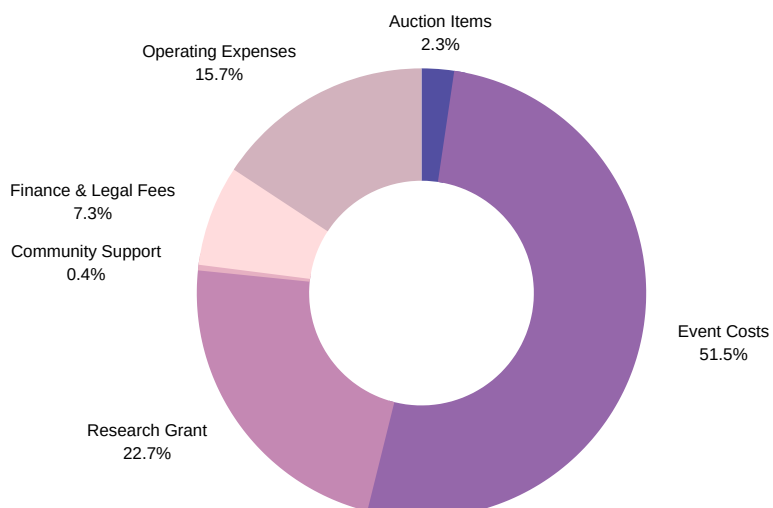
### REVENUE

\$104,357



### EXPENSES

\$79,981





The following financials have been audited by Collins & Co and submitted to the Australian Charities and Not for Profit Commission (ACNC) as part of Little Big Steps Annual Income Statement submission.

**Little Big Steps Ltd (DGR 1) - ABN 32 626 833 832**

**PROFIT AND LOSS STATEMENT**

**For the year ending 30 June 2020**

**GROSS INCOME**

Donations Received	11,886
Fundraising Revenue	92,471
Grants	0
<b>Total Income</b>	<b>104,357</b>
Less: Fundraising Costs	(43,092)
<b>Gross Profit</b>	<b>61,265</b>

**GROSS EXPENSES**

Grants and Donations Made	18,182
Community Events	322
Employee Expenses	0
Finance & Legal Fees	5,800
Operating Expenses	12,585
<b>Total Expenses</b>	<b>36,889</b>

---

<b>NET SURPLUS/DEFICIT</b>	<b>24,376</b>
----------------------------	---------------

---

## BALANCE SHEET

As at 30 June 2020

### ASSETS

Bank	139,588
Current Assets	6,948
Fixed Assets	0
Non-Current Assets	3,840
<b>Total Assets</b>	<b>150,376</b>

### LIABILITIES

Current Liabilities*	66,514
Non-Current Liabilities	0
<b>Total Liabilities</b>	<b>65,514</b>

---

### NET ASSETS

**83,862**

---

\* \$65,000 Income Received in Advance: Donations



# BOARD OF DIRECTORS

---



**CINDY-LEE BAKOS**

Account Director  
MCI Australia



**OMAR DE SILVA (CHAIR)**

Co-Founder & CEO  
FourthRev



**CLAUDE GAUCHAT**

Co-Chair Chris O'Brien  
Lifehouse Partnership  
Advisory Council



**KATE HALFORD**

Partnerships & Fundraising  
Manager  
Australasian Leukaemia &  
Lymphoma Group (ALLG)



**CASSANDRA HOWCROFT**

Account Manager  
Westport Marketing



# EXERCISE MEDICINE ADVISORY COUNCIL



**MORGAN ATKINSON**

Exercise Physiologist  
Youth Cancer Service  
SA/NT



**PRUE CORMIE**

Founder & CEO  
EX-MED Cancer



**STEPHANIE DALE**

Clinical Nurse Consultant  
Royal Children's Hospital



**SARAH GRIMSHAW  
(CHAIR)**

Oncology Physio & PhD  
La Trobe University



**DR DIANE HANNA**

Paediatric Oncologist  
Royal Children's  
Hospital



**NICOLE KENNEDY**

Parent Consumer



**ANNE-MAREE KING**

Exercise Physiologist  
Sydney Children's  
Hospital



**DR DAVID MIZRAHI**

Exercise Physiologist  
Sydney Children's  
Hospital



**EBONIE RIO**

Sports Physiotherapist  
La Trobe University



**THOMAS WALWYN**

Senior Paediatric &  
Adolescent Oncologist  
Perth Children's  
Hospital



**OLIVER WEIDLICH**

Director - Design & Innovation  
Mobile Experience

# PARTNERS & SUPPORTERS



## **CHARITY PARTNER**

Fitbit

## **PRO BONO CHARITY SUPPORTERS**

Carter Web Design

Channel 1 Creative Media

Engage Wealth Solutions

Hatch

London Agency

MCI

Mobile Experience

Nick Theodossi

Spoke Insure

## **EVENT SPONSORS**

13CABS

LightFM

The Mould Doctor

## **PRO BONO EVENT SPONSORS**

Flourish Chiropractic

Laneway Studios

Lotus

Melbourne Convention &

Exhibition Centre

Showtime Event Group

Smile Solutions

Snap Printing

Song Division

Thinka

# AMBASSADORS



## **MICHAEL CROSSLAND**

Businessman & Elite Sportsman  
Inspirational Speaker / MC  
Little Big Steps Ambassador

LBS is an amazing group of individuals that are truly passionate about transforming the lives of those that are so desperately in need. I'm so proud to be associated with this organisation

My experience as an ambassador for Little Big Steps has been inspiring. From the two passionate women who have created the charity from the ground up in such a short period of time to the incredible and brave children who benefit from the research. Little Big Steps is improving the lives of kids with cancer and helping them to get moving again.

## **BRIHONY DAWSON**

MC and Vocalist



## **ZACK GILMORE**

Cancer survivor, student and cyclist



I believe that exercise was a huge factor in the positive outcome of my childhood cancer treatment. Little Big Steps champion that message of the benefits of exercise during treatment for kids with cancer, not only for improving their physical recovery, but also the impact on their mental health. I am proud to help them spread the word!



# LITTLE BIG RECORDING

songdivision  
UNITE AROUND YOUR  
PURPOSE USING MUSIC





# LITTLE BIG CAMP





SUPPORTED BY



AN INITIATIVE BY



LITTLE **BIG** STEPS

---

[www.littlebigsteps.org.au](http://www.littlebigsteps.org.au)

Little Big Steps Ltd  
ABN 32 626 833 832

