

Media Release

For Immediate Release

To \$2million and beyond: Alannah & Madeline Foundation and Richmond Football Club hit major milestone, sign landmark extension

Elite football players are not the only ones happy to re-sign with Richmond Football Club for another season, the Alannah & Madeline Foundation is proud to be the chosen charity partner for the Richmond Football Club and is thrilled to continue its ongoing partnership with Richmond Football Club for a further five years.

One of the longest and most successful charity partnerships in Australian sport, the Alannah & Madeline Foundation has partnered with Richmond Football Club since 2012. The club has raised over \$2 million to date, including **\$231,870** this year alone. The partnership extension will continue until at least July 31, 2029, nearing two incredible decades.

The 2024 fundraising tally included a generous \$10,000 donation from the Richmond Playing Group, \$20,000 from Club partner Motorola, and \$10,000 from Richmond AFLW's major partner, A.G. Coombs. Listeners of Richmond's official Club podcast, *Talking Tigers*, also raised \$12,000 for the Alannah & Madeline Foundation through merchandise sales in collaboration with Brian Taranto from the 'Love Police'.

The Tiger Army's annual fundraising figure for 2024 was the highest it has been since 2019, a credit to the Club's supporters' ability to dig deep for children in need.

Richmond Football Club CEO, Shane Dunne expressed pride in the Club surpassing the \$2million mark for total donations, adding that the five-year extension was a testament to the strength of the relationship.

"The Tiger Army has shown remarkable generosity across the past 12 years and should be proud of the significant contribution they have made to the Alannah & Madeline Foundation," he added.

"We look forward to seeing the relationship flourish across the next five years, and most importantly for the Tiger Army and entire Club to continue to play an important role in the Foundation's work helping to keep children safe from violence."

In raising more than \$2million for the Alannah & Madeline Foundation since 2012, the Tiger Army has supported the Foundation to continue its efforts in keeping children and young people free from violence and trauma wherever they live, learn and play.

Sarah Davies, CEO at the Alannah & Madeline Foundation expressed her gratitude to the club and highlighted the positive impact of their support.



"The Richmond Football Club and its incredible Tiger Army have been champions for children's safety over the past 12 years. Surpassing \$2 million in donations for the Foundation and the work that we do is a testament to the Club's deep commitment to making a meaningful difference."

"Through their support, we've been able to deliver critical programs and support, including providing over 36,000 Buddy Bags to children in crisis. We're thrilled to extend this extraordinary partnership for another five years and look forward to continuing our work together to help children and young people thrive."

Buddy Bags are backpacks thoughtfully packed for children escaping violence across Australia. Unfortunately, with the festive season approaching we see a dramatic spike in family and domestic violence – which means a higher demand for our Buddy Bags.

Every day over Christmas, an average of 30 children and babies are removed from violent homes, often arriving in emergency care with nothing but the clothes they are wearing. With the vital support of Richmond Football Club and the Tiger Army, the Foundation can help provide Infant Buddy Bags, offering comfort and essential items to babies in crisis, ensuring they feel cared for during their most vulnerable moments. **Every child deserves to feel safe and loved.**

Learn more [here](#).

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The Alannah & Madeline Foundation was founded 26 years ago by Walter Mikac AM, and a small group of volunteers in memory of Walter's young daughters Alannah and Madeline Mikac, aged just six and three, who tragically lost their lives along with their mother and 32 others at Port Arthur in Tasmania on 28 April 1996. The Foundation was established with the belief that *"all children and young people should be able to live a happy and safe life, free from violence and trauma."* Our mission continues today through our Care, Prevention and Advocacy programs – we fight for their right to be safe, so their future is strong. www.alannahandmadeline.org.au

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