



alannah & madeline
foundation

Annual Report
2021

Contents

- The Foundation in Brief 1
- Message from our Chair and CEO 2
- Message from our Patrons 3
- Message from our Founder 4
- Impact on the lives of children and young people 6
 - Care 8
 - Prevention 10
 - Advocacy 12
- Dolly’s Dream 14
- Our Community 18
- Our People 26
- Financial Snapshot 28
- Get Involved 30

The Alannah & Madeline Foundation acknowledges Aboriginal and Torres Strait Islander peoples as the first inhabitants of the land now referred to as Australia and that sovereignty was never ceded.

We acknowledge and pay respects to the hundreds of First Nations and Traditional Custodians of the land and waters encompassing where we live, work and provide our services. We recognise and celebrate their spiritual and ongoing connection to culture and Country. We pay our respects to all Elders past and present, and with their guidance are committed to working to ensure all Aboriginal and Torres Strait Islander children and young people are safe and inspired with the freedom to flourish.

The Alannah & Madeline Foundation is a not-for-profit company limited by guarantee. We are proud to display the Registered Charity Tick to highlight our charitable status through the Australian Charities and Not-for-profits Commission Charity Register.

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The Foundation in Brief

Statement of purpose

Safeguarding our children's future together.

Our vision

Every child will live in a safe and supportive environment.

Our story

On 28 April 1996 at the historical Port Arthur site in Tasmania, 35 people were tragically killed. Alannah and Madeline Mikac, aged six and three, along with their mother, died that day.

Because of this terrible act of violence, Alannah and Madeline's father, Walter Mikac AM, and a small group of volunteers, set up the Foundation with the belief that all children should have a safe and happy childhood without being subjected to any form of violence.

The Alannah & Madeline Foundation was founded on this simple, yet powerful notion: all children should live a childhood free from violence.

Twenty-five years ago, we first took a stand in the face of unspeakable tragedy and made a promise to do everything in our power to protect children from harm – to ensure children touched by violence can heal from it, and to serve as a beacon of hope for a better, safer world.

Today that vision continues. Because while the dangers facing children may have changed, our resolve has not. We continue to adapt, driven by our commitment to keep children safe today – and into the future.



Message from our Chair and CEO

The last 12 months have been reflective, challenging, and rewarding as we have come together as an organisation and broader community, continually adapting to an ever-changing environment.

Our programs adjusted to another 'new normal', our much loved and much needed Buddy Bags program recommenced, and we released our new and improved eSmart Digital Licence+. Despite the challenging year, our dedicated staff and volunteers rallied to ensure we could continue to be there for children and young people, fuelled by the ongoing generosity of our partners, donors, and supporters.

In April 2021, we commemorated 25 years since the tragic event at Port Arthur. We marked the anniversary with the First Responders Walk. Craig Harwood and Michael Hayes, tactical team leaders of the Victoria Police Special Operations Group First Responders, together with Jim Morrison, former Tasmania Police Special Operations Group Commander, walked from Melbourne to Hobart, raising awareness of our work 25 years after their active first responder service at Port Arthur.

During the year, we also had the privilege of commencing our Children and Young People Participation project. Our Program Innovation and Design team worked alongside children and young people to understand their perspectives,

ideas, and desires to better inform the development of our work in representing the needs and best interests of children and young people. Our approach is respectful, informed and based on the essential rights of children and young people. We work with them and for them and speak to them. It's a true partnership between adults, children and young people, based on a collective ability to create change together for the ones who will inherit the world we live in.

This year was critical for the ongoing development of the Alannah & Madeline Foundation, with planning at the forefront as we approached the final stages of our 2017-2021 Strategic Roadmap: Every Child Can Thrive.

We are proud of what we have achieved for children in 2021! We are now ready to redouble our efforts as we embark on the journey to create even more impact for children and young people. Going into our 25th year as a Foundation, we will be guided by our new 2022-2025 Strategic Plan in all that we do.

Now is an exciting time of significant progress and we thank you for being on the journey with us. Together we are helping to keep children and young people safe from violence, trauma, and bullying.

As one of our valued supporters, you make what we do possible.

Thank you.



A handwritten signature in black ink that reads "G. Sutherland".

Greg Sutherland
Chair



A handwritten signature in black ink that reads "Sarah Davies".

Sarah Davies AM
Chief Executive Officer

Message from our International Patron

As we move through another year of the pandemic, it is apparent there is a great need for the programs and services provided by the Alannah & Madeline Foundation.

Being a mother of four, I am acutely aware of not only how wonderful the digital world can be to learn, socialise and connect with family and friends around the world – but also of the dangers facing children and young people.

How the Foundation moves with technology, adapting and evolving its programs to stay current is inspiring. Empowering young people to build digital intelligence, think critically, create content responsibly, ensure

a good tone of voice, and be active citizens online are all so important for this generation to learn.

The Foundation addresses these issues through its eSmart suite of programs, most notably the new Digital Licence+, Media Literacy Lab and eSmart Schools, all so relevant and vital in our digital world.

For yet another year I am proud to be the International Patron of the Alannah & Madeline Foundation.

Her Royal Highness
Crown Princess Mary of Denmark



Message from our National Patron

It is difficult to comprehend that 25 years have passed since the Port Arthur tragedy on 28 April 1996. Those who lost their lives that day will never be forgotten.

Immediately after the tragic event, my predecessor, the Hon. John Howard OMAC, took a stand and adopted uniform laws and regulations that banned all automatic and semi-automatic weapons and instituted strict licensing laws, known as the National Firearms Agreement. As a result, Australia still proudly has one of the lowest rates of gun violence in the developed world.

The other positive to come from the Port Arthur tragedy is the Alannah & Madeline Foundation, a foundation that supports children and young people affected by violence and bullying, and works to prevent violence in our communities.

They continue to deliver programs to our most vulnerable, even in another year impacted so significantly by COVID-19, reaching more children and young people than ever before.

The Alannah & Madeline Foundation should be commended for its ongoing commitment to protecting the children and young people of Australia – and I am proud to be the National Patron.

The Hon. Scott Morrison MP
Prime Minister of Australia



A message from our Founder

When we started the Alannah & Madeline Foundation, we did so in the hope that no other families would experience the devastation that we did 25 years ago, and to safeguard every child's basic right to live free from violence.

Over the years since 28 April 1996, I have learned that in order to develop resilience, you must overcome self-limiting beliefs and fears while demonstrating faith and hope amid inevitable change. It's incredibly difficult, it takes time, but it can – and does – happen.

Further testament to this is three of the inspirational first responders, to what was Australia's worst modern mass shooting, who 25 years later conceived the First Responders Walk. It was a privilege to stand with them and support them in April at the start of their journey, an incredibly moving tribute to all those who were lost and injured – and to those who were first on the scene – while raising awareness and funds for the Foundation.

In 2021 Alannah would have turned 32 and Madeline would be 29. I'm hopeful they would be proud of their legacy and how they are always remembered.

To everyone who has been with us along the way, thank you. The Alannah & Madeline Foundation is what it is today because of you.



Walter Mikac

Walter Mikac AM
Founding Patron



A message from Kate and Tick Everett – Dolly’s Parents

The beginning of 2021 marked the third anniversary of Dolly’s passing. At times it has gone so slowly, and other times it seems like only yesterday.

We’ll never recover from losing Dolly, but we strive every day to make her proud of what we’re doing – and what’s already been done – in her memory.

We’ve now worked with the Alannah & Madeline Foundation for three years and during this time we have delivered a number of initiatives, helping to stop bullying and spread kindness. We’re still so humbled by the support of our Dolly’s Dream tribe. Your kindness keeps us all going.

Over the past three years, Dolly’s Dream has established a genuine connection with many communities, especially those in rural, regional and remote regions.

One of our proudest moments during the year was the launch of the Dolly’s Dream Support Line. In partnership with This Is A Conversation Starter (TIACS), we now offer mental health support from qualified counsellors via phone – accessible, free support for whoever needs it, from anywhere in Australia.

We also designed and launched a free and user-friendly online family technology plan that provides families with a platform to have a conversation about technology use, helping to resolve family struggles over things like screen time. The Family Tech Plan aims to build trust between parents/carers and their children while also exploring “how can we create a kinder world when we’re online?”.

Meanwhile, the team has also continued to deliver anti-bullying programs in Queensland and the Northern Territory. It’s been a busy year!

In closing, we hope everyone keeps showing compassion, tolerance, respect, and sensitivity toward others – kindness is contagious. So let’s continue to say a resounding “yes” to kindness, and to speak, even if your voice shakes.

Thank you for your kindness and support.



Kate and Tick Everett
Parents of Dolly Everett



Every Child Can Thrive

2021 brings to a conclusion our 2017-2021 Strategic Plan: Every Child Can Thrive.

In 2017 – our 20th year – we set out our ambitious plan to help make the world a better, safer place for children and we are proud of the progress we have made over the last five years in achieving this impact for children and young people.

1) Care for those affected by violence

GOAL

- Further develop, implement and promote programs and response services to support children affected by trauma and violence.

ACHIEVEMENTS

- Ongoing implementation of our Children Ahead program – provided specialised support and case management for children impacted by severe violence and trauma.
- Establishment of our Trauma Consultancy Service (TraCS) to support educators to build their competence and capacity to support traumatised children.

2) Build an eSmart population and reduce online harm to children

GOALS

- Develop engaged, vigilant, and critically thinking children equipped with eSmart know-how and behaviours to be smart, safe, and responsible online.
- Improve children's wellbeing in what is a rapidly changing online and digital landscape.

ACHIEVEMENTS

- Expanded the eSmart Digital License to a global audience as a world-class product that stays ahead of cyber safety and wellbeing trends.
- Built digital literacy skills across the Australian Curriculum including the launch of eSmart Media Literacy Lab and Digital Compass programs.

- Extended and expanded the eSmart Schools program, including very young children before they start school, through our Playing IT Safe online program for pre-schoolers.
- Worked with partners to identify and pilot new programs to support and deliver digital innovation to keep children engaged and safe online. This included the delivery of a project as part of the eSafety Online Safety Grants Program – an Australian Government initiative, Improve Your Play.

Impact for children and young people

2021 in Brief

Supporting children dealing with trauma
5,860+ children

The Early Years Trauma Consultancy Service (TraCS) helps early years staff understand and work with children aged 3-5 years who are affected by trauma.

Providing comfort for children
1,855+ children

The **Cubby House** is a customised safe space at the Broadmeadows and Melbourne Children's Courts to help reduce anxiety for at-risk for children in foster care and out-of-home care.

3) Influence society to keep children safe, and always put children first

GOAL

- Shift community and cultural attitudes and behaviours to be child focused, with zero tolerance for bullying and violence.

ACHIEVEMENTS

- Led public campaigns on issues that are core to our purpose – including firearms safety, anti-bullying, and positive online behaviours among young people.
- Worked in collaboration with others to change policies, legal frameworks and practices to eliminate violence against children.

4) Embrace change, be innovative, and learn through evidence

GOALS

- Lead advances in community understanding of violence and bullying in a digital age.
- Translate research to develop and deliver innovative child-centred solutions.

ACHIEVEMENTS

- Launched the Parent Hub to build awareness and understanding of bullying and safe online behaviours.
- Launched Do It For Dolly Day in 2019 to help start a national conversation about bullying and the importance of kindness.
- Evaluation of Children Ahead program completed.

5) Invest in a bright future

GOAL

- To have an ethical, efficient and sustainable financing model for growth to enable us to help more children.

ACHIEVEMENTS

- Invested in the long-term financial health of the Foundation, providing a good position for sustainable growth.
- Growth in the number and value of partners, donors, and supporters.

Helping children recover 375+ children



Children Ahead provides intensive, therapeutic support for children aged up to 18 who have been affected by violence and trauma.

Teaching kids to be smart, safe and responsible online

295,560+ registrations

Australia's #1 selling online safety education program, the eSmart Digital Licence teaches school age children how to play, learn and socialise safely in the digital world.

Aiding kids in crisis

Delivered:

102,830+ Buddy Bags



Buddy Bags are backpacks of essential items that are given to children on arrival in emergency accommodation.

Building safer communities

2,500+ schools 1,170+ libraries

eSmart helps to build supportive and connected social environments on and offline, to reduce bullying and cyber bullying.

Care programs

Highlights from the year

Our Care programs aim to help children affected by violence and trauma to recover and heal. In a year further punctuated by COVID-19, our Care program team continued to work on the frontline, ensuring that vulnerable children and young people still had someone to rely on.

Buddy Bags back and better than ever

Our most widely recognised program for children fleeing violence or emergency situations is our Buddy Bags program. Buddy Bags are backpacks filled with carefully selected items that focus on the physical, emotional, and mental wellbeing of children including a toothbrush, toothpaste and hairbrush, new PJs, socks and underwear, and an all-important teddy bear for emotional support.

COVID-19 restrictions and lockdowns during the year posed some hurdles, but the Buddy Bags team continued to find innovative workarounds and solutions to ensure we were able to deliver the beloved backpacks Australia-wide. We are proud to have provided 8,835 Buddy Bags to children in need this year.

Putting children ahead

During the pandemic, there was a well-documented surge in family violence with many adults and children trapped in dangerous situations. Many of these children and families were vulnerable before the pandemic, so with the added layers of extreme financial stress and restricted movement and isolation, many were at an even greater risk of exposure to violence and trauma.

We were proud to continue our Children Ahead program during the year, supporting 35 children who have witnessed terrible acts of violence, helping them to recover, heal and grow through our dedicated counselling and case management program.



TraCS triples its reach

Our Trauma Consultancy Service (also known as TraCS) went from strength to strength, with a three-fold increase in the number of children helped during the year – increasing from 92 early learning centres in 2020 to 271 centres in 2021. The increase is a testament to the positive impact of the program for vulnerable children, and to the strong need within the community to support children to recover and heal from trauma.

Drawing on the Foundation's extensive experience in trauma, TraCS helps early years educators working with children affected by trauma to understand the challenging behaviours being exhibited and how best to respond to them. We work in partnership with educators, leveraging their expertise in child development and early learning, applying a trauma lens to understanding the drivers of these challenging behaviours.

CASE STUDY Jake's story

Jake* came from a violent home and didn't know much in the way of kindness or care. The ongoing trauma had a profound effect on Jake. He was frightened all the time, which made him angry, and when he was at kindergarten, he was often disruptive and would lash out at his teachers.

Jake was terrified of sitting with his back to an open space. He wanted to be up against a wall where he could keep an eye on everyone. Jake was in a constant heightened state of alarm. But unfortunately, his kindergarten teachers didn't know how to help him.

*Name changed to protect privacy.

"With help from our TraCS Consultant, we were able to recognise Jake's fears and make some changes that allowed him to relax and become comfortable enough to listen and learn. He's now much happier and getting ready to start school."

Jake's kindergarten teacher



Prevention: Highlights from the year

eSmart and Online Bullying programs:

Highlights from the year

eSmart empowers schools to create supportive and connected school environments that promote positive behaviour whilst reducing risk factors for bullying and cyber bullying, and the positive and safe use of digital technologies.

Developing digital intelligence

Our eSmart Digital Licence has been building digital skills and capabilities in young people, since 2011. In 2021, the Digital Licence received a significant revision, to ensure we continue to meet the needs of young people now and in the future.

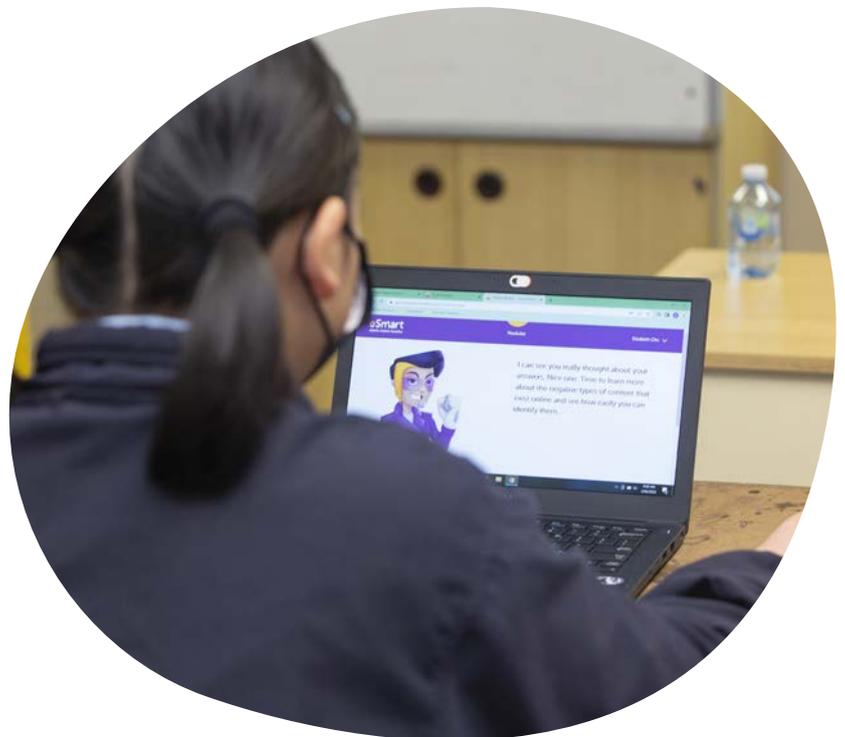
A key element of the revision was to incorporate 'Digital Intelligence' (DQ). Beyond IQ and EQ, DQ is the comprehensive skill set young people need to safely and productively navigate the digital world. For young people to truly thrive in the digital age, they need more than just technical know-how, they also need digital intelligence and an understanding of how to use technology in a safe and empowering way that encourages them to communicate and collaborate online with respect, kindness, and empathy.

Digital Licence+ was funded by Accenture and developed in partnership with the DQ Institute, the global leader in digital intelligence. Aimed at students aged 10-14, this world-first collaboration will see students and their teachers have access to a new and improved eSmart Digital Licence where students can explore an interactive story world and engage with learning material, relatable scenarios, and guided reflections of the students' own experiences with technology to build digital intelligence.

Learn more or register your school at digitallicenceplus.org

"
The eSmart Digital Licence+, powered by DQ, is specifically designed to empower young students to develop and grow their digital intelligence that will enable them to thrive in the digital age.

**Jim Feutrill,
Digital Licence+
Implementation
Project Manager**



Addressing the dilemma of COVID-19 and mis- and disinformation

The increased time children and young people spent online during COVID-19 came with the additional consequence of exposure to a plethora of mis- and disinformation, often making it incredibly difficult for them to navigate what information was true and correct and what was untrustworthy.

Our eSmart Media Literacy Lab, developed in partnership with Google, helps young people build media literacy skills through an innovative learning tool. Students learn how to engage with news and online information and how to identify and critically examine information shared on social media and other digital channels.

In 2021 at the height of the COVID-19 vaccine debate, we created four 'Fact Checker' posters aimed at students aged 12-16 to help them identify and respectfully challenge vaccine misinformation being shared within their families and communities. The posters were translated into 10 languages including Arabic, Simplified Chinese, Traditional Chinese, Bengali, Vietnamese, Hindi, Malay, Indonesian, Filipino and Korean, ensuring they were culturally appropriate for multiple audience groups.

Learn more at medialiteracylab.org.au

Teens teach us the ins and outs of gaming

Parents of avid gamers are often confused and concerned about what their children are seeing and experiencing when they are playing online. We are often asked by parents how they can support a balanced and safe approach to gaming.

To help parents and carers, we recently asked the experts – the young gamers themselves – to tell us the best ways to play video games safely. We then took these valuable lessons and created a special guide: 'By Gamers, for Gamers'. The guide helps remove the fear that many parents and carers have that comes from not understanding the world of online games and provides essential tips to help children and parents navigate a safer and more balanced approach to gaming.



By Gamers for Gamers: Top tips for safe online gaming

Know who you're playing with

"Know who you're adding – make sure your settings are 'invite-only'"
– Justin, 17

Play with friends: gaming is social and fun

"I try to play with as many friends as possible, and we make a party chat and just have fun and laugh about what happens during the game."
– Hamish, 16

Meet other commitments first

"You've got to make sure you've done everything that you need to do like chores, it makes it more fun when you can just relax knowing you've done everything." – Peri, 16

Keep your information private

"If you are playing online, don't give up any personal information. Be wary of background noise too, if your microphone is on it can give away information that you might not want to share." – Iluka, 16

Have 'no game' days to create balance

"I have no game days. For me that's Tuesday, Thursday, or Sunday – I just won't play." – Sam, 17

Advocacy

Highlights from the year

A key part of our efforts to help to keep children and young people safe is working in collaboration with governments, schools, industry and other allied organisations to influence and change policies, legal frameworks, and practices to help eliminate violence against children.

Gun control

Gun control continues to be a key advocacy issue for the Foundation, ensuring the National Firearms Agreement, signed in 1997, remains strong. During the year, we were pleased to welcome several new members to the Australian Gun Safety Alliance, including:

- Australian College of Nursing
- Centre for Excellence in Child and Family Welfare
- Injury Matters.

We commend these organisations for joining us to make a stand against violence and working with us to ensure our gun laws remain responsible, safe, and strong.

Social Media and Online Safety reforms

In 2021 we participated in several consultations, including providing our input and expertise into the Federal Government's Social Media and Online Safety policy and legislative reforms.

We welcomed the important opportunity offered by the Federal Government's Select Committee on Social Media and Online Safety for children and young people to be part of the consultation process and have their say directly to government about their experiences and priorities in the digital world.

Likewise, Dolly's Dream Founders, Kate and Tick Everett, expressed their strong support for the new measures and the importance of families affected by online bullying to have a direct say in what they need and want to see from government and the tech industry.



Making the online world safe – our vision for the future

We know that digital technologies play a huge role in the lives of young Australians, with even the youngest children going online to learn, socialise, play, and express themselves. But traditionally digital platforms have not been designed with children's best interests in mind.

Recent research¹ has found that half of young Australians have experienced cyber bullying or other hurtful behaviours online. Too many children continue to be exposed to online harm, and children's personal data is used and shared in ways that can be invasive and risky.

Meanwhile, many parents struggle to keep pace with their children's use of digital technologies, and many lack the digital literacy themselves to support their children to use technology in positive ways.

Unfortunately, we know that children who are the most vulnerable in the face-to-face world – such as children with a disability and children in out-of-home care – are also at higher risk of harmful experiences online.

In the future, we want the digital world to be a place where children can thrive. We want to see standards of safety, privacy, and care for children that are in line with the community's expectations, and equivalent to the standards we would expect from the in-person spaces where children live, learn and play.

To this end, it's vital that children – along with their parents, carers and educators – have a chance to share their own insights with policy makers and industry in a meaningful way and have their views taken into account.



Hearing directly from children themselves gives government a clearer understanding of children's own strengths, risks, and priorities online.

**Sarah Davies AM, CEO,
Alannah & Madeline
Foundation**



1 <https://headspace.org.au/assets/Insights-experiences-of-cyberbullying-over-time-National-Youth-Mental-Health-Survey-2020.pdf>



Changing the culture of bullying

Dolly's Dream was created in 2018 by Kate and Tick Everett in memory of their 14-year-old daughter Dolly, who tragically took her own life after a prolonged period of bullying.

Dolly's Dream is proud to partner with the Alannah & Madeline Foundation. We share a common goal and commitment to changing cultures and behaviours to prevent bullying, by increasing understanding of the impact of bullying, anxiety, depression, and youth suicide and by providing support to parents.

EDUCATING

Providing bullying and cyber bullying resources for parents via parenthub.dollysdream.org.au



REACHING

11 million+ Australians have heard Dolly's story.



DELIVERING

Co-funding the NT and QLD Governments' introduction of eSmart Schools to reduce bullying.



INFLUENCING

Helping prevent lives being lost to bullying.



INSPIRING

400+ fundraising activities.



HONORING

Kate and Tick Everett awarded 2019 Australia Day Local Hero Award.



FUNDRAISING

\$3 million+ generated in support.



ADVOCATING

Contributing to policy discussions with all governments.



EMPOWERING

Encouraging people to stand up to bullying, support those affected and to speak even if their voice shakes.



PRESENTING

Delivering cyber safety workshops in rural and regional Australia.



Highlights from the year

Dolly's Dream Support Line

In May 2021, we launched the Dolly's Dream Support Line. The support line is aimed at young people experiencing or witnessing bullying, as well as parents and teachers, and is staffed by experienced counsellors who listen and provide support and essential tips.

Dolly's Dream Support Line

No referral is needed, and the Support Line is open to anyone who needs support.

Call or text
0488 881 033 to
connect with
a trained counsellor.
The line operates
Monday to Friday
from 6am to 10pm.



Our Dolly's Dream Support Line in action

Mother and daughter, Sue and Freya share their story of accessing the Support Line...

Sue* recently contacted the Support Line for help supporting her daughter, Freya* who had been experiencing bullying.

Freya was so negatively impacted by the bullying she couldn't talk about her feelings. The counsellor began by building rapport with Freya and asking her to think of a time when she'd persisted at something and eventually succeeded. The counsellor then drew parallels between that experience and what Freya was currently going through. They also worked on ways for Freya to build her self-esteem.

After the session, Sue contacted us to express her gratitude and relief during what was a dark time for her as a mum. Following several sessions with the counsellor, Freya is now feeling much better and wants all her friends to know about the Dolly's Dream Support Line.

**Names have been changed to protect their privacy.*

“

The Dolly's Dream Support Line is a big passion of ours. We wish we had found something like this when our girls were at school and needed help. I wish that I had been able to find that help. If you're struggling, please call our support line. If that one conversation can stop someone walking the same path that we have... that is what Dolly's Dream is here for.

Kate Everett, Dolly's mum

Opening the lines of conversation

The Family Tech Plan is a new initiative of Dolly's Dream launched in November 2021. The Family Tech Plan is designed to reduce family battles over technology use and provide a framework to have productive conversations about safe and appropriate technology use at home. Many families tell us that screen time is a big topic of discussion in their house. The Family Tech Plan helps to open lines of communication between parents, children and teenagers to decide as a family how technology will be used safely and responsibly.

Find out more at
dollysdream.org.au



Doing it for Dolly

Every year in May, we celebrate Do It For Dolly Day, where thousands of wonderful communities across the country come together to commemorate Dolly, spreading kindness and uniting to take a stand against bullying.

In 2021 we were overwhelmed yet again by the support we received from our Dolly's Dream community on Do It For Dolly Day on 14 May.

It was wonderful to see so many people come together to create a kinder and safer world for Australia's children, young people and communities.

We saw schools take part in amazing Colour Runs, kindness activities of all sorts, bake sales and much, much more.

With a record number of schools, businesses, families, and community groups getting involved, Do It For Dolly Day in 2021 raised more than \$200,000!

That's \$200,000 to help fund our work to change cultures and behaviours to help prevent bullying.

We couldn't do what we do without your support – we're so grateful for everything you do to highlight Dolly's Dream. Thank you.

Learn more at dollysdream.org.au



Supporter spotlight – Carlee Knight

Carlee Knight is a humble go-getter who owns a small business in Bairnsdale that's doing big things. She makes things happen and she has a serious knack for convincing people to join in.

Why, how and when did you get involved with Dolly's Dream?

We got involved with Dolly's Dream almost straight away. I saw the story come up on my Facebook page repeatedly, so I took the time to stop and read what happened. I don't know why but something about Dolly's story just really got me.

I was once a young country girl on a farm with my horses and I couldn't quite understand how this could happen. I couldn't stop thinking about Dolly and what she would have been through, let alone how her family would be feeling.

So I reached out on my social media page offering to embroider shirts and donate \$15 from every shirt sold for a month. I was hoping to donate \$200.

I was still being asked for shirts after that so I went back to Dolly's Dream to ask if we could continue, and the rest is history.

“

I was blown away by the response and we ended up donating more than \$12,000. That still gives me goosebumps.

How much money have you raised for Dolly's Dream?

I'm proud to say we've raised over \$400,000 from the sale of merchandise in four years.

How many products do you have in the Dolly's Dream range?

It began with embroidered work shirts and that's expanded to more than 60 products. I've been really lucky to work with some amazing companies who've helped me along the way. One of those is the collaboration with TradeMutt, where we introduced the kaleidoscope hi-vis work shirts that incorporate the 'Dolly butterfly'.

Visit dollysdream.org.au to have a look at the merchandise available.

What has been the highlight of your support of Dolly's Dream?

I really have too many to list but a few would be:

- realising we had donated \$100,000 after 12 months
- when my hometown Bairnsdale turned blue for the first Do It For Dolly Day
- meeting Kate and Tick and feeling like I'd known them forever
- sitting back every so often and reflecting on what we've achieved, and the support people have shown.



Our Community

The Foundation and Dolly's Dream communities are spread far and wide across all corners of Australia – individuals, families, local businesses, and many others who want to help keep children and young people safe from violence, trauma, and bullying.

This wonderful community of supporters drives our work, making everything we do possible.

Some highlights from the year...

A partnership that keeps kicking goals

Richmond Football Club's contribution for 2021 to the Alannah & Madeline Foundation reached an amazing \$212,093. The Foundation has partnered with the Club since 2012 and in that time, Richmond and its Tiger Army have raised an incredible total of \$1,464,581.

Richmond's CEO Brendon Gale said the Tiger Army should take enormous pride in this contribution.

"To see this amount raised during another really difficult year impacted by COVID-19 inspires us," he said.

"Our supporters are always behind this important partnership that has provided so many children with much-needed support and protection, and this year is no exception."

Most funds were raised via the generosity of Richmond supporters purchasing special Alannah & Madeline Foundation Richmond memberships, along with five per cent of all Richmond merchandise donated directly to the Foundation.

"The dedicated match day held during Round 18 raised almost \$60,000 – a fantastic result, given the game was moved to the Gold Coast with only two days' notice," Brendon said.

During the last nine years, funds raised by the Richmond Football Club and its Tiger Army have helped support more than 96,000 young people.

It is because of partners like the Richmond Football Club and its members that we can create a safer world for children and we are truly grateful.

"
The work of the Foundation is critical. Our supporters know, just as we do, that nothing is more important than the safety of our children.

**Brendan Gale, CEO
Richmond Football Club**



First Responders take a tribute walk 25 years on from the Port Arthur tragedy

In 1996, Craig Harwood and Michael Hayes were members of Victoria Police's First Responders as tactical team leaders from the Special Operations Group. They were deployed by Tasmania Police along with Jim Morrison, former Special Operations Group Commander, to assist at the siege at Port Arthur, where 35 people tragically lost their lives on 28 April 1996.

Twenty-five years on, the trio wanted to do something to mark this important milestone and to honour the individuals who lost their lives that day as well as the many people touched by the tragedy.

“ We're doing this because it takes us to the core of the Foundation's work – protecting children from violence.

Michael Hayes

And so became the First Responders Walk. The trio started their tribute walk at South Melbourne on 16 April, then to Devonport and arrived in Hobart on 27 April 2021 – covering a distance of 410 kilometres!

The Foundation's Founding Patron, Walter Mikac AM, whose children, Alannah aged 6 and Madeline aged 3, were tragically killed with their mother on that dreadful day at Port Arthur, was there to wave them off after an emotional gathering before the men departed.

Craig, Michael and Jim started with an aim is to raise awareness of the Foundation and \$100,000 in funds for the Buddy Bags program and they successfully achieved this. That's 2,000 bags for children in need!



Our community

Thank you

Despite another tough year, our community continued to be incredibly generous. We are sincerely grateful for your ongoing support and would like to thank you for your continued generosity.

FOUNDATION PARTNER



MAJOR PARTNERS



FACEBOOK



PATRONS

FOUNDING PATRON

Walter Mikac AM

INTERNATIONAL PATRON

HRH Crown Princess
Mary of Denmark

NATIONAL PATRON

The Hon Scott Morrison
MP, Prime Minister of
Australia

TASMANIAN PATRON

Her Excellency
Professor the
Honourable Kate
Warner AC

AMBASSADORS

Jimmy Bartel

John Caldwell

Melissa Doyle AM

Caitlin Figueiredo

Dan Jackson

Ashton Kline

Georgie Megalogenis

The Hon Alistair
Nicholson AO RFD QC

FOUNDING MEMBERS

Gaye Fidler

John Fidler

BUSINESS, COMMUNITY & GOVERNMENT

3AW

A.G. Coombs

ACE Radio

Australia Post

Australian Federal
Police

Australian Human
Rights Commission

Australian Library &
Information Association

Australian Public
Libraries Alliance

Bartercard

Behavioural Insights
Team

Best Chance

BPA Children's Services

Brimbank Preschool
Association

Caprice

Centre for Excellence
in Child and Family
Welfare

Centre for Health
Research and
Implementation,
Monash University

Children's Court of
Victoria

Children's Corner Early
Learning Centre

Childs Farm

City of Casey

City of Melbourne

City of Moonee Valley

City of Whittlesea

Combined Preschools
of the Southern
Grampians

Cooee Brands

Corporate Edge
Marketing

Court Services Victoria

Cranbourne Day Care
and Kindergarten

CSC Waste & Recycling

Department of
Education and Training
Victoria

Department of
Education Tasmania

Department of Families,
Fairness and Housing
Victoria

Department of Justice
and Community Safety
Victoria

Device Technologies

Eastland Shopping
Centre

Embassy of Denmark in
Australia

Ernst & Young

Freedom Dental

Gannawarra Shire
Council

Goodstart Early
Learning

Government of
Queensland

Government of
Tasmania

Government of the Northern Territory
 Government of Victoria
 Greater Shepparton City Council
 Gunnawarra Shire Council
 Hardie Grant Egmont
 Herald Sun
 Highview Accounting & Financial
 Hume City Council
 Infoxchange Australia
 JBWere
 Journey Early Learning
 Just Play
 Kids World
 King David School Parents' Association
 KOGO
 Komatsu
 KU Children's Services
 Leslie Gribble
 Little Rockers Radio
 Little Saints Early Learning Centre
 Lorne Surf Life Saving Club
 LP ATM
 Lulla's Children and Family Centre
 Marmalade
 McDonald's Australia
 Microsoft
 Mid Valley Early Education
 Mitchell Shire Council
 Murrindindi Shire

National and State Libraries Australasia
 National Centre of Indigenous Excellence
 National Storage
 NetSafe
 News Corp
 Nicholes Family Lawyers
 Nido Early School
 Northern Schools Early Years Cluster
 Numurkah Kindergarten
 Office of the Prime Minister, the Hon Scott Morrison MP
 Officeworks
 Oxley Early Learning Centre
 Oz Hunterz
 Parentzone & Broadmeadows Women's Community House
 Paspaley Group
 PEXA
 Point Cook Pharmacy
 Police Federation of Australia
 Port Arthur Historic Site Management Authority
 Public Libraries Australia
 Royal Melbourne Institute of Technology
 Secretariat of National Aboriginal & Islander Child Care
 SEEK Limited
 Share the Dignity
 SMAART Recruitment
 StarTrack

Storyline Developers
 Swinburne University of Technology
 TAC
 The Mercury
 The Old Paper Shop Deli
 TikTok Australia
 Tony and Munro
 Tourism Industry Council Tasmania
 Twitter
 UNICEF Australia
 Uplift Events
 Vicinity Centres
 Victor Smorgon Group
 Victoria Inclusion Agency - Yooralla
 Victorian Commission for Children & Young People
 Victorian Equal Opportunity & Human Rights Commission
 Visy
 Warrnambool City Council
 Warrnambool West Primary School
 Websavvy
 Yarra Valley & Great Ocean Road Chocolaterie and Ice Creamery
 YMCA
 Your Call

TRUSTS AND FOUNDATIONS

Amanda Joy Dickson Endowment
 Australian Communities Foundation
 Cubit Family Foundation
 Eisen Family Private Fund
 Goldsmith Family Foundation
 Helen Macpherson Smith Trust
 Joe White Bequest
 The Andrew and Geraldine Buxton Foundation
 The Bowden Marstan Foundation
 Elsie Cameron Foundation
 The Iris and Ken Baldwin Foundation
 The James and Jutta Lauf Foundation
 The Phillips Foundation
 The Tauber-Troeth Foundation
 The William Angliss (Victoria) Charitable Fund
 VGI Partners Foundation

INDIVIDUAL SUPPORTERS

Ady and Joseph Lee

Ali Mukadam

Alison and Angus Richardson

Andrew Alexander

Anne Roughley

Anthony Burkitt

Barbara C Gay

Barbara Schiff

Ben McCarthy

Beverley J Lowe

Beverley Jones

Bill Craig

Brian Spain

Carmelina Corsetti

Caroline Dawson

Catherine Moroney

Cathy Dowsett

Chan Cheah

Chantel and Shaun Blankfield

Cheryl Di Florio

Craig Harwood

Craig Stanford

Damian Catania

David and Lisa Van Gelderen

David Potter

David Wardell

Deborah Nisbet

Ed Terkelsen

Elizabeth Kalucy

Evan J Bayliss

Freya Pepper

Gary and Monica Robinson

Gideon and Marian Lochner

Graeme Yeaman

Greg Madson

Gregory Atwell

Gregory J Hinds

Guy Biran

Harin & Lakmali Panambalana

Hayden Trill

Hayley Worth

Herbert Menka

Howard G Walker

Ian Denham

Ian McLiesh

James Edelman

Jana Ashton

Janet Rowe

Jeffrey Parker

Jim Morrison

John B Little

John Calway

John Connell

Jon Reilly

Juanita Wolf

Jules McLean

June Bramich

Karin Rayson-Price

Kathryn Sheehan

Kim Cureton

Kobi & Courts - Dry July

Levi Maxwell

Lucy Candy-Watson

Lyn Cullen

Malcolm and Heather Crompton

Marcia Cowan

Maria Caddle

Maria Papa

Marissa Barter-Waters

Marj Munro

Mark E Taylor

Mark Williams

Matt Ward

Megan Hume

Mehdi Qerim

Melinda Chng

Melissa Veitch

Michael Hayes

Michael J Evans

Michael Tung Yep

Michael Waters

Mick Hall

Mishel Khan

Monica McKendry

Mun Li Hong

Natalie J Pitt

Neil Spitzer

Paul Musco

Paul Raye

Peter and Maxine Baudish

Peter Arnold

Peter Budzienny

Peter Cesca

Peter Gaydon

Peter Hill

Rachel West

Richard Morris
Robyn Conrad
Rosalie Calway
Rosemary and Ashim Marfatia
Rose-Mary Cassin
Sally Nicholes
Sameer Borkar
Sharon Reher
Stanley Haviland
Stephen Dougheney
Steve Harlow
Sue Pain
Susan Cracknell
Susan Nelson
Suzanne Stanesby
Tania Taylor
Timothy Smith
Tony Mansour
Val Kennedy
William Macallister
William Uther

REGULAR VOLUNTEERS

Barbara White
Damon Craig
Debbie Watson
Elaine Haggett
Liz Phillips
Rosemary Marfatia
Sandra Cooper
Sylvia Hall

Thank you!



Our Community

Thank you

The Dolly's Dream community rallied again in 2021, to once again help us realise Dolly's dream and change the culture of bullying. We would like to make a special thank you to the following Dolly's Dream supporters:

FOUNDERS

Kate and Tick Everett

OFFICIAL PARTNERS



mediacom

smiggle



UnLtd:

BUSINESS AND COMMUNITY

ABC Amateur Race Club
All Women Simpson Desert Crossing
Australian Fundraising
Australian Stock Horse Society
Belinda Gibson
Dancing Under the Stars
Dreaming Under the Sun
Government of Queensland
Government of the Northern Territory
Horseland
John Brosnan
John Simpson
June High School
Justine Sywak, Cox Inall Change
Kempsey Toyota
Laura Rusten
Michelle Pearson - Kodi's Message
Nutrien Ag Solutions
Peter Ashley Lindner
Priebbenow Silage Contractors
Rebecca Peachey
Rotary Club of Gladstone Port Curtis
Sam Hughes - The Travelling Jackaroo
Simpson & District Lions Club
Sonia McLaverty
The King's School
The Open Arms
Woolworths Group

AMBASSADORS

Tom Curtain
Chaz Mostert

TRUSTS AND FOUNDATIONS

The Corella Fund
K & MV Topliss Charitable Foundation
Knappick Foundation

MAJOR DONOR

Aileen Kilgariff

We also sincerely thank the many thousands of community supporters and local businesses who supported Dolly's Dream over the last year – we simply couldn't do it without your support!



Our People

The work of the Alannah & Madeline Foundation is supported by the efforts of many dedicated and highly skilled employees and volunteers who give their time and talents to help give all children and young people a childhood free of violence and trauma.

Board of Directors

Greg Sutherland (Chair)
Richard Broug
Terry Hearity OAM
Launa Inman
Hilary Johnston-Croke
Rebecca Kardos
Robert Speedie
Russell Yardley

Special Advisors

Dean Parkin
Rob Masters

Advisory Board of Dolly's Dream

Troy Setter (Chair)
Richard Broug
Bernadette Burke
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Linda Barry, Deputy CEO
Scott Gordon, COO
Suzanne Hammond,
Executive Assistant to CEO
Amy Johnston, Director,
Development & Communications
Ariana Kurzeme, Director,
Policy & Prevention



Behind the scenes: Eve's story

The first one there and the last one to leave.

Eve has a love for helping people and is inspired by the example of Walter Mikac AM who, along with others, created something incredible from an unspeakable tragedy.

For the last five years, Eve has been a volunteer with the Alannah & Madeline Foundation – and she has recently joined the Foundation as a permanent staff member taking up the role of Supporter Care Coordinator, assisting donors and supporters of the Foundation with their enquiries.

She left a career in the finance industry to fulfill her long-time passion of helping children. Eve brings a wealth of corporate experience with her that will be invaluable to the Foundation.

In her role, Eve helps with fundraising several times a year at the football and cricket, as well as at events such as the Easter treasure hunt for children.

When asked what makes her want to give so much of her time to the Foundation, Eve says:

"It's very hard to put into words, I think, when you see one man do great things, and how you just carry that with you and you think gosh, I wish I could do a thousand times more.

"And it's just important. That's why we do what we do every day and that's what brought me to volunteer every time I was asked. It helps me to put all of the daily enquiries I receive in my work into perspective now as the Supporter Care Coordinator. And it's an absolute humbling opportunity. It's once in a lifetime and I cherish that very much."

To learn more about how you can join our team, visit amf.org.au or email us at info@amf.org.au



”

It's very hard to put into words, I think, when you see one man do great things, and how you just carry that with you and you think gosh, I wish I could do a thousand times more.

Eve

Financial Snapshot

Just as the Foundation's purpose is to safeguard the futures of children and young people, we are committed to maintaining a sound financial position, this year and into the future. On this basis, we are pleased to share our audited financial results for the year ended 31 December 2021.

In 2021, the Foundation recorded income of \$13.4 million, with an additional \$4.5 million in gifts in kind, and a deficit of \$500,000 against the backdrop of continued economic uncertainty and prolonged COVID-19 restrictions.

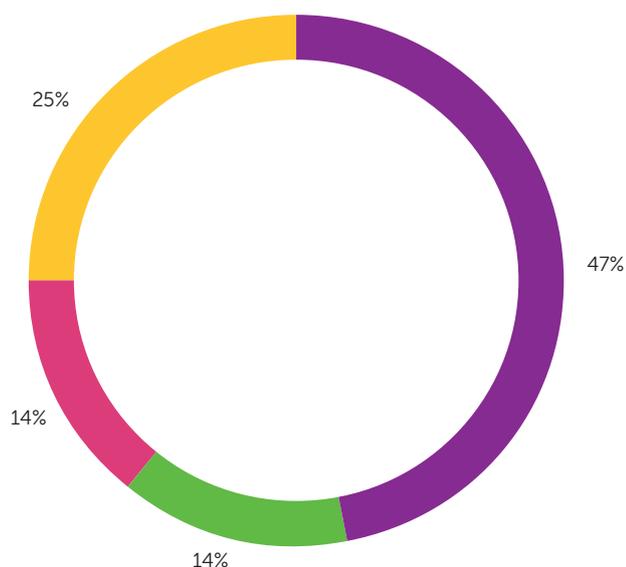
This result represents a modest reduction in revenue from pre-pandemic levels (2020: \$14.3m, 2019: \$15.7m) in line with projections. The shortfall in revenue versus expenditure reflects planned unmatched spending on key programs that was required to fully utilise and deliver impact on funding that was awarded for specific purposes in 2020. Supplementing this existing funding, in 2021, we were able to generate new resources to enhance and extend our services by engaging with our community in more innovative ways and increasing engagement with our corporate partners. We were also grateful to receive significant philanthropic and community support across several programs.

During the year, there was also a sustained focus on controlling expenses, while continuing to responsibly invest in the people and systems at the heart of the Foundation. The Foundation receives only 14 per cent of its revenue from the government, meaning we rely on the generosity of the Australian community to continue to make our increasingly important work possible.

We sincerely thank our partners and supporters for their ongoing support – we simply could not do it without you!

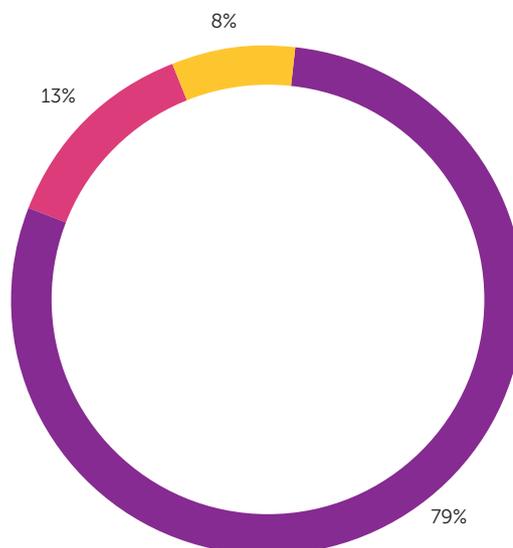


Where our money comes from For the year ended 31 December 2021



- Donations and bequests
- Fee-for-service programs
- Government
- Gifts in kind and non-monetary income

Where your dollar goes



- Programs
- Fundraising and marketing
- Governance and accountability

Our income and expenditure

	2021	2020
Monetary income	13,447,141	14,321,121
Non-monetary income	4,494,455	8,588,406
Total income	17,941,596	22,909,527
Monetary expenditure	13,986,356	11,685,143
Non-monetary expenditure	4,494,455	8,588,406
Total expenditure	18,480,811	20,273,549
Total surplus	(539,215)	2,635,978

The Alannah & Madeline Foundation is audited annually by Ernst & Young.
To read our audited Financial Statements in full visit amf.org.au.





Ways to get involved

Make a donation

Your generous donation today means we can continue to keep children and young people safe from violence, trauma, and bullying.

Leave a gift in your Will

After taking care of your loved ones, a gift in your Will is a direct and valuable way of helping to realise our vision of a future where every child lives in a safe and supportive environment free from violence, trauma, and bullying.

Fundraise

You can get involved in one of our many fundraising events, big and small, or host your own event to raise money to fund more Buddy Bags and other programs to keep children safe from violence, trauma, and bullying.

Volunteer

Our wonderful volunteers are instrumental to our success – helping children and young people in numerous ways including packing Buddy Bags, coming out in force across Australia on Do It For Dolly Day, and providing administration and event support. Become a volunteer today and help Aussie kids in need.

The Foundation at work

Rally your colleagues and make a positive impact in your community by joining our Workplace Giving Program today.

Partner with us

There are many ways we can work together to help keep children and young people safe from violence, trauma and bullying. Find out how your organisation can get involved and create real impact for your customers, your people, and your community.

To learn more, visit amf.org.au or email us at fundraising@amf.org.au.





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ABN: 96 514 115 810



We are committed to Child Safety. Our Child Safe Policy outlines our safe practices for children and is available at amf.org.au