



Annual Impact Report

2018 - 2019

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CEO's Summary

With every year, as the cost of living rises, so too does the impact on the children and families we support. Financially, practically, and emotionally, the challenges begin to mount and compound - those trips to and from hospital; that time off work; that invasive procedure; those bills on the table.

During these times, it is often the simplest things that provide a ray of light - something as small as paying a phone bill or boxing up some toys and crafts for a sick child and their siblings can make these families' loads just a little lighter.

With each year we are expanding our fundraising and partnership opportunities to bring in more funding and support for these kids and families. 2018 - 2019 saw the introduction of the inaugural Daylesford Polo, an incredible event in its own right with the profits also going to TLC for Kids. We also transitioned our external Regular Giving Call Centre internally, with a small but growing team now operating out of our Brunswick office space to keep in touch with our highly valued regular donors.

2018 - 2019 also saw the launch of the partnership between TLC for Kids and Ambulance Victoria to make the TLC Ambulance a reality. The TLC Ambulance will be transporting medically vulnerable children in palliative care to a treasured destination - perhaps for the final time. At the time of writing this, the TLC Ambulance is now just days away from hitting the road for the first trip for a child in palliative care.

Meanwhile, the Distraction Box Program has launched in New Zealand, and the Rapid TLC Program continues to catch children falling through the gaps of existing support services. Our condition-less criteria has meant that we are able to provide relief to children with any health condition - from cancers and tumours and cardiac conditions through to acute accidents and rare, undiagnosed illnesses.

This report will explore the full spectrum of these activities, and their impact on the children and families we support.

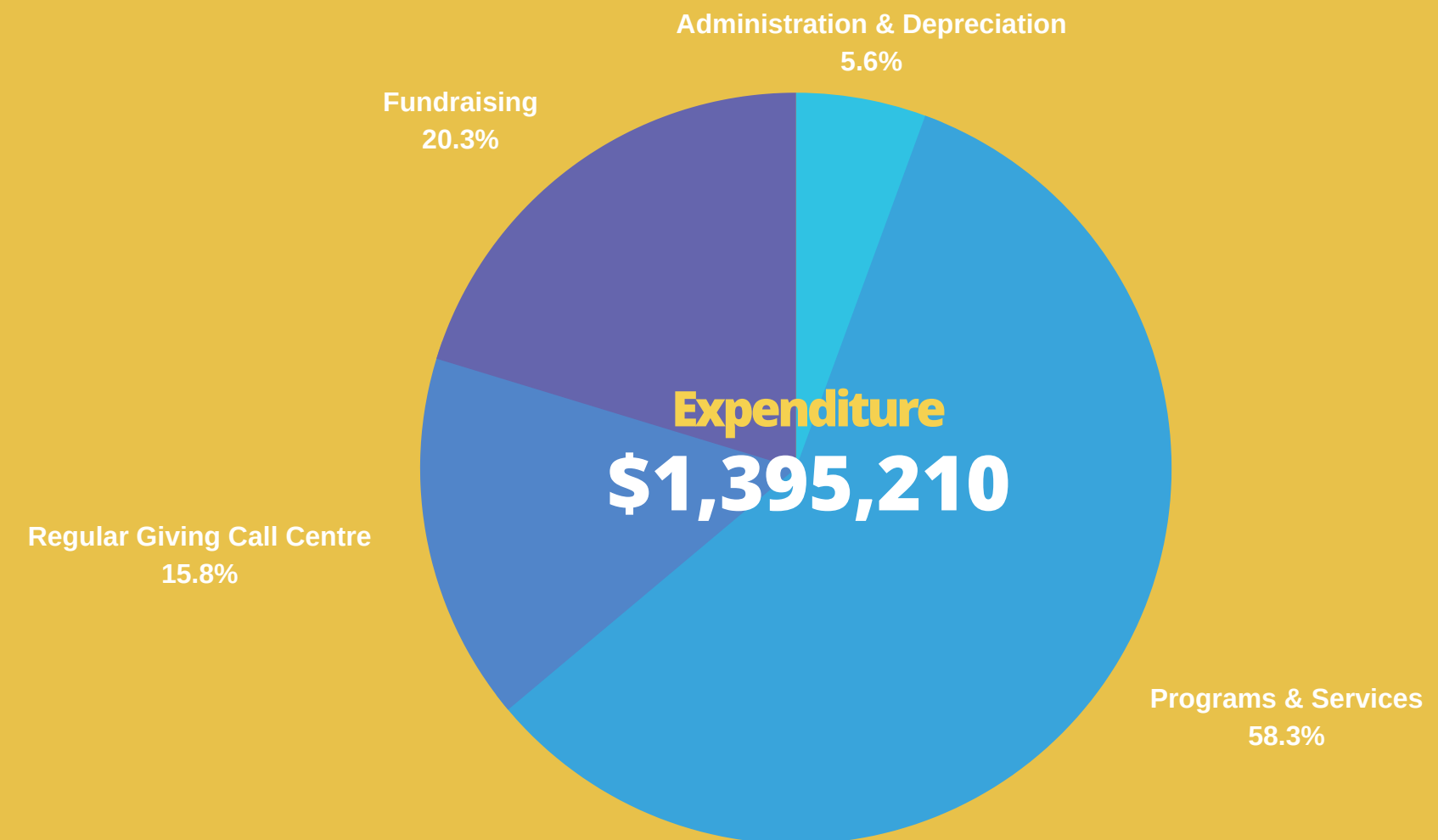
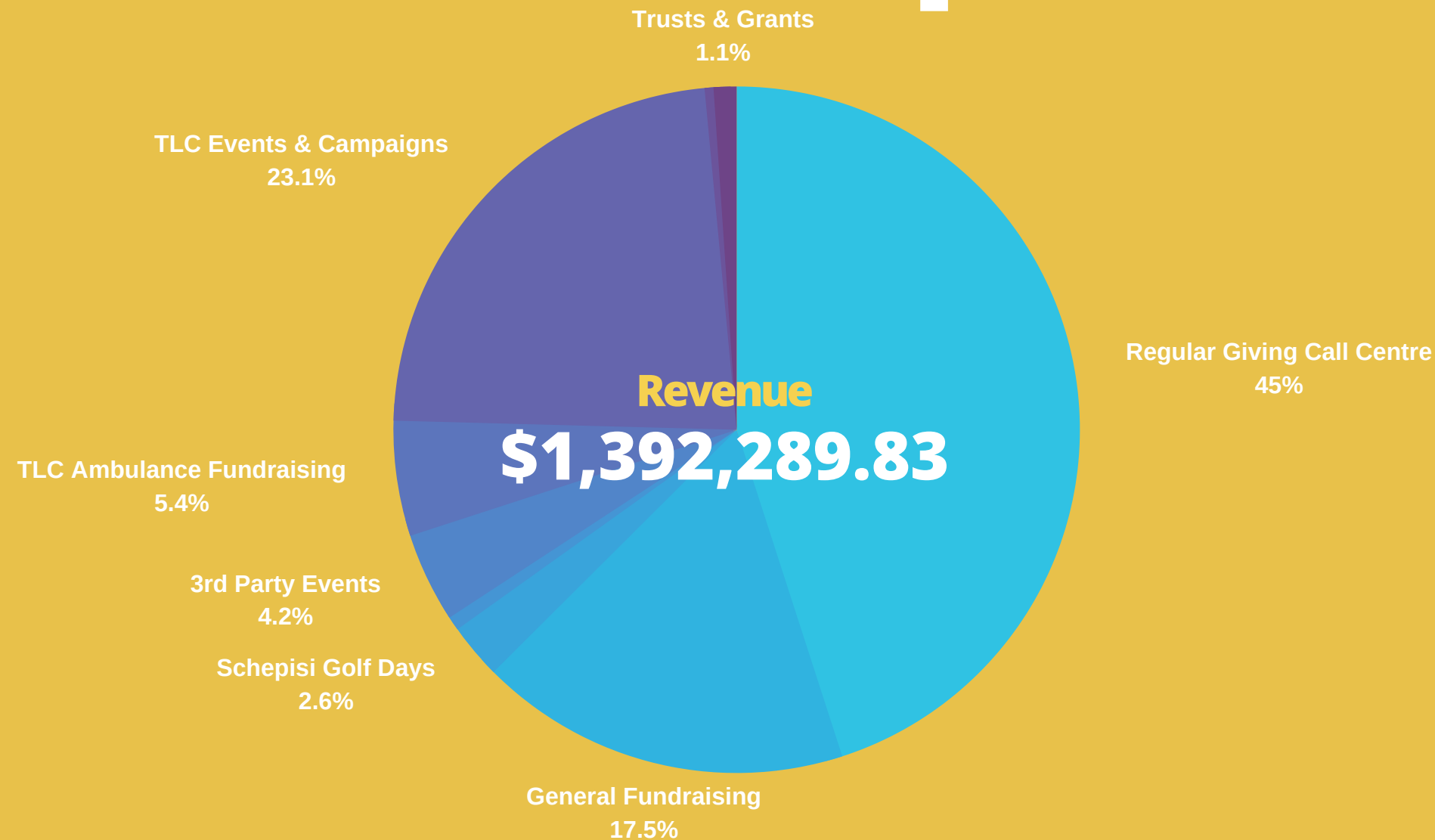


Tim Conolan AM
CEO & Founder of TLC for Kids

IN 2018 - 2019, 58% OF EXPENDITURE WAS
SPENT ON OUR PROGRAMS & SERVICES

58%

2018 - 2019 Revenue & Expenditure



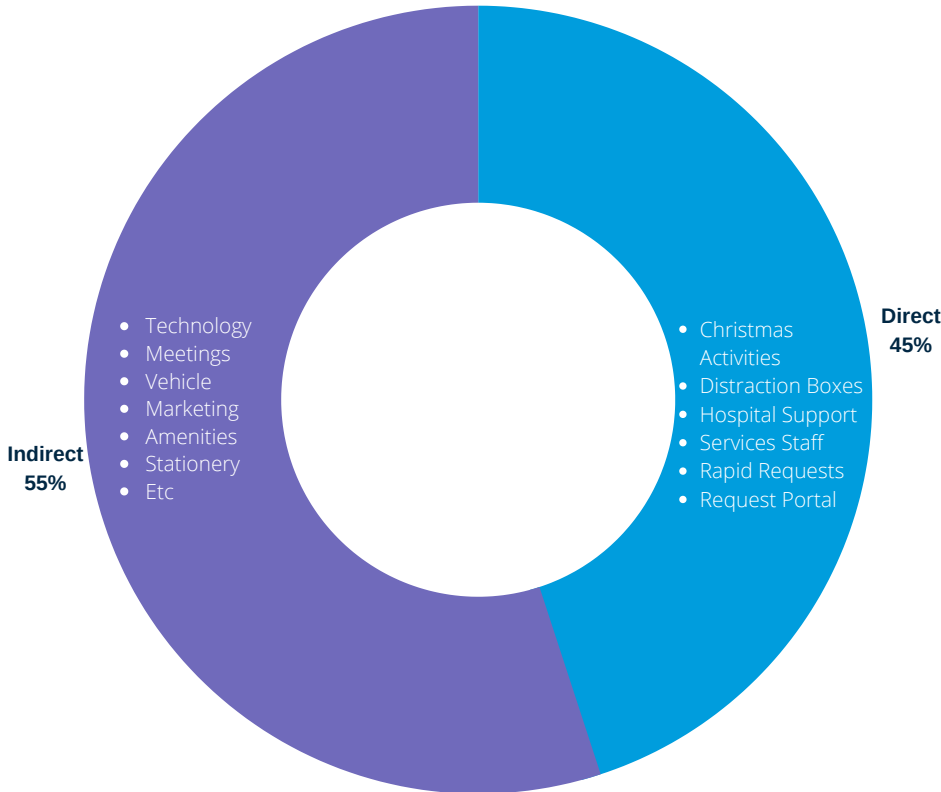
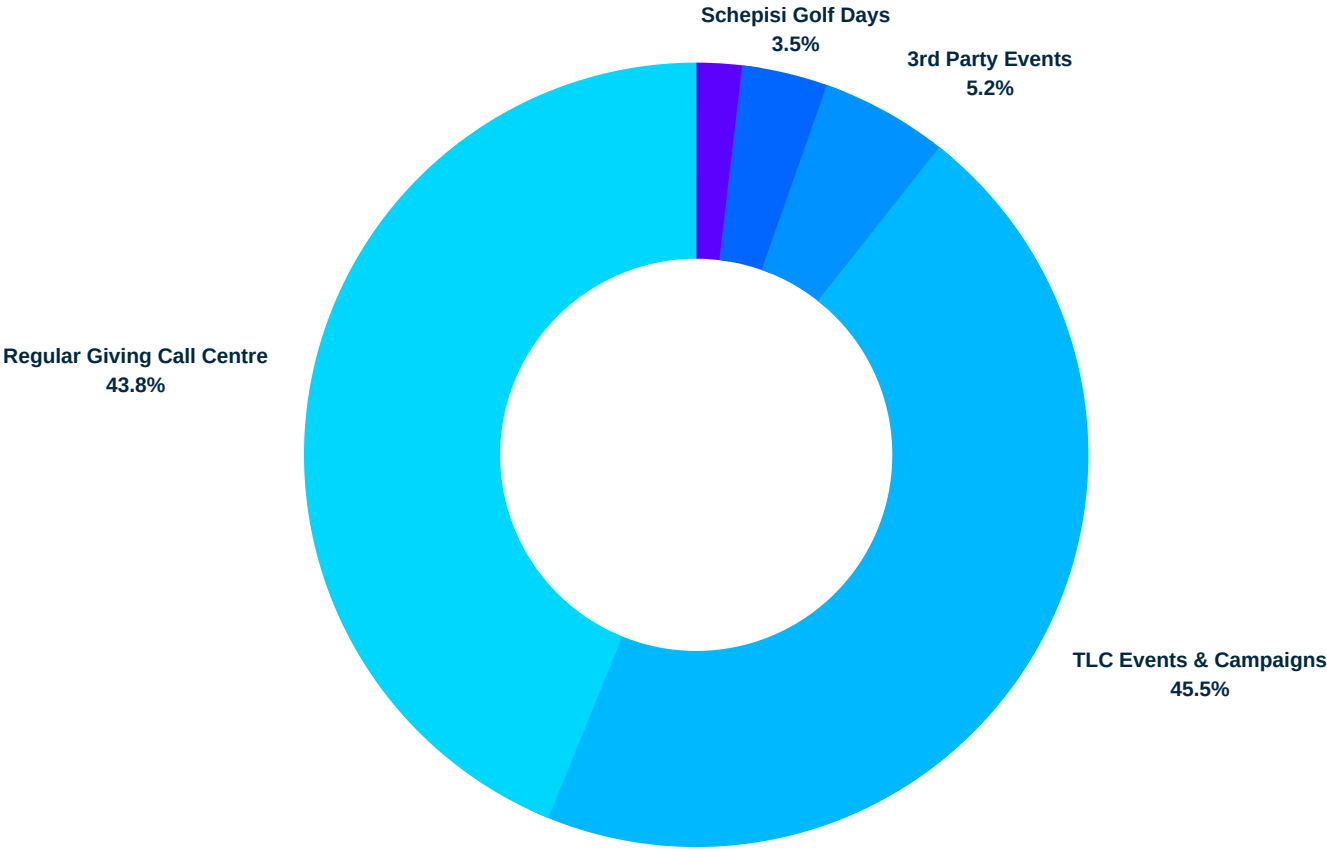
TLC for Kids is very pleased with its financial performance this year. Although expenditure exceeded revenue, the percentage of fundraising costs (fundraising + regular giving call centre) was **reduced to 36.1%** from 44% last financial year, while **programs and services costs increased to 58.3%** from around 30%. Further, the Regular Giving Call Centre continues to prove the value of its acquisition, bringing in 45% of revenue while representing just 15.8% of costs.



Expenditure Insights

Fundraising (Combined)
\$503,865.52

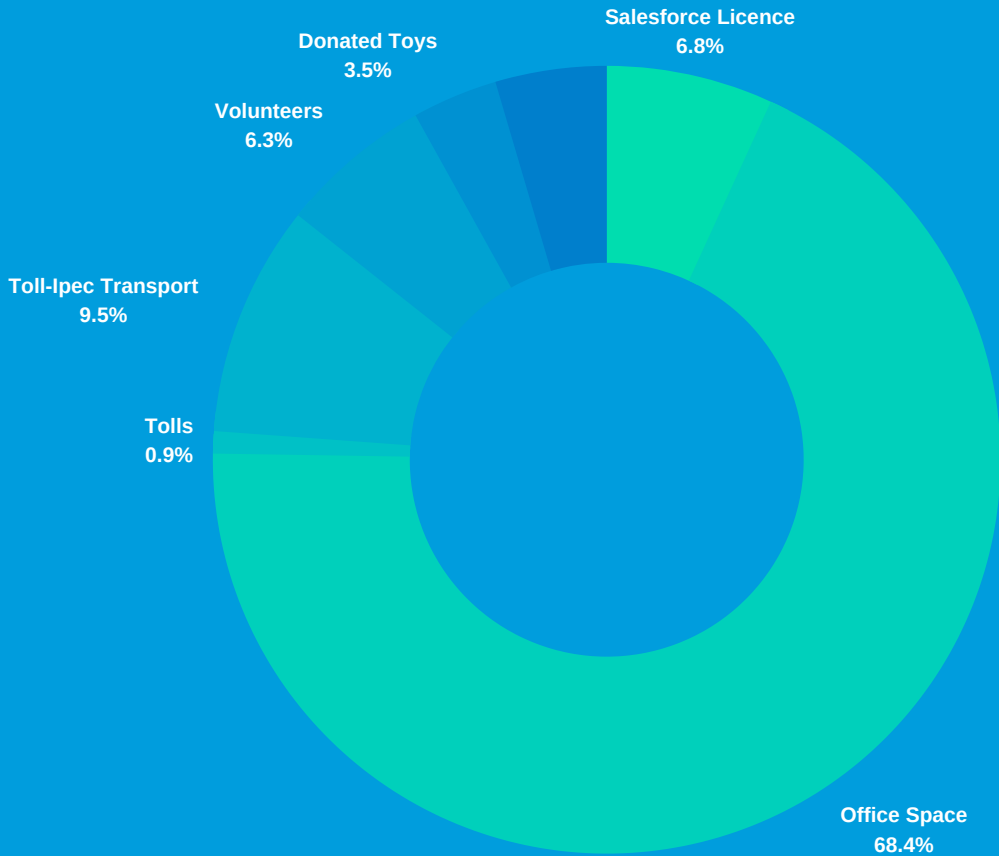
Programs & Services
\$813,243.12



Fundraising is a necessary part of being a nonprofit. TLC for Kids receives no government assistance or major corporate sponsorship, so we rely on events, campaigns and general fundraising to support our programs and services. Meanwhile, to best measure constitutional performance, a governance decision was made to measure our programs and services in their totality, including both direct costs and the indirect necessities required to maintain the programs.

Cost Savings

Donations In-Kind
\$263,125.48



TLC for Kids receives valuable in-kind support from a number of organisations and individuals, enabling us to reduce the costs. This includes everything from rent and transport to toys, time and technology.

AFTER FUNDRAISING COSTS, 91% OF
GROSS PROFITS WERE SPENT ON
FULFILLING OUR PROGRAMS & SERVICES

91%





TRACKY DACK DAY

A national casual clothes campaign

\$25,469



SCHEPISI COMMUNICATIONS GOLF DAYS

Annual golf days hosted by Schepisi Communications

\$36,187



TAKING THE MICKEY

Annual Middle Park FC Comedy Night

\$9,000+

Campaigns & Fundraising



Daylesford Polo

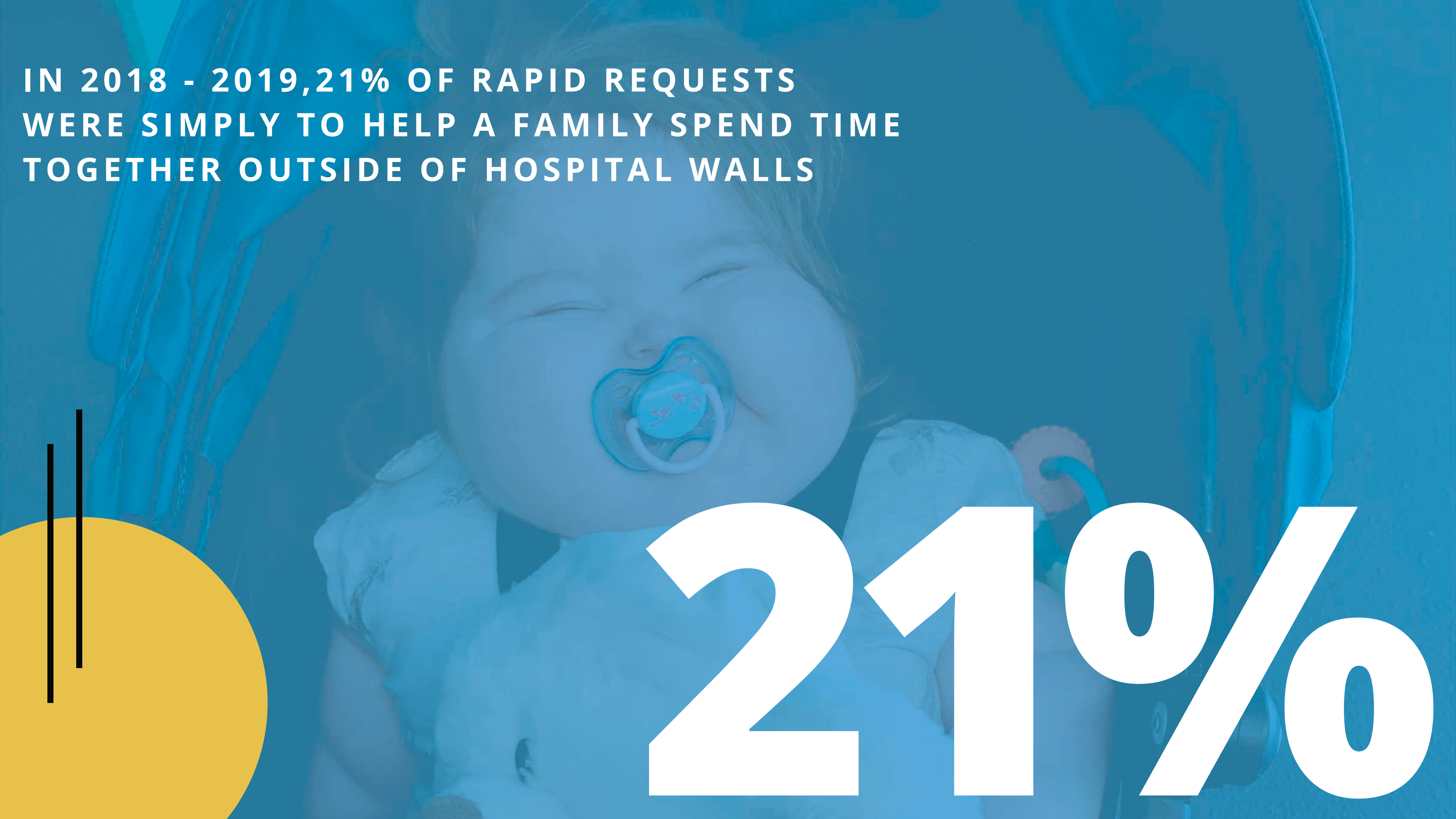
IN ASSOCIATION WITH TLC FOR KIDS



On March 23, 2019, the inaugural Daylesford Polo took place at Mingela Polo Ground in Drummond, Victoria. In addition to being a beautiful, high-end event, the Daylesford Polo is unique in that it donates all profits to TLC for Kids and the families we support.

Looking ahead, this event represents an incredible opportunity for TLC for Kids to not only gain vital funds, but also increase awareness amongst a new audience.

The 2020 Daylesford Polo will take part on March 21, 2020.



IN 2018 - 2019, 21% OF RAPID REQUESTS
WERE SIMPLY TO HELP A FAMILY SPEND TIME
TOGETHER OUTSIDE OF HOSPITAL WALLS



21%



Rapid
Requests

%

The simple things that make a difference

21.4%

Family Days Out

18.9%

Hardship

13.3%

Health & Wellbeing

11.5%

Toys & Hobbies

10.5%

Bereavement

7.1%

Medical

5.9%

Technology

5.3%

Baby Items & Equipment

1.5%

Clothing & Footwear

1.5%

Electrical Goods

1.5%

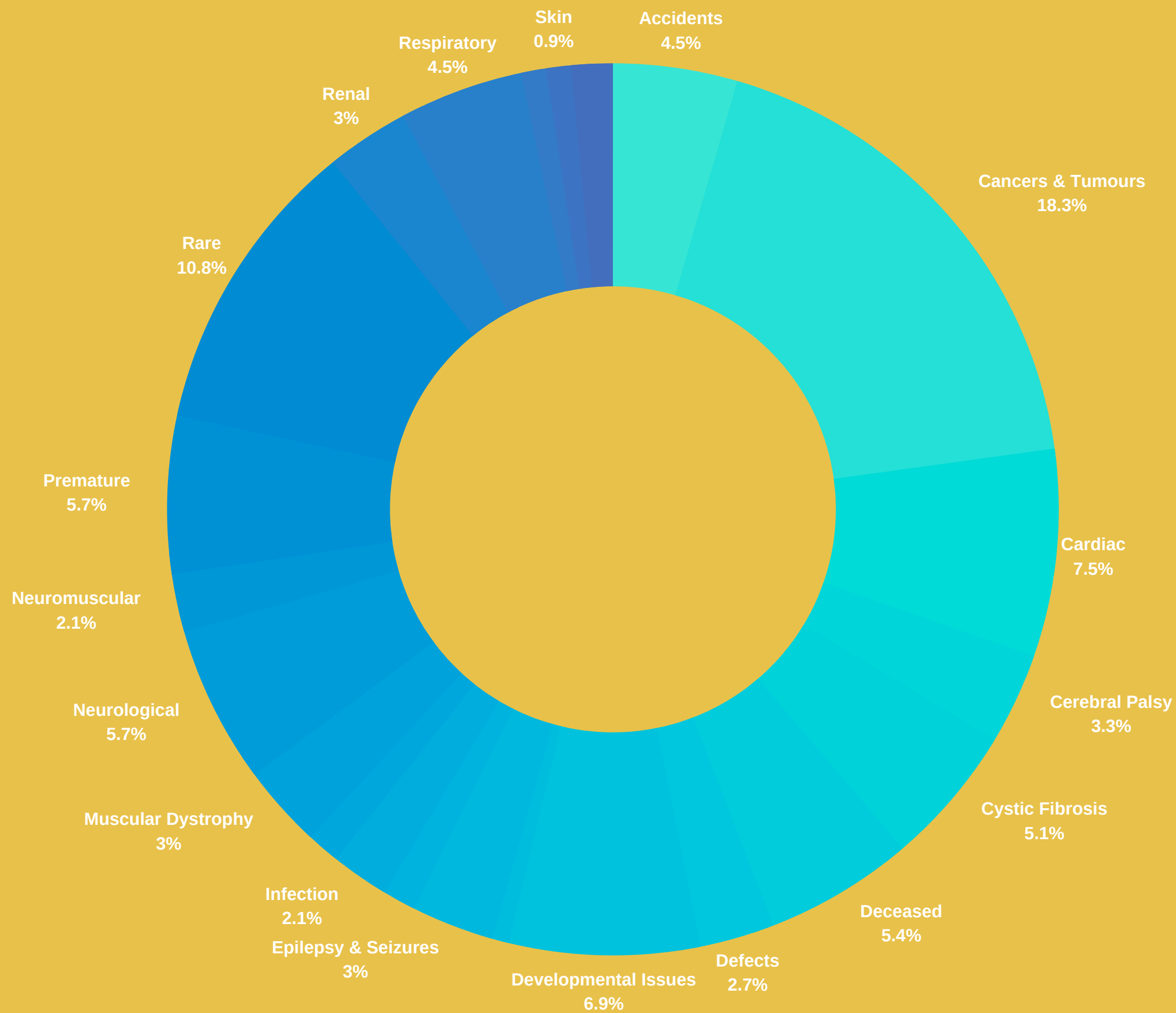
Arts & Crafts

0.9%

Education

Illnesses & Conditions

0%



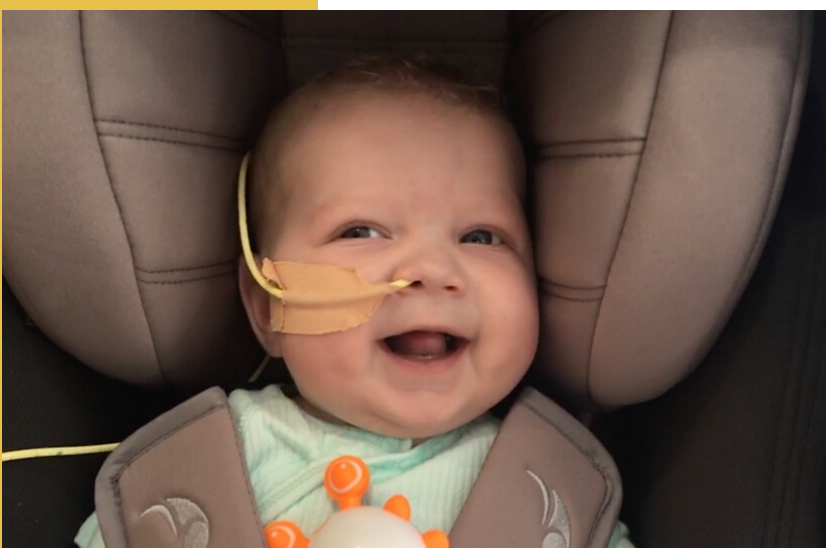
Rapid
Requests

The support that's needed, no matter the illness or condition



Meulana

Meulana has a progressive degenerative condition, resulting in a number of health complications. But, music is one of her main joys! We bought an iPod amongst other musical items so that Meulana can listen to all her favourite music whenever she wants.



Tyler

Tyler was born with a cardiac condition and had been in hospital since he was born. To help his family out, we organised a collection of baby items for when Tyler got discharged.



Isabella

Isabella's condition means her family goes through a lot of washing, but were having to go to a laundromat each time. We were more than happy to organise a washing machine for them to make their lives a little easier! Isabella's Mum said "You have no idea how much this helps our family. We cannot thank you enough - there are not enough words."

Rapid Requests

Chloe

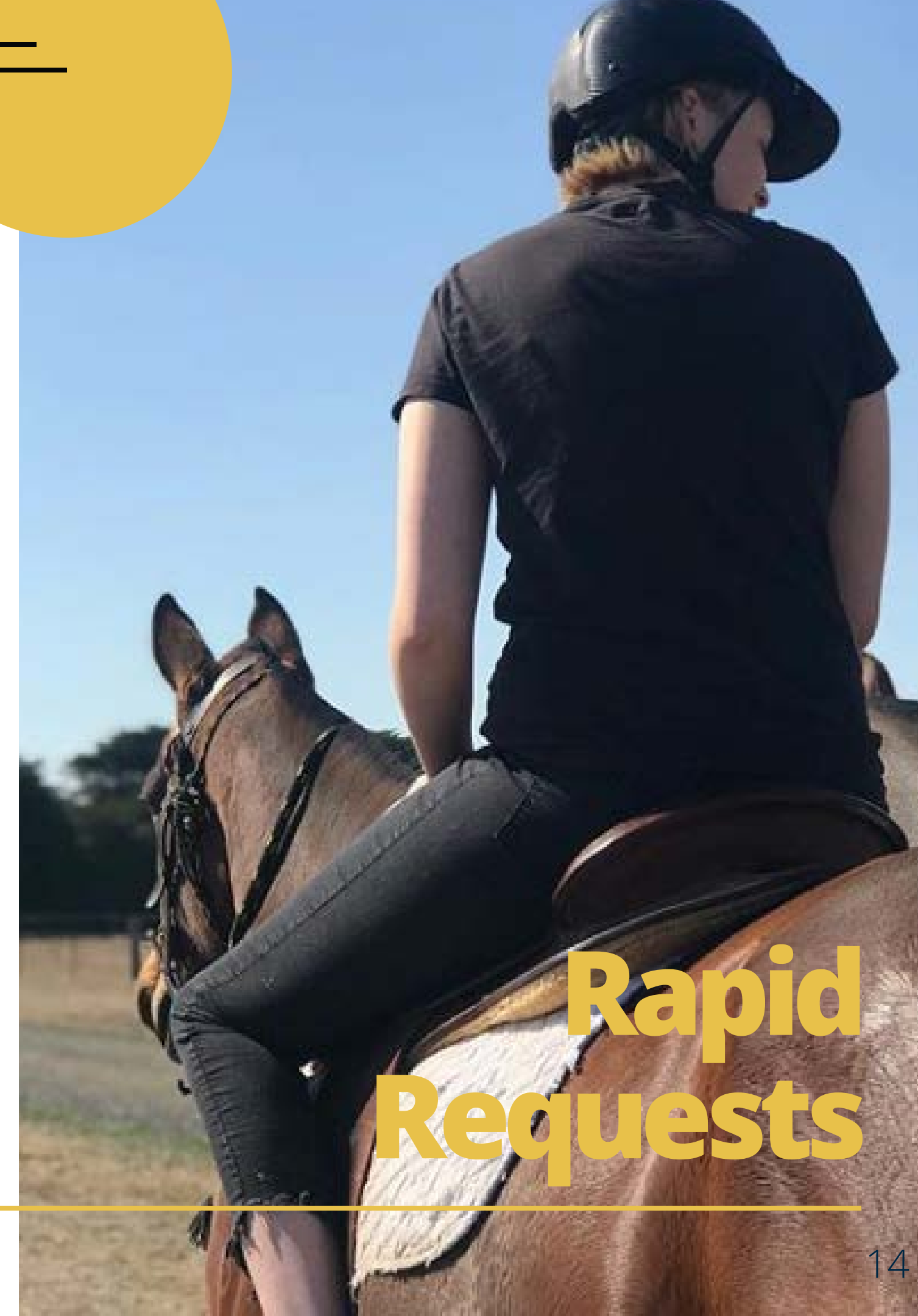
Chloe is a 17 year old girl who was diagnosed with Osteosarcoma, a type of cancer that affects the bones. Sadly, Chloe's cancer has metastasized to her lungs meaning that she is now receiving palliative care.

Chloe is a sweet teenager who loves art, sewing and animals (particularly horses!).

As Chloe's prognosis is poor, TLC for Kids wanted to provide Chloe and her family with a few opportunities for memory making.

As part of the rapid request for Chloe, we organised a collection of tickets to the Werribee Zoo and Village cinemas for her family to enjoy. We also took the family out for a day trip to the Mingela Polo in Daylesford so that Chloe and her Mum could have a ride on the horses.

Chloe and her family had a wonderful day and thoroughly appreciated an opportunity to get into nature and experience some fun family time!



**Rapid
Requests**

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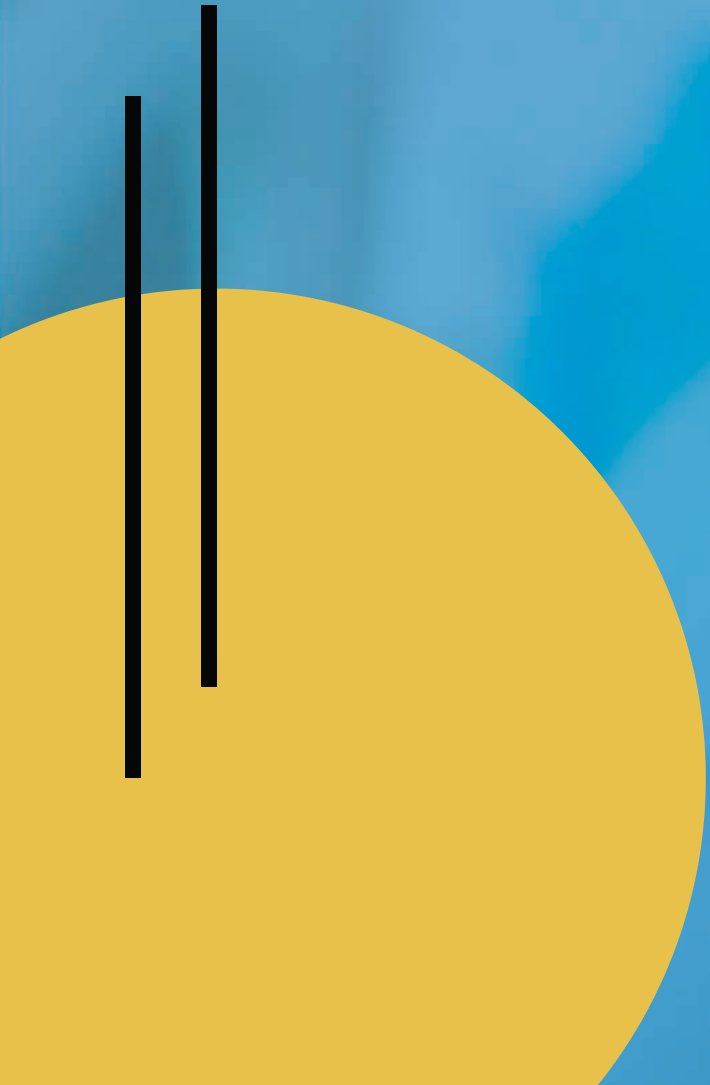
**You have no idea
how much this
helps our family**

- ISABELLA'S MUM

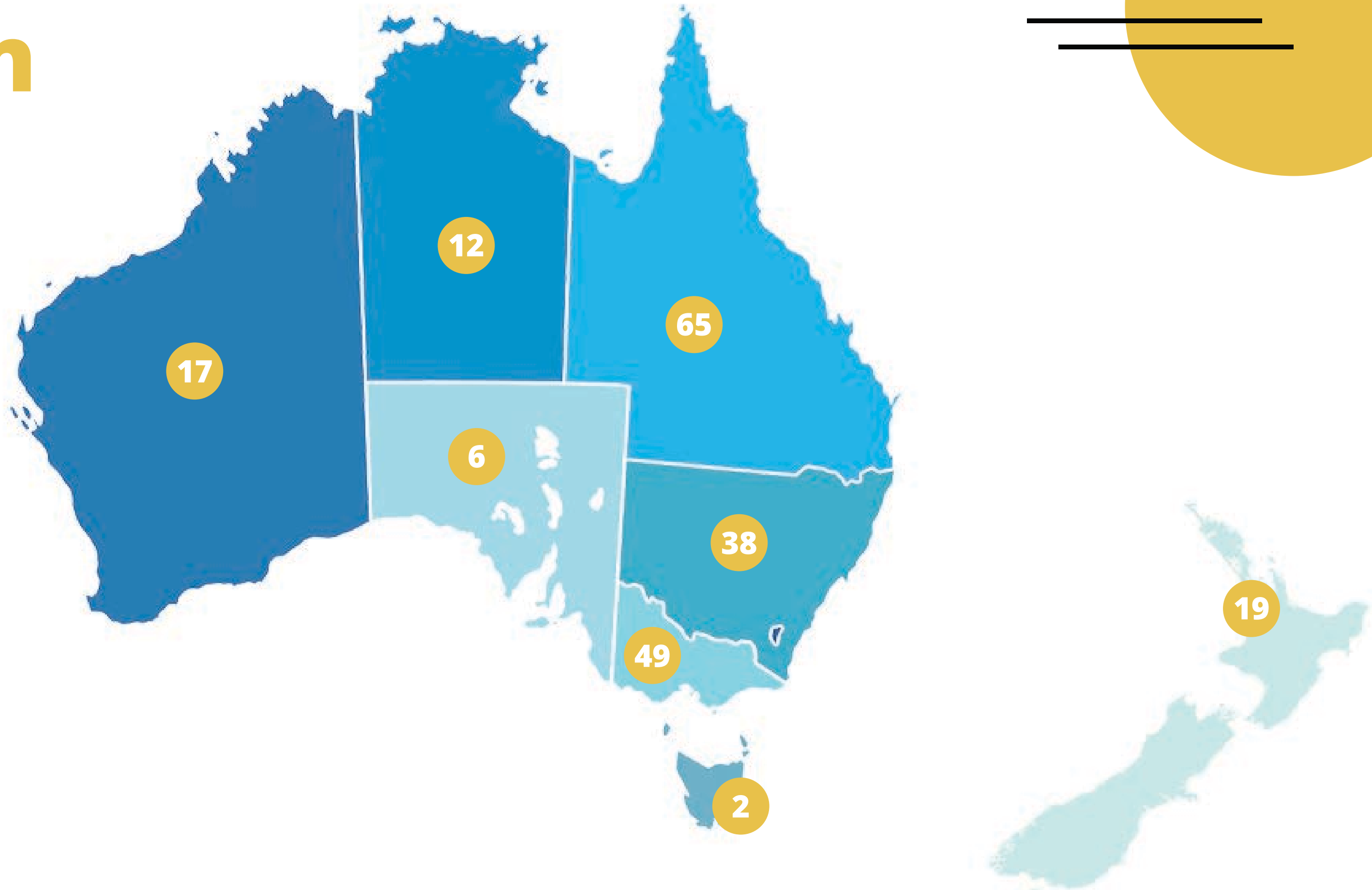


IN 2018 - 2019, THE AMOUNT OF DISTRACTION BOXES
SENT INTO LOCAL COMMUNITIES INCREASED BY 114%,
FROM 97 TO 208

114%



Distraction Boxes



Distraction Boxes Sent in 2018 - 2019



“

**An essential part of the
treatment of paediatrics in our
department**

**BENALLA AND DISTRICT MEMORIAL
HOSPITAL ON THE DISTRACTION BOXES**



Family Fun Day

On Friday December 7, 2018, TLC families travelled to Collingwood Children's Farm to enjoy everything Family Fun Day had to offer. There was hair braiding, nail wraps, face painting, crafts, guinea pig cuddles, an animal feed walk, cow milking, special guest Elsa, and a roaming Magician.

Our Splidge and Splodge mascots were as popular as ever, and TLC Families were able to enjoy a sausage sizzle, Tasty Taters (potato on a stick), and refreshing icecream and gelati.

The highlight of the day for many kids was Santa making a grand entrance to the Farm in a 3 Point Motors Mercedes ute, handing out Wizz Fizz stockings to all the children and families!

[View the Full Wrapup](#)



A special announcement

At the Family Fun Day, Tim Conolan took to 3AW with Neil Mitchell to make a very special announcement - that TLC for Kids would be drawing on support from Ambulance Victoria and the Montagner-Zembrzuski Family Foundation to bring the **TLC Ambulance** to the road.

For terminally ill children, the chance to visit a treasured spot will be a final opportunity to experience a true sense of joy and create a beautiful memory. Along with the necessary equipment on board to ensure the children have a safe journey, the ambulance will be repurposed to provide a calm and enjoyable environment for the kids and their families.

The TLC Ambulance will start its trips in January 2020.



The TLC Ambulance

Corporate Governance & Support

Major Supporters

- **3AW**
- **Carrera Motors**
- **Toll IPEC**
- **Kmart**
- **Schepisi Communications**
- **Toll IPEC**

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** – Creative Director, evoke creative
- **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**– Senior Manager – Strategy and Operations, Deloitte
- **Anton Mihoc** (Treasurer) - Director, UPTURN Business advisory
- **Andrew Schepisi** (Chair) - Managing Director, Schepisi Communications

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 #tlcforkids

Thank You

TLC for kids is a registered charity with DRG Status 1 rating with the ACNC - Donations over \$2 are Tax Deductible
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