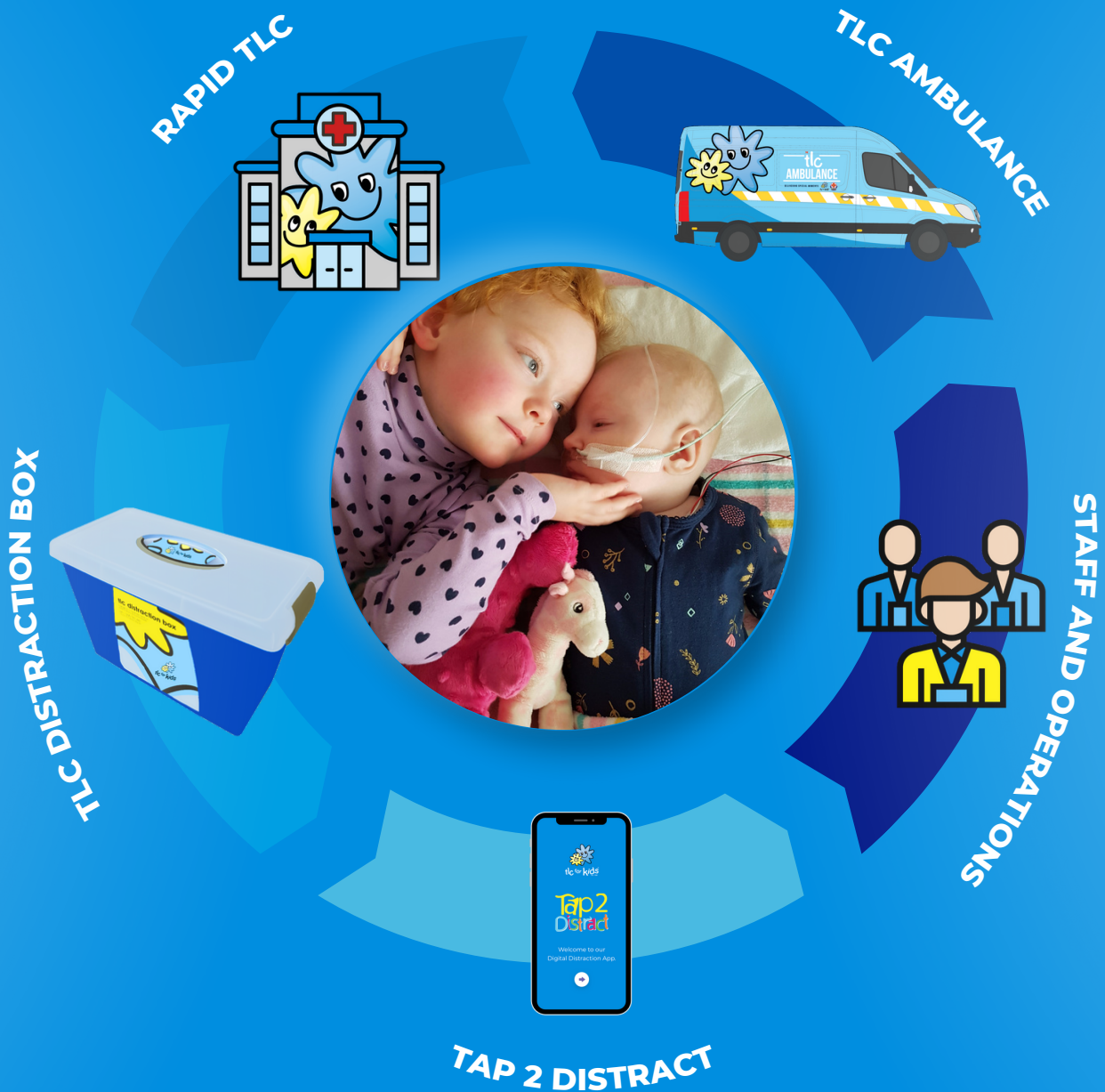


PUTTING SMILES BACK ON THE FACES OF SICK CHILDREN AND THEIR FAMILIES

# ANNUAL REPORT



## 2022-2023

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## A MESSAGE FROM THE CEO & FOUNDER

This year marks the 25th Anniversary of TLC for Kids, and I can't help but feel an overwhelming sense of pride. It fills my heart with joy to reflect on the incredible journey we have undertaken together since our humble beginnings.

In hospitals across Australia, our services have been a lifeline, providing comfort and support over 14 million times and counting. Each interaction represents a precious moment where we have brought relief and joy to children in their time of need.

Our critical support programs have become even more vital, being accessed over 1 million times annually. This remarkable statistic highlights the incredible demand for our services and fuels our commitment to doing more. We constantly strive to reach more children and families, ensuring that no one faces their challenges alone.

I am thrilled to announce a significant development in our journey this year. Introducing our Digital Distraction App, Tap 2 Distract, will further expand our reach across Australia and the globe. This innovative tool will provide comfort, entertainment, and a welcome distraction to children during their hospital stays, bringing smiles to their faces when they need it most.

None of this would have been possible without the combined passion, energy, and unwavering support of thousands of people who have joined us along the way. Supporters, volunteers, donors, staff members, partners and all those who have served on our Board of Directors – each one has played an indispensable role in our mission. Together, we have created a powerful force that has brought solace to families in their darkest moments and instilled hope where it was desperately needed.

A very sincere thank you to every person who donated, volunteered their time, advocated for us, attended an event, helped raise awareness and chose to get behind our cause to be part of our journey. It is an honour to stand beside you, knowing that together, we have impacted the lives of so many.

Here's to the next 25 years with the same spirit of compassion as we strive to create a better, healthier, and happier world for all, one act of kindness at a time.

Warmest regards,



**Tim Conolan**  
CEO & Founder, TLC for Kids



## OUR IMPACT



SERVICE DESCRIPTION	Ongoing Total Since 1998	Previous Total (to 30 Jun 2022)	1st July 2022 to 30th June 2023 Totals
 Total Rapid TLC Requests received	8,579	8,362	217
Total individuals assisted by the RAPID TLC Program	34,806	33,943	863
Total Ambulance Trips	48	25	23
 Total individuals and family members attending the TLC Ambulance trips	101	94	7
Total number of Distraction Boxes currently in use	2,782	2,634	2,782
Total number of times the Distraction Boxes have been used	14,347,424	13,075,244	1,272,180
Total number of times Tap 2 Distract has been used	18,968	3,388	15,580
 Total minutes of play using Tap 2 Distract	45,250	7,942	37,308
<b>TOTAL NUMBER OF IMPACTS</b>	<b>14,412,740</b>	<b>13,124,110</b>	<b>1,288,630</b>



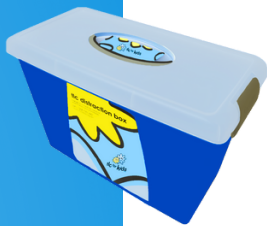


## TLC FOR KIDS PROGRAMS & SERVICES



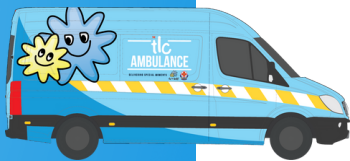
### RAPID TLC

- TOTAL RAPID REQUEST RECEIVED: **8,362**
- INDIVIDUALS HELPED: **33,943**



### TLC DISTRACTION BOX

- FIRST BOX REQUEST: **132**
- ADDITIONAL BOX REQUEST: **54**
- TLC DISTRACTION BOX USE PER/YEAR: **1,272,180**



### TLC AMBULANCE

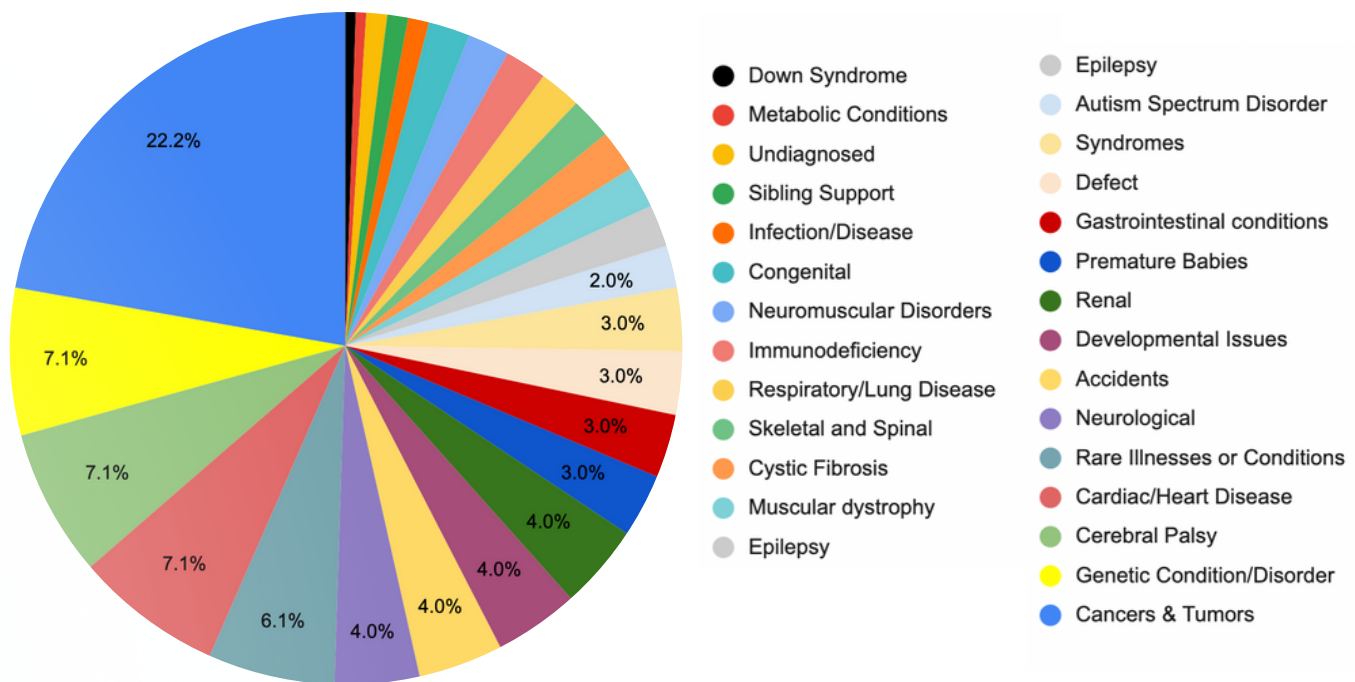
- TRIPS PLANNED: **23**
- TLC AMBULANCE DISTANCE TRAVELLED (KM): **469KM**



### TAP 2 DISTRACT

- TOTAL NUMBER OF USERS: **9,199**
- AVERAGE MINUTES OF PLAY PER SESSION: **2.50MIN**

## ILLNESS TYPES



## RAPID TLC

The year 2023 has been marked by resilience, compassion, and impactful support within TLC for Kids, particularly through the Rapid TLC Program. In the past year, TLC for Kids continued its mission to provide practical and emotional support to families navigating the complexities of health crises. The Rapid TLC Program offered swift and tailored assistance to those in urgent need.

**Strengthening Relationships:** The services team assumed a crucial role in nurturing connections with healthcare professionals. Consistent interactions at the Royal Children's Hospital and expansion into institutions such as Monash Health and Very Special Kids bolstered our network. This strategic approach guarantees a broader outreach and fosters enhanced collaboration.





## TAP 2 DISTRACT

The Tap 2 Distract App is a vital digital tool designed to aid pain management and help individuals cope with stressful situations; it is especially beneficial for children and those with needle phobias.

## Tap 2 Distract

The app is based on distraction and diversion therapy, taking inspiration from the successful TLC Distraction Box program, which has been used in over 400 hospitals in Australia and New Zealand for more than 20 years.

This evidence-based approach provides reliable, tested digital resources and activities to reduce anxiety and discomfort, with the aim of enhancing overall well-being during medical procedures or stressful situations.

## THE STATS THAT MATTER

"Relief is just a Tap Away"

*\*Ongoing Total Since March 2022*

AVERAGE TIME SPENT PLAYING  
TAP 2 DISTRACT

**2.50 min**

\*Per user per session

TOTAL NUMBER OF TIMES TAP 2 DISTRACT  
HAS BEEN USED

**34,277**

and counting

TOTAL NUMBER OF USERS

**21,077**

and counting

TOTAL MINUTES OF PLAY USING TAP 2 DISTRACT

**81,103**

and counting

**80%**



of users have a direct  
**return to play**  
engagement rate

**70%**



of users are  
**demographically**  
**located** in Australia



The app's broader usage statistics showcase **22,000 game sessions** and **140,000 page views** since the app went live in March 2022. Each player, on average, visits 4 pages/activities per session.

Most Popular Activity to date:



**Bubble Pop**

## OUR REACH AND SUPPORTERS

- Over 400 hospitals in Australia and New Zealand
- Medical Centres
- Ambulance Services in VIC, NSW, NT, ACT and TAS
- Schools and Childcare Centres





## THEIR STORIES

### **AKASH** via RAPID TLC

Delivered with love and care, a RAPID TLC request has provided comfort and support to baby Akash and his family. Akash's journey began unexpectedly when he was born with a rare condition affecting his diaphragm. Despite the illness, his parents, who had been struggling with infertility, were overjoyed to welcome their precious baby into the world. However, Akash's complex medical needs and an extended hospital stay brought unexpected financial challenges to the family. As they navigate this challenging road, Akash is undergoing surgery to improve his condition. To ensure a safe journey home post-discharge, our RAPID TLC services provided Akash with a special car seat recommended by his medical team.



### **ZOE** via RAPID TLC

Zoe, a brave one-year-old girl, is battling cancer and has spent most of her days in hospital. Most recently, we received a RAPID TLC Request to support the comfort of Zoe's hospital stays with some of her new favourite toys. These included musical toys, sensory books and even distractive accessories to help keep Zoe calm when in her pram and cot. Due to Zoe's extensive and ongoing hospital stays, Zoe and her mum now call Melbourne their home. Because of this, Zoe's family has endured months of separation, as they originate from a small regional town. We hope that the toys we've provided Zoe not only offer her much-needed distraction but also help uplift the family's spirits during this time of hardship.



### **DYLAN** via RAPID TLC

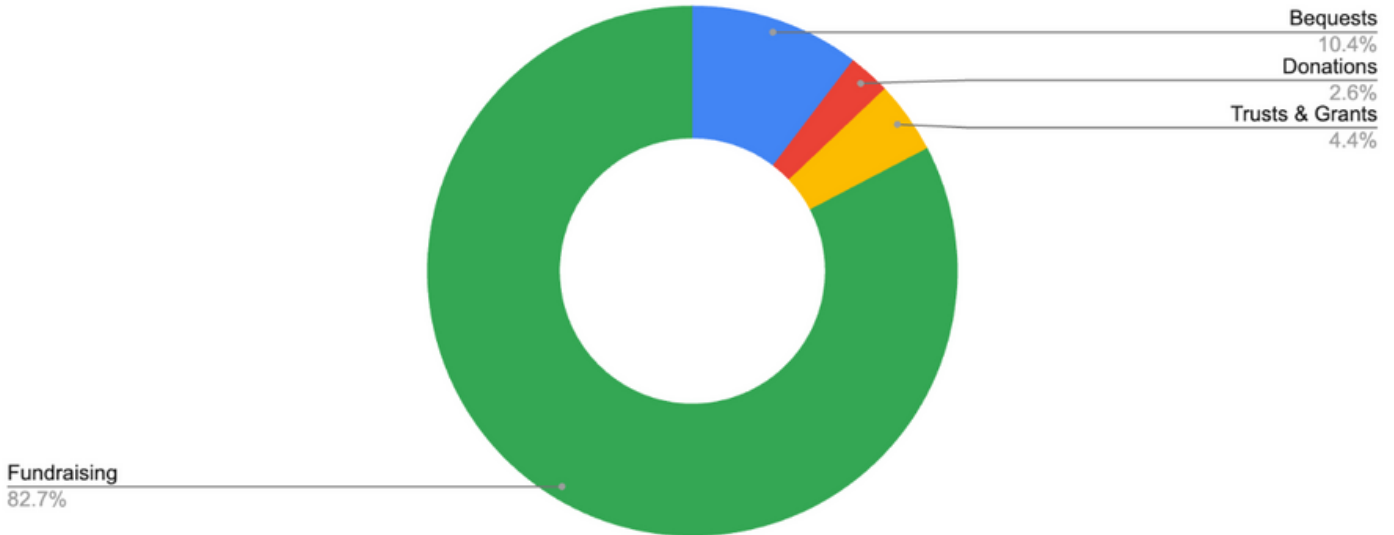
Last Friday, Dylan, one of our cherished TLC Kids, had an extraordinary opportunity to meet his beloved Carlton Football Blues Boys. Dylan bravely battles Duchenne Muscular Dystrophy, a condition that causes the progressive weakening of his muscles. Recently, Dylan had been feeling quite sad and defeated by his illness. When his healthcare professional suggested that a trip to Carlton could lift his spirits, we were determined to make his dream come true. This momentous occasion brought an infectious smile not only to his face but also to everyone at Carlton. It's all about Carlton for Dylan, and this experience created an unforgettable highlight in his life.





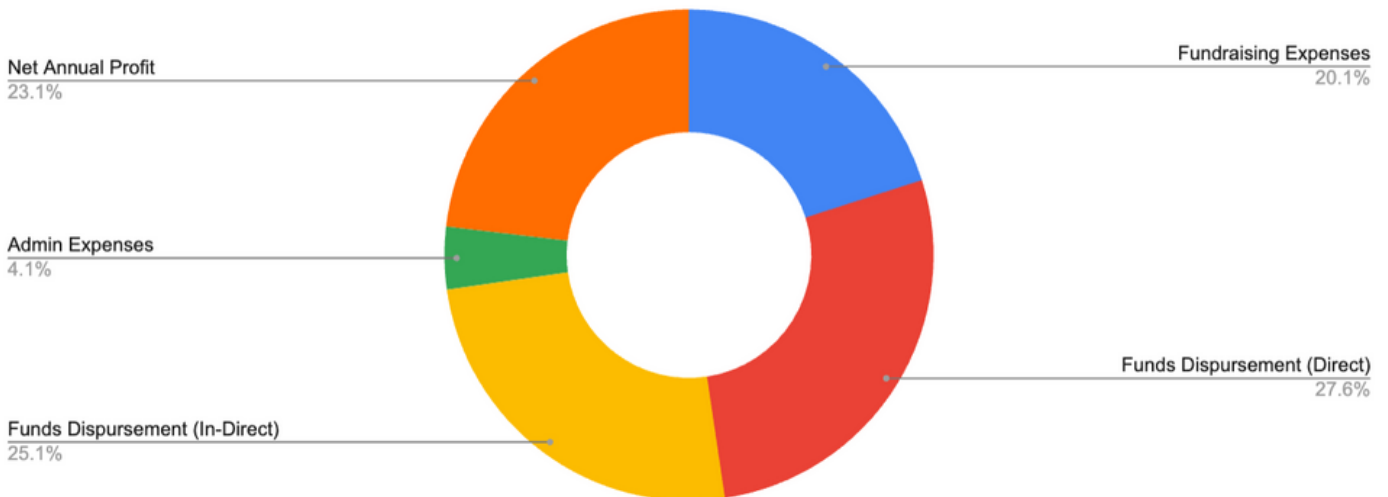
## FINANCIAL OVERVIEW

### % Overview of Income



Bequests: \$200,000  
 Donations: \$49,653  
 Trusts & Grants: \$85,000  
 Fundraising: \$1,596,882  
**Total Revenue: \$1,931,535**

### % Overview of Expenses



Fundraising Expenses: \$387,494  
 Funds Disbursement (Direct): \$532,908  
 Funds Disbursement (In-Direct): \$484,645  
**Total Funds Disbursement: \$1,017,553**  
 Admin Expenses: \$79,405  
**Total Expenses: \$1,484,453**  
**Net Annual Profit: \$447,082**

*\*all figures are compared to total income*

## FINANCIAL HIGHLIGHTS

For every \$1 donated to the TLC for Kids, there is a return of almost \$3 towards the impact value of the programs and services.

We can provide this value because of our heavily reduced administration and operational costs resulting from established online services, transport partners, relationships with hospitals and organisations, and office rental sponsorship.

Without this generous support, none of this would be possible.



## CORPORATE GOVERNANCE

Your Board members present the special purpose financial report on the entity for the financial year ended 30 June 2023.

### Board Members

The names of Board members throughout the year and at the date of this report are:

Name	Portfolio	Date of Change
Michael Giuseppe Luddeni	Chairperson	
Zoe Gladio (Co-Chair)	Co-Chairperson	
Tim Conolan AM	Secretary/Public Officer	
Victoria Catherine Devine	Treasurer	
Ralph Brian Alphonso		
Sarah Gale		
Allana May		
Fei Chen (Bell)		Appointed 27 June 2023
Brett Christopher Davis		Appointed 24 October 2022
Melissa Jeremiah		Appointed 14 February 2023
Anthony Gerrard Walker		Appointed 29 November 2022
Fiona Loschiavo		Resigned 16 May 2023
Danielle Coughlan		Resigned 6 October 2022

## CELEBRATING 25 YEARS OF SERVICE



We are overjoyed to share that we've raised an astonishing \$302,000 at our 25th Anniversary Gala Dinner! Words can't capture our immense gratitude for the incredible support we received on the night. The generosity has renewed hope and equipped us to provide essential services for sick children and their families.

Thanks to this extraordinary achievement, we can extend our helping hand even further, ensuring that every sick child receives the care, support, and love they deserve. The kindness fuels our mission and touches our hearts deeply.

We want to extend our deepest thanks to the attendees. The unwavering support empowers us and brings smiles to the faces of sick children and their families.

Together, we are significantly impacting their lives, bringing comfort during the most challenging times.





## PARTNERS & SUPPORTERS

### MAJOR SPONSORS



### TLC AMBULANCE



### SUPPORTING PARTNERS





## OUR FUTURE

TLC for Kids remains committed to refining and expanding all services, especially the TLC Ambulance and our new digital distraction app, Tap 2 Distract.

### TLC AMBULANCE

With an additional TLC Ambulance on the road, this now brings our TLC Ambulance fleet to two vehicles, with the third vehicle on its way in 2024. In honour of our deer supporter Neil Mitchel, the second TLC Ambulance is about to hit the road, and his name is Mitch!

We are continuing to raise funds to expand our services beyond borders to create a vital resource for children in palliative care and their families. Our future aim is to provide them with the opportunity to visit their most cherished destinations in a medically safe, custom-built vehicle.

### TAP 2 DISTRACT

The Tap 2 Distract App's future is bright as it adapts to the varied needs of its users. Its accessibility and positive influence in tackling daily challenges make it a crucial tool for situations that demand instant distraction and emotional support. With increasing usage and secured funding, the ongoing marketing campaigns play a vital role in expanding the app's reach and sustaining the development of new games and activities.

Anticipating January 2024, we eagerly await the launch of our campaign with Metro Train Melbourne. This three-month advertising spread across three carriages of a Melbourne city train is a strategic move to enhance awareness and accessibility of the app.

### IN CONCLUSION

Our main focus is on strengthening partnerships, exploring new avenues of support, and utilising technology for efficiency, with the ultimate goal of ensuring families facing health crises feel consistently supported.

Our commitment is unwavering in addressing the diverse needs of sick children and families. This dedication shapes our approach and directs the course of our future initiatives.

As we navigate forward, our collective priority remains the well-being of our communities most vulnerable. Together, we strive to make a positive impact and provide meaningful support to those in need.

# THANK YOU

## Contact Us



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