

tlc för kids™

a cause to smile

2014-2015 ANNUAL REPORT

Stories & stats from
the year that was

www.tlcforkids.org.au





A Message from our Founder/CEO

2014-2015 has been an exceptional year, both personally and professionally.

I was truly honored and humbled to have received the Australian of the Year Award for Local Hero 2014 and the Ernst & Young Entrepreneur of the Year Award, Social Entrepreneur for the Southern Region.

These awards have been a terrific springboard for TLC for Kids, as they provided me an opportunity to speak about the work we do to a much wider audience. As a result of the increased awareness, we have achieved a record-breaking year.

Our generous supporters contributed more funds than any other year and, with those funds, we're now reaching more sick kids than ever before.

We continually measure the impact of our vital services, and I am very proud of the fact that our programs have been used to support sick children and their families nearly 6 million times throughout our history - that's 6 million smiles and counting!

2014-2015 has also been a landmark year for growth. We've moved to a new, spacious (and rent free!) office; we've refined and refreshed our look and our presence, both online and offline; and we've worked with some very important people to make big gains in our awareness and impact. We're constantly developing and refining as an organisation so that we can give the utmost to those sick kids and families who need it most.

So, with that said, we thought it was about time for an updated Annual Report! We're so grateful to our generous supporters, and we're really excited to give back by shining a spotlight on some of the stats and stories that have emerged from the year that was.

Thank you to everybody who contributed to our cause to smile in 2014-2015.

Tim Conolan MAICD
CEO & Founder, TLC for Kids
Australian of the Year, Local Hero 2014

A handwritten signature in black ink, appearing to be "T. Conolan".



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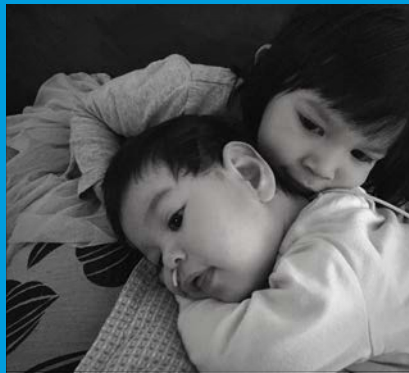
TLC FOR KIDS

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OUR MISSION



WE STRIVE TO CATCH THOSE KIDS WHO FALL THROUGH THE GAPS

Tragically, many kids miss out on the help they so desperately need, as they don't qualify for existing support services. This might include sufferers of:



Accidents & Burns



Rare Illnesses



Abuse



Long-term
Illnesses & Conditions



Financial Hardship
& Family Trauma



Mental Health
Issues

That's where TLC for Kids steps in. With rapid turnaround and no restrictive criteria, TLC for Kids strives to ensure that no child misses out.



OUR KEY PROGRAMS



DISTRACTION BOX PROGRAM

HOW IT WORKS

The Distraction Box Program is designed to give nurses and healthcare professionals the perfect tools to guide young children through painful examinations and procedures.

Each Distraction Box contains items that engage the attention of the child, and also comply with hospital infection control protocols, diverting their attention away from the procedure.

WHO IT HELPS

- Kids undergoing examinations and procedures
- 405 hospitals across Australia
- Healthcare professionals



RAPID TLC PROGRAM

HOW IT WORKS

The RAPID TLC Program is the fastest referral system of its kind in Australia. Healthcare professionals can contact us to request free practical and emotional support for sick children in need, and their families.

TLC for Kids is committed to responding to all requests immediately, actioning them within 24 – 48 hours, if not within the hour – hence the name 'RAPID TLC.'

WHO IT HELPS

- Kids who are excluded from existing support services
- Sick kids' families undergoing trauma and stress
- Any child for whom a healthcare professional sees a need



2015 DISTRACTION BOX STATS

DISTRACTION BOXES IN USE:

1960 boxes

HOW OFTEN THEY WERE USED:

917,280 times



2015 RAPID TLC STATS

RAPID REQUESTS DELIVERED:

309 requests

HOW MANY PEOPLE WE IMPACTED

1236 individuals

Next: Our Stories

RAPID TLC PROGRAM

VICTORIA, 13

A FRIEND IN NEED



Victoria is an amazing 13 year old girl with Scoliosis – curvature of the spine. She had travelled 14 times from home in Tasmania to Melbourne for surgery and treatment, which had been very tough. After some surgery complications, she was really struggling, missing family & friends with the extended time away. The hospital contacted TLC for Kids because she was feeling very down, and we got to work right away, figuring out how we could help.

So, we arranged flights for Victoria's best friend Tayla to come to Melbourne for a surprise 3 day visit. Tayla brought over hand-made cards from all her school friends to decorate her room. Mum said "the difference in Victoria was incredible!" Her amazing smile and laughter had returned.

After the visit, Victoria was ready to face the next round of surgery, which was an amazing success - 2 days later she had a brace fitted and was sitting up. We're so glad we could help!

ARCHER, 3



A TLC TOY STORY

Little Archer suffers from Type 1 Diabetes. To make matters worse, his family has been experiencing medical, financial and psychological hardship. So, we gave Archer a Toy Story Package to brighten up his stay in hospital. Archer's Mum reached out to us, saying "Archer's recent diagnosis of Type 1 Diabetes was quite hard on our little family, and staying at the children's hospital, while it is a brilliant place, can be tough and what you did for us put a smile on our face." We love this pic of Archer with his toys & pjs!



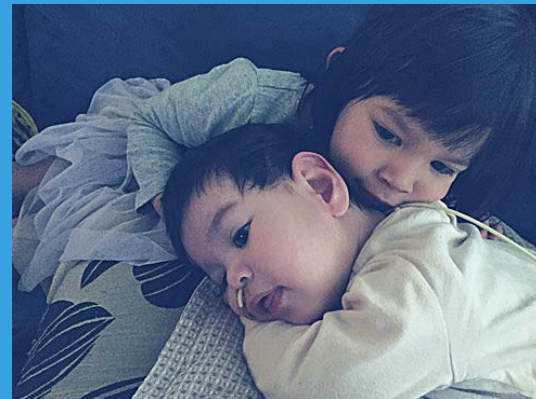
GYPSY-LEA, 4

BIRTHDAY SURPRISE!

Gorgeous Gypsy-Lea had to spend her 4th birthday in hospital. She suffers from Cystic Fibrosis. So, as a special birthday surprise, we gave her a collection of creative packages, some fun animal friends, a special sparkly skirt and a pink mini scooter!

Gypsy-Lea's Mum told us "she said it was the best birthday ever so thank you very much for making her feel special when she couldn't have her family here on her day."

Best birthday ever?! We couldn't be happier.



VIVIAN, 10 MONTHS

HELPING PARENTS

Vivian's condition means that she has multiple life-threatening seizures daily. Her parents must provide life-saving interventions for Vivian at home. She also has a significant developmental delay and cortical vision impairment. Vivian's development is paramount to her parents, and they feel it is important to do their own research in order to gain a better understanding of how they can aid Vivian's development, giving her the best outcome.

We gave some top-class neurological research books to Mum and Dad to provide added knowledge and peace of mind that they are doing all they can for Vivian. We also gave them some massage vouchers!

Pictured is Vivian with her sister Evelyn.

What a lovely family!

MORE STORIES



● We gave 2 projection lights to a teenage boy with acquired brain injury. He doesn't respond to much, but responded well to lights in a therapeutic sensory room. So, we gave him projection lights to create an amazing night sky similar to the sensory room.

● We contributed to travel expenses for a bereaved family. After their young son died, the family was travelling to Japan to try to enjoy time together, and wanted to visit the movie studio that made their son's favourite movie.

● We gave a special Fisher Price Swing and Musical Mobile to settle an extremely premature baby and assist her development.

● We contributed to a large seahorse commode for a boy with airway vulnerability and spinal muscle atrophy type 1, to help his showering and personal care.

● A girl with a life-threatening tissue disease wanted a name badge similar to Royal Children's Hospital staff. We gave her three fun name badges just the same as the RCH nurses wear on the ward, custom-made with a Butterfly, Bunny and Pig print, with her name at the bottom. We also included a Hello Kitty Bag.

● Less than a week old, a newborn boy with a very rare genetic disorder required intensive lifesaving medical management and was intubated at day 6 of life and placed on CPA. His family lived a distance away and the loss of income, cost of travel and mounting bills weighed heavily on the family unit. We paid expensive phone and electricity bills to help ease the burden on that family.

● We provided a number of baby items - car seats, baths, prams - to families who had to move urgently away from their homes due to hospitalised children.

● We gave transport and accommodation contributions to a number of families attending bereavement gatherings around the country.

● A 3-year-old boy experienced a crush injury to his hand when it was caught in a cement mixer. Acting quickly, surgeons believe they were able to save his hand. He was stuck in bed and feeling very sad. TLC for Kids provided a portable DVD player and a selection of DVDs with lots of his favourite characters, to help keep him entertained while recovering in hospital. He woke up with a big smile on his face!

● A 2-year-old girl has multiple conditions that have resulted in 8 respiratory arrests. TLC provided a Personal Alarm System to enable her Mum to contact 000 and Emergency Services with the simple press of a button and not have to hold a phone while attending to her daughter when she is unable to breathe. Her Mum was struggling financially and was unable to afford this equipment. She was in tears and so relieved to hear that TLC for Kids could help out.

● We secured Cricket World Cup Tickets for a family whose cricket-loving 3-year-old boy suffers from a rare illness with a very poor prognosis.

● We gave Lego and an awesome comics package to a 16-year-old boy with heart failure, who celebrated his 17th birthday in hospital. We also gave Luna Park tickets to his sister who missed celebrating her 18th birthday due to the family's struggle.

Our History:

SINCE

1998

TLC FOR KIDS HAS...

Raised **\$12,542,548** for sick kids, with HUGE thanks to
all our amazing supporters

.....

And, with those funds...

Helped and impacted the lives of sick kids and their families
on **5,920,913** occasions

.....

That translates to...

75,590 occasions of impact per year,

17,675 occasions of impact per month, and

2525 occasions of impact per day.



Next: Our Funding

Q. How do we fund
our programs & services?

A: The generosity
of our supporters!

DONATIONS

2014 - 2015

Total: \$1,182,785

General

Fundraising &

Donations

56.6%

Events &

Campaigns

Fundraising

42.1%

Trusts

&

Grants

1.3%

Thank you all!

KEY FUNDRAISERS



Bundraiser Day

We received a portion of proceeds from Bakers Delight Hot Cross Buns, and people also donated coins - \$87,864



The Dinner

A beautiful dinner event donated to us by Tolga Kumova and arranged within a fortnight - \$82,513



Tracky Dack Day

On various days in May, Aussies join together to 'Dack Up and Donate' on behalf of sick kids in need! - \$15,094

APPEALS OFFICE

REGULAR GIVING PROGRAM

\$504,902
from our
registered
givers!

Next: Our Littlest
Fundraiser

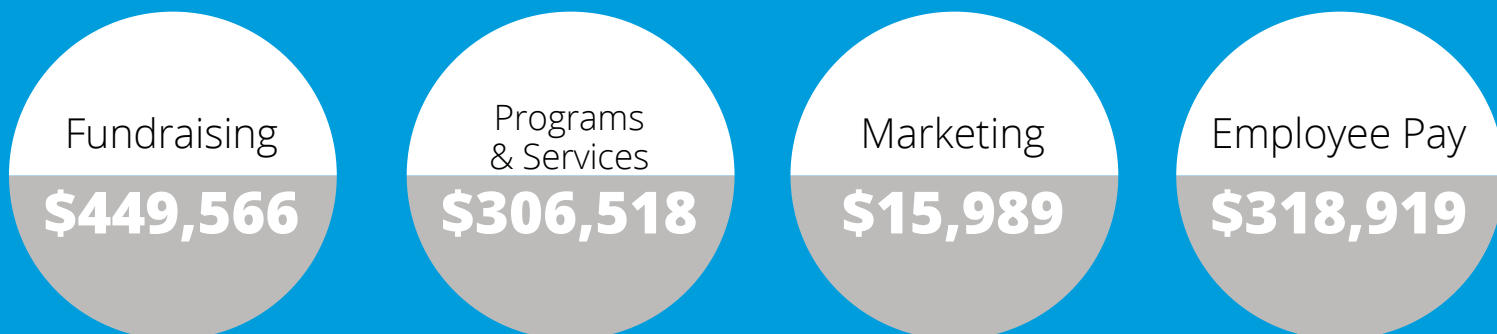
Our Littlest Fundraiser



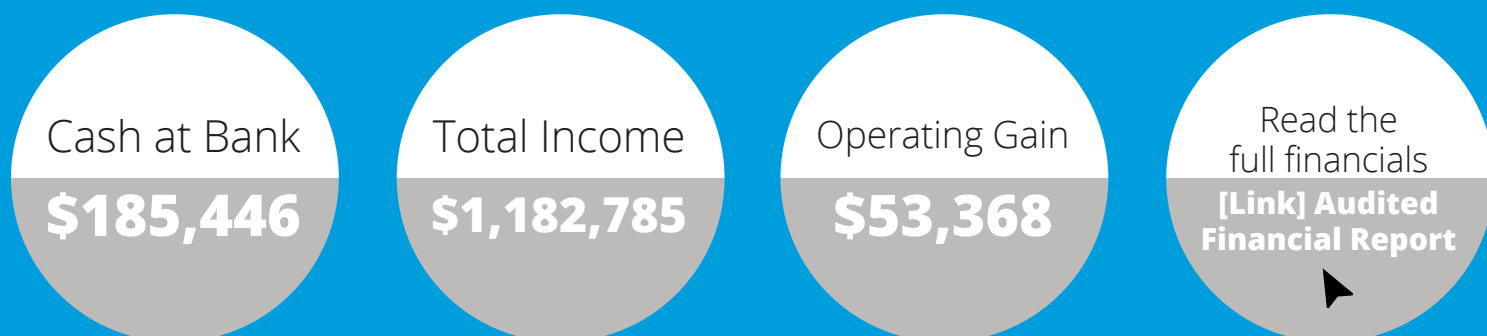
Little Riley is already a TLC kid and was celebrating her first birthday. Jenna and Nick (Mum and Dad) wanted to give back, so they asked family and friends to donate to TLC for Kids in lieu of gifts.

What a special donation! TLC Families helping other TLC families.

Key Expenses 🔍



🔍 Key Gains



TLC for Kids has a lean operating model, with the core goal of increasing the impact of our programs and services.

For instance, we currently have only three full-time staff, four part-time staff, and dedicated volunteers. A whopping 70.5% of our employee expenses go towards programs and services delivery staff.

Fundraising and marketing expenses are carefully considered and rationed, and used to promote our organisation and cause so that we can raise more funds to contribute to our programs and services.

So, with that said, read on to learn about the massive impact of our programs and services this year!



Next: Our Impact

Our Impact

This year, TLC for Kids spent
\$25,000 more
on Service Delivery than last year

**This helped towards an increased output in
Programs and Services, including:**



212 more
Distraction Boxes



65 more
RAPID Requests



99,481 more
occasions of impact

**And, as for our goal of
ultimately reaching 100% of kids...**

Last year:



38% of sick kids in hospital

This year:



51% of sick kids in hospital!

Goals...

ALL HOSPITALS.
AMBULANCES.
DENTISTS.
ADULT DISTRACTION.

EXPAND.



+

INCREASE.

REACH.
FUNDRAISING.
SUPPORTER NETWORK.



SO THAT WE CAN

**HELP 100%
OF KIDS**

ENSURING THAT NO CHILD
FALLS THROUGH
THE GAPS



Next: Opportunities

Opportunities

Expansion Opportunity



Exciting news!

We have a Gold Coast Affiliate.

TLC for Kids Gold Coast Affiliate is a team of amazing volunteers dedicated to raising local funds for local kids on the Gold Coast.

Spearheaded by Dale Mansfield, the team holds fundraiser events and activities with the core goal of helping TLC for Kids expand the RAPID TLC Program to the Gold Coast.

Workplace Giving

Untapped Fundraising Potential

Workplace Giving is a simple, effective way for your workplace community to support TLC for Kids. Workplace Giving donations are made through regular pre-tax payroll deductions, so there's no need for a tax receipt. Employees nominate their preferred donation amount via payroll (it can be as little as \$1 each pay period), and employers have the option to match it. The potential impact is massive!

Fundraising Opportunity



Find out more on the TLC for Kids website

Networking Opportunity



Fresh Events Model

A focus on more intimate gatherings

In addition to our annual Marawalk and Tracky Dack Day campaigns, we will turn our focus to smaller, cost-effective gatherings such as corporate lunches to tell our story. This will allow us to connect on a more personal level with potential supporters, and share in more conversation.

Next: Get Involved

Help us reach 100% of sick kids

6 ways you can get involved today



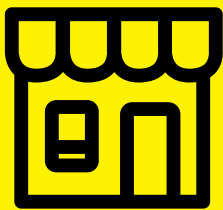
Advocate



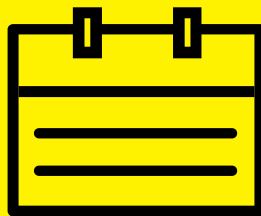
Donate



Volunteer



Fundraise



Participate



Sponsor

Our supporters are vital

TLC for Kids receives no government funding. Instead, we rely on the incredible and unwavering generosity of our supporters. Our needs are many, so there are always opportunities for people get involved, whether that be making a donation, holding a fundraiser, attending an event supporting TLC for Kids, getting your workplace involved in Workplace Giving, or simply telling your friends and family about us!

Learn more: <https://www.tlcforkids.org.au/get-involved/>



Thank you

to everybody who
got involved this year!

Special Thanks

to:

**Matt Ciavarella &
Carerra Motors**

Toll IPEC

Bakers Delight

Tolga Kumova

**Schepisi
Communications**

**Our Board of
Directors**

**Our generous
donors**

**The kids and families
we work with**

for:

Donating our new Brunswick office space to us,
saving us thousands of dollars a year going forward

Allowing us to ship RAPIDs and Distraction Boxes at
no cost, continuing as our ongoing transport partner

Partnering with us for Bundraiser Day, which raised
\$87,864 for sick kids need

Donating his booking and event at The Carousel to us,
so that we could use it to throw a fundraiser dinner

Organising their annual golf days, which continue to
be fantastic fundraisers for TLC for Kids

Providing strong corporate governance, and backing
it up with ongoing support and engagement

Enabling us to continue helping sick kids when and
where they need it the most

Continuing to inspire us with their courage and smiles
in the face of dark times!

We wouldn't be where we are without you

Board of Directors

2014-2015 Period

Ralph Alphonso	Principal, Barley Store Productions Pty Ltd
Gillian Baker	Fellow of the Institute of Legal Representatives
Debbie Bau	Parent Representative
Tim Conolan (Secretary)	CEO & Founder of TLC for Kids
Sarah Gale	Senior Retail Executive & E-commerce/ Marketing Consultant, Sarah Gale Consultancy
Zoe Gladio (Co-chair)	McDonalds Franchisee
Val Harding	Director, International interior Images
Geoff Jackson	HR & Risk Manager, Toll IPEC
Rodney Johnston	General Manager, Toll IPEC
Michael Luddeni	Executive Manager of Enterprise Services & Transformation, NAB
Anton Mihoc (Treasurer)	Director, Upturn Business Advisory
Jeff Nadelman	Managing Director/Owner, MOR Luxury Bath & Body
Andrew Schepisi (Chair)	Managing Director, Schepisi Communications

Advisory Board

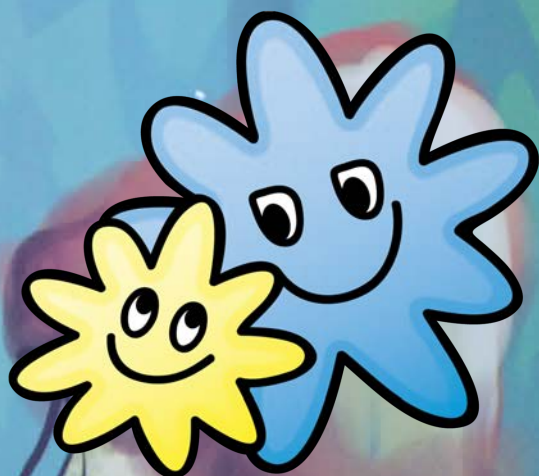
Jack Ayerbe	MaST Australia
Andrew Blode	CEO, Jack and Robert Smorgon Families Foundation
Michael Cefai	Southern Regional Sales Manager, Samsung Enterprise Solutions
Mark Civitella	Managing Director, Globe Communications
Adam de Bree	Associate Director, BDM Transaction Banking, CBA
Andy Dinan	Director, MARS Melbourne Art Rooms
Sarah Gibbons	External Affairs Manager, Mars Snackfood/Food
Leanne Giles	Director, Alpha Bravo Trango Pty Ltd
Peter Grose	Director, Alpha Bravo Trango Pty Ltd
Mark Kelly	Partner, Corporate Genetics
Bill Kusznirczuk	Managing Director, Clement-Stone Town Planners
Geoff Sincock	Partner, Deloitte
Justin Smith	Presenter, 2UE 954, 3pm-6pm
Judith White	Director, Judith White Enterprises
Bruce Woodley	Founding Member of the Seekers

Junior Board

Joseph Caserta	Events & Production Executive, Virgin Australia Melbourne Fashion Festival
Ana Darras	Executive Manager, TLC for Kids
Adam DeBree	Associate Director, Transaction Banking Solutions, Institutional Banking & Markets CBA
Duane D'Cunha	Director of Sales, Gecko Gear Australia Pty Ltd
Bobby Gorcevski	Product Manager, Cloud Strategy & Platforms, Telstra Innovation, Products and Marketing, Telstra
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Andrew Pinto	Financial Services, Colonial First Estate
Adrian Pizzingrilli	Institutional Securities, Morgan Stanley Wealth Management
Ben Sciberras	Director, Whole Nine Yards Group
Amanda Sofo	Solicitor, Melbourne Legal Chambers
Olivia Smith	Communications Manager, APAC Enphase Energy



Thank you for reading



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TLC for Kids



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