DDF
DANIELA DWYER FOUNDATION

Strategic Plan

2024

Towards a future without brain cancer.

OUR **MISSION**

"We are striving towards a future without brain cancer, through improving the treatments, facilities and support services available to patients and carers.

We believe that early detection and intervention are vital in our fight against this insidious disease."

ABOUT
THE FOUNDATION

Who we are

The Daniela Dwyer Foundation was founded in 2022 as a not-for-profit, medical charity that provides funding and support to programs and organisations in the fields of medical research, treatment, and support services of brain cancers.

The Foundation's objectives encompass healthcare by promoting the prevention or control of diseases in human beings in several ways:

- Supporting medical research into the improvement of diagnostic technologies and the development of treatment or cures of brain cancer.

- Funding the provision of diagnostic and treatment apparatus for use in research laboratories, hospitals and medical centres.

- Assisting organisations that provide public information about, and assistance to, those with brain cancer, or providing equipment to help the relief of people who are suffering from brain cancer.

- Contributing to the practice of medicine, and to those studying medicine, by supporting training of medical professionals regarding the improved diagnosis, treatment and management of brain cancers.

The Daniela Dwyer Foundation is committed to saving lives, by improving the treatment process and disease outcomes for brain cancer patients.

The Daniela Dwyer Foundation is a company limited by guarantee. It is recognised as a Health Promotion Charity by the Australian Charities and Not-for-profits Commission as well as a tax-free not-for-profit charity and a deductible gift recipient (DGR) with the Australian Taxation Office.

STRATEGIC DIRECTION

"Over the next 12 months, we will reinforce the Foundation's position as a reputable, transparent and efficient charity that supports valuable works toward eradicating brain cancers."

OUR STRATEGIC DIRECTIONS
FOR 2024

Our Goals are to

1. Increase **awareness** of the Foundation and our **mission**.

2. Generate **predictable and reliable revenue streams** that support our mission, now and into the future.

3. Target our **philanthropic support** towards **medical research** into brain cancer diagnosis and treatment.

We will achieve our Goals by

- Building upon and maintaining a credible and valued public profile for the Foundation that readily conveys our Mission and Values.

- Ensuring the Board of Directors guide the Foundation strategically and work diligently and transparently to achieve the Foundation's objectives, prioritising transparency and integrity.

- Expand the reach of the **Daniela Dwyer Fellowship**.

- Working closely with inaugural Fellowship recipient, Professor Sudha Rao, at QIMR Berghofer Institute to ensure philanthropic funding is used appropriately to further her work.

GOAL 1

Raise awareness of the Foundation and our mission.

We will achieve this by

- Maintaining a public website that is informative and easy to navigate, whilst being concise and fostering a sense of dependability.

- Actively engaging on social media platforms.

- Developing a base of active and engaged members who can bring valuable insight and experience from the medical and research fields.

- Working with members to ensure the Foundation's ongoing profile is commensurate with, and actively supports the achievement of, the Goals of the Strategic Plan.

- Maintaining a national Board of Directors to allow for greater geographic exposure.

- Publicising the Foundation's work to the community, including by ensuring appropriate recognition from beneficiaries of the Foundation's contributions.

- Operating fund-raising events, which are in keeping with the Foundation's values, to build brand awareness and assist with revenue security.

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GOAL 2

Generate predictable and reliable revenue streams that support our mission, now and into the future.

We will achieve this by

- Encouraging donations through our website platform to support the Foundation's philanthropic work, including by leveraging our Deductible Gift Recipient (DGR) status.

- Establishing ongoing relationships with strategically identified corporate partners, whose values align with our own.

- Creating a calendar of fund-raising events and activities that can be held regularly to improve the visibility of the Foundation and the work of our beneficiaries.

- Maintaining an appropriate investment policy to secure a sustainable return on the Foundation's assets to enable the Foundation to grow its philanthropic work, moving forward.

- Applying good governance practices to the management of the Foundation's resources and activities, and to assure its proper conduct.

- Continuing to review our programs and partnerships on an ongoing basis, and apply the lessons learnt for the future.

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GOAL 3

Target our philanthropic support towards medical research into brain cancer diagnosis and treatment.

We will achieve this by

- Ensuring financial transparency is maintained with all beneficiaries.

- Maintaining regular communication with all persons responsible for enacting our current project/s to ensure responsible and sustainable use of funds.

- Engaging our Members and seeking their input and insights to focus the Foundation's charitable efforts.

- Monitoring for emerging advancements and treatment techniques in brain cancers, to identify future delivery and beneficiary priorities.

- Regularly review and report on the Foundation's work, including progress in achieving the commitments in this Strategic Plan.

- Providing opportunities for Members to participate in the Foundation's activities including the opening of a grant application process.

- Ensuring sound governance of the Foundation while protecting and developing our assets and operations.

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THE DANIELA DWYER **FELLOWSHIP**

In her memory.

The Daniela Dwyer Fellowship is our primary means of supporting the much needed funding for research into the diagnosis and treatment of brain cancer. Daniela's battle with brain cancer showed firsthand how limited the options are for any new treatments. Little has changed in the last three decades in the way brain cancer is treated, and consequently mortality rates remain high.

Daniela fought this insidious disease strongly and with remarkable courage. We owe it to her, and every other sufferer of brain cancer, to do everything we can to make a meaningful change.

The Fellowship's objectives are;

- To advance the quality and impact of brain cancer research in Australia through the provision of dedicated cancer research funding.
- To contribute to the career advancement and research productivity of high quality cancer researchers working in a Higher Education Institution and/or Medical Research Institution, with a focus on brain cancer.
- To promote partnerships and collaboration in conducting high quality brain cancer research in Australia.

The main purpose of the Fellowship is to;

- Support the salary of a researcher or team of researchers.
- Support the purchase of laboratory consumables for specific use on a dedicated brain cancer research project.
- Contribute to the purchase or leasing of laboratory equipment, technology or devices to further the success and progress of a dedicated brain cancer research project.

A Daniela Dwyer Fellowship can be applied for by any Australian researcher, conducting researcher into any legitimate area of brain cancer diagnosis and / or treatment, who is working with or for any NHMRC Approved Administering Institution.

Our focus remains on prioritising advancements in early intervention and treatment. Typical Fellowships range from $50,000 to $100,000 per fellow. It is our hope to increase the frequency which Fellowships can be awarded, to multiple times per year, in the future.

Professor Sudha Rao - QIMR Berghofer Institute - World-first Liquid Biopsy Digital Pathology Platform.

The Daniela Dwyer Foundation is proud to partner with Professor Rao and her team at QIMR Berghofer Institute to assist in bringing their cutting-edge brain cancer diagnostic and treatment techniques to patients.
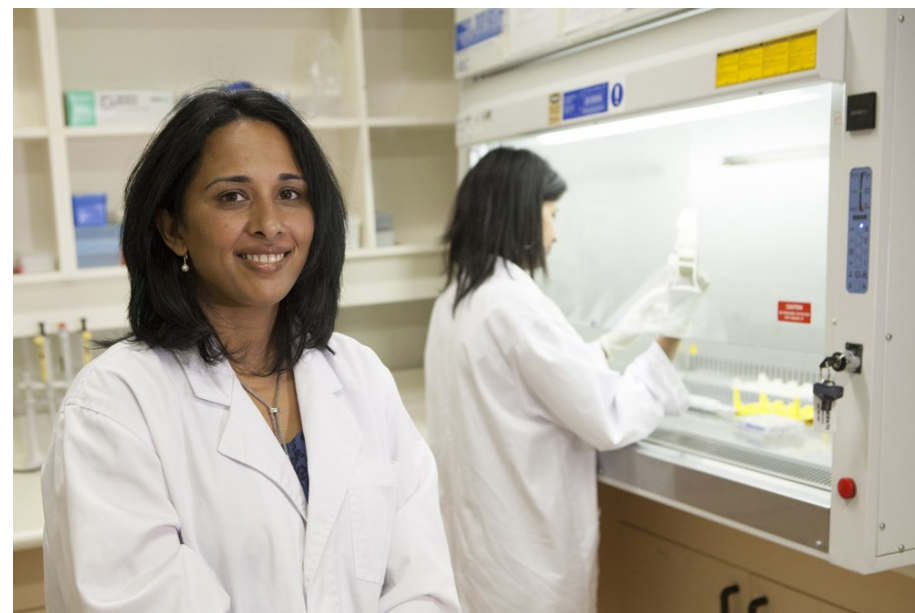
Professor Rao has pioneered novel AI based, non-invasive liquid biopsy technology that can:

- Predict the characteristics of a patient's circulating tumour cells (CTCs).

- Forecast the responsiveness those CTCs may have to various therapies.

- Monitor the aggressive metastatic seeder CTCs over time to track a patient's cancer recurrence and response, so that therapeutic intervention can be adjusted in real time.

- Allow the invitro screening of a patient's specific live cancer cells to determine what drugs the cancer may best respond to.

The Rao Laboratory is one of the only labs with a such a pipeline in Australia.

The key dilemma that this technology addresses is that Oncologists often do not know what drugs (such as chemotherapy, or immunotherapy) will be effective for a patient. This testing technology is able to quickly show how a patient is likely to respond to a specific treatment. Giving an opportunity for the oncologist to reduce the time to find an effective treatment plan, allowing earlier intervention and a higher possibility of a positive outcome.

Professor Rao's work will allow her to work closely with oncologists to accelerate the progress of these blood tests and drug screening platforms, so that they become a routine part of clinical practice for brain cancer patients, as a matter of urgency.

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