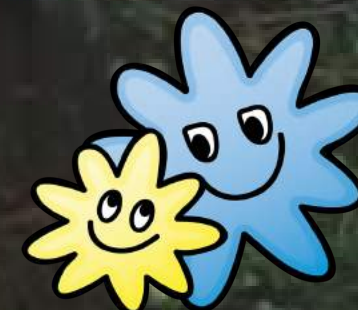


2017 - 2018

Annual Report

*Celebrating
20 years*



tlc för kids
est. 1998



20 years

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“

2018 marks a very special milestone - our 20th anniversary.

It is incredible to look back at how far we have come and how many children and families we have been able to help in 20 years. We continue to be the only children's charity responding to the practical, immediate needs of sick kids, without conditions or exceptions.

Why do we do it? Quite simply, because it has to be done. No sick child should go without help in their hour of need. Whether it's guiding a child through a painful treatment, or providing critical relief to a struggling child and family, TLC for Kids is there.

A big thank you to all of our sponsors, supporters, board members, volunteers, and health care professionals we work with. I can honestly say that I couldn't be more impressed by the passion, support and loyalty of everyone who has played a very important part in where TLC for Kids is today.

”

Tim Conolan
Founder & CEO, TLC for Kids

A simple blueprint

Before TLC for Kids, many children were unable to receive support due to their illness type, age, waiting lists, or prior assistance. This was affecting sufferers of rare disorders, mental health problems, accidents, burns, and chronic illness. It was even affecting sufferers of illnesses and disabilities that seemed to have ample support, but whose 'need' didn't fit the types of support on offer.

To Tim, the solution was simple: create a charity that helps all sick kids and their families cope with the challenges of life with illness - without exceptions.



Who

Any sick child and their family, with no exceptions

What

Practical and emotional relief

When

Immediately

Where

Right across Australia

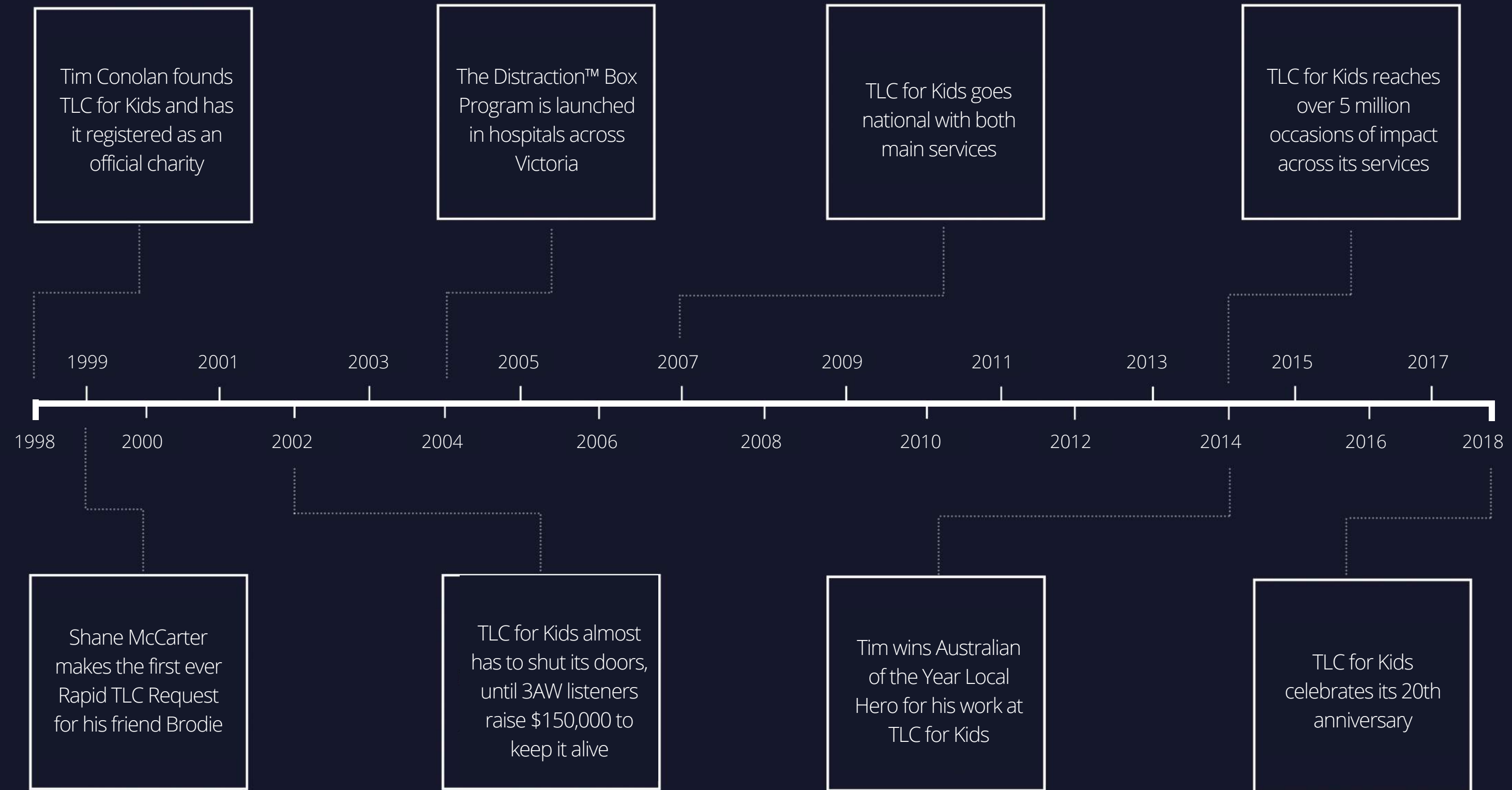
How

Referrals by approved healthcare professionals

Why

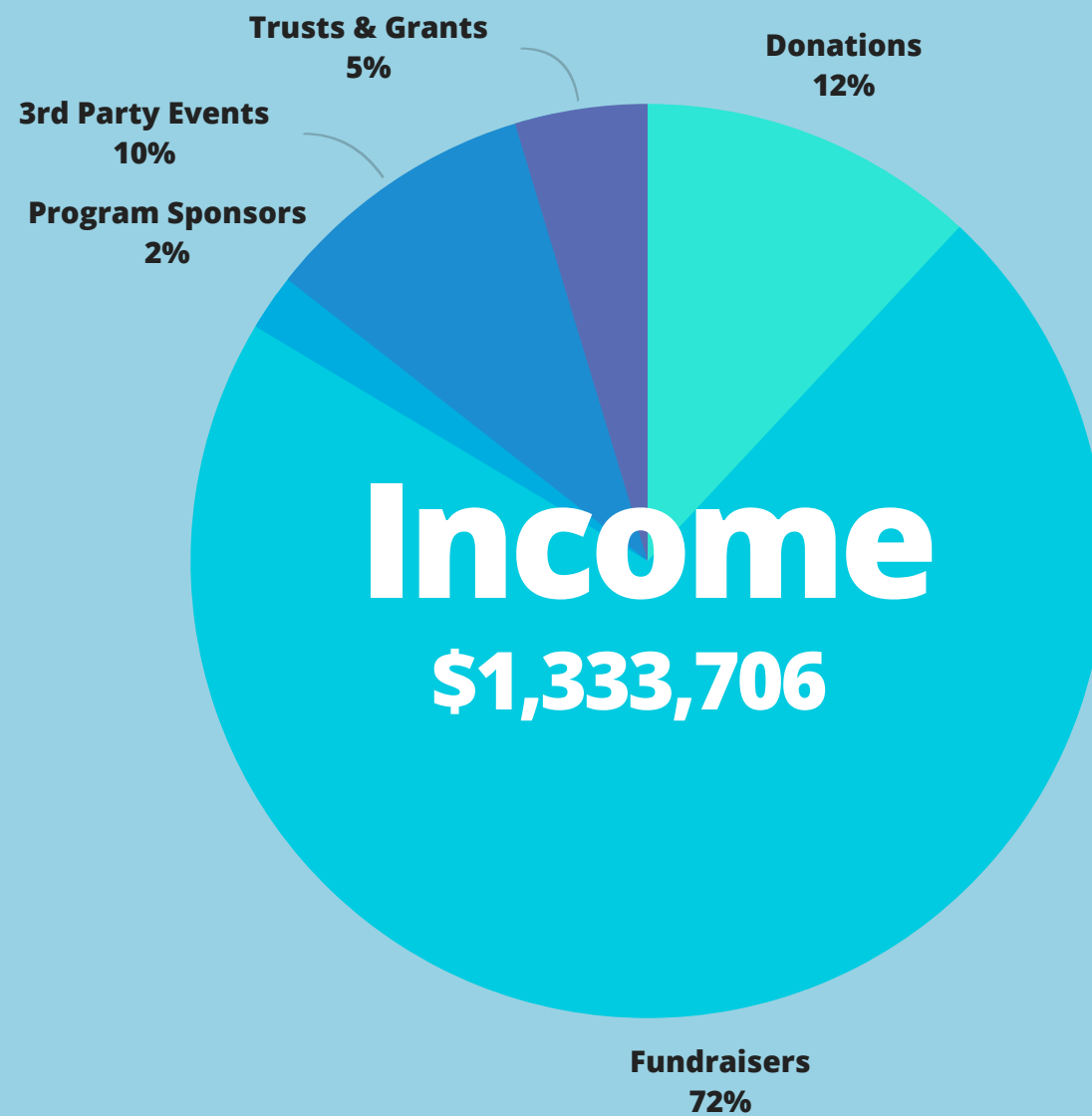
Empathy shouldn't have terms and conditions

20 Years - The Timeline

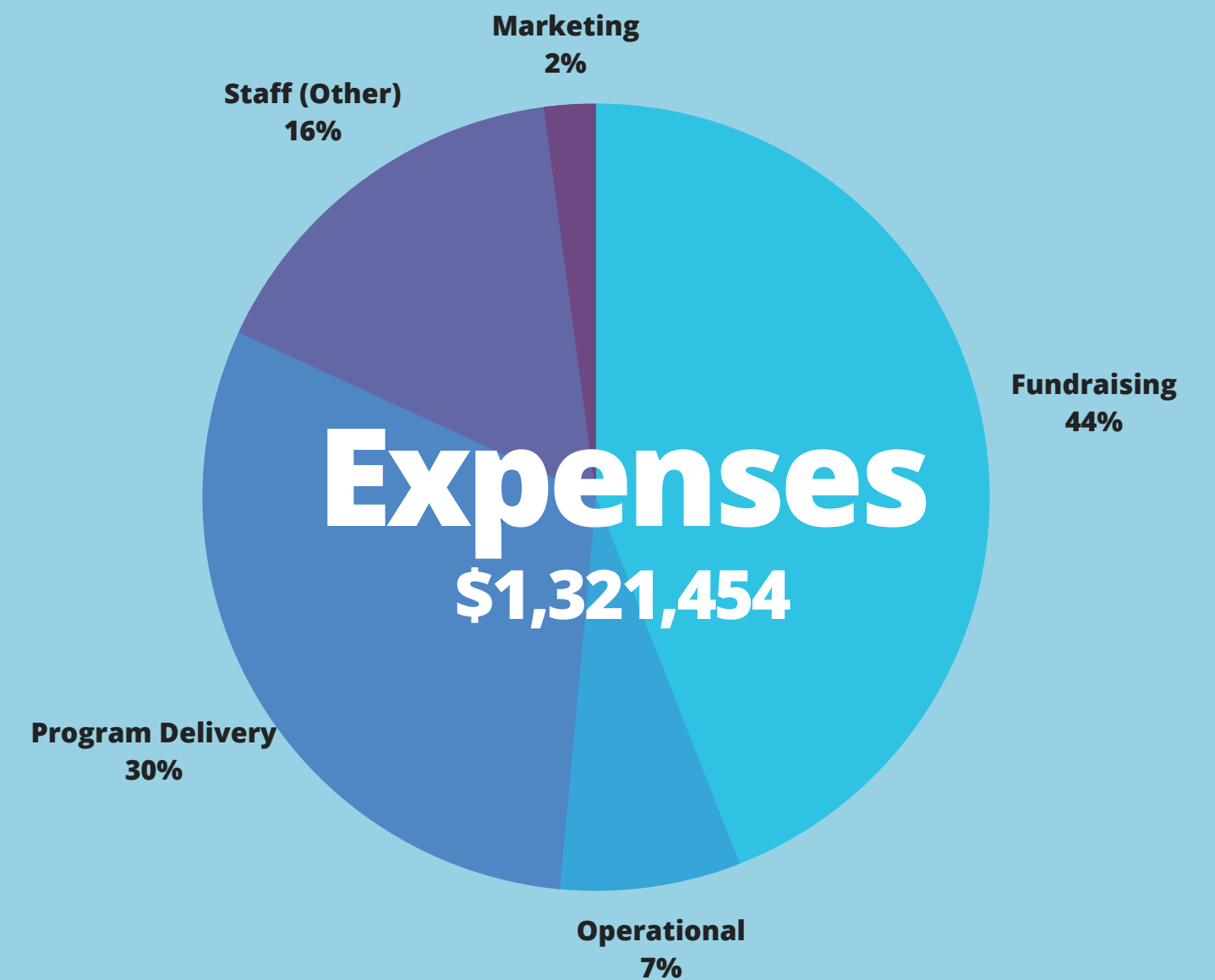


2017 – 2018 The year that was

Money Matters



The vast majority of income came from fundraising efforts including events, campaigns, and our in-house call centre. All income was sourced from generous companies and individuals, with no government funding or major sponsors. This financial year, donations-in-kind were excluded from the income category and instead recorded separately.



Given that 72% of income came from fundraisers, TLC for Kids is pleased that the fundraising cost represented just 44% of expenses. The 'Program Delivery' costs were close behind, encompassing pure cash expenses as well as service staff and delivery. In 2017-2018, this was \$582,124 worth of funds disbursement for our programs and services.

[Click here to view the full audited financial report](#)

Fundraising & Events



Our 20th Anniversary Gala Dinner at Myer Mural Hall celebrated 20 years of TLC, raising \$102,681 for sick kids and families.



The annual Schepisi Communications Golf Days in Sydney and Melbourne were a great success, raising a combined \$54,624.25.



Regular donors gave \$697,204 to TLC for Kids via our dedicated in-house call centre, which operates out of our Brunswick office.

Family Support

199 Rapid TLC Requests

- A few examples

For 4 months, this family's youngest boy had been with his Mum in isolation for immune compromise post-transplant, in a different state from his adoring sisters, who just wanted to give him a big hug! The family was struggling financially, so we contributed to help reunite the girls with their Mum and brother!

These triplets were born prematurely at 28 weeks and have had a few health issues, resulting in regular visits to the hospital...and three boys can be quite a handful! With the boys getting bigger, the single-income family were in dire need of a triplet stroller, so we delivered one to them.

Young Archer is on the transplant list for his lungs and liver. As a big fan of Nippers on ABC, Archer wanted to be a Nipper, just for a day, and we helped him achieve that! His Mum was so grateful for the experience, saying *"We don't get to do many special things like that because he is limited in his travel and also in the activities he can do."*

Family Fun Day

Supported by 3AW and 3 Point Mercedes, we hosted a festive Family Fun Day for TLC Families at Collingwood Children's Farm, Victoria. The sun was shining as the kids and families enjoyed guinea pig cuddles, an animal feed walk, tractor rides, face painting, cow milking, live Christmas Carols, colouring in, nail wraps, entertainers including a fairy, magician, jugglers, stilt walkers, lots of delicious food, and gifts from Santa!



Zak's Story

Zak has Myelodysplasia and was about to endure six weeks in isolation after a Bone Marrow Transplant. He was even set to spend his birthday in hospital. His healthcare professional submitted a Request for assistance, so we got him a Smart Bicycle to aid his development and keep him active in isolation. After receiving the bike, his Mum messaged us:

"We are so very grateful to brighten Zaks 5th birthday in at the Bone Marrow Transplant Isolation Unit with the very special gift you sent! He absolutely loves his Smart Bicycle and Samsung Tablet - his eyes just lit up the moment we gave it to him. He really misses riding his bike at home so this has been a lovely way for him to feel like he's getting some fun exercise! We can't thank you enough for your kindness during a tough time."



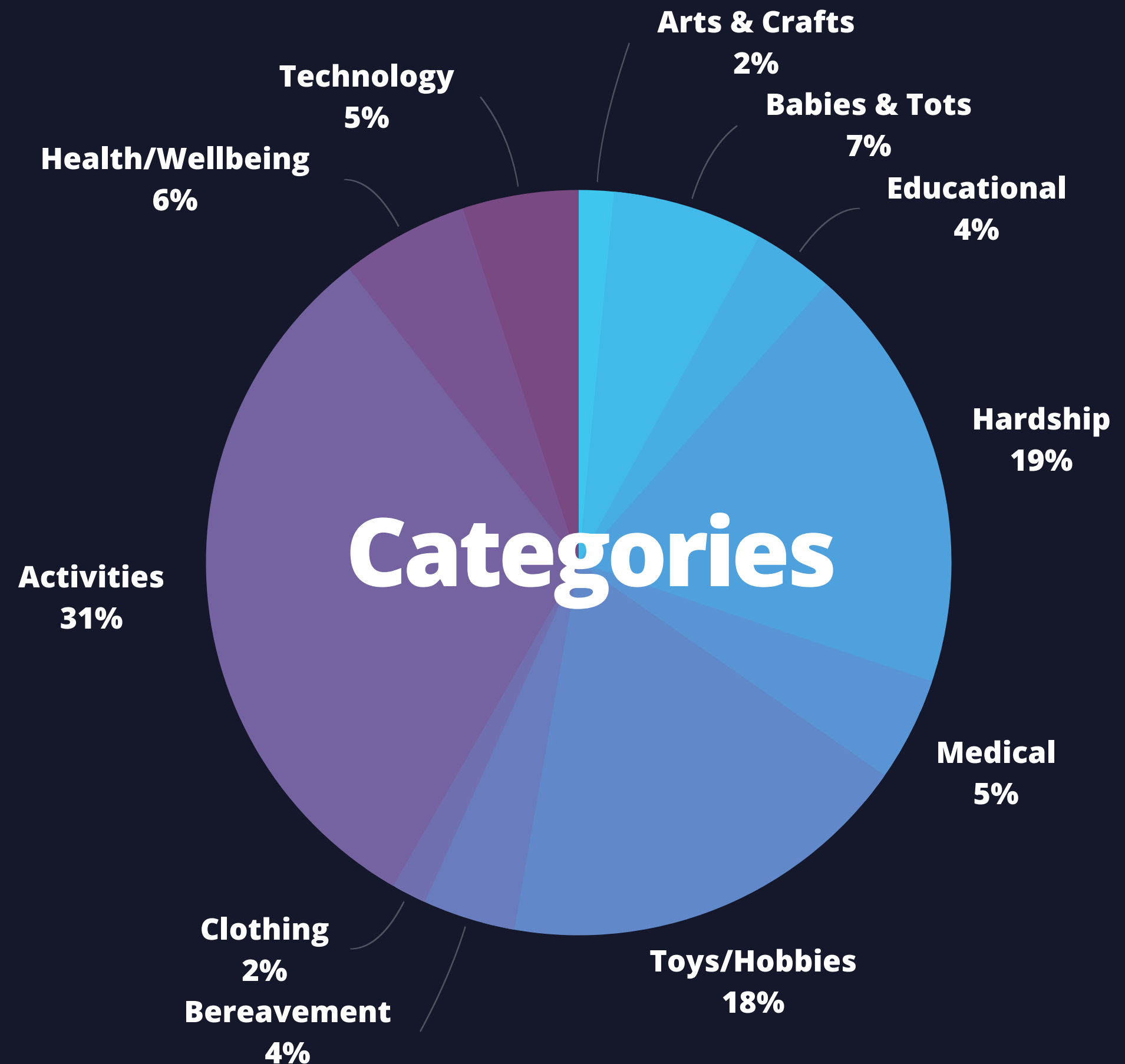
Request Types

Across the 199 Requests we received this year, the most common categories were activities, hardship, and toys and hobbies.

'Activities' covers outings and entertainment to help families bond or give them a day outside of hospital walls. This includes tickets to aquariums, zoos, sporting events, theme parks, musicals, and concerts.

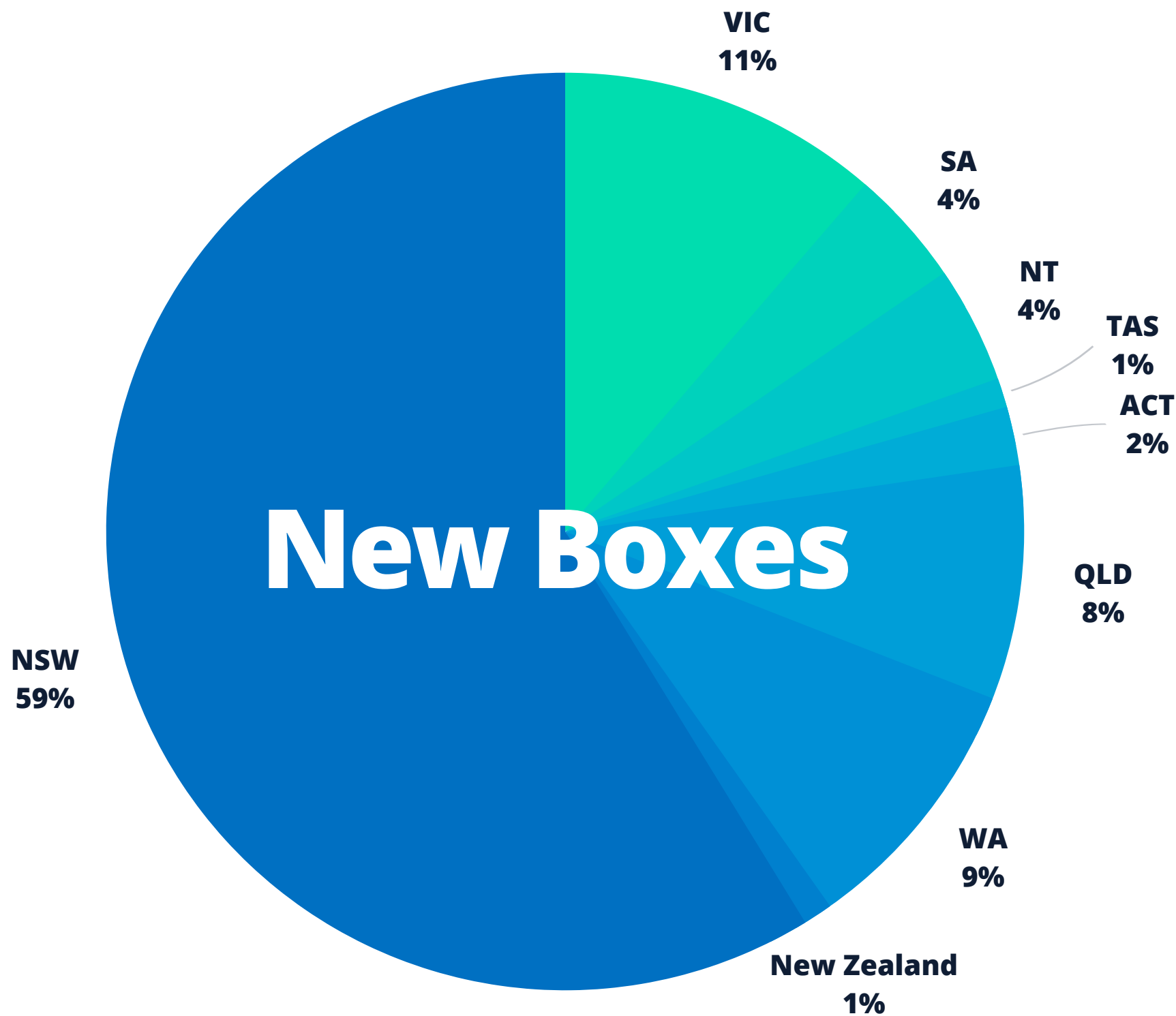
'Hardship' covers payments for household bills or transport costs, replacement or repairs of household items, or accommodation support for nearby hospitals.

'Toys/Hobbies' is fairly self explanatory, but it goes to show how simple it can be to put a smile on a sick child's face while in or out of hospital. On most occasions, these Requests will also include toys or items for siblings, so that they don't feel neglected or excluded.



Distraction Boxes

New Boxes



This year we distributed another 97 Distraction Boxes into communities around Australia, and even one to New Zealand! The majority of new Boxes were sent into New South Wales, owing to their numerous and disparate health services.

2018 also saw the growth of our Distraction Box Sponsorship Program, which saw \$20,000 worth of Distraction Boxes funded by private businesses.

The Distraction Box Program continues to make TLC for Kids the widest reaching children's charity of its kind in Australia. The Program is used 856,000 times per year during procedures such as immunisation, triage, examinations, procedures, IV cannulation, blood tests, dressings, and even chemotherapy.



New friends

The Real Dads of Melbourne

In 2018, Jarrad and Michael Duggan-Tierney, also known as the 'Real Dads of Melbourne', came on board as Ambassadors.

The 'Real Dads of Melbourne' have become Instagram sensations with almost 70,000 followers enjoying a glimpse into their everyday life of playdates, style tips, cheeky humour, holidays, family and friends. Jarrad and Michael started the account in 2015 to share updates with family and friends of their much loved son Reid, born via surrogate in Mumbai.

"We visited TLC for Kids with Reid and saw first hand the impact they are having in the community, filling the gaps of other services and helping so many sick kids and their families. We left feeling totally inspired and just knew we had to be involved", said Jarrad.

Kicking off the Next 20 Years

↔ Expanding Distraction



The Sensory Box Program is a pilot program modifying the Distraction™ Box Program to suit the specific needs of children with sensory disorders, particularly those with Autism Spectrum Disorder (ASD). The items will be curated in collaboration with specialist staff at the Cabrini Hospital, who are seeking to improve the hospital experience for children with ASD and their families, and will be used in paediatric wards, emergency departments, and theatre/recovery units.

✈ Heading Overseas



In 2018, after many years of international interest, the Distraction™ Box Program, headed overseas for the first time. The Program is now being delivered in Starship Children's Health and Kidz First Children's Hospital in Auckland, with huge thanks to Toll IPEC. Toll has generously extended their Australian partnership with us to allow us to ship Distraction™ Boxes to New Zealand.

⚙ Next Moves

In terms of values, we are staying exactly where we are for the next 20 years - inclusive, responsive, and flexible.

In terms of growth, our next moves will see us working proactively to increase awareness of what we do, in order to expand our programs and capacity. In particular, we would love to extend the Rapid TLC Service to all major children's hospitals around the country.

We are also already exploring Distraction Cards for easy use in hospital, Courtesy Packs for parents in emergency situations, and a heartfelt palliative care project set to launch in 2019.



Corporate Governance

Our Board of Directors

- Ralph Alphonso – Principal, Barley Store Productions Pty Ltd
- Gillian Baker – Fellow of the Institute of Legal Executives
- Debbie Bau – Parent Representative
- Tim Conolan (*Secretary*) – CEO & Founder of TLC for Kids
- Michael Davey – National Business Development Manager, Place Settings
- Sarah Gale – Senior Retail Executive and E-commerce/Marketing Consultant, Sarah Gale Consultancy
- Zoe Gladio (*Co-Chair*) – McDonald's Franchisee
- Danielle Hogan – Senior Social Worker, Complex Care Hub, The Royal Children's Hospital Melbourne
- Michael Luddeni – General Manager, SecurePay
- Anton Mihoc (*Treasurer*) – Director, UPTURN Business Advisory
- Andrew Schepisi (*Chair*) – Managing Director, Schepisi Communications

Keep in Touch



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Thank you