

ANNUAL REPORT



2020-2021

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A MESSAGE FROM THE CEO

2020-2021 was another topsy turvy year for everyone in Australia and around the Globe. Melbourne in particular had an unprecedented amount of lockdowns, causing our TLC Ambulance service and events to be cancelled, postponed, rescheduled, postponed and cancelled again.

Luckily, in spite of this, our Rapid TLC Service could still do what it does best, supplying free emotional and practical support to sick children and their families. This service was even more crucial, showing a large increase in hardship related requests in these tough times.

A very sincere thank you to everyone involved for their efforts, strength and generosity this year and looking forward to what next year will bring.



Tim Conolan AM
CEO & Founder,
TLC for Kids



OUR IMPACT



SERVICE DESCRIPTION	Ongoing Total Since 1998	Previous Total (to 30 Jun 2020)	1st July 2020 to 30th June 2021 Totals
Total Rapid TLC Requests received	8,201	8,014	187
Total individuals assisted by the RAPID TLC program	33,288	32,540	748
Total Ambulance trips	17	1	16
Total individuals and family members attending the TLC Ambulance trips	67	3	64
Total number of Distraction Boxes currently in use	2,495	2,448	2,495
Total number of times the Distraction Boxes have been used	11,882,156	10,714,496	1,167,660
Total number of attendees at Family events	2,608	2,608	-
Trip of a Lifetime attendees (Previous service no longer active)	24	24	-
Courtesy Packs	1,380	1,380	-
Chill Out Room Visits (Previous service no longer active)	90	90	-
Christmas Gifts	7,295	6,985	310
Parent Support (Now intergrated into the RAPID TLC program)	44	44	-
Total number of Impacts	11,926,952	10,758,170	1,168,782

TLC FOR KIDS PROGRAMS & SERVICES



2020-2021 RAPID TLC

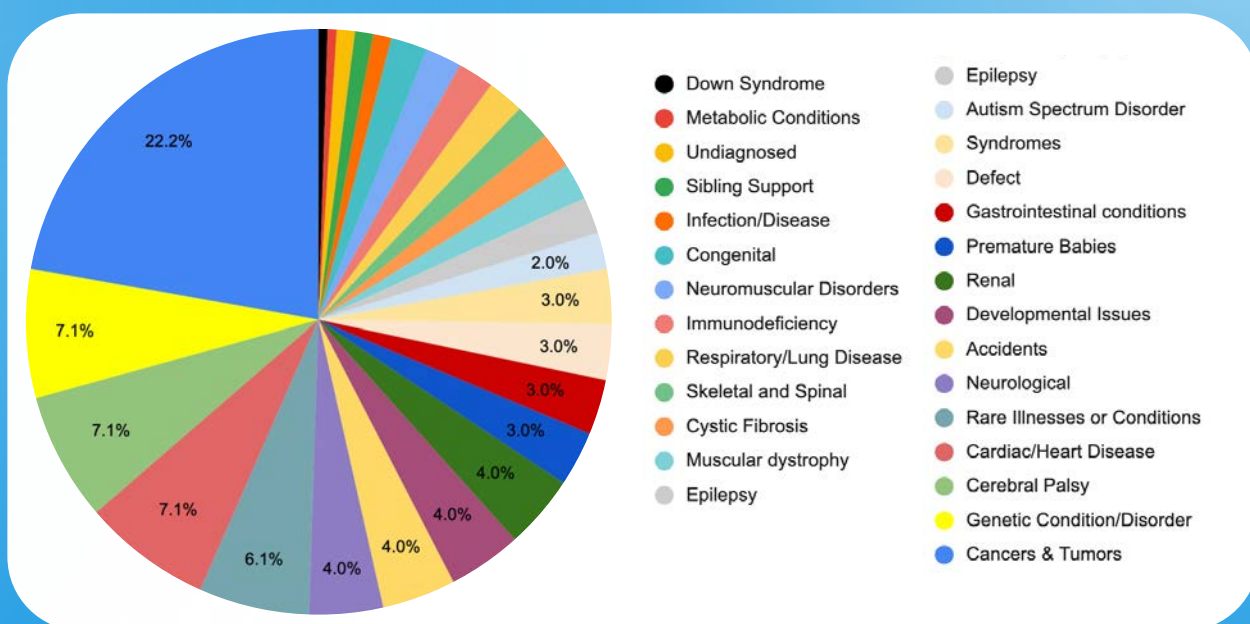
There were 187 Rapid TLC requests this year, directly impacting approximately 748 individuals (including children and their immediate family members). The vast majority of requests were for significant financial hardship or families in need of some entertainment.

39% of requests featured significant financial hardship, reflecting the financial effects of caring for a sick, injured or disabled child in and out of the hospital.

15% were occasions of multiple support - we helped one family on six separate occasions this financial year.

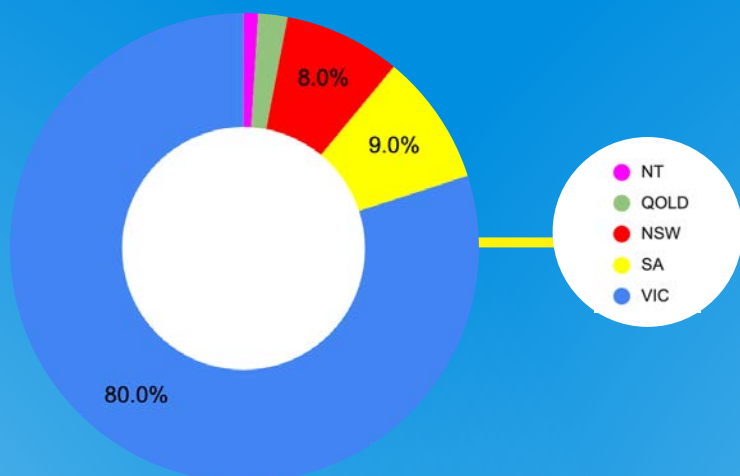


ILLNESS TYPES



Cancers & Tumors, was the most prevalent illness category this year. Unfortunately, this is likely due to restrictive criteria among other support services such as lengthy wait lists, only assisting children on a certain ward, or not assisting more than once a year. Luckily, we don't have any restrictive criteria like this, meaning all children, no matter their circumstances can be provided the assistance they deserve.

2020-2021 REQUEST LOCATIONS

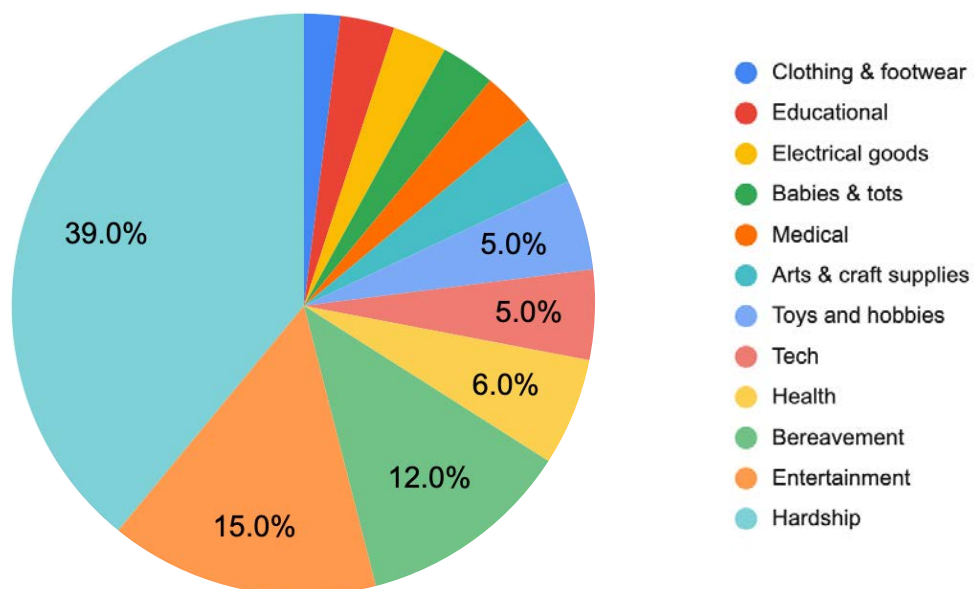


Our referrers in Victoria were busy again this year, with by far the most amount of requests coming from Victoria. We were pleased to see small increases in requests from NSW and SA, and some requests from QLD and the NT (which we didn't have last year).

REQUEST TYPES

Hardship was by far our most prevalent request type, followed by entertainment. Showing that a helping hand when it's needed the most or a little bit of distraction from illness and stress is so important for our TLC for Kids children and their families.

RAPID TLC REQUEST TYPE



STORIES



LAYKEN

Layken lives with significant central sleep apnoea requiring BiPAP every night. Within 24 hours, TLC for Kids responded to her families request for a new washing machine. Our Rapid TLC requests do not only offer essential support to our TLC children but can also be of help to the child's entire family. This is what Layken's mother had to say; "This new washing machine has lifted a HUGE stress off my shoulders! I was in tears after I hung up the phone with the TLC for Kids team. They also sent along some gifts for the kids...Layken's been having a tough time this week so it was such a nice pick-me-up for her".



DYLAN

Dylan recently underwent a transplant. Not long after leaving the hospital, it was time for him to start school. Starting school is always a very nerve racking experience. TLC for Kids wanted Dylan to be able to jump right into his school work with a new laptop. As you can see from the picture, Dylan was thrilled!



FOR THEM

Rapid TLC requests are so often for basic necessities such as formula, nappies and baby food. Things that can make such a difference for families who might be doing it tough at the moment. As you can see from this haul, we can't help but sneak educational and interactive toys and some soft animals into the mix!

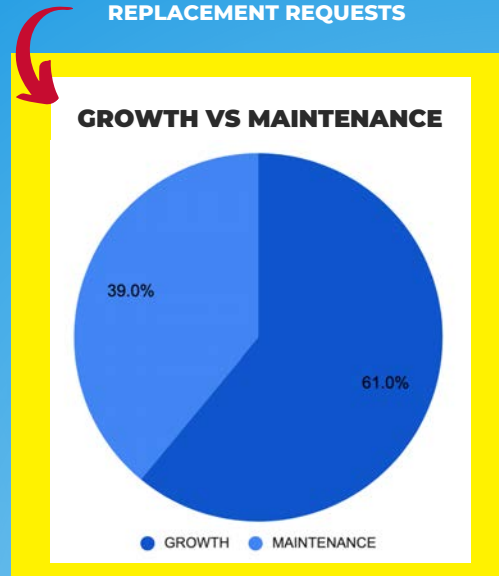
DISTRACTION BOX PROGRAM

Hospital departments we receive TLC Distraction Box requests from are so varied and include Play Therapy, Emergency, Paediatric, Respiratory, Operating Suites, Cardiac Services, Neurophysiology and Oncology just to name a few.

Some feedback we received this year from a Healthcare Professional in the Emergency Department at Nepean Hospital, NSW.

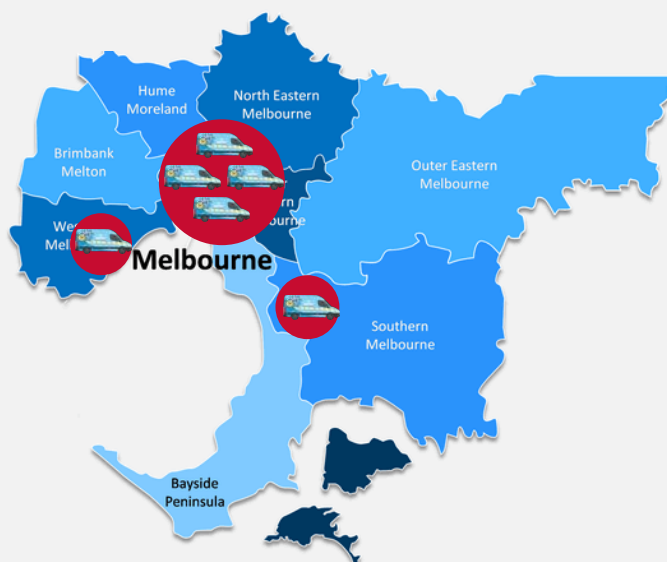
"We have seen Improved patient outcomes, reduction in anxiety/fears children may experience, positive patient and carer giver experience and is being used significantly, thank you!"

GROWTH: NEW/ADDITIONAL BOX REQUESTS VS MAINTENANCE: REPLACEMENT REQUESTS



TLC AMBULANCE

MELBOURNE MAP



The TLC Ambulance has been on the road as much as it can this year around lockdown restrictions. Destinations included Melbourne and Werribee Zoos, Chesterfield and Collingwood Children Farms, Jurassic World (Lego), to visit their family home and a specially organised baby animal petting zoo experience.

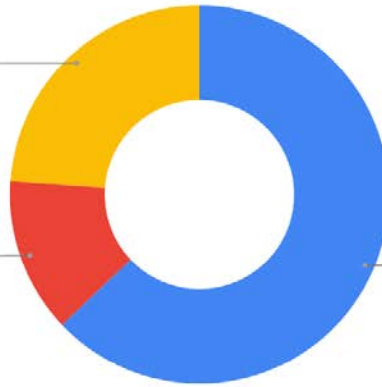
FINANCIAL OVERVIEW

% Overview of Income

Other Income (ATO subsidy)
23.9%

Donations and other income
13.2%

Fundraising Income
62.9%



Fundraising income \$701,884
Donations & other income \$147,495
Other income (ATO subsidy) \$266,601
Total revenue \$1,115,980

% Overview of Expenses

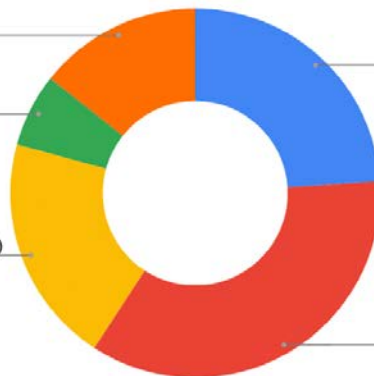
Total Net Annual Profit
14.3%

Administration Expenses (other overheads)
6.4%

Funds Disbursement (in-direct cost of services)
20.1%

Fundraising Expenses
24.0%

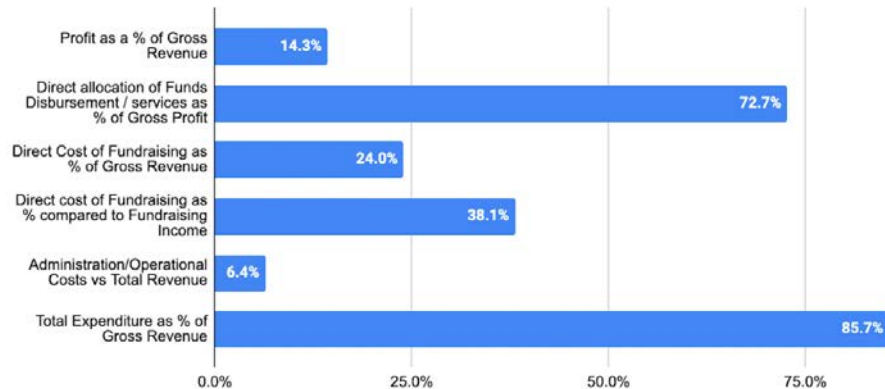
Funds Disbursement (direct cost of services)
35.2%



Fundraising expenses \$267,677
Funds disbursement (direct cost of services) \$392,741
Funds disbursement (in-direct cost of services) \$223,974
Administration expenses (other overheads) \$71,490
Total Net Annual profit \$159,993

FINANCIAL HIGHLIGHTS

% Allocation of Funds



There was \$198,000 saved on in-kind donations, such as generously donated office rental space, Toll freight, solar panels, etc.

PROGRAM AND SERVICE EXPENSES

72.7%



72.7% of all gross profit was directly allocated to our vital services



6.4%

Only 6.4% of all gross profit was spent on Administration /Operational Costs

GOVERNANCE

CORPORATE GOVERNANCE

BOARD OF DIRECTORS

Tim Conolan AM (Secretary) - CEO & Founder, TLC for Kids
 Ralph Alphonso - Principal, Barley Store Productions Pty Ltd
 Zoe Gladio (Co-Chair) - McDonald's Franchisee
 Michael Duggan-Tierney - Services Manager, Southern Cross Station
 Gillian Baker - Fellow of the Institute of Legal Executives
 Michael Davey - Creative Director, Evoke
 Sarah Gale - Senior Retail Executive and E-commerce/Marketing Consultant, Sarah Gale Consultancy
 Danielle Coughlan - Senior Social Worker, Complex Care Hub, The Royal Children's Hospital Melbourne
 Victoria Devine (Treasurer) - Director, Zella Pty Ltd
 Fiona Loschiavo - Managing Director, F.C.L Support Service & Parent Representative
 Michael Luddeni (Chairperson) - Chief Operating Officer, Engineers Australia



OUR FUTURE

In order to stay ahead of future needs in hospital therapeutic support, we gained traction in our research, consultation and development of our Digital Distraction App - a digital version of our TLC Distraction Boxes. Like our physical boxes, this was researched and created in close consultation with healthcare experts and is grounded in therapeutic theory. Not ready for its launch yet, we are very much looking forward to spreading the Digital Distraction App far and wide next year!

We will continue to nurture and maintain our collaborations with Healthcare Professionals, assisting them to provide crucial holistic care to their patients and families.

As always, keeping our TLC for Kids children and families needs at the forefront of our minds, allowing this to shape our approach and direction.

We eagerly look forward to helping more kids and families in need, next year and for many years to come.

THANK YOU

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