



**LION
HEART**
CAMP FOR KIDS

**ANNUAL REPORT
2021/2022**



REFLECTIONS FROM OUR CEO & BOARD CHAIR

What a year of consolidating, growth and adaptability it has been for Lionheart. We are incredibly proud to present this Annual Report highlighting Lionheart's progress as we worked to year one of our three year strategic plan.

We surpassed so many of our goals and we learnt a lot along the way; about the organisation we were, the organisation we are and the organisation we strive to be.

We learnt that our services are needed, they are valued and they work. We learnt that our services are stellar in person and also pretty great online too. We learnt that 62% of children will experience the death of a close person in their life before the age of 10 and that the work of the Lionheart can improve the physical, emotional, social and psychological outcomes for thousands of WA children and families.*

This year came with its challenges too. Covid continued to impact our core programs and exposed some limitations we have around resourcing. We are still heavily reliant on grant funding to run our core programs and this wasn't necessarily forthcoming for some programs which were in jeopardy of being cancelled.

This period marked our move from a small, start-up organisation to the next phase of our organisational maturity. The commencement of our three year organisational strategy and the onboarding of our first paid staff began a momentum of growth and strength that we will continue to build on in the coming year.

We thank our team of skilled and passionate professionals, volunteers, supporters, stakeholders and donors; each and every one of you, thank you.



Shelly Skinner
CEO & Founder



Antonia Stampalija
Board Chair

*according to a population based survey in Scotland

ANNUAL REPORT TO MEMBERS

Lionheart achievements for 2021/2022

1. Board Composition

1.1 New Appointments

Jodie Denham commenced on 6 September 2021 as Secretary. Jodie is Group Head of Marketing Data and Systems at Crown Resorts and brings a passion for the development and application of data and business analytics to our organisation. Jodie also has invaluable lived experience having attended our programs with her son after her husband died. We warmly welcome Jodie as she joins fellow Board members in the work and life of Lionheart.

1.2 Marketing & Fundraising Sub-Committee of the Board

In September 2021, the establishment of the Marketing and Fundraising Committee of the Board was approved. The core purpose of the Committee is to provide guidance and support to Board Members in their consideration of fundraising, marketing and communications initiatives. The inaugural members of the Committee are:

Charlene (Charlie) Yates Bishop – Chair of the Committee and Board Member holding the Marketing and Communications Portfolio

Tami McMahon – Deputy Chair of the Committee and Board Member holding the Fundraising Portfolio

Sarah Sawdon – Branding and marketing specialist

Chelsea Papadopoulous – Digital and social media specialist

Cassie Grant – TV production, digital and marketing strategy specialist

Ceri Price – Marketing, communications and social media specialist

The Board is grateful to have such a talented and dedicated team of subject experts with the requisite skills, qualifications and experience to position Lionheart as WA's leading grief and bereavement service for children and families. Welcome!



2. Strategic Direction 2021 - 2024 Update

We hit the ground running in year 1 of our 3 year strategic plan. It was a productive first year with goals being progressed in each of the five areas underpinning our strategic direction . In some cases we stretched to achieve goals that are set for subsequent years, particularly in the areas of Integrated Client Services and Compassionate People.

Below is a snapshot of those strategic goals we have been working towards in order to achieve sustainable organisational growth:

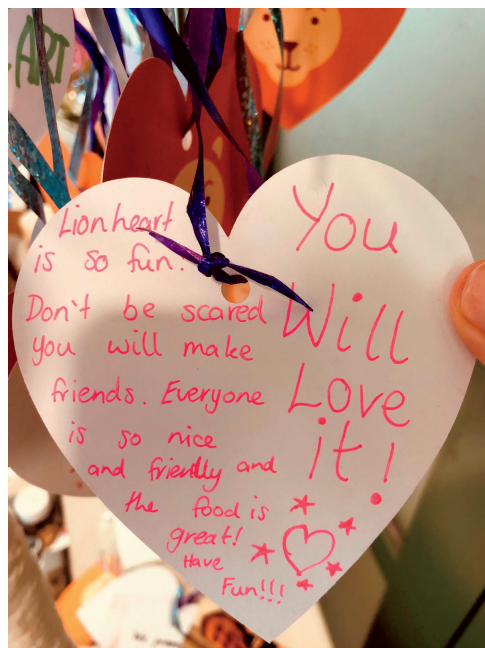


3. Services

3.1 Camps

We were able to increase the number of camps offered in this financial year to 5 compared to the 2 camps that were run in FY2021 and 4 that were run the year before that in FY2020. The impact of COVID-19 still proved to be a challenge with the New Family Camp (scheduled for April 2022) being postponed until June 2022 and a significant increase in families cancelling their registration or simply not showing up at camp.

- **Adolescent camp** in August 2021 was attended by 10 adolescents & 7 adults
- **New Family camp** in October 2021 was attended by 21 children & 12 adults
- **Returning Family camp** in January 2022 was attended by 19 children & 10 adults
- **Adolescent camp** in May 2022 was attended by 4 adolescents & 4 adults
- **New Family camp** in June 2022 was attended by 17 children & 15 adults



3.2 Lionheart Lounge (online)

Following a successful pilot in 2021, Lionheart Lounge was scheduled to become part of our core programs in this financial year. However due to lack of available staff, limited lead time to recruit participants and Covid related delays, the program was postponed to FY 2023.

3. Services cont.

3.3 DRUMBEAT with Lionheart

Also piloted in 2021 thanks to funding from WA Charity Direct, DRUMBEAT with Lionheart was first run as a 10-week program from May-July 2021 spilling into FY2022. It was facilitated by two Lionheart team members who are accredited DRUMBEAT facilitators and 10 participants registered, aged 8-12 yrs, to attend the 60-minute sessions once a week at Yuluma Primary School (Innaloo). Subsequently this program was scheduled into our regular calendar as an annual offering to Lionheart families.

Unfortunately, due to lack of grant funding, the April 2022 DRUMBEAT with Lionheart was postponed until late May 2022 when Lionheart funded the program from it's operating capital allowing 7 children to take part.



3.4 Mentor Program

This program was run as a pilot with 1 Lionheart facilitator mentoring 7 children individually. A total of 38 one-on-one sessions were conducted over the year. We trialled a fee-for-service model for 6 participants with 1 participant funded by Lionheart as part of the Ambassador program. This pilot will continue into 2023 to give us the opportunity to evaluate the potential to scale up this more personalised format and offer it to more families.



3. Services cont.

3.5 New Initiative - ROAR Program in Schools

Providing our services in the education system is a natural extension of our approach in supporting not just the individual child through bereavement but the significant adults in their lives too. This holistic approach ensures that what we teach children at Lionheart can continue to be supported when they are at home or school. It is therefore important that teachers and support staff have access to training and guidance in fostering this bereavement support role in our school communities.

In May 2022 we commenced a "Teacher's Camp" pilot program with 52 participants at **Yuluma Primary School** and its due to be completed in FY23. This program is designed to equip both teaching and non-teaching staff with knowledge about children's grief and the skills to support bereaved students. This program will become a fee for service program at the conclusion of the pilot.

Having been approached by Anglicare and the City of Rockingham in late 2021 about the possibility of partnering with them on a project at **Safety Bay Senior High School**, there was a unique opportunity to extend the teacher's camp pilot and offer a "whole-school" approach to grief and trauma training.

The ROAR (Resilience, Opportunity, Agency and Respect) program, as it has become known, has four phases - teacher/school staff education, presentation/talk to students, weekly one-hour sessions over a number of weeks or a term, and parent education.

Phase 1 of Safety Bay Senior High School pilot program commenced in June 2022 with 12 staff from the Student Services Team. It is expected 110 teachers and over 500 year 7 and 8 students will participate in subsequent phases.

The development of the ROAR program was supported by a \$10,000 grant from the **John and Bella Perry Foundation**, as well as funding from the **City of Rockingham**.

As both pilots continue into FY23, we look forward to reporting on the program outcomes in our next annual report.



3. Services cont.

3.6 Partner Programs & Collaborations

Beyond the core services and new pilot programs that Lionheart delivered this year, our Lionheart families were invited to attend two workshops with partner organisations:

- **Firetech Workshop** - in January 2022, 24 children spent the day at Curtin University with Firetech (now known as STEMSmart) and 2 Lionheart facilitators from camp, learning how to design, innovate and create with technology.
- **Miss Mary Sews Workshop** - in May 2022, 7 children spent a morning learning how to sew.

These partner programs give families a chance to reconnect outside of camp. Maintaining connections nurture our Lionheart community and contribute towards our mission to create a connected and compassionate society where grief is seen as a healthy and normal response to loss.

In April/May 2022, Lionheart consulted to the **Department of Health** on the development of their **Voluntary Assisted Dying (VAD) resources**. With VAD becoming legally accessible for eligible people in WA in July 2021, the Department identified a lack of resources available to support conversations with children in relation to VAD and grief. Lionheart produced 3 resources including "Supports for adults talking with children about VAD", "A child's guide to understanding VAD", "A teenagers guide to understanding VAD" and "Resources available to families throughout the VAD journey".

4. People

4.1 Key Personnel

- The CEO position, held by **Shelly Skinner**, was increased from 1 day to 2 days per week in this reporting period which is a key investment in the growth of our organisation.
- Also in line with our strategic objectives to employ staff and establish key operational roles, **Yvonne Katin** increased her hours from 1 to 2 days in the role of administrator in order to give more support to the CEO and Lionheart Team as we look to grow our organisation.



4. People/The Lionheart Team cont.

- **Laura Butshire**, our Volunteer Coordinator, resumed the role of Acting CEO during April 2022 when Shelly Skinner took a leave of absence to be with family. Laura has performed this role previously when Shelly was on maternity leave in FY2021. Thank you Laura for providing leadership at a very busy time for Lionheart.

4.2 Volunteers

Lionheart is still predominantly led by a group of dedicated people who volunteer their time and skills to help run our programs and support our organisation.

We started the year with 45 amazing individuals to run our programs and inducted another **10 new volunteers** over the reporting period, just shy of the 25% increase in volunteer base we are hoping to achieve annually.

We also acknowledge our 9 volunteer Board Members who share their expertise and time to ensure Lionheart runs efficiently and effectively. The Board is committed to good governance and monitoring of operational performance. Thank you!

4.3 Training & Professional Development

The strategy of compassionate people is about building workforce capability and capacity to ensure the best possible client experience. Training and professional development are key to achieving this and the following opportunities were offered:

- **Induction sessions** for new volunteers were held in Sept 2021 with 6 volunteers inducted and June 2022 with 4 volunteers inducted.
- Neami National approved a grant for 4 Lionheart staff to attend **Suicide Postvention and Youth Mental Health First Aid training**.
- **Volunteer Education** sessions were offered online via Zoom in February and May 2022, with 13 volunteers engaged in education sessions across the two dates. These sessions featured guest speakers who are subject-matter experts in grief and loss, trauma, and sibling bereavement.

5. Research & Program Evaluation

Under the guidance of Board Member Professor Lauren Breen, Lionheart seeks to progress research into child grief and bereavement and apply our learnings to further enhancing our programs and ability to support grieving children. The following research outcomes were achieved in this reporting period:

- The study of Lionheart's first New Family camp held in 2017, which was published online by *Death Studies* in 2019, appeared in Volume 46 of that journal earlier this year. The reference for this article is: Griffiths, N., Mazzucchelli, T. G., Skinner, S., Kane, R. T., & Breen, L. J. (2022). *A pilot study of a new bereavement program for children: Lionheart Camp for Kids. Death Studies, 46, 780-790.* This study was also featured in items appearing in *Medical Xpress, National Tribune, Mirage News, The Sector, RTR FM, and Canning Gazette.*
- A research article based on the questions children ask about death and grief at our camps was submitted and is currently under review for publication in an academic journal.
- Two Lionheart Camp for Kids volunteers were on the Young Advisory Committee for a study focused on grief reduction and its impact of reducing anxiety and depression for young people aged 14-24 years. The research article of this study is currently under review for publication in an academic journal.
- A chapter based on our 2020 Lionheart Lounge pilot is being finalised for inclusion in the forthcoming *Routledge International Handbook of Child and Adolescent Grief in Contemporary Contexts.*
- In July 2021 a group of Curtin University Psychology Masters students completed a Program Evaluation for LHCK. The outcomes of this research has resulted in improvements in the gathering of family feedback and evaluation of feedback.





6. Finances

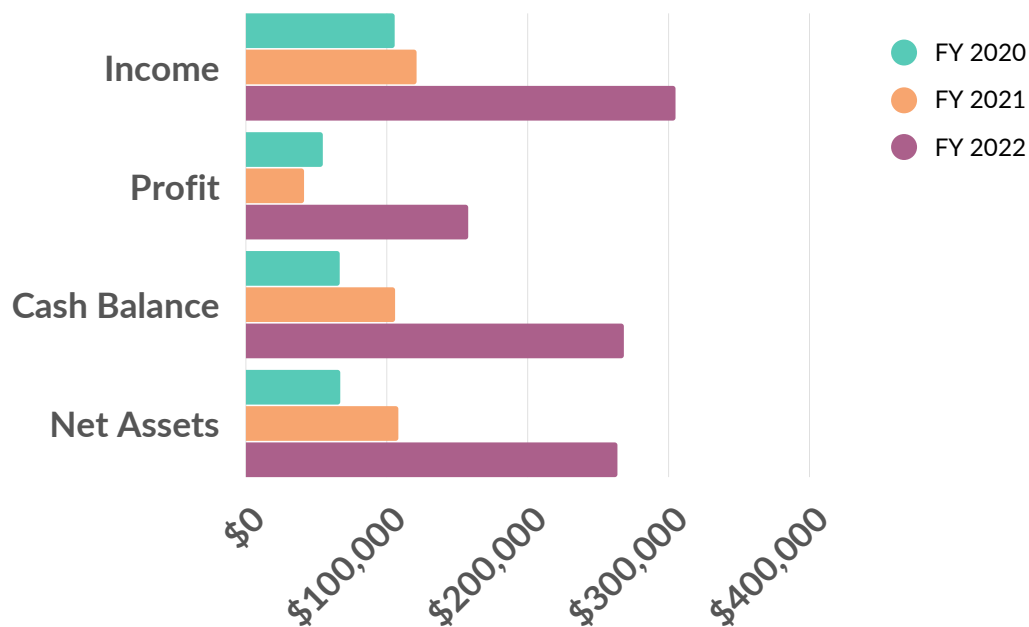
Lionheart Camp For Kids made a profit of \$157,324 for the 2021/2022 financial year (up from previous year of \$41,141).

Overall income for the 2021/2022 was \$304,293 (up from previous year of \$120,887). The increase from the previous financial year was due to additional funds received from major donors, additional grants received and the growth in our community fundraising.

Total expenses for the 2021/2022 was \$155,155 (up from previous year of \$79,745). This increase from the previous financial year was due to Lionheart commencing official employment of staff in the 2021/2022 financial year.

Lionheart Camp For Kids cash balance as at 30th June 2022 was \$267,669 (up from cash balance as at 30th June 2021 of \$105,651).

Net assets also increased as at 30th June 2022 to \$263,119 compared to \$107,963 in the previous year.



Financial performance FY 2020 v FY2021 v FY2022

7. Marketing & Communications

Two key projects consumed the marketing & communications portfolio in FY2022 - the re-development of the website and piloting a new CRM. This financial year also saw two marketing "firsts" for Lionheart with the appointment of a Brand Ambassador and celebrating the internationally recognised Children's Grief Awareness Day.

7.1 Brand Ambassador

Oscar Thomas was officially appointed as our inaugural Lionheart Ambassador at the AGM in November 2021. Oscar has helped shape our Ambassador program in its first year and been very obliging in attending events, producing videos, being photographed and sharing his story. Of particular note, early on in his Ambassadorship, Oscar was a guest speaker at Marketforce where he did a live interview about his Lionheart journey in front of their entire Perth office, helping us to gain their pro-bono support. Oscar also fulfilled a public-speaking engagement at our inaugural Children's Grief Awareness Day event.



Oscar Thomas - 2021 Lionheart Ambassador

We would like to thank Oscar for taking on this role in 2022 and with only a few more weeks left as Lionheart's first Ambassador, we wish him well with his ongoing mentoring and future endeavours.

7.2 Children's Grief Awareness Day

As part of the preliminary brand work that we did with Marketforce, we identified that no other organisation in Australia was recognising or participating in Children's Grief Awareness Day which was originally established in the US. This presents a great opportunity for Lionheart to position ourselves as the leading bereavement organisation in Australia by leveraging this Day to build brand awareness and educate the community about child grief. Children's Grief Awareness Day (third Thursday of November) is now a key annual event in our calendar.

7. Marketing & Communications cont.

7.2 Children's Grief Awareness Day cont.

The lantern ceremony, where each child decorates a lantern in memory of their loved one who has died, is also a great opportunity for them to acknowledge their grief in an enjoyable, relaxed way. This event was supported by 10 Lionheart volunteers and Foodfolk Australia who provided delicious picnic food for the families to enjoy.



7.3 Website

The 2-yr multi-purpose **Lotterywest** grant included a budget for website upgrades which we stalled on spending until we were able to complete a brand and website audit with Marketforce in May 2021. Following this review, we embarked on revamping the existing website but soon discovered we couldn't achieve what we wanted due to the infrastructure. We were limited by the way in which the existing website was set-up including the payments portal plug-in that allowed us to accept donations online.

The revamp project morphed into a new website project and the scope (and cost) changed significantly. **Marketforce** have been incredibly generous in developing and delivering a new \$32k website for the \$15k budget we had allocated from Lotterywest funding. Sarah Sawdon, Marketforce's Head of Client Services, has championed this project within Marketforce and dedicated a lot of personal time to leading this project. A special thanks goes to her for continuing to see this project through.



7. Marketing & Communications cont.

7.5 Supporterhub

As part of our "Robust Organisation" strategy we set the objective to implement a client relationship management system and establish an integrated digital marketing platform in year 2 (FY 23) of our 3 year strategic plan. However our work on the website subsequently revealed a need to address these key infrastructure projects sooner.

Supporterhub is a purpose-built digital platform designed specifically for the charity sector. It combines CRM, payment processing, events & ticketing, digital forms, email marketing and fundraising solutions in one place. Lionheart was offered a free 6-week trial which we commenced in March 2022. During this trial we researched the merits of this platform and cross-checked against alternative platforms, as well as seeking a user/client testimonial from Hannah's House who have implemented Supporterhub for their organisation. Marketforce also assessed this platform's compatibility with the new website design.

In May 2022, the Board approved the implementation of Supporterhub as a fundraising & digital marketing platform and CRM for donors, supporters and volunteers.

8. Fundraising

Our fundraising income continues to come from predominantly grants although FY22 saw a growth in funds raised from donors and our annual Quiz Night event. This has increased Lionheart's operational capital allowing us to invest in our organisation, it's people, program development and research.

8.1 Grants

Our core programs continued to be supported by grant funding from Lotterywest, WA Charity Direct and Stan Perron Charitable Foundation. This financial year also saw a host of grants awarded to Lionheart from organisations that are new to supporting Lionheart programs, including Telethon!

8. Fundraising cont.



- **Telethon** grant of \$58,960 for two New Families Camps, including for an inaugural South West camp to be held next financial year.



- **Lotterywest** grant of \$47,762 which is the balance from the two-year multi-purpose funding allocated to a New Families camp (October 2021) and the new website. Lotterywest featured Lionheart in their Dream State campaign which aired on TV, social media and Lotterywest kiosks throughout WA.



WA charity direct
giving 100% to charity

- **WA Charity Direct** provided a grant of \$10,000 for the Lionheart Lounge program in 2022.



- **John and Bella Perry Foundation** provided grant funding of \$10,000 towards the development of the ROAR program at Safety Bay High School



- **Stan Perron Charitable Foundation** granted \$5,000 in FY2021 but this was deployed for Lionheart Lounge in 2022.



- **HBF Corporate Giving** team donated \$5,000 which supported our Adolescent Camp in August 2021.



- **Azure Capital Foundation** also partly funded the Adolescent Camp in August 2021 with a \$2,000 grant.



- **Association of Financial Advisors Foundation** Grants program awarded us \$2,000.
- **Smartline** granted \$1,500 to support the 2022 Drumbeat program.

"Over the past few years we have funded a New Families Camp, Returning Families Camp and the development of online resources. The Board of Trustees has been blown away by the work that Shelly and her team delivers. The Trustees of WACD feel very connected to Lionheart Camp for Kids and our dealings with them have been first class all the way. They clearly have strong governance and a very robust model that means they deliver on what they commit to doing. We could not speak more highly of their organisation."

Damien Eaves -Trustee
WA Charity Direct

8. Fundraising cont.

8.2 Donations

- The major donor who generously made an annual pledge of \$50,000, for each year of our current strategic plan, recognised our need for capital to support the growth of our operational team in order to meet our year 2 and 3 strategic objectives. Therefore \$100,000 was donated upfront for year 2 and 3 which will allow us to deliver on our strategic plan and vision.
- The Board established a Giving Circle with each Board member contributing a self-nominated amount on an annual basis.
- The Marketing & Fundraising Committee ran their first online fundraising campaign in December 2021. This year's Christmas Appeal theme was "Give the Gift of Camp this Christmas" and consisted of an email to our supporters and a series of social posts on Facebook, Instagram and LinkedIn throughout December. A total of \$2,825 was raised.
- Leeming High School raised \$2,000 throughout 2021 to go towards our Returning Family Camp in January 2022.
- Containers for Change continues to be a great way for families to raise funds and donate them to Lionheart. Thank you to everyone who recycled and chose us to receive the proceeds.

8.3 Events

- Our annual fundraiser event returned this year with the **Quiz Night** being held on Friday 6th August 2021. With 200+ people in attendance, over \$23,000 net profit was raised through ticket and bar sales, games, raffles and silent auction. The Board give heartfelt thanks to event organisers Renae Carroll, Smiley Selmani and Brooke Lange for all their hard work and to the Lionheart volunteer team for their support on the night. What a great result!
- Lionheart was one of three beneficiaries of funds raised at **The Chef's Long Table Lunch** in Bunbury on 22 March 2022. \$10,000 was received and will be used to run the first New Families Camp in the South West in October 2022.



8. Fundraising cont.

8.4 Corporate Giving

- **Marketforce** continued to support us in FY2022 providing their creative expertise pro-bono and at a significantly discounted rate to complete our new website project.



- **Foodfolk** continue to donate delicious food for all our programs and events which is incredibly generous and helps to keep program costs down.



- **Asymmetric Innovation Finance** kindly shared their office space in Cottesloe with us for one day a week allowing our team to come together for a working day.



- **Position Partners** provided office space for volunteer inductions and education sessions.



- **Crown Resorts** donated \$2,000



- **Newmont Mining** donated \$1964



- **Commonwealth Bank Innaloo** donated \$1,000



- **GHD Foundation** donated \$1,000



9. Awards & Presentations

- Our CEO, Shelly Skinner, was nominated for two awards with successful outcomes. These awards reflect Shelly's dedication, commitment and passion to social work, Lionheart and grieving children in the community.
 - Winner of the 2021 **Westfield Local Heroes Award** receiving \$10,000 grant for Lionheart
 - Finalist for the 2022 **Hesta Impact Awards**
- In August 2021, Shelly presented to 170 attendees at the **2021 State Forum: Let's Build a Compassionate and Connected WA** hosted by The South West Compassionate Communities Network of WA in Bunbury. This event was part of the *Dying to Know Day* Program.



Westfield
Local Heroes

Westfield Innaloo
Local Hero 2021





A sincere thank you is extended to all those who supported Lionheart throughout this financial year.

The donors, funders, dedicated volunteers, CEO and Board.

Special thanks are extended to the children and families who engaged with and entrusted Lionheart to help them through their grief.



Lionheart Camp for Kids Incorporated
www.lionheartcampforkids.com.au
ABN: 38486033460

Lionheart is endorsed as a Deductible Gift Recipient (DGR).
enquiries@lionheartcampforkids.com.au