RESEARCH AUSTRALIA

CONNECTING · ENGAGING · INFLUENCING

COVID-19 Series: Report 3

Philanthropy in health and medical research

THE IMPACT OF THE PANDEMIC



ABOUT RESEARCH AUSTRALIA

Our vision

Research Australia envisions a world where Australia unlocks the full potential of its world-leading health and medical research sector to deliver the best possible healthcare and global leadership in health innovation.

Our mission

To use our unique convening power to position health and medical research as a significant driver of a healthy population and contributor to a healthy economy.

Our role

ENGAGE: Australia in a conversation about the health benefits and economic value of its investment in health and medical research.

CONNECT: researchers, innovators, funders industry and consumers to increase investment in health and medical research from all sources.

INFLUENCE: government policies that support effective health and medical research and its routine translation into evidence-based practices and better health outcomes

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FOREWORD

This health and medical research focused report sits alongside a growing number of reports and research papers that shine a light on philanthropy in Australia. Given the historical lack of insight and information on this topic, it is pleasing to now be able to draw on a number of sources, all of which help givers and receivers build a clearer picture of Australian philanthropy. Whilst our focus is on philanthropy in health and medical research, we are part of a greater ecosystem: so the changing landscape of overall giving, trends in donor behaviour and areas of growth will affect how we advocate for smarter investment in the sector.

The COVID-19 pandemic has disrupted nearly every corner of our society and economy and philanthropy is no exception.

Throughout this year, Research Australia has been identifying the ways in which the COVID-19 pandemic has affected Australian health and medical research and publishing the findings in a series of reports. The first report in the series, *COVID-19: How Australia's health and medical researchers responded*, highlights the massive mobilisation of health and medical research in response to the pandemic. It covers a hugely diverse range of activities from developing vaccines to new guidelines to assist breast feeding mothers who are COVID positive and speaks volumes about Australia's research capability.

Our second report, *The impact of COVID-19 on health and medical researchers*, documented the impact the COVID-19 pandemic has had on the capacity of our researchers to do their work. The physical distancing measures that were part of the response led to the closure of laboratories and so experiments had to be stopped. Physical distancing also prevented researchers from meeting with, and taking samples from patients involved in clinical trials and prevented them from recruiting participants for studies or monitoring progress.

This report, the third in our series, outlines the current giving trends to our sector and highlights the importance of the role philanthropy plays in the pipeline. We also provide a snapshot of how some of our charity members have been impacted by the COVID-19 pandemic. With such a vast number of our members involved in fundraising to support research and innovation, our report also addresses the future and the challenges in recovering from COVID-19, the opportunities for funding and the need for policy change to sustain organisations funding vital research.



Nadia Levin
CEO and Managing Director



RESEARCH AUSTRALIA & PHILANTHROPY

Research Australia is the national peak body for Australian health and medical research with two decades' experience in advocating for all elements of health and medical research funding. Promoting and supporting philanthropy in health and medical research is one of our goals in our 'smarter investment' strategic objective.

Over 80 per cent of Research Australia's member organisations raise money either to support their own research (for example universities and medical research institutes) or to fund research undertaken by other organisations. Many combine their fundraising activities with raising awareness of a particular disease.

Philanthropy funds research projects, supports researchers through fellowships and scholarships, purchases technology and equipment and much more. Research Australia advocates strongly for smarter investment in the sector on many levels and convenes member organisations strongly focused on funding through our Philanthropy Roundtable. This forum shares deeper insights and unique views of the challenges and opportunities for philanthropy in Australia.

The importance of fundraising to Australian health and medical research is recognised in two of Australia's annual Health and Medical Research Awards:

- **The Research Australia Philanthropy Award** profiles philanthropy that is outstanding in its generosity, effectiveness, vision, high impact and transformative quality. It recognises philanthropic contributions over a period of time to health and medical research by an individual, partnership or family.
- **The Research Australia Advocacy Award** recognises exceptional contributions made by champions, be they individuals or corporates who help raise community awareness and understanding about the importance of health and medical research and innovation.

Now in their eighteenth year these respected Awards publicly acknowledge those who share our mission in making health and medical research and innovation a national priority. The Awards celebrate world leading expertise and acknowledge the individuals and organisations that make significant contributions to health and medical research and innovation.

Each year, Research Australia in partnership with Roy Morgan, conducts a national public opinion poll to investigate Australians' views on health and medical research, including donations. This polling shows that people have an appreciation of the range of health and medical research and support more funding for research in all areas, including from philanthropy. The outcomes of this report are shared nationally and reported to Government, both federal and state.

Research Australia has a history of producing resources to support philanthropic investment in health and medical research, and resources for researchers to assist them in securing philanthropic funding. We have developed several guides including:

- *Why Give to Medical Research: Making Donations*
- *Bequests to Health & Medical Research*
- *Making Grants to Health and Medical Research*
- *Trends and Statistics in Funding health and medical research.*

Commissioned by the Victorian Government, Research Australia also produced '*Non-Government funding for Victorian health and medical research*'. This led to the hosting of the Stronger Together conference which convened government, philanthropists, not-for-profits, medical research institutes, universities and other key stakeholders on the power of collaboration in leveraging philanthropic and

government funding for health and medical research. Research Australia's ongoing policy and advocacy aims to ensure public policy settings better enable philanthropy to support health and medical research.

To better understand the impact of COVID-19 on the sector we convened the leaders of our member organisations who fundraise to provide grants for research that is undertaken by 'third party' researchers at external organisations. These organisations support the work of researchers in our hospitals, medical research institutes and universities.

This was followed by the survey specifically targeting organisations who fundraise for third party researchers in health and medical research.

Key questions & discussion points included:

1. How well the importance of philanthropy in HMR is understood by stakeholders.
2. The impact of COVID-19 on fundraising.
3. How was the research you fund affected?
4. What steps will be put in place for the future?

We have drawn on this wealth of expertise, and the views of our many members engaged in fundraising for health and medical research, in the preparation of this report. Research Australia thanks all the members who participated and contributed to the above mentioned forums.



THE CRITICAL ROLE OF PHILANTHROPY IN HMR

Health and medical research is a significant and strategically important part of our economy. Australia undertakes world class health and medical research with the goals of better health outcomes, safer and more effective healthcare and the commercialisation of research discoveries. In doing so it is an activity that resonates across the whole of Australia's population and economy and contributes to humanity globally.

Universities and Medical Research Institutes account for the bulk of health and medical research undertaken in Australia.

Funding for HMR in universities and MRIs is derived from a range of sources:

- Commonwealth Government funding
- State and Territory government funding
- Competitive grants and targeted funding from charitable organisations
- Donations and bequests direct to universities and MRIs
- Their own revenue from other sources such as teaching, investment income and commercialisation of intellectual property
- Private sector contracts and partnerships

Sanfilippo Children's Foundation
Funding research, finding gems

Sanfilippo is a rare genetic condition that causes fatal brain damage. Most patients never reach adulthood. The Sanfilippo Foundation raises funds to find a cure. Recently the Foundation has awarded $355,000 to Associate Professor Kim Hemsley (Flinders University) and Dr. Marten Snel (South Australian Health and Medical Research Institute) for a two-year translational project that will evaluate if drugs that target the immune system could benefit children with Sanfilippo.



Founder and CEO of Sanfilippo Children's Foundation Megan Donnell received one of Research Asutralis' prestigious Awards in 2017 for advocacy for health and medical research. Pictured above receiving the Award from Research Australia CEO Nadia Levin.

Often out of sight, philanthropy plays a critical role in funding health and medical research in Australia and is a cause with wide community support.

Charities both undertake and fund health and medical research. Universities and medical research institutes account for the bulk of the research undertaken in Australia and do so on a not-for-profit basis as registered charities. Many hospitals and health providers that participate in and support research are also charities. This charitable status enables them to receive tax deductible donations directly and to receive funding from other charities. Many also have their own charities and foundations that support their work, and actively fundraise on their own behalf.

Fund present opportunities to use government funding to leverage charitable investments. This has led to a renewed focus on charitable and philanthropic investment in health and medical research.

The COVID-19 pandemic has provided an impetus for philanthropic support for research and has the advantage of being able to act quickly and decisively.



paulramsay FOUNDATION
PARTNERSHIPS FOR POTENTIAL

The Paul Ramsay Foundation has provided $3.5 million to the University of Queensland to accelerate development of its COVID-19 vaccine.

It has also made a grant of up to $2 million to the Peter Doherty Institute for development of a passive immunisation treatment to protect against COVID-19 as an interim treatment should a vaccine require more time to develop. This will enable medical and nursing staff to continue to work amid exposure to COVID-19, meaning health systems could sustain service through even the worst-case outbreak.

A further grant of up to $2 million through the Peter Doherty Institute to the Australian Partnership for Preparedness Research on Infectious Disease Emergencies (APPRISE) will support the development of effective responses to COVID-19 for high-risk communities, particularly Indigenous populations.[1]

1 https://paulramsayfoundation.org.au/2020/03/22/the-paul-ramsay-foundation-allocates-first-phase-funding-of-9-million-to-support-the-fight-against-covid-19/

CORPORATE GIVING

Australian companies invested $945 million in philanthropy in 2018. According to the GivingLarge report, they are becoming more generous with investment in community causes. Beneficiaries varied widely but funds primarily went towards health and wellbeing (24%), education (20%), diversity and inclusion (18%), and the environment (14%).

The research conducted annually by Strive Philanthropy analyses the publicly available reports of top companies, compiling their community investment statistics to develop a unique data set aimed at drawing attention to corporate Australia's efforts in this area.

Report author and Strive Philanthropy Founder Jarrod Miles said the generosity of Australia's leading companies was encouraging and that they are also discovering philanthropy and profit can go hand-in-hand.

"Perhaps the most notable insight from this research, is corporate Australia's under performance in percentage contribution of earnings or profit. The average 0.6% is batting well below global averages and the commonly encouraged benchmark of 1%.

This signifies a remarkable opportunity for this group of companies with the potential to shift an additional $600 million of funds to the community if these companies can all commit to this reasonable target."

MACA Limited has a great approach to 'giving back' to the community and it goes way beyond an annual lamington drive – it is built into their DNA.



Founding Shareholder of MACA, Geoff Baker (right) receiving the Corporate Leadership Award from Chief Scientist Dr Alan Finkel AO at the 2018 Health and Medical Research Awards

MACA is a leading integrated services contractor in WA and in 2012 became the title sponsor for the Ride to Conquer Cancer. Since then they've become the largest team in the Ride to Conquer Cancer in the world.

Wesfarmers has committed $11 million over eight years to establish and provide core support for the Wesfarmers Centre of Vaccines and Infectious Diseases (WCVID) based at the Telethon Kids Institute.

"We know that infectious diseases continue to be the most common reason for hospitalisation of young children in Western Australia and the number one cause of death in children worldwide. Because of this contribution, the WCVID has quickly become a national leader and global centre of children's paediatric infectious diseases research."

Naomi Flutter, Wesfarmers executive general manager of corporate affairs in the GivingLarge Report

Research Australia has acknowledged the role that MACA's corporate leadership has played, naming them the 2018 winners of the prestigious *Leadership in Corporate Giving Award* at the annual Health and Medical Research Awards

This important event is the biggest funding event for the Harry Perkins Institute of Medical Research at the University of WA.

MACA's giving culture isn't just internal, they encourage suppliers and business partners to join in and fundraise also. They have built a business network of like-minded people with similar values who all share a passion for fundraising to cure cancer and have raised millions in doing so. MACA's contribution is so significant they have directly funded ground-breaking research and researches at the Perkins including in melanoma research, liver cancer and other hard to treat cancers.

In 2017, MACA's team had 250 riders and contributed over $1 million to the cause, with the group having raised a total of $7.2 million for the ride over the past 7 years. MACA has been a role model to the Perth business community and has started a wave of momentum that now means over 50 corporate teams ride and fundraise in the event, many of them MACA suppliers or partners.

Geoff Baker, Founding Shareholder of MACA, says 'I am a firm believer that a healthy population is key to a healthy economy just as I believe a healthy work culture is one that fosters philanthropy. MACA is proud to support the work Harry Perkins Research Institute does in tackling some of the world's biggest health issues. Our support helps them with their life-saving breakthroughs to improve the health of the community both today and for future generations and that makes us really proud.'



MACA Founding Shareholder Geoff Baker (centre) with another team member ready to ride at the 2017 Ride to Conquer Cancer

MISSION FOCUSED

Philanthropy provides funding for health and medical research, but it has a critical role that goes beyond the dollars raised. The organisations that raise funds for research and provide funding to researchers at other organisations are often 'mission focused'. Their whole reason for being is to raise funds to find a cure or treatment for a particular disease. At Research Australia we were keen to understand how organisations see themselves and their role in the health and medical research ecosystem.



Above: Annabelle Wilson, Head of Advocacy, Cure Brain Cancer Foundation

Right: Advocacy Award Winers 2019. Left Professor Gordon Lynch, University of Melbourne, Annabelle Wilson, Cure Brain Cancer, Duncan McPherson, ANZGOG

As the national peak body for the health and medical research and innovation sector, Research Australia's advocacy is our primary mission. For many years we've shone a spotlight on other advocates, champions and corporate leaders through the Health and Medical Research Awards program with the first Advocacy Awards being won in 2003 by The Hon Bob Carr and Sarah Murdoch.



A more recent Award winner was Annabelle Wilson of the Cure Brain Cancer Foundation. Annabelle shares her views on the importance of advocacy.

'Promoting a level of urgency and an emphasis on the impact of research on the lives of the people who are living with cancer every day is a crucial component of advocacy and fundraising. Those of us who advocate through personal connection play an important role in breaking down barriers within the health and medical research system through increased funding, be it through government grants or via philanthropic means, or through the advancement of policies and processes. There are many examples of grassroots advocacy creating important changes to research infrastructure and those of us who deeply understand the patient experience are important allies in the search for meaningful advancements in health and medical research.'

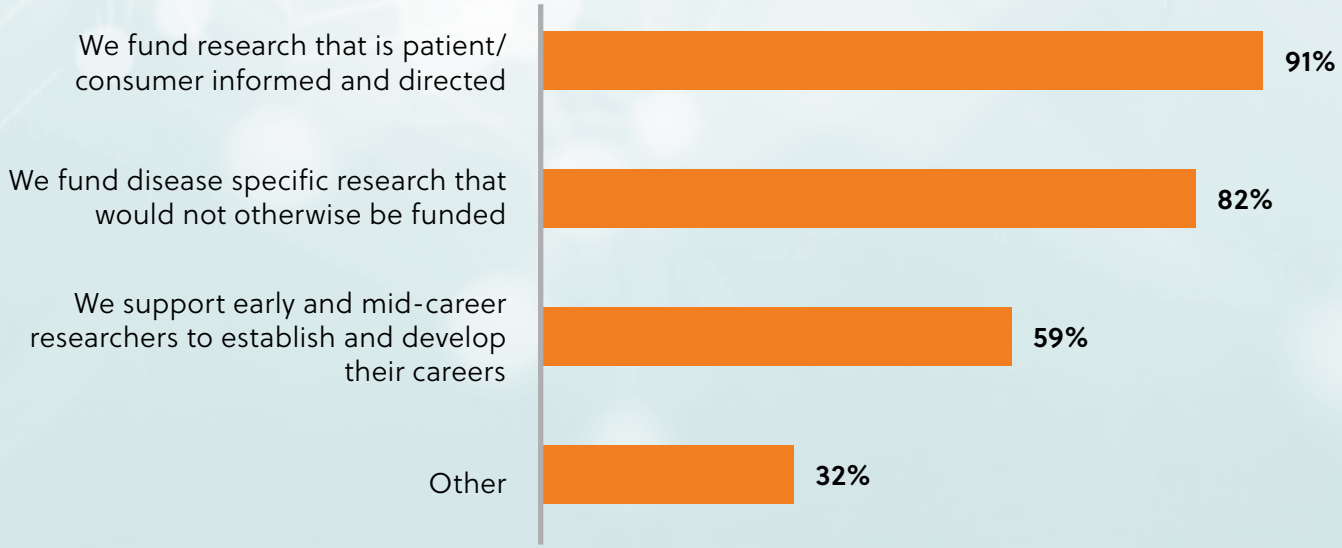
In conversations with the our Members and through our survey, the vast majority identified their focus on patient and consumer-directed research as setting them apart. This is important because research that is directed and informed by consumers and patients is better placed to deliver real solutions to real problems.

Funding for research is incredibly competitive, and there is so much deserving research that never gets funded. It is no surprise that 8 in 10 of survey respondents identify themselves as funding research that otherwise wouldn't get funded.

And this competition is hardest for early and mid-career researchers, who have to compete for funding with more established researchers who are able to point to a longer history of success – a key measure of attracting future funding.

Nearly six in 10 organisations identified funding early and mid-career researchers as a critical contribution they make to funding.

Why is your organisation's role in the health and medical research pipeline so critical?



MISSION FOCUSED

Research Members share their thoughts on why the role of their organisation is critical.

Cerebral Palsy ALLIANCE RESEARCH FOUNDATION

'Established in 2005, the Cerebral Palsy Alliance Research Foundation has contributed over $48m in funding towards over 505 CP research projects in Australia and around the world, making CPARF the largest private philanthropy funder of CP research globally. Prior to 2005, research into cerebral palsy internationally was severely underfunded, with minimal communication between researchers. Our organisation has put cerebral palsy on the map for the world's research community.'
Lorraine McNuff, Senior Partnerships Manager

mnd Australia

'MND Australia look to fund early-stage research with the aim of establishing proof-of-concept to leverage that funding for larger national grants. We also fund care-focused research which is difficult to obtain funding for national competitive grant programs.'
Gethin Thomas, Executive Director, Research

Australian Cancer Research Foundation

'At the Australian Cancer Research Foundation (ACRF) our unwavering focus is on finding the most promising cancer projects across Australia and funding major ($1-10 million) grants for the equipment, technology and infrastructure needed to allow researchers to initiate projects, with the end goal to advance the management of cancers. We invite research across all cancer types... We will support early research, supporting bold ideas, sometimes to provide proof of concept. Our model typically seed funds projects, with the intent that these are leveraged financially as the project continues.'
Kerry Strydom, CEO

National Breast Cancer Foundation

'The National Breast Cancer Foundation has spearheaded a number of collaboration initiatives with other cancer-specific research funding organisations that have funded projects that aim to leverage synergies across different cancer types. These innovative projects would otherwise not be able to secure funding through traditional funding through government or charities. These are breast-brain, breast-ovarian and breast-prostate cancer collaborations and have brought together researchers from separate fields into collaborative teams.'
Chris Pettigrew, Director, Research Investment

The Sydney children's Hospitals Network
care, advocacy, research, education

'Sydney Children's Hospitals Foundation is critical to the funding of paediatric translational research as we wish to ensure that every child, no matter why they are hospital, will receive the very best, research led, care. Whether that is a new diagnosis where before there was none; new or enhanced treatments; and personalised solutions to solve their unique response to both the disease; injury and treatment.'
Nicola Stokes, CEO

THE UNDERSTANDING OF PHILANTHROPY'S ROLE

The role of philanthropy is to provide funds for research, but also much more. As the nation's peak body we advocate to government, sector influencers, industry, the not-for-profit sector and philanthropists and consumers to sustain investment in the health and medical research. A better public understanding of the critical role philanthropy plays in funding research is an important part of our agenda.

Through our annual consumer poll we see the high priority Australians place on their Government's investment in health and medical research and their own motivations for donating. We used our survey of fundraising members to gather their perceptions of how well the role of philanthropy is understood. It is clear they believe the level of understanding varies across the community and other stakeholders.

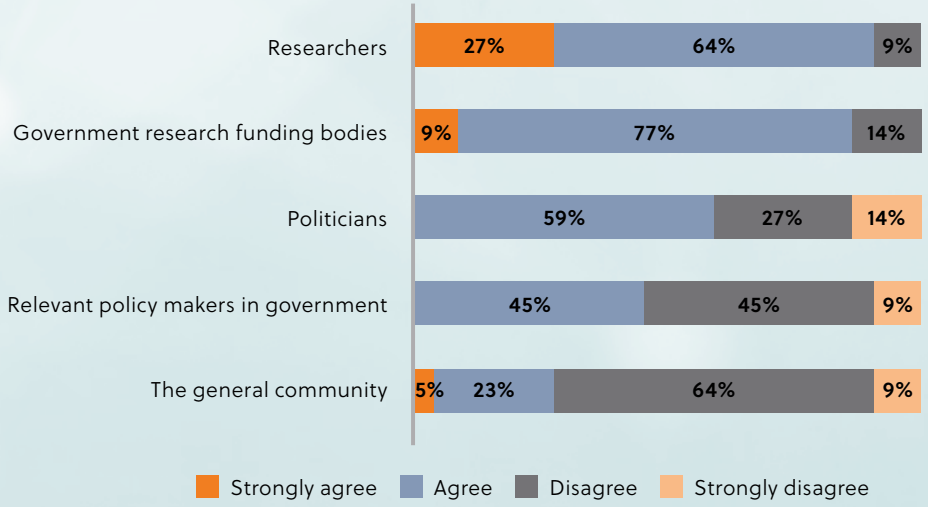
Our survey results showed that fundraising bodies think their role is best understood by researchers, with only 9% thinking researchers do not understand it.

Understanding among government research funding bodies is also high, with 86% either strongly agreeing or agreeing. In the last decade there has been increasing interest in government funding bodies in partnering with philanthropy and this may be a contributing factor here.

Politicians are the next highest with a majority agreeing that politicians understand the role of philanthropy in research.

Understanding is lowest amongst relevant government policymakers (45%) and the public (less than one third).

The role of philanthropy in funding health and medical research is understood by ...



THE IMPACT OF COVID-19 ON PHILANTHROPY IN HEALTH AND MEDICAL RESEARCH

The COVID-19 pandemic has disrupted nearly every corner of our society and economy. It has greatly affected many philanthropic organisations, whose fundraising activities are so heavily relied on to fund vital research that provides new knowledge, treatments and cures for disease.

In addition to the tragic loss of life, we know the COVID-19 pandemic has had a devastating effect on our economy. Unemployment is at record levels, with millions of Australians out of work and/or working reduced hours. With so many people out of work and on reduced incomes, their capacity to support charitable causes, including health and medical research, is diminished.

Financial markets plunged in March, and interest rates are at record lows. Many large philanthropic foundations with significant endowments rely on investment returns to be able to provide grants.

COVID-19 has also followed directly after Australia's worst bush fire season, with enormous fundraising efforts around Australia raising hundreds of millions of dollars for bushfire relief efforts. Half the respondents to our survey reported that fundraising for bushfire relief and COVID-19 related welfare causes had slightly reduced donations to their organisation, while a little more than a quarter (27%) reported a significant reduction.

The fundraising efforts of charities large and small have been severely disrupted by the physical distancing and travel restrictions that have been implemented to control the spread of COVID-19.

Many charities rely on fundraising events such as fun runs; others rely on activities undertaken by groups of employees, often with the support of their employers. The imposition of social distancing and work from home requirements has affected the ability to run these events.

The economic downturn, with increased unemployment and sharp falls in investment markets is also affecting giving, including the ability to raise funds from corporate Australia. The level of giving from many high net worth individuals, family trusts and philanthropists is dependent on the performance of their investments so the economic impacts can drastically decrease the available funds directed to health and medical research.

We reached out to our membership to get an idea of how they've changed the way they work and how they plan to future proof their organisation.

Fundraising channels employed to raise funds vary amongst philanthropic organisations. COVID-19 had a stronger impact on certain methods, obviously those reliant on face-to-face activities, whether it be regular giving acquisition, fundraising events or the selling of merchandise. Just as much of the sector's research pivoted to COVID-19 so do did many fundraising appeals.

Many fundraisers shared a strategy of strong donor retention activity to ensure their ongoing loyalty.

Increasing the digital presence makes sense of course, as does pivoting the asks in appeals to COVID-19 related aspects of research. So many organisations across the country had to move their signature fundraising sporting events, merchandise sales, gala functions and donor stewardship activities completely or partly online. Innovations in how events were made virtual proved successful in many cases. Online fundraising at the end of the day is highly cost effective compared with the enormous costs of event production so net returns have been positive and even higher for some of our members.

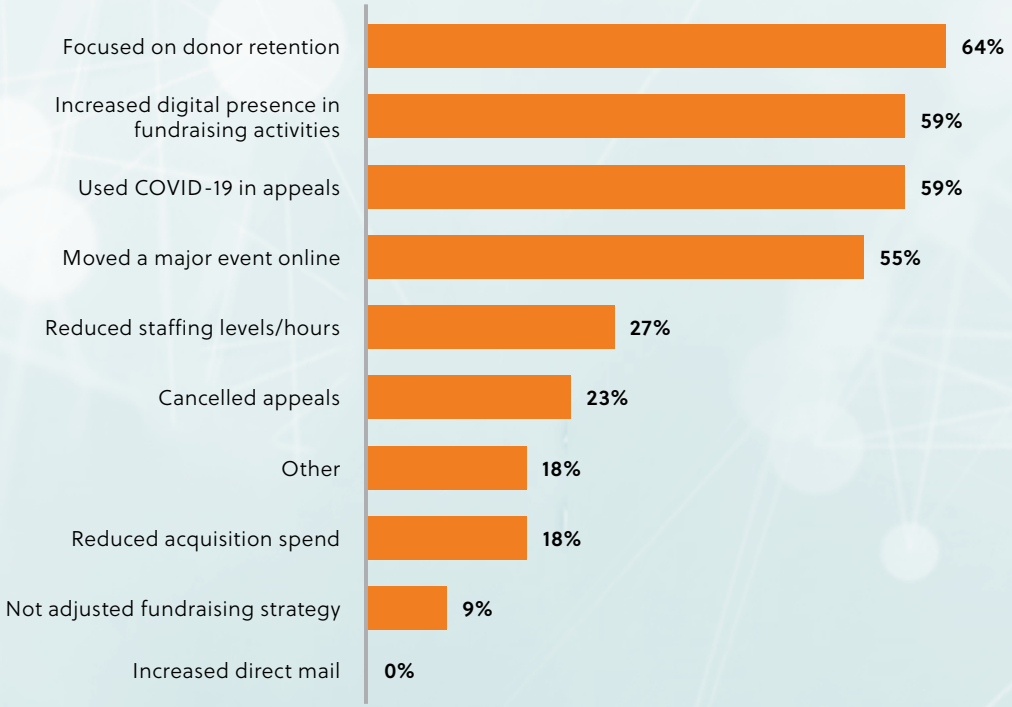


THE IMPACT OF COVID-19 ON PHILANTHROPY IN HEALTH AND MEDICAL RESEARCH

Fundraising events such as fun runs, growing moustaches and selling ribbons rely on people coming together and interacting with one another. These are important to the organisations in this survey, with only 5% reporting they don't use events to raise funds.

While, as we saw earlier, more than half of respondents had moved an event online, this has generally not been as successful as 'business as usual'. Nearly two thirds reported a decline in revenue from fundraising events of more than 20%, and a further fifth reported a decline of less than 20%. Encouragingly, a small minority has reported an increase in their revenue from fundraising events.

Responding to COVID-19 by adjusting fundraising strategies

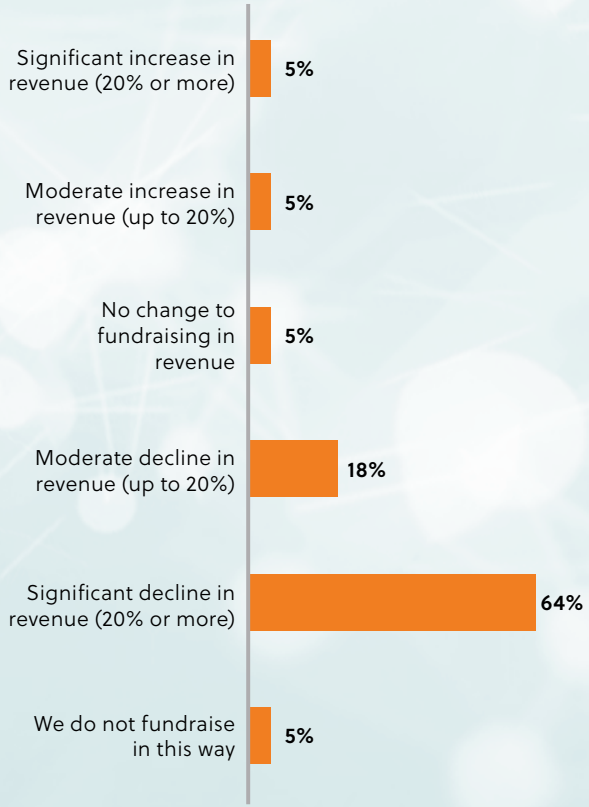


the hospital research foundation

The Hospital Research Foundation Group supports more than 50 areas of medical research and patient care, inlcuding some of the most common diseases and illnesses, by funding researchers across all local health networks in South Australia.

"The impact of COVID-19 has been challenging for all in the philanthropic sector, however The Hospital Research Foundation Group, like many other charitable entities had been investing a great deal of time and resource into highlighting our impact in the community. As a result of this brand awareness, in the event of a medical emergency, our supporters reacted well by not only continuing their support but we had a significant growth in philanthropic support during this period." – Paul Flynn, CEO

Effect of COVID-19 on fundraising events



Jeans for Genes Day August 2020 – Children's Medical Research Institute.

For the past 60 years, Children's Medical Research Institute (CMRI) has been finding cures and treatments for the genetic diseases and birth defects that affect 1 in 20 children worldwide. Fundraising is critical to the organisation. Over the years the Institute has built a community of supporters who rally around the iconic Jeans for Genes fundraising campaign, which since 1994 has raised more than $60 million.

Jeans for Genes Day is one of Australia's longest running and most successful fundraising campaigns. For the first time in the 27-year history of the campaign, social distance restrictions due to the pandemic prevented volunteers from fundraising and selling merchandise in public spaces. This and the reliance on national workplace participation had a dramatic impact on the traditional operations of Jeans for Genes Day which typically raised between $1,200,000 - $1,300,000 every year.

CMRI knew that a reinvention was required to succeed in a changed world. CMRI set out to reimagine Jeans for Genes by taking the campaign digital. Compared with 2019, click-throughs from online ads increased by 77% and single donations increased by 57%. The online shop was expanded and quickly gained traction through strategic data retargeting. During the peak of the campaign CMRI turned over $10,000 of sales per day. The total funds raised to date from the 2020 Jeans for Genes Campaign is $1,055, 000. With reduced costs the net income is up by $100,000 on 2019's result.

CMRI also pivoted the Jeans for Genes Gala Ball to an online virtual event. This gala event for 400 guests normally grosses roughly $250,000. Around 150 links went live on the night reaching over 350 viewers and while income was lower than last year at just over $80,000, that was ameliorated by a higher ROI. The net outcome was better than if it had been a live event, because live events are incredibly expensive to produce.

EFFECTS OF COVID-19 ON HEALTH AND MEDICAL RESEARCH

Even when not directly undertaking research, funders remain close to their researchers and generally have an intimate knowledge of how the research they fund is progressing. Fundraisers identified a range of different effects of the disruption caused by the COVID-19 pandemic.

Fewer than one in five reported no effect from the COVID-19 pandemic on the research they fund, and over two thirds reported that research had been significantly disrupted and/or delayed. In nearly a quarter of cases, research has been halted.

Nearly a quarter reported that the research they fund has pivoted or changed to respond to COVID-19. We know that this was a common response from many Australian researchers in the first part of this year, and the range of different types of research undertaken is covered in Research Australia's report *COVID-19: How Australia's health and medical research sector is responding*. The report is available on the *Research Australia website.*

One third reported that their researchers had lost university funding; universities' ability to fund research has been severely affected by the loss of international student income in 2020 because COVID-19 has prevented travel to Australia for study. At the same time, nearly one quarter have reported that COVID-19 has increased the costs of research projects. **A third of survey respondents reported that they had responded by providing additional funding to support research.**

Effects of COVID-19 on the funded research



Six-month funding extensions for *MS research*

Since its establishment in 2004, MS Research Australia has invested over $44.3 million in MS research. A recent review of the 40 research initiatives supported by MS Research Australia found two thirds (66%) of the researchers are running their projects at a slower pace with COVID-19 and three out of four (74%) believe they will require extensions to complete their work.

MS Research Australia is providing an additional $275,000 to enable research to be extended by a further six months, securing the completion of important investigations. Associate Professor Desmond Graham, Chair of MS Research Australia, said

'It's extremely important we now provide as much support as possible, so these considerable research efforts are completed and the results and outcomes are uncovered, published and incorporated into our evidence banks and understanding of MS. We are extremely grateful to the generosity of our donors and fundraisers in helping us provide these grant extensions.'

Bridge funding to sustain *MND research*

MND Research Australia (MNDRA) was established in 1984 as a national organisation promoting research into Motor Neurone Disease (MND) and has awarded almost $2.9 million to support the best MND research commencing in 2020.

MNDRA has recognised the disruption that researchers have experienced and is offering "Bridge-Funding Grants" for 2021 to enable researchers to supplement salaries for previously funded grants where progress has been disrupted by COVID-19.



FUTURE PROOFING PHILANTHROPIC CHARITIES' RESEARCH

The sustainability of philanthropy in health and medical research is critical. As the sector's voice, it was important for us to get a sense of the reality of the longer-term impact. Our membership shared some future proofing initiatives they have implemented or are planning to put in place in response to COVID-19. It was unanimously agreed that there would be future pandemics.

Like so many Australian organisations and businesses, fundraising organisations are taking a range of different measures to ensure they can survive, retain their donors and continue to support health and medical research. A large number of fundraising organisations are reliant on Job Keeper and their future once it stops is ominous. In preparation for further hardship, leaders are adjusting their risk plans, reviewing expenditure, return on investment and overheads – an expected process for any organisation.

From the members we consulted, several key themes emerged around futureproofing.

Increasing online activity

Restrictions meant that having a strong online presence during 2020 was imperative. The diversion of giving to bushfires and the pandemic was strong despite only a small number of members seeing a substantial reduction in funds from the bushfires.

Adjusting to COVID-19 went beyond changes to fundraising activities.

"As CEO, my priority was the safety of the team; by employing the appropriate technology we managed to continue interactions from home without too much disruption. Watching the pandemic unfold, I felt an enormous responsibility to look after the team, to care for our donors, to look out for the researchers – all of whom were being impacted by COVID-19.

In a previous role I had experienced fire, earthquakes and flood disasters which served me well in leading the organisation as the situation elevated to global health, financial and economic crises."

Kerry Strydom, CEO,
Australian Cancer Research Foundation

Diversifying fundraising channels

We heard at our Philanthropy Roundtable the devastating impact on some of the smaller charities who rely on events for a large percentage of their revenue so it's not surprising that broadening their suite of channels will be essential in the future to reduce dependency on events and face to face fundraising. Several said they'll be increasing capacity for grant applications across the team.

'We lost hundreds of thousands from being unable to hold our signature gala dinners.'

Michael Galderisi, General Manager Save our Sons Duchenne Foundation

'The pressures on the non-profit sector at this particular time are immense. In particular, in JDRF's circumstances, we have had the cancellation of more than 40 fundraising events forced upon us between May and December of 2020. These events were the foundation of our income generation for this period of the year. In response we have been through a substantial cost cutting exercise, from which we have emerged as both a smaller organisation in terms of headcount and with a much-reduced expenditure base.'

Mike Wilson OAM, CEO, JDRF Australia, and Lead, JDRF Global Project

WHAT'S NEXT?

It is essential that philanthropy is recognised for more than just the dollars that it delivers. Philanthropy provides a way for the broader Australian community to engage with health and medical research, and to provide new perspectives on what is important.

Philanthropy can also provide leadership, at both local and global levels.

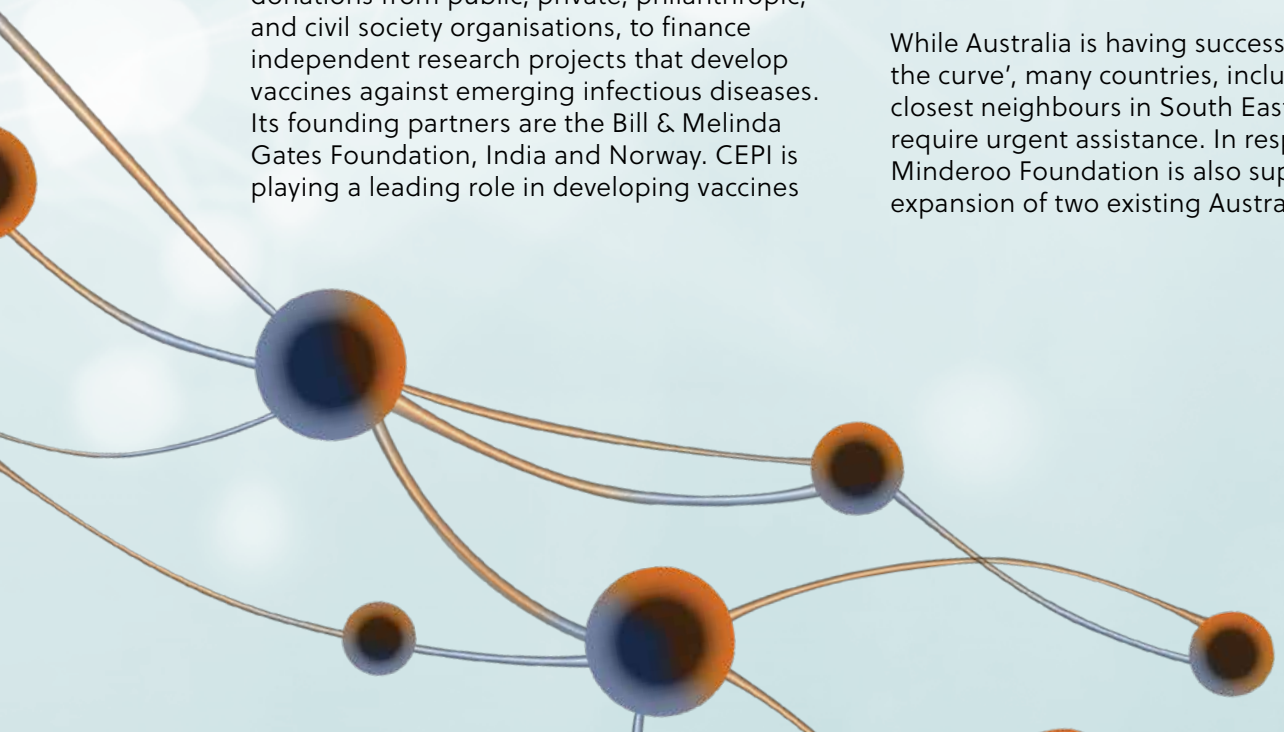
The Coalition for Epidemic Preparedness Innovations (CEPI) is a foundation that takes donations from public, private, philanthropic, and civil society organisations, to finance independent research projects that develop vaccines against emerging infectious diseases. Its founding partners are the Bill & Melinda Gates Foundation, India and Norway. CEPI is playing a leading role in developing vaccines against the SARS CoV-2 virus which causes COVID-19, including funding the vaccine being developed by the University of Queensland. The Australian Government is a donor to CEPI.[2]

Australia's Minderoo Foundation has partnered with the Bill & Melinda Gates Foundation, The Wellcome Trust, the Chan Zuckerberg Initiative, Mastercard, Health Data Research UK and other partners to form a global alliance to share data on the COVID-19 pandemic. The International COVID-19 Data Research Alliance sees philanthropy, academia, industry and governments come together to foster a trustworthy ecosystem for the sharing of COVID-19 data internationally, and to break-down siloes that slow down new treatments.

While Australia is having success in 'flattening the curve', many countries, including Australia's closest neighbours in South East Asia, still require urgent assistance. In response, the Minderoo Foundation is also supporting an expansion of two existing Australian clinical trials – REMAP-CAP and ASCOT – into low-and-middle-income countries, to help tackle the spread of the virus through developing countries.

Back home, while there has been a massive global response to the COVID-19 pandemic, it has also highlighted that some aspects of Australia's system for funding health and medical research are broken. Creating a new and better system requires the active participation of all stakeholders including researchers, governments, industry and philanthropy.

Research Australia is working with members across the medical research pipeline to identify the system-wide policy changes that are needed to position Australian health and medical research as a significant driver of a healthy population and a healthy economy. In some cases, that change will require the assistance of governments; in other cases change will be internally driven.



We will be working with our Philanthropy Roundtable, and the broader membership, to investigate new ways to:

- leverage philanthropic investment in health and medical research with government co-investment, noting that nearly half of Australians are more likely to donate to research where there is a co-contribution from government[3];
- promote stronger collaboration between charities, foundations and corporate philanthropy;
- look more closely at the relationship between universities and philanthropy from all sources;
- capitalise on the innovation and adaptability already displayed by our members throughout the COVID-19 pandemic. Drawing on our 20 year history of expertise in health and medical research focused philanthropy, Research Australia will work to ensure that the unique role of philanthropy is recognised, and that the voice of philanthropy is heard as we lead the sector in identifying better ways to fund and administer health and medical research; and
- create a philanthropic culture for the youth of today.

We expect overall donations and bequests to rise at a faster rate over the next 20 years than seen in the last 20 years, but we see the mix changing significantly with structured giving, bequests and corporate support rising much faster than the mass market giving and volunteering. There are many opportunities for further improvement.

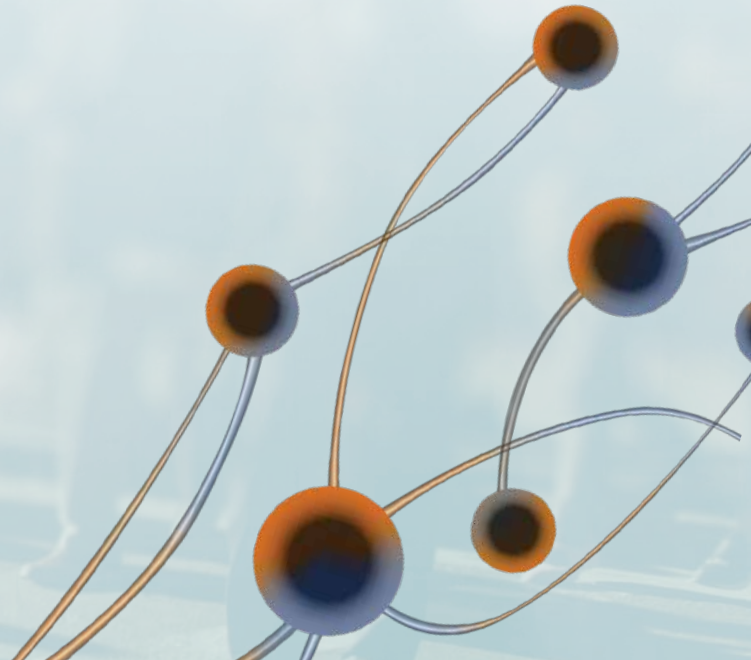


2 https://cepi.net
3 Research Australia's annual Australia Speaks! Opinion polling conducted in conjunction with Roy Morgan, 2019 https://researchaustralia.org/reports/public-opinion-polling-2/

RESEARCH AUSTRALIA MEMBERS FUNDRAISING FOR HEALTH AND MEDICAL RESEARCH

ANZAC Research Institute
Arthritis Australia
Australian Cancer Research Foundation
Australian Mitochondrial Disease Foundation
Australian Catholic University
Australian National University
Australia New Zealand Gynaecological Oncology Group (ANZGOG)
Australian Red Cross Blood Service
Beyondblue
Black Dog Institute
Bond University
Brain & Mind Centre
Burnet Institute
Centenary Institute
Cerebral Palsy Alliance
Children's Medical Research Institute
Cure Brain Cancer Foundation
Cure Cancer Australia Foundation
Curtin University
Deakin University
Diabetes Australia Research Trust
Edith Cowan University
Flinders University
Foundation for Alcohol Research and Education (FARE)
Garvan Institute of Medical Research
Griffith University
Harry Perkins Institute for Medical Research
Hunter Medical Research Institute
Ingham Institute
Institute of Health & Biomedical Innovation – QUT
James Cook University
Juvenile Diabetes Research Foundation (JDRF)
Kolling Institute of Medical Research
La Trobe University
Leukaemia Foundation of Australia
Macquarie University
Mater Medical Research Institute
Monash University
Motor Neurone Disease Australia
Multiple Sclerosis Research Australia
Murdoch Children's Research Institute
National Ageing Research Institute
National Breast Cancer Foundation
Neuroscience Research Australia

Orygen, The National Centre of Excellence in Youth Mental Health
Osteoporosis Australia
Peter MacCallum Cancer Centre
Prostate Cancer Foundation of Australia
QIMR Berghofer Medical Research Institute
RACP Foundation
Rare Voices Australia
SANE Australia
Sanfilippo Children's Foundation
Save Our Sons Foundation
Sydney Children's Hospital Foundation
St Vincent's Institute of Medical Research
University of the Sunshine Coast Mind & Neuroscience – Thompson Institute
Swinburne University of Technology
Telethon Kids Institute
The Florey Institute of Neuroscience & Mental Health
The George Institute for Global Health
The Hospital Research Foundation
The Kids' Cancer Project
The Sax Institute
The Sydney Children's Hospitals Network
The Sydney Partnership for Health, Education, Research & Enterprise (SPHERE)
The Walter & Eliza Hall Institute of Medical Research
University of Adelaide
University of Canberra
University of Melbourne
University of NSW Sydney
University of Newcastle
University of Notre Dame Australia
University of Queensland
University of South Australia
University of Sydney
University of Tasmania
University of Technology Sydney
University of Western Australia
University of Wollongong
Victor Chang Cardiac Research Institute
Western Sydney University
Westmead Institute for Medical Research



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