



**LION
HEART**
CAMP FOR KIDS



**ANNUAL REPORT
2020/2021**



ANNUAL REPORT TO MEMBERS

Lionheart achievements for 2020/2021

1. Board Composition

This year saw a few changes to the Board of Lionheart Camp for Kids with the farewelling of **Susan Stegena** on 22 February 2021 after 13 months of service. Susan held the Board Portfolio of Clinical Governance and Program Design. Sincere thanks and appreciation are extended to Susan for her valued contribution and service to Lionheart.

Another highly skilled business professional joined the Board during the reporting period. **Stephen Kostarelas** commenced on 7 December 2020 as Treasurer. We warmly welcome Stephen as he joins fellow Board members in the work and life of Lionheart.

2. Strategic Direction 2021 - 2024

The Board dedicated a considerable amount of time in 2020/2021 (outside of meeting about regular Board matters) in order to develop a 3 year strategic plan for Lionheart. Chair Toni Stampalija led the Board through several strategy sessions in order to develop a comprehensive plan that includes a vision statement, a set of values and statement of purpose that underpins our work and defines the strategic objectives we want to achieve. This key document essentially provides Lionheart with a roadmap across 5 strategic areas - integrated client services, compassionate people, translational research, robust organisation, sustainable future.





2. Strategic Direction 2021 - 2024 cont.

It's the collective will of the Lionheart leadership team to grow our reach, expand our services and support many more grieving families in WA. We believe our 2021-2024 Strategic Direction will help guide and focus our leadership team and ultimately lead to healthy, sustainable organisational growth. We look forward to reporting on our progress in our next annual report.

3. Services

3.1 Camps

Due to the impact of COVID-19, we were only able to run 2 camps in the 2020/21 financial year. After squeezing in a camp early in 2020, we reluctantly had to cancel the other camps scheduled for the rest of that year. Thankfully we were able to resume our camps in 2021:

- **New Family camp** in January 2021 was attended by 32 children and 18 adults.
- **Returning Family camp** held in April 2021 was attended by 28 children and 16 adults.

3.2 New Initiatives

While it was disappointing to have to halt our services in 2020, it gave space for us to fast track our online service offerings scheduled for 2022 and 2023. As a result, we were able to pilot two new initiatives thanks to funding from WA Charity Direct:

- **Lionheart Lounge** was designed to connect our Lionheart families regardless of their stage of grief or where they live. This program offered regional, remote and rural families a unique opportunity to connect regularly with grief support and peer support. The 8-week closed pilot group included 8 adults and 13 children. Feedback from all participants was overwhelmingly positive. Following review, it has been agreed this pilot will become a regular service offering through Lionheart.
- **Lionheart TV** (a private Youtube channel) allowed us to create video education, training modules and other audio-visual support, education and connection. The breadth of this pilot was its greatest success offering education and training for volunteers, online learning modules for the community and a connection between existing Lionheart families.



3. Services cont.

3.3 Other Lionheart activities/services

- **Drumbeat** – the Holyoake Drumbeat Music Therapy program was piloted for Lionheart in May-July 2021. This was well attended with positive feedback. This program was facilitated by two Drumbeat trained Lionheart team members. Drumbeat will now be incorporated into Lionheart's annual core service offering.
- **Mentor Program** – Lionheart's Music Mentor program evolved in 2020/2021 to offer a broader scope of activities than just music and participation increased from 1 to 7 young people being mentored. In 2022, this Mentor program will continue with 1 Lionheart mentor and 7 young people and be conducted as a pilot giving us the opportunity to evaluate the potential to scale up this program and offer it to more families. While we do have interest from other families in this service, they will remain on the waitlist until the pilot program is complete.

4. Key Personnel

Lionheart is proud and privileged to be supported by a vast volunteer, staff, Board and supporter base. Of the many wonderful supporters of Lionheart we have experienced some significant contributions and new additions to the Lionheart family over 2020-2021 period. Among these have been:

- **Yvonne Katin** - we are incredibly excited to have Yvonne join our team as our first Lionheart employee. Yvonne is not only our administrative lead, she is also an event planning extraordinaire and brings a wealth of knowledge and experience in the not for profit space. We are incredibly excited to have Yvonne join our team.
- **Laura Butshiire** - a huge thank you to Laura who was our Acting CEO while Shelly was on maternity leave and then jumped straight into the Administration role while Yvonne was on maternity leave. Laura also took on the Volunteer Coordinator role for Lionheart in a voluntary capacity. The hours she dedicated to recruiting, onboarding, training and supporting our volunteers has ensured we have the robust team of volunteers we rely on today. Thank you Laura, for being so incredibly talented and willing to support Lionheart in any way.



4. Key Personnel cont.

- **Christian Barratt** - we'd like to thank our talented all-rounder for co-authoring our first Lionheart children's book, being the adventure playground for the kids at camp, being our Mentor, our go-to on all things creative and for always being willing to support Lionheart at the drop of a hat.
- **Kristy Felsea**. Kristy is the woman behind our Lionheart program design. Kristy creates our program content and is the knowledge, wisdom and compassion behind the very strategically designed Lionheart programs. Thank you for all you teach us every day Kristy.

Of special note, we welcomed 5 new babies into the Lionheart family. Congratulations to Yvonne, Laura, Charlie, Jess and Shelly as you all welcomed new Lionhearts into the world, taking our Lionheart total of babies born into our fold to 23 during the lifespan of Lionheart!

5. Volunteers

Volunteers are the backbone of the Lionheart program. Without these 45 amazing individuals we would not be able to run our programs. Special mention also to our 9 volunteer Board Members who give of themselves and their time to ensure Lionheart runs efficiently, effectively and within all the correct governance, processes and legislation. Thank you.

Smaily Selmani has been a volunteer with Lionheart since our inception and is often noted in participant feedback as being a highlight of family's time at camp. In June 2021 Smaily was awarded the honour of 25 years of Volunteer Service by Volunteering WA. Congratulations Smaily and thank you for your wonderful support of Lionheart.

Smaily, along with **Renae Carroll** and **Brooke Lange** (the dream team) worked tirelessly behind the scenes to plan and host our 2021 quiz night extravaganza. On top of this hard work, Renae has also been the culinary prowess behind our Lionheart food at camp. Excitingly in Jan 2021, Renae did herself out of a job by creating a partnership with FoodFolk Australia (formerly Perth Inflight Catering) who now provide food for our Lionheart programs and events. Thank you Renae, Smaily, Brooke and FoodFolk Australia.



5. Volunteers cont.

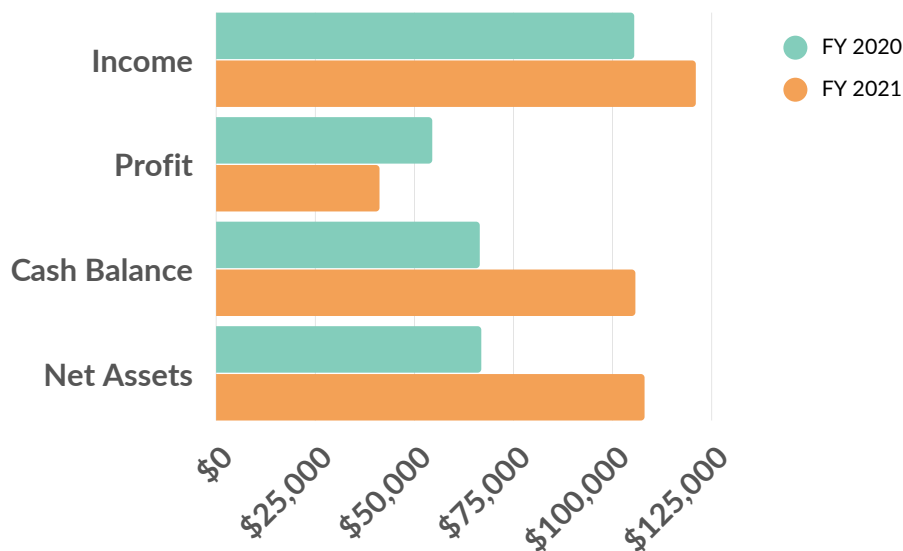
We would also like to extend a special thank you to **Chris Strickland**. Chris has been a volunteer with Lionheart for a few years now and at the end of his Psychology studies moved to Busselton following a wonderful job offer. Since his move to Busselton Chris has not missed a camp and always manages to juggle his work in the South West with passion for supporting Lionheart. Thank you so much Chris.

6. Financial Report

Lionheart Camp For Kids made a profit of \$41,142 for the 2020/2021 financial year (down from previous year of \$54,424). However, overall income for 2020/2021 was \$120,887 (up from previous year of \$105,369).

Income was up due to increase in regular donors by \$62,000, however this was partially offset due to the annual quiz night not being run as a result of COVID-19.

Lionheart Camp For Kids cash balance as at 30th June 2021 was \$105,651 (up from cash balance as at 30th June 2020 of \$66,436). Net assets also increased at 30th June 2021 to \$107,963 compared to \$66,822 in the previous year.



Financial performance FY 2020 v FY2021



7. Marketing & Communications

This year has seen a complete review of Lionheart's existing marketing and communications channels and methods. Six key areas have been identified as being intrinsic to raising the profile of Lionheart and engaging with our stakeholders in a meaningful way. These areas are branding, website, social media, electronic direct marketing, marketing assets and public relations.

7.1 Marketforce

In May 2021 Lionheart commenced a partnership with Marketforce, an award-winning creative agency based in Perth, who have generously pledged to work with the Board and our CEO in achieving Lionheart's strategic objectives over the next 3 years. In the short time that Marketforce have been onboard, they have delivered:

- a brand workshop and Lionheart brand style guide;
- a website audit and created a user guide enabling us to edit and update our website in-house;
- developed our Brand Ambassador program; and
- identified Children's Grief Awareness Day as an important event for Lionheart's annual calendar.

Sarah Sawdon, Head of Client Services, is our lead contact who helps us navigate the many different creative skillsets available to us at Marketforce.

7.2 Brand Ambassador

The Board approved Lionheart's first Brand Ambassador, who will be officially appointed at the November 2021 AGM. **Oscar Thomas** (featured on the front cover) is a much-loved member of our Lionheart family who attended his first camp at age 8 and has continued to participate in other Lionheart programs over recent years. Oscar wrote a song about his experience at camp, which he then developed with Facilitator Christian Barratt as part of a music mentor program in 2020. Oscar, Christian and a host of other Lionheart kids from camp have since recorded and produced a music video of Oscar's song, which is now known as The Lionheart Song. We very much look forward to working with Oscar in 2022 to raise awareness about Lionheart and build our profile in the WA community.



7. Marketing & Communications cont.

7.3 John Curtin Medal

In October 2020, Shelly was named the 2020 John Curtin Medallist and presented with this prestigious award at a special ceremony hosted by Curtin University Vice-Chancellor Professor John Cordery who noted:

"We are delighted to recognise Shelly for her dedication, passion, and substantial self-sacrifice and time she has put into establishing and growing the Lionheart charity. Her vision and values make her a worthy recipient of the 2020 John Curtin Medal."

The John Curtin Medal is presented each year, on, or close to, October 7, the anniversary of John Curtin's appointment to the office of Prime Minister in 1941. It is awarded annually by the University to recognise individuals or organisations displaying the attributes associated with Australia's World War II Prime Minister – vision, leadership and a commitment to community service. Shelly joins 45 other outstanding individuals and organisations that have been recognised with Curtin University's most prestigious non-academic award since 1998.

8. Fundraising

Our main fundraising income continues to come from grants which has supported the delivery of camps and other services including piloting Lionheart Lounge in 2020. We had to cancel our major fundraising event, the Annual Lionheart Quiz Night, in 2020 due to the impact of COVID-19.

8.1 Grants

- The Board has been grateful to **Lotterywest** for a 2 year multi-purpose grant which in 2020/21 supported the New Families & Returning Families camp we were able to run, as well as further a resource book project and upgrades to our website.
- Funding of \$20,000 was received from **WA Charity Direct** in 2020, which enabled the Lionheart Lounge pilot to run while camps were on hold due to COVID-19. A further \$20,000 was received in 2021 and will be used to support a Returning Family Camp in Jan 2022.
- Other funding was received for Lionheart Lounge and the Drumbeat program from the **Stan Perron Charitable Foundation** and **Smartline**.



8. Fundraising cont.

8.2 Donations

- Major donor gave \$10,000 in December 2020 and following a meeting with CEO and Chair of the Board, has now committed \$50,000 annually for three years. This generous funding will significantly support the delivery of our 3-year strategic plan.
- Other donations, including the 2020 Christmas and 2021 Tax appeals raised over \$4,500.

8.3 Events

- All fundraising events were put on hold in 2020 with ongoing COVID-19 restrictions making it difficult to plan any events without significant risk of cancellation.
- The 2021 Lionheart Quiz Night was scheduled for the second half of 2021. Ticket-sales for this event were launched in April 2021 and sold out within a couple of weeks, confirming this as a popular event in the Lionheart fundraising calendar.

8.4 Corporate

- Over \$4,200 was received from various corporate donors.
- FoodFolk Australia (formerly Perth Inflight Catering) have donated the catering for both camps in this financial year, which is a significant contribution towards the cost of hosting families at camp. We are so grateful for their generosity and willingness to support our programs; and we look forward to continuing this partnership in 2022.
- Corporate partnerships and sponsorship will be a key focus over the coming three years in line with our strategic plan.



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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.



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Lionheart is endorsed as a Deductible Gift Recipient (DGR).
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