

# ANNUAL REPORT

2021-2022



30 YEARS STRONG IN 2023

*“Never underestimate the power you have to take your life in a new direction. Every moment is a fresh beginning. Life is not about expecting, hoping and wishing, it’s about doing, being and becoming.”*

- KEVIN BOSCO, DEC 2021



# FULFILLING OUR DREAM

We dreamed that 2022 would return all the 'once upon a times' that we have missed over the past two years - the recovery camps, SeeMore sharing safety and wellbeing messages in early childhood education centres, our 'Adopt a GrandBuddy' visits in the aged care centres with 4-year-olds, and hugging the people we loved.

## Our dreams came true!

We fulfilled the dreams and put smiles on the faces of our little and big people – getting together at our recovery camps, SeeMore has been in the kinders and preschools sharing his safety and wellbeing messages, kick starting back our 'Adopt a GrandBuddies' program in the aged care centres, and hugging the people we love and care for.



*“The spirit never ages, it stays forever young”*

- LAILA GIFTY AKITA

*“Children are curious and amazing human beings, while reminding us that they have not experienced the world as long as us”*

- PROF. MARILYN FLEER



# KIDS FOUNDATION

30 YEARS STRONG IN 2023

## KIDS Foundation

A not-for-profit charity established in 1993 to make a difference in child safety, injury, and trauma recovery.

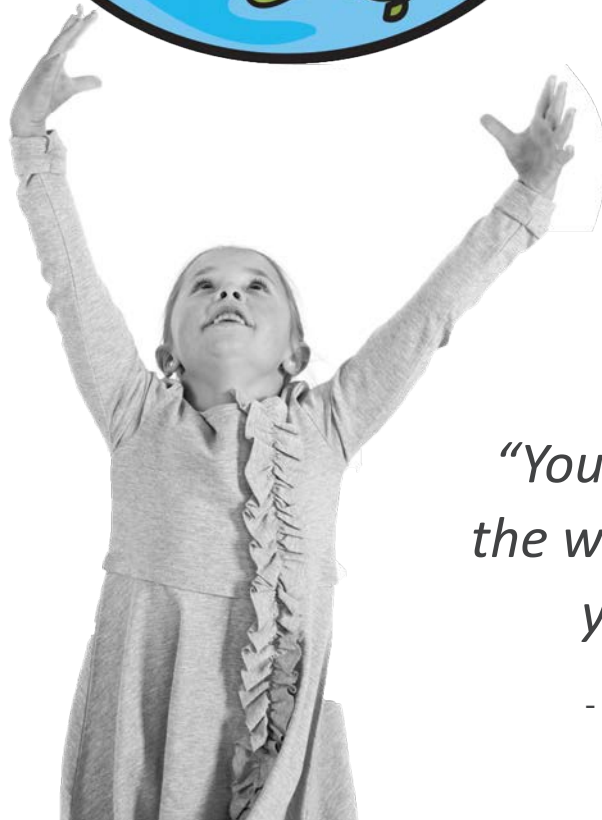
## Our Mission

To educate and empower children to live safely and create a better life for those affected by serious trauma, injury or burns.



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*“You can change  
the world by being  
yourself.”*

- YOKO ONO



# OUR DRIVE

## VISION

Every child is safe, free from harm and injury.

## MISSION

To educate and empower children to live safely and create a better life for those affected by serious trauma, injury or burns.

## PURPOSE

To be a guiding influence in the lives of curious, amazing little people who have not experienced the world as we have to manage risks safely.

To advance lifelong transformational healing and optimal recovery for serious trauma, injury and burns survivors.

## VALUES

- Trust
- Loyalty
- Kindness
- Respect
- Inclusiveness
- Individualised support

*“It is literally true that you can succeed best and  
quickest by helping others to succeed”*

- NAPOLEON HILL



# CEO + CHAIR MESSAGE

In 2023 KIDS Foundation will be 30 years strong.

The past two years of spending time apart from the young people we support and care for in our prevention and recovery programs, makes our new daily routines at KIDS feel like a luxury to have back.

Our dedicated staff and volunteers worked tirelessly to create new ways to ensure we could be there for our children and young people. Thanks to the ongoing generosity of our partners, donors, and special individuals, KIDS Foundation remains in the strongest position to celebrate 30 years in 2023.

We are proud of what we have achieved; our reach into over 10,000 Early Childhood Education Centres with SeeMore, the 465,000 children's story books that were printed and distributed to children Australia wide in 2021, our intergenerational program 'Adopt a GrandBuddy' initially created in the 1990's a regular feature in media stories today, and the injury survivors support hours and camps we provide each year.

The last year has seen significant progress in collaboration with our partners, and like-minded organisations in the education and health space. We have worked together to ensure children receive the best chance of a safe and healthy life through education innovation, research, and advocacy programs.

With sincere and loving thanks to our devoted KIDS Team: the motivating staff, loyal partners, ambassadors, individuals, and volunteers, and dedicated Board of Directors who have the desire to make a difference to the lives of children in need and their families, and continue to support and further our commitment to reducing childhood injury, harm and trauma.

**DR SUSIE O'NEILL + JO STUCKEY**  
CEO/Founder + Chair



# WHAT WE DO

## CHILD SAFETY

400,000 children's books  
10,000 safety education packs

## PHYSICAL + EMOTIONAL WELLBEING

70 Connecting Gen Intergenerational programs  
2,800 aged care and child participants

## INDIVIDUALISED SUPPORT

3,500 support hours  
One-on-one, in group settings and at camps

## MAGGIE'S STORY

Travelling home after a family holiday to Phillip Island to see the penguins, the car Maggie was travelling in was hit from behind. Maggie was unresponsive, with no apparent signs of life. Her parents, Jayne and Paul, dragged her from the car onto the side of the road where they kept her breathing until the paramedics arrived. Maggie was then transported by the HEMS helicopter to The Royal Children's Hospital.

For the seven days following the accident, the family sat by Maggie's bedside in ICU. Maggie underwent numerous surgeries over the next few months, including a reconstruction of the right-hand side of her precious face, and several surgeries to her right eye to ensure she didn't lose it. Maggie has now been left with an Acquired Brain Injury (ABI), permanent damage to her right frontal lobe that will not allow her brain to ever function as it did prior to the impact of the accident. She continuously struggles with many daily challenges that come as a direct result from the accident. Maggie doesn't have any visible scars or physical disability from her accident though her wounds are deep, as are

her family's, after experiencing such significant trauma. We are so proud of how far Maggie has come since the day of the car crash on Friday, July 13, 2018. She has written a song about her injuries and the impact on her life which she shared at our recent camp. The KIDS Foundation camps are a safe place for Maggie, where she feels supported, heard, and can be herself without judgement. Maggie is a wonderful KIDS Youth Ambassador, and has become a beautiful friend and mentor to new survivors.



# OUR PROGRAMS

The KIDS Foundation has been operating since 1993, occupying a unique position as a national leader in childhood safety, and injury and trauma recovery. Our mission is to ensure that all Australian children are safe - free from harm and injury.

**In 2023, KIDS Foundation will be 30 years strong.**

We work with children who have horrific injuries and trauma from burns, accidents, violent crimes, and abuse, to support them and their families to recover.

Our education programs reach 400,000 children through 10,000 kindergartens and preschools with an integrated approach to safety, physical and emotional wellbeing.

KIDS Foundation is committed to early intervention, creating, and instilling a health and safety culture that gives young people agency in their learning, critical for lifelong wellbeing.

## INJURY PREVENTION

Our prevention programs educate and empower children to build a strong sense of identity and wellbeing so that they can keep themselves and others safe while still allowing them to be kids. Educating children through the SeeMore Safety Program in Australia's early childhood education centres is our focus.

## INJURY RECOVERY

Our recovery programs support children with horrific injuries and trauma caused by burns, accidents, dog attacks, crime, neglect, abuse, and environmental events. We recognise the positive impact of peer support that was promoted through the delivery of Injury and Trauma Recovery camps, leadership workshops and the National Burn Survivors' Network for families.

## ADVOCACY WORK

Our advocacy work gives children a voice and agency in their own learning. We empower them to build self-worth, wellbeing, respectful relationships, values, and behaviours that allow them to become responsible risk takers and contributors to society.

Every day, the team at KIDS Foundation devotes time and resources to educating and empowering children and their families on ways to prevent injuries and trauma associated with dangerous situations.

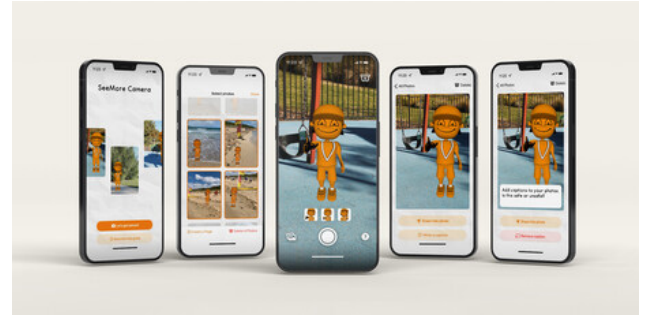
That's how KIDS gets it's acronym - '**K**ids **I**n **D**angerous **S**ituations'



# WHAT'S NEW IN PREVENTION

## SeeMore Safety App

The SeeMore Safety App was launched this year. The app allows families to take SeeMore with them everywhere they go and keep safety at the forefront of their minds. Having the ability to include SeeMore with Augmented Reality is an addition to our plush SeeMore which children had to wait turns to take home and share experiences.



Previously early childhood educators were provided a SeeMore plush toy for children to take home and photograph in safe and unsafe spots. COVID-19 made this element of the program harder to implement, so KIDS Foundation approached Itty Bitty Apps to develop a digital equivalent and, thanks to funding from Newcastle Permanent Charitable Foundation, the SeeMore safety app was created.



## GrandBuddy program slowly returns after Covid 19

The sound of little and big people voices uniting in chatter and song fills the retirement villages, as elderly residents, connect with the young in the “GrandBuddy Buddy” program.

The GrandBuddy program cautiously returns as the rules around visiting some aged care homes relax. Preschool children have started to visit the aged care homes, spending time in the gardens and recreational areas. The joy and enthusiasm the visits bring is reflected in the faces of both the young and old.



# WHAT'S NEW IN RECOVERY

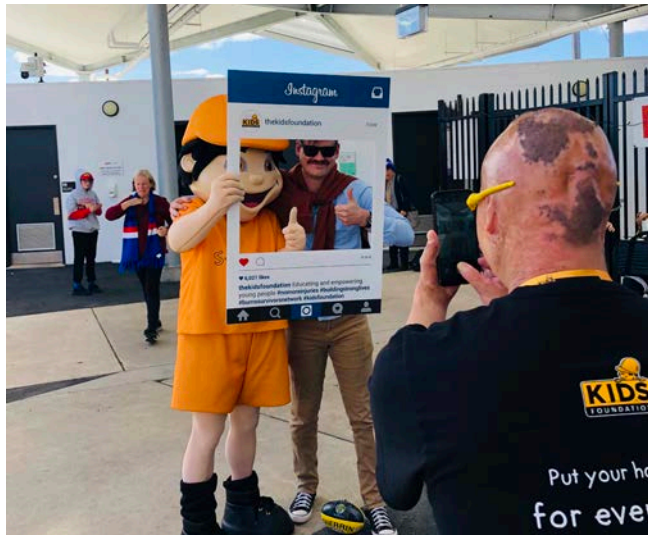
KIDS Youth Ambassador, Matt has been an inspiration to many new survivors since he became a KIDS family member back in 2006. Matt received life-changing burns to 30% of his body as a result of a car fire in 1999, when he was just 3 years old.

In recent times, Matt has built and moved into his own home and is living independently for the first time. He has become quite a chef after spending a number of months in lockdown last year and specialises in homemade chocolate mousse and cookies.

Matt is a business owner, operating and maintaining his own vending machines which he has located throughout Melbourne business buildings.







Matt was thrilled to be able to reconnect in person with his friends and other survivors at our camps and day events that were held in the new year.

# WHO WE SUPPORT



**5 Camps and Day Camps** were held in Tassie, New South Wales, South Australia and Victoria.

\* The remaining camps in QLD were moved to the following year due to COVID travel restrictions



**3,535 Individualised Support Hours** were provided through one-on-one time, in group settings and at camps



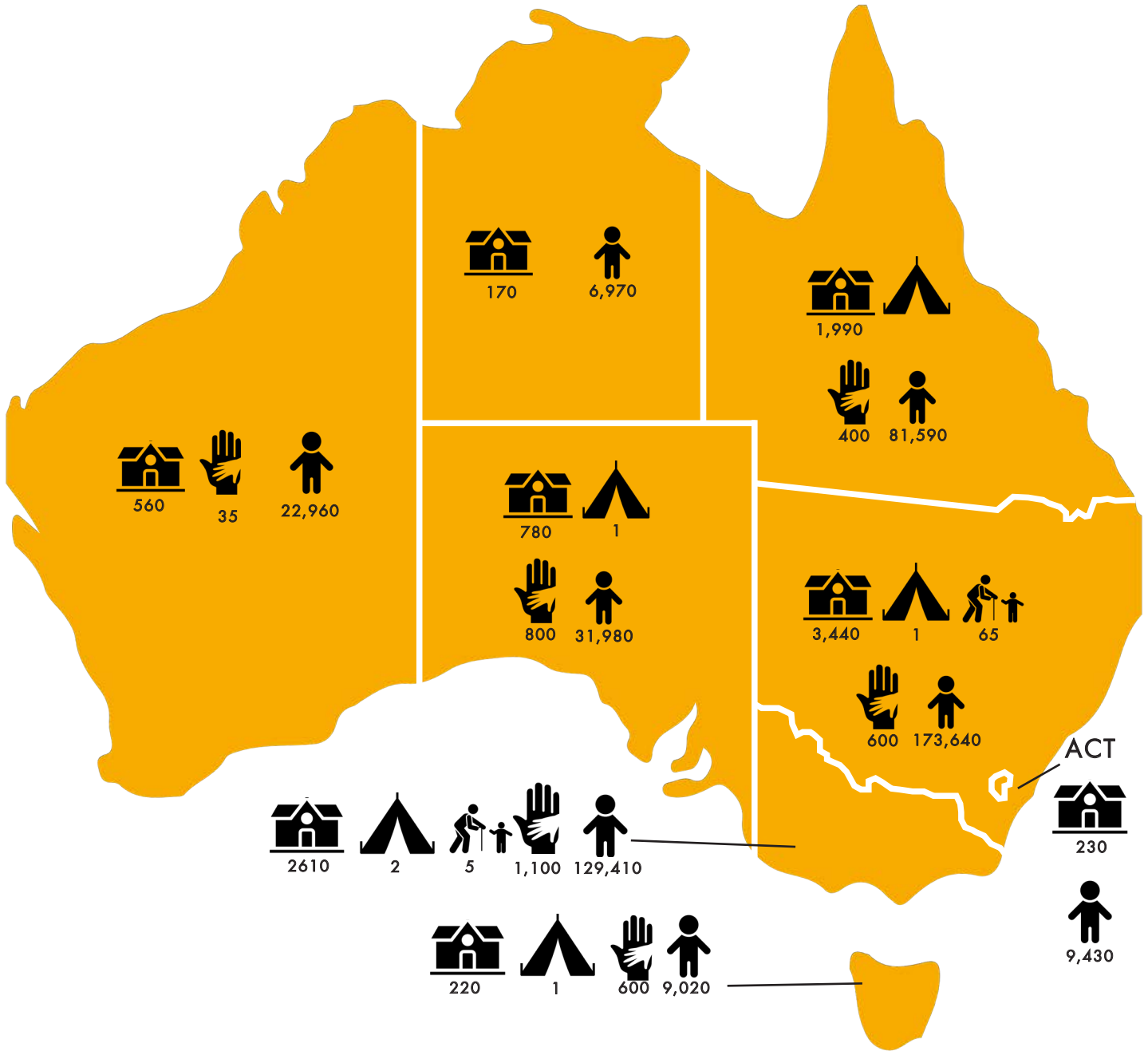
**70 Early Childhood Education and Aged Care Centres** with 2800 child and aged care participants receiving the Connecting Generations - Adopt a GrandBuddy Program.



**10,000 Early Childhood Education Centres** received SeeMore Safety Program packs and engaged with our virtual classroom and SeeMore Safety show online.



**423,590 Safety Activity and Story Books** were printed and distributed to children throughout Australia.



# OUR PEOPLE

## THE BOARD

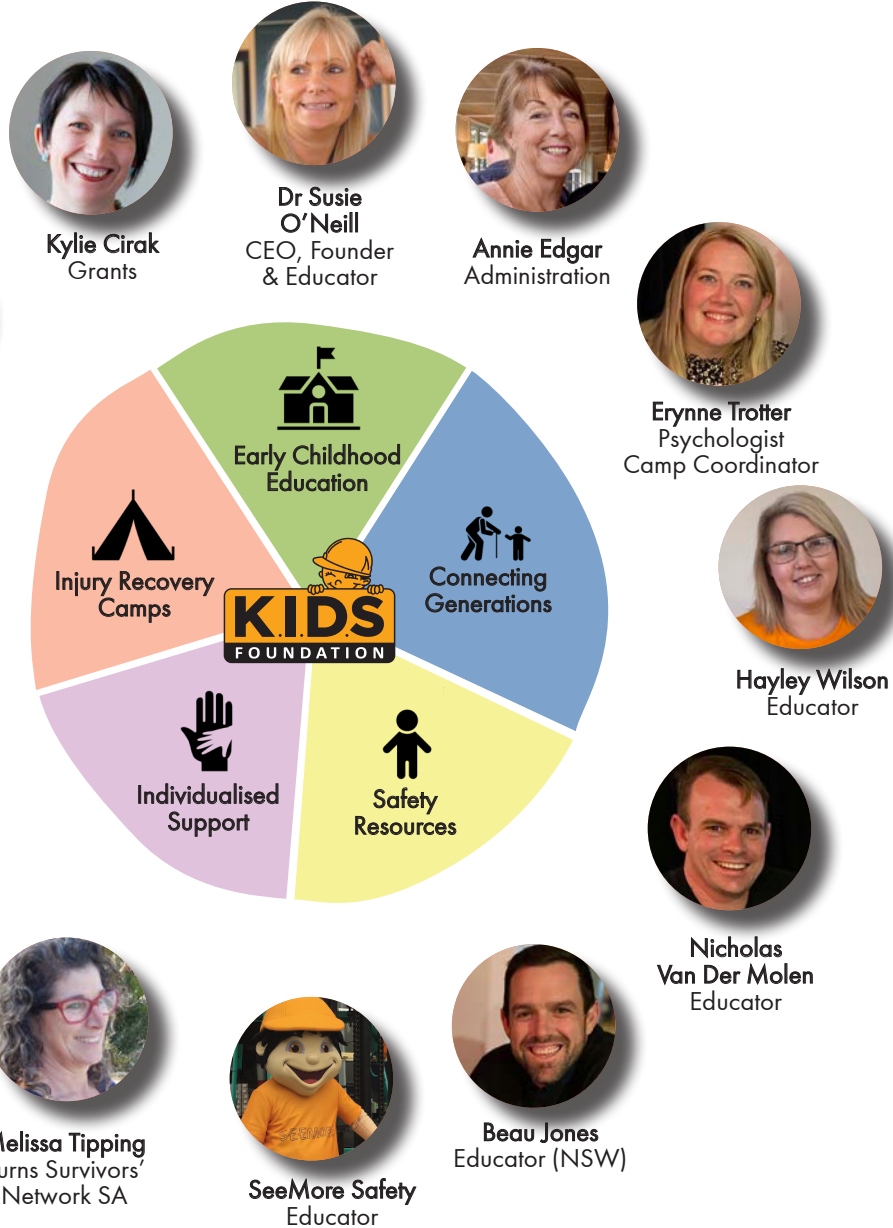


### OUR BOARD AND ADVISORS

Athol Hodgetts, Charles Kovess, Susie O'Neill,  
Kate Hocking, Jo Stuckey, Hamish McLachlan,  
Margie Amarfio, Matthew Ricker, Ian Coutts  
and Rimas Liubinas.

Left to right

# THE TEAM



We are a small yet effective team, equivalent to 3.5 full time staff who work across all facets of the organisation. Whilst we have dedicated roles, it's common for us to work together in education, injury recovery, at events and in volunteer roles at camps.

# PARTNERSHIPS



# OUR PROGRAM SUPPORTERS

KIDS Foundation was successful in the grant application for SeeMore eSafety for Newcastle on December 2. Over the past 10 years, KIDS Foundation has been granted more than \$500,000 from NPCF which has led to the creation of five sustainable early years education programs – SeeMore Safety, SeeMore Safety at Preschool, SeeMore Bug Safety Connecting Generations - Adopt a GrandBuddy and now SeeMore eSafety.

Thanks, BossMan, for doing an absolutely amazing job launching our 'Put Your Hand Up' campaign in last year's challenging fundraising climate. Our first year was a huge success even though we were unable to be out and about selling our gloves, the media coverage raised invaluable awareness.



## CHILD SAFETY

Australian Government Department of Health -- SeeMore Safety  
Newcastle Permanent Charitable Foundation – SeeMore Safety  
Kookaburra Educational Resources – SeeMore Safety

## PHYSICAL & EMOTIONAL WELLBEING

Newcastle Permanent Charitable Foundation – Connecting Generations – Adopt a GrandBuddy in regional NSW  
Arcare Family Family Foundation – Connecting Generations Hamilton VIC  
The Jack Brockhoff Foundation – Connecting Generations Hamilton VIC

## SUPPORT SERVICES

Consolidated Property Services – Camps & individualised support programs  
Harris Trade Plumbing Supplies – Camps & individualised support programs  
Bank of Melbourne - Camps & individualised support programs  
CLIPSAL – Camps & individualised support program BSN SA  
City of Mitcham SA – Art Inspired Workshops BSN SA

## HELPING US DO BUSINESS

O'Brien Icehouse  
MDS Accounting Services  
Harris Trade Plumbing Supplies



# FINANCES



| EXPENSES                   | 2022         |
|----------------------------|--------------|
| Injury Prevention Programs | \$247,189.00 |
| Injury Recovery Programs   | \$204,406.00 |
| Administration             | \$23,104.00  |
| Annual Rent KIDS Offices   | \$643.00     |
| Depreciation               | \$2,036.00   |

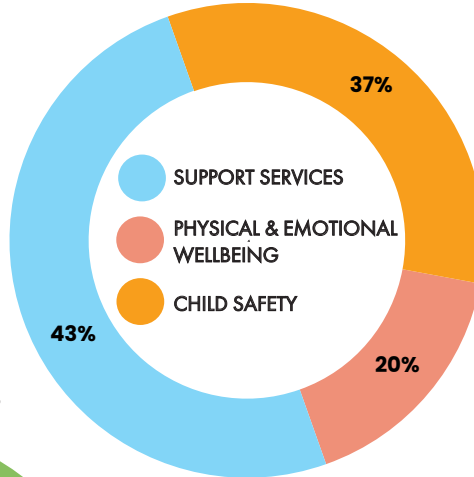




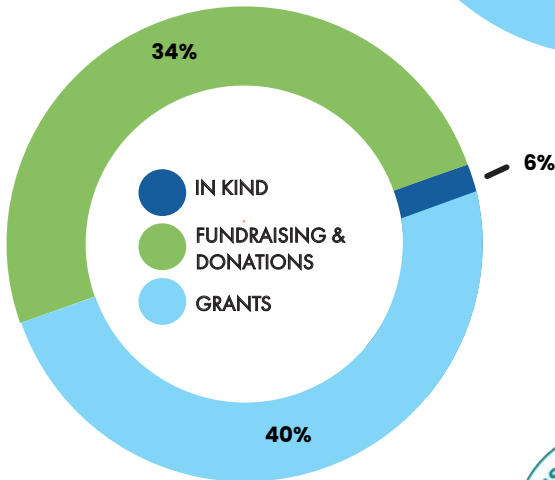
# YOUR MONEY



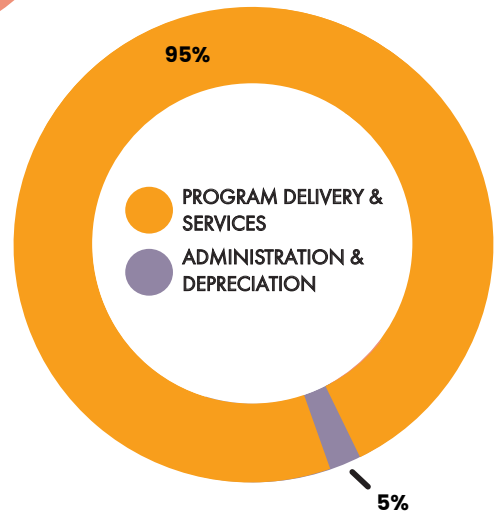
## FOCUS AREAS



## INCOME SOURCES



## BREAKDOWN OF EXPENSES



## FULL FINANCIALS

# IN THE MEDIA

## KIDS LEARN GERM SAFETY THE FUN WAY

A new book teaching young kids about germ safety has been distributed free to more than 10,000 kinders and early childhood education centres around Australia. Almost 50,000 children have also received their own copy to take home. *SeeMore Bug Safety – the tiny germs we can't see*, written by KIDS Foundation founder

Dr Susie O'Neill, is a colourful resource aimed at helping children better understand their role in minimising the spread of germs. The book is available to download for free or a hard copy can be bought for \$5. For more information visit [kidsfoundation.org.au](http://kidsfoundation.org.au)



## Put your hand up

This August, the KIDS Foundation have launched Put Your Hand Up – a new campaign to help keep Aussie children safe and free from harm and injury. About 35,000 Australian kids a week are admitted to a hospital emergency department as a result of injury. The KIDS Foundation is encouraging you to put your hand up in an effort to raise funds and awareness for injury prevention and recovery programs, and to allow KIDS to continue supporting kids living with life-changing injuries and trauma. To support the campaign, buy a pair of Put Your Hand Up gloves.



MONDAY AUGUST 16, 2022

NEWS POTHOLE FALL-OUT | FINANCIAL FUNNY AD GOES VIRAL | FOOTBALL HOPPIN' IN TO FINALS

# The Courier

EST. 1847

## SPOTLIGHT ON INVISIBLE TRAUMA

Maggie Brown's brave battle back from near-death accident

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## Safety app launched for young children

Monday, 29 August, 2022

Share Tweet LinkedIn Share Email

A safety app designed for young children aged four to six has been launched by the KIDS Foundation and Itty Bitty Apps.



The **SeeMore Safety program** educates children about safe and unsafe behaviours which they encounter in everyday activities through literature and games. Previously early childhood educators were provided a SeeMore plush toy for children to take home and photograph in safe and unsafe spots. COVID-19 made this element of the program harder to implement, so KIDS Foundation approached Itty Bitty Apps to develop a digital equivalent and, thanks to funding from Newcastle Permanent Charitable Foundation, the SeeMore safety app was created.

"COVID-19 made early childhood educators reluctant to circulate a soft toy that was difficult to disinfect and sanitise regularly, so we needed an alternative. Itty Bitty Apps has developed a fantastic, interactive app that is easy for young children to use with minimal supervision from a caregiver," said Dr Susie O'Neill, CEO at KIDS Foundation and author of the SeeMore Safety books.

Itty Bitty Apps developed the app using augmented reality, meaning a digital version of the SeeMore character is inserted virtually into the child's environment. The child and a parent or carer can then photograph the character and add notes to the app about the safety of the situation.

"When KIDS Foundation approached us, we knew we wanted to be involved with this project as it is so vital for preschool-aged kids to be educated about their safety," said Stephen Hewett, COO at Itty Bitty Apps.

"We wanted to design an app that was easy for young children to use and understand, but also included a cool tech element, which is why we've incorporated augmented reality."

Along with the new app, the SeeMore Safety program includes take-home activity booklets and resource packs which have been distributed to 650 Preschools in NSW, thanks to Newcastle Permanent Charitable Foundation. The free app is also available to the 10,000 early childhood education centres around Australia participating in the SeeMore Safety program. The children interact with SeeMore Safety, the KIDS Foundation safety mascot in storybooks, and participate in activities and games to learn about safe practices and injury risks, as well as being able to use the app at home.

## Camp for burns survivors returns to Hills

SCOTT MURPHY

A camp that aims to give young survivors of severe burns and trauma a fresh perspective is set to relaunch in the Hills this year after Covid-19 put the brakes on the not-for-profit venture.

The Kids Foundation's Camp TANGO (Together Achieving New Goals and Opportunities) will head to Mylar in June to offer a self-discovery experience for burns survivors aged as young as six. Burns survivor and volunteer Dai Pearce said the camps he had attended were life-changing and that he believed the experience was "better than therapy" for those dealing with the trauma of their injuries.

He said it had helped him build his confidence and wished more young survivors in the community knew about the program and the community that was on offer to them.

### Continued involvement

"When I first went to one of these camps in 2016, I fell in love with the (Kids Foundation's) style of program," Mr Pearce said. "It did a massive amount for me personally when I was in a stage of recovery."

"I didn't want to just disconnect from the program because I'd gotten my piece out of it."

"I want to continue being involved with these camps and I want to continue creating that environment for other people."

During the free two-day camp attendees will be paired with trained volunteer mentors as they participate



Burn survivors gathered at Woodhouse Activity Centre in 2019 during a Kids Foundation camp. Organisers are hoping this year's two-day event will be even bigger.

in activities and experiences that aim to help them discover their talents and interests.

Mr Pearce said the camp experience in previous years had allowed people to connect with other survivors while normalising their injuries and scars, and offering them a fresh perspective.

"The most memorable thing for me was hearing those people's perspectives and comparing it to my own – that affected me and how I started to look at things," he said.

"The way the camp is intertwined with community relationship building and personal growth made me feel empowered as a survivor."

In 2017, Mr Pearce wrote a letter to the Kids Foundation about his experience and what attending the camp for the first time in Queensland had done for

him. However, he felt the event wasn't reaching enough people.

"No matter how much advertising is used, only the very fortunate are able to make it to the one camp per year," he wrote.

"The larger percentage of burns survivors go without this incredible environment and group which I know would help them to grow and accept them for themselves."

Since moving to SA, Mr Pearce said the same issues existed with promotion and hoped more people knew about Camp TANGO so they too could get out of it, what he has.

To register and find out more information about the Kids Foundation's camp and events, visit [www.kidsfoundation.org.au](http://www.kidsfoundation.org.au) or call 1500 734 733.

## Grand-buddy program returns after COVID-19, linking old and young and boosting mental health

The visit is part of a Connecting Generations: Adopt a Grand-buddy program, initiated several years ago by the KIDS Foundation and facilitated through Anglican Care facilities, with the aim of increasing social connections and linking generations.

It's a real-life example of the concept shown in the heartwarming ABC TV series, *Old People's Home for 4 Year Olds*.

After a challenging few years, and extended periods of isolation during the COVID-19 pandemic, the program is only just starting back up face-to-face, and is proving more valuable than ever.

Heather Murphy, residential care manager at the Anglican Care Storm Retirement Village at Taree, said for many of the residents, the regular visit by local Taree and District Community preschoolers was the highlight of their week.



The ABC series demonstrates the benefits of bringing together different generations. (ABC video: *Old People's Home for 4 Year Olds*)

"They love the kids ... they get a lot out of it, just the companionship, I think it makes our residents feel younger," she said.

"They are much more agile, and they are happier and it's very good for their mental health."

"It's brought out a lot of our residents who were quiet and not wanting to come out of their shells."

"They are all wanting to come down now and join the group, it's been a big success."

# OUT AND ABOUT



# OUR YEAR





# WHAT'S NEXT

Sadly, our beautiful granddaughter Bella, passed away last year at just 20 days old from a rare genetic disease – Spinal Muscular Atrophy (SMA). Bella was known to the special care nurses as a little bright spark. They put pictures in her crib of animals and shapes to keep her occupied, those big eyes were taking everything in. Sometimes she would lie awake for hours and look at you as if to say, “I want to be here, but my body is failing.” We had fallen madly in love with this little poppet. After Bella’s celebration of her life, although short, we needed time together and decided to take a family holiday. Bella's 'horse mad' older sister Nellie asked her mum, Emma, and I to go horse riding with her. It had been more than 35 years since I had ridden a horse and I was extremely anxious to be rediscovering this at 61. That experience was just the therapy we needed. The power of the horse-human connection in circumstances like this is indescribable. This led to the family collectively buying a ranch and the arrival of Titan, a half Percheron, half quarter horse, a 'gentle giant'. Then, I started looking at all the children in KIDS Foundation and how effective equine therapy could be for assisting with preventing the psychological after-effects of living with burns, life-changing injuries and/or trauma, so I enrolled to do a counselling course that would lead to becoming an equine therapist.

I very much believe that from terribly sad things, good things can grow, and that people come into your life for a reason. A chance meeting while studying led me to the Mornington Peninsula-based Rehab4Rehab equine therapy centre and a wonderful passionate lady named Alisha. Rehab4Rehab is a registered charity that provides equine-assisted psychology and occupational therapy and helps retired racehorses transition from the racetrack to the community. We instantly connected and saw the benefits of collaborating to create a unique and innovative mental health and well-being program for children and retired racehorses.





The opportunity to bring the horse-human connection into our prevention program was recognised. We had been consulting with educators who had reported mental health concerns in some children following the COVID pandemic. They asked if there was anything in the SeeMore program to cover mental health and wellbeing ... so we have created SeeMore's friend, a horse who helps children understand their feelings.

All coming to fruition in March 2023. Watch this space!



# HOT TEMPLE TRI 4 KIDS

Thank you from the bottom of our hearts to Hot Temple Ballarat who organised the Hot Temple TRI 4 KIDS on April 3, 2022.

23 teams and individuals completed the Noosa Tri course distance. The local pool held the 1500m swim leg, the cycle leg was screened virtually on the big screen with the 40km being completed on stationary bikes with our Ambassador Craig Alexander hosting the event. The 10km run took place on the paths around the local area.

A massive \$16,740 was raised as well as a donation of \$3,452 from Hot Temple who donated \$1 for every class that their members attended during the month of April, and they had a huge number of 3452 visits!

**Total raised: \$20,192.**



# ADVENTURE ALL STARS

KIDS Foundation was selected to star in the Adventure All Stars TV show.

The TV series features real-life cast members undertaking an unforgettable journey and is broadcast nationally. Produced by the internationally acclaimed Charity TV Global this media project combines adventure, travel and philanthropy. Pre-filming, all cast members raised funds for their nominated charitable cause, and the reward for doing was a starring role in the TV series.

KIDS Foundation featured in the second series in three episodes featuring eight KIDS participants, including; Leanne McPherson, Karen Jacques, Michelle Harris, Matty Thiele, Jai Pearce, Tianna-Joy Ling, our CEO Susie O'Neill and new comer to KIDS Alyce McMillan. It went to air December 2022 and screened in at least 21 countries, which will be seen in more than 10 million homes in Asia and over 45 million households worldwide.





# PUT YOUR HAND UP!

FOR EVERY CHILD TO BE SAFE - FREE FROM HARM AND INJURY



Mel and the KIDS Team attended the AFL Round 10 match day (Sir Doug Nicholls Round celebrating our First Nations people) at Mars stadium and set up a KIDS activation in the FanZone.

In the lead up to the campaign launch, an activation was organised with MARS Stadium to spread brand awareness for the KIDS Foundation and to sell Put Your Hand Up gloves during the Western Bulldogs v Gold Coast Suns AFL match. KIDS ambassador Matt also teamed up with radio personalities Craig Huggins and Lauren Phillips from GOLD and KIIS FM. Matt used their studio to record radio and creative for social media.

O'Brien Icehouse allowed for the KIDS Foundation to set up multiple activation sites during the Melbourne ice hockey derby, Mustangs v Ice. Over 1200 fans showed up to watch the game, and many were entered into a competition to win a trip to Noosa via an online app set up by BossMan. The app was only accessible for people who had purchased a pair of gloves at the event, and we had a very happy winner.

# HEARTFELT THANKS

Our sincere gratitude goes out to the KIDS Board and Advisors — Jo Stuckey (Chairperson), Matt Ricker (Treasurer), Rimas Liubinas, Margie Amarfio, Kate Hocking, Hamish McLachlan, Charles Kovess, Ian Coutts, and Athol Hodgetts. The Board are a team of devoted and passionate individuals who give beyond their role as a Board Member. Athol and Rimas have devoted 29 years to the Foundation and have been integral in shaping the KIDS Foundation.

Big thank you to our devoted volunteers, ambassadors, donors, partners, and the KIDS team - Susie O'Neill, Erynne Trotter, Nick Van Der Molen, Hayley Wilson, Melanie Mullen, Lauren Grace, Ann Edgar, Joann Brodie, Kylie Cirak and Melissa Tipping - who carry the passion for KIDS Foundation with them wherever they go.

# OUR DONORS

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30 YEARS STRONG IN 2023

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