



ANNUAL REPORT

2019 - 2020

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OUR FUTURE

A WORD FROM THE CEO & FOUNDER

2019 - 2020 has truly been a year like no other. The turn of 2020 saw bushfires ravaging the east coast of Australia, with Australians rallying in their millions to throw their support behind the communities and wildlife affected. Then, COVID-19 began sweeping the globe, sending entire cities into lockdown and requiring our healthcare heroes to step up and go above and beyond to prevent a healthcare collapse.

These back-to-back crises have shown just how much people can achieve when we work together to support a common cause.

Now, the work begins to ensure that the families most affected by the pandemic do not slip through cracks in the system. As always, we will be there to support them in whatever way they need, and we thank each and every person who has contributed to our organisation along the journey.



TIM CONOLAN AM
CEO & FOUNDER



THE IMPACT OF COVID-19

WHAT FAMILIES HAVE HAD TO FACE:

It's hard to imagine the difficulties that parents of sick or disabled children faced during this pandemic:

- Travel restrictions increased isolation and mental duress
- Parents lost their income and ability to pay medical costs
- The economic situation drove many vulnerable families closer to the poverty line
- In-hospital volunteers, entertainers and play therapists had restricted contact with parents
- Many of the usual supports for sick kids at home, such as NDIS workers, were suspended, placing more burden onto the family
- Families experienced heightened health anxiety

Our flexible criteria allowed us to pivot and provide critical support throughout this period. Some Requests we fulfilled include:

- Toys and items to provide emotional support in hospital
- Assistance with bills, groceries and fuel for families
- Making the home space more inviting and soothing for children isolated at home
- Support for siblings isolated after a bone marrow transplant
- Funeral costs
- Physical support for carers, such as massage therapy

We are committed to continue to provide relief to these families well after other supports have run out.

2019 - 2020 RAPID TLC

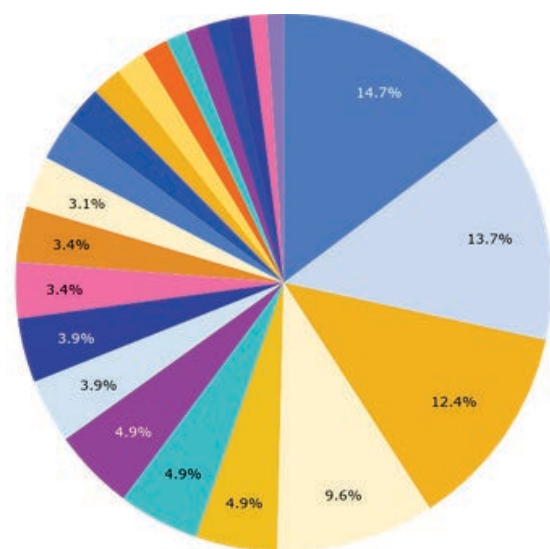
Despite the global pandemic, we were able to continue supporting families with their basic practical, financial and emotional needs. TLC family faced many hardships:

- **30.71%** of cases featured **significant financial hardship**, reflecting the financial effects of caring for a sick, injured or disabled child in and out of hospital
- **26%** of families required support on **multiple occasions**, sometimes up to 4 times - 26% of families (over a quarter)
- **24.48%** of Requests were holistic family support, financially or emotionally supporting the **family unit as a whole**, or the siblings of sick children



7 Years Old - Average TLC Recipient
18 Year Old - Oldest TLC Recipient
1 Day Old - Youngest TLC Recipient

ILLNESS TYPES

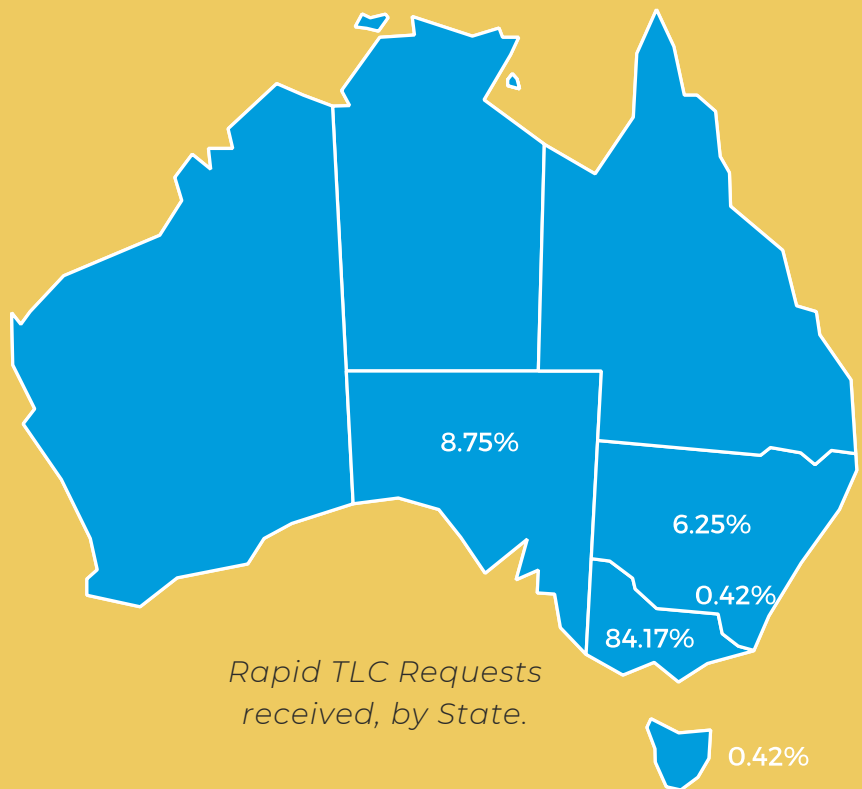


Rare Illnesses or Conditions was the most prevalent category - unfortunately, children who suffer from rare diseases can often slip through the gaps due to a lack of research, knowledge, awareness, funding and centralised support across the various illnesses. Like last year, *Cancer & Tumours* appears as one of the most prevalent diseases. This is likely due to circumstances and restrictive criteria amongst other support services, such as only assisting children on a certain ward, or no more than once a year.

2019 - 2020 REQUEST LOCATIONS

Perhaps due to the effects of the COVID-19 pandemic, the majority of our Rapid TLC Requests were received in Victoria.

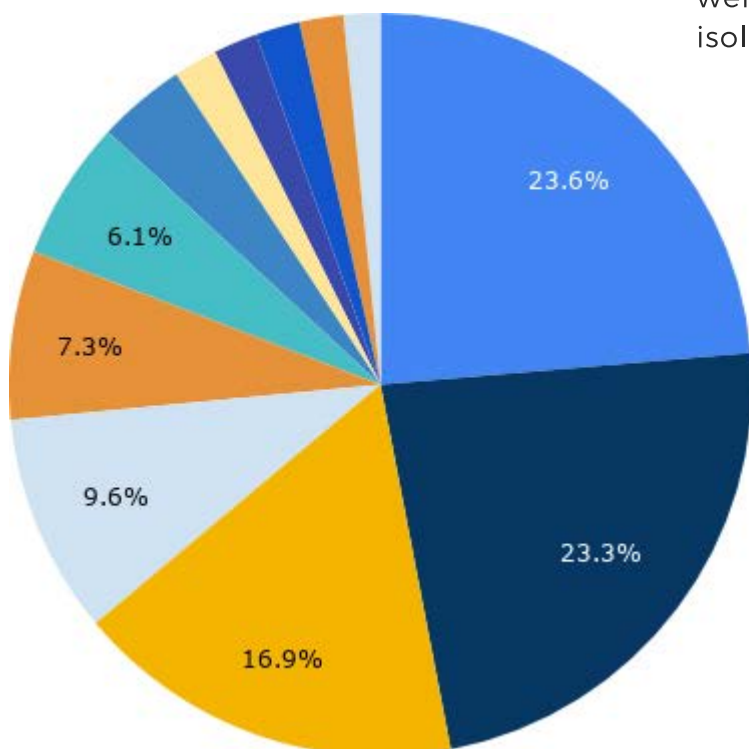
This may also be due to the referral network in Victoria being more active compared to other states.



Rapid TLC Requests received, by State.

REQUEST TYPES

Hardship was again our most prevalent Request type, followed closely by toys and hobbies, which were increasingly important to families facing isolation during the global pandemic.



- Hardship
- Toys & Hobbies
- Family Activities & Entertainment
- Health & Wellbeing
- Bereavement
- Babies & Tots
- Medical
- Electrical Goods
- Clothing & Footwear
- Arts & Crafts Supplies
- Technology
- Educational

STORIES



Lachie's Story (in the words of his Mum):

"Thank you so very much for providing our family with this beautiful comfort. Our Bereavement Bear has given our family the chance to physically remember what it was like to hold our little Lachie. It was the thing that I missed most - having him rest on my chest. Our daughter Alice, who is five, holds our bear and refers to him as 'Lachie' so it has given her great means to be able to express her emotions which have otherwise been difficult to articulate. Even the boys have a cuddle and remember what it was like to hold their youngest brother. Thank you for providing some peace and healing."



Piper's Story

Piper's epilepsy means that she is sometimes in hospital for long periods of time, which results in financial and emotional stress on her and her family.

We were able to provide a massage voucher, accommodation at Larwill Studio and a collection of toys to help Piper pass the time. Piper's Mum was incredibly grateful!

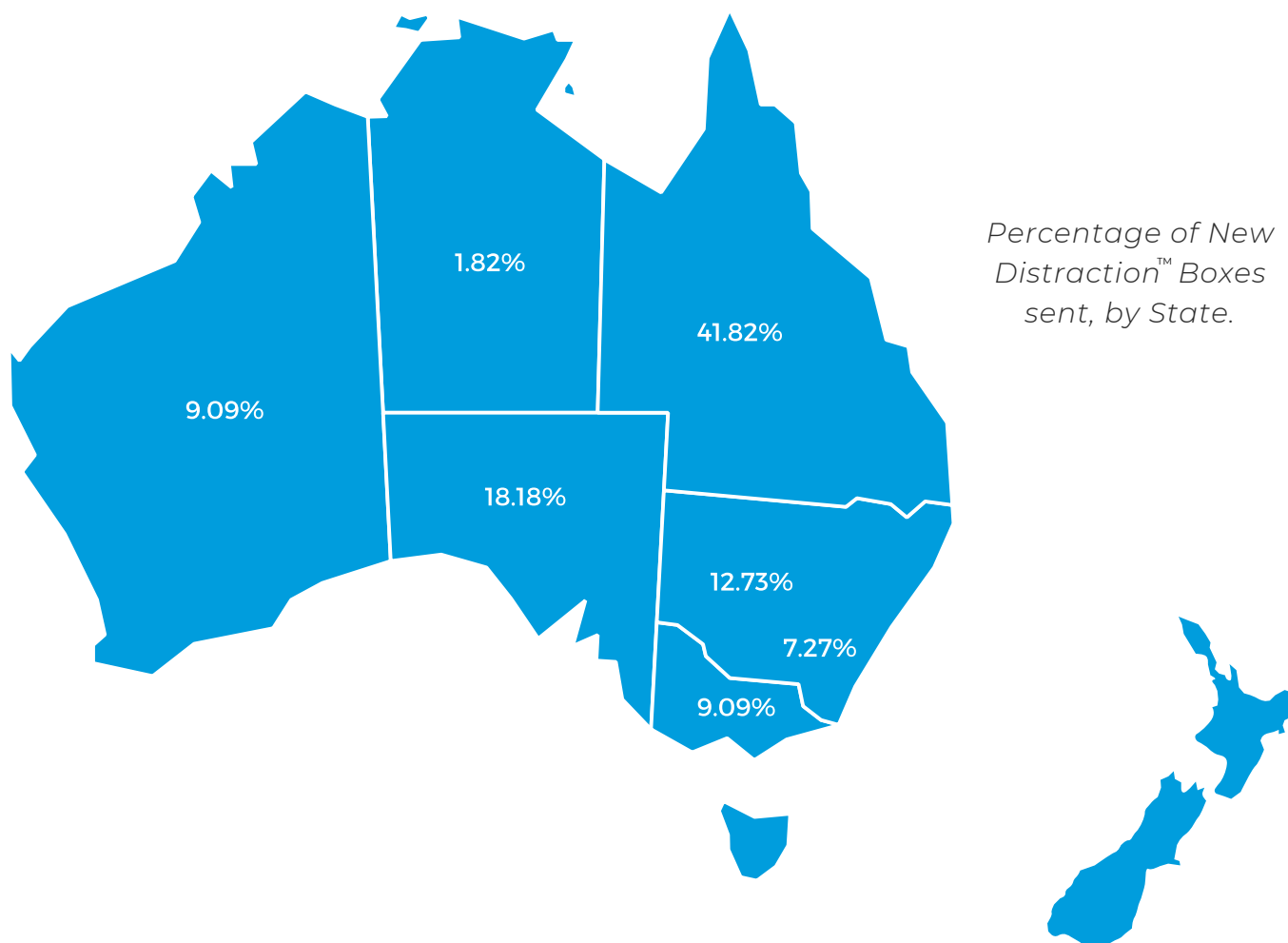


Tyson's Story

When Tyson and his family needed a lift to their spirits we were able to organise some new shoes for Tyson and a trip to the Sealife Melbourne Aquarium for him and the rest of his family.

Tyson's Mum couldn't believe the smile that this brought to his face ~ *"I just want to let you know we had an awesome time on the weekend. You made Tyson so happy! Thank you again!"*

DISTRACTIONTM BOX PROGRAM



With imports and exports in and out of the country being affected by the global pandemic, TLC for Kids **slowed down the fulfilment** of DistractionTM Box orders for much of 2020. Nonetheless, we were able to expand into new departments and locations across Australia, with **just over 50%** of those in **regional or remote areas**. **30%** of new departments and locations are in healthcare facilities focussing on supporting the **Aboriginal & Torres Strait Islander communities**.

The overall Distraction BoxTM Program was able to **grow by 2.65%**.



TLC AMBULANCE

THE FIRST TRIP

Over 2 years ago, TLC for Kids Mum Jemima Tawse came to us with a vision. She wanted to create a program that enabled sick children one last trip away from hospital. A trip that would allow them time with family. A trip that would create lasting memories for everyone involved. Fast forward to last week and, after 2 years of planning, hard work, fundraising and amazing offers of support, we were able to deliver our very first TLC Ambulance trip: taking Stephanie, her mum Kylie and brother Robbie to Werribee Zoo for the day.

Stephie has Mitochondrial Disorder and usually has to use a wheelchair to move around, but is an avid animal lover and wanted nothing more than to go to the zoo!

Jemima accompanied the family as well as Nick, an Ambulance Victoria paramedic, which was the cherry on top of a heartwarming and special day for everyone.

"I'm ready for the time of my life!"
- Stephanie

Stephie spent hours wandering the zoo and engaging with zookeepers, soaking up the atmosphere and brightening the day of every single person she came across. As an added bonus, the presence of TLC for Kids team and Ambulance Victoria paramedics enabled Kylie to relax and spend one-on-one time with Robbie, and do the simple things (without the burden of stress) that most of us take for granted. Each TLC Ambulance trip promises to be such a special, enriching and unique experience for every family and we couldn't be more happy or proud of the work everyone has done to get the program to this point.

FAMILY FUN DAY

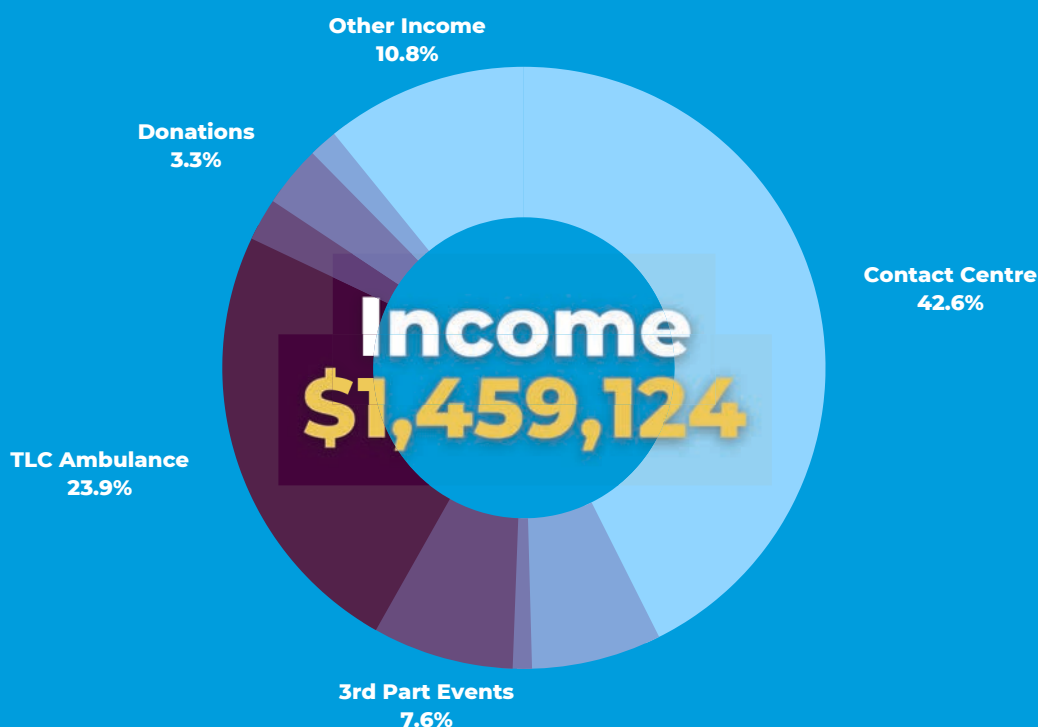
It was a fantastic day at the TLC for Kids 2019 Family Fun Day at Moonee Valley Racecourse – full of love, joy, food, activities, and lasting memories. Guests were able to ride shetland ponies, jump in a bouncing castle, cuddle baby animals, experience magic, have their face painted, take part in a number of arts and crafts, and build their own Build-A-Bears thanks to Build-A-Bear donors!

The TLC for Kids Services team manned the popcorn and fairy floss stations, which were a huge hit with all the kids! Of course, the star of the show was Santa, who sat on his throne for photos and handed out bags of Wizz Fizz.

Thank you so much to everybody who contributed to this very special day – it wouldn't be possible without you!

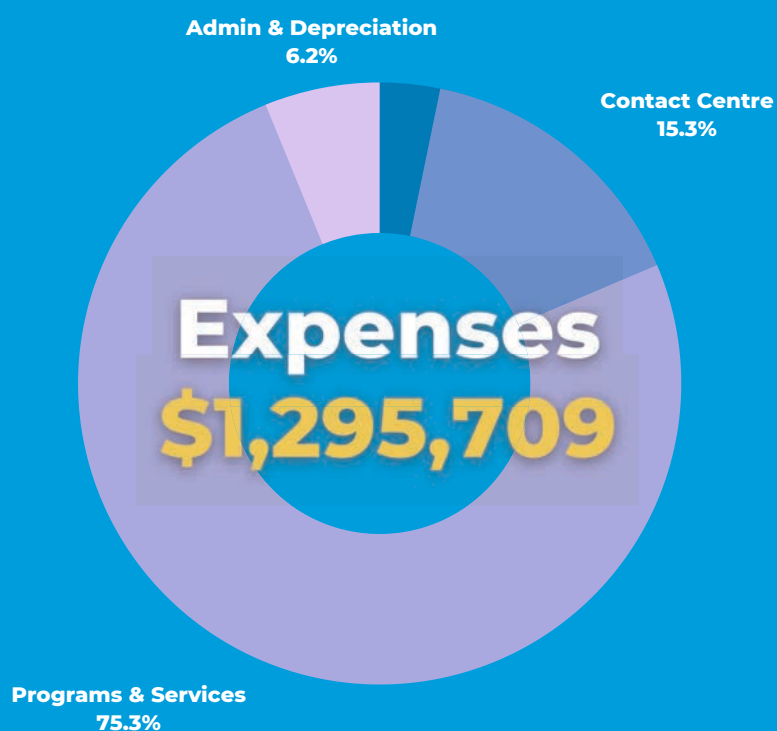


FINANCIAL OVERVIEW



TLC for Kids is proud to report that despite the global pandemic, we were able to report a profit of **\$163,415**.

The TLC Contact Centre continues to be the highest-performing income stream for TLC for Kids, with no small thanks to our regular donors.



We are also pleased to report that Programs & Services continues to grow as the majority portion of our expenses.

Further, the comparatively low percentage spent maintaining our contact centre makes it a high return-on-investment activity for the charity.

[VIEW FULL REPORT](#)



FINANCIAL HIGHLIGHTS



\$345,636.89

Costs Saved

Once again, TLC for Kids received valuable in-kind support, enabling us to reduce the costs.

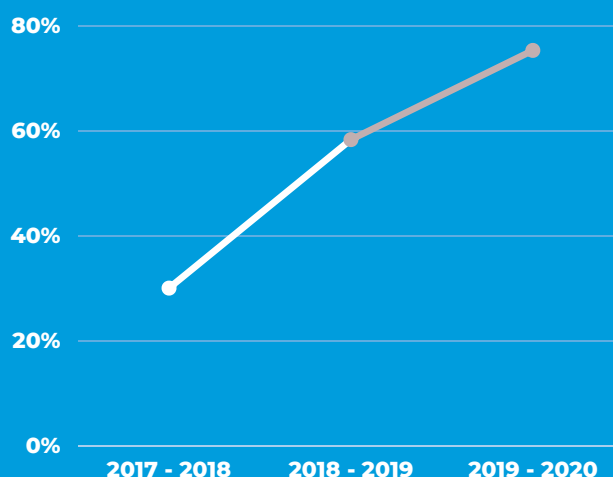
This includes everything from rent and transport to toys, time, technology, and even audit services.

75.3%

Program & Service Expenses

Programs & Services continues to grow as the majority portion of our expenses, up from 58.3% last financial year and around 30% in the financial year prior.

This consists of \$431,398 in direct service expenses and \$525,303 in indirect service expenses.



\$348,696

TLC Ambulance Appeal

In August 2019, with thanks to 3AW, TLC for Kids was able to host an on-air radio appeal to raise support to get the TLC Ambulance on the road. We were astounded by the generosity!

CAMPAIGNS

While some of our campaigns were affected by external events, yielding less than in previous years, we were able to restructure the way we approached campaigns, leading to a healthy return-on-investment average of 218.79%.

\$621,563

REGULAR GIVING PROGRAM

Our ongoing contact with regular givers

\$11,069

TRACKY DACK DAY

Our national casual clothes campaign

\$10,580

END OF FINANCIAL YEAR

An end-of-financial year rally for support

\$14,950

SCHEPISI GOLF DAYS

Annual golf days hosted by Schepisi Communications

CORPORATE GOVERNANCE

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 AM** (Secretary) - CEO & Founder of TLC for Kids
- **Danielle Coughlan** - Senior Social Worker, Complex Care Hub, The Royal Children's Hospital Melbourne
- **Michael Davey** - Creative Director, evoke creative
- **Victoria Devine (Treasurer)** - Director, Founder & Financial Adviser, Zella
- **Michael Duggan-Tierney** - Services Manager, Southern Cross Station
- **Sarah Gale** - Senior Retail Executive and E-commerce/Marketing Consultant, Sarah Gale Consultancy
- **Zoe Gladio** (Co-Chair) - McDonald's Franchisee
- **Michael Luddeni** (Chair) - Consultant, Deloitte

MAJOR SUPPORTERS



Ambulance
Victoria



CARRERA MOTORS
MECHANICAL ENGINEERS



OUR FUTURE

While TLC for Kids and its Board of Directors are incredibly proud of the resilience of the charity throughout a very challenging period, we are now looking to the future to ensure that the organisation continues to be prepared to face what may lie ahead.

We anticipate that there will be a far greater emphasis on digital health services. As a result, we have already commenced working on our **digital distraction app**, which will be an incredible addition to our existing physical Distraction Box program, as well as providing the opportunity to expand the network of people benefiting from our services.



"...the pandemic has given the not-for-profit sector a 'demonstration of relevance' opportunity that is second to none. This situation illustrates how critical not-for-profits are to Australians' health and wellbeing. It has demonstrated the importance of having a strong social safety net, whether in healthcare, education, or social services. - *The Big Rethink Report*

We are also preparing to keep our fingers on the pulse of the fundraising landscape in Australia and beyond. Like many others, we believe that the unique challenges faced by Australians throughout the pandemic has provided a clearer picture of the necessity of the healthcare and social support system. As a charity, we will seek to communicate just where we sit within that system, and work towards bolstering the safety net that we provide to families slipping through the gaps.

We will not stand by and let anyone miss out on the relief they deserve.

Thank You

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#tlcforkids

*TLC for Kids is a tax deductible charity (ABN: 34 335 920 537, DGR Status 1).
All donations over \$2 are tax deductible.*