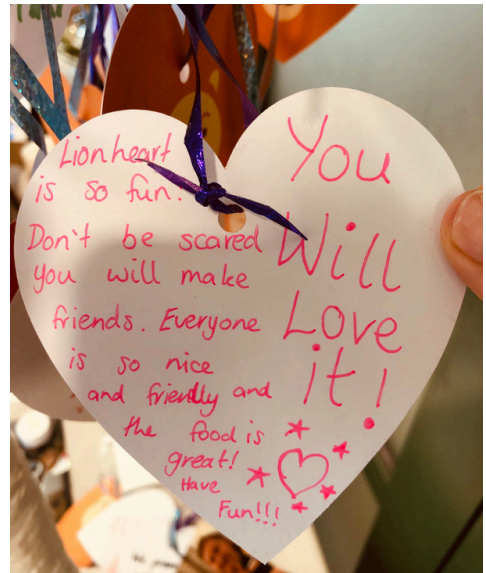




LION HEART

CAMP FOR KIDS



ANNUAL REPORT 2023/2024



REFLECTIONS FROM OUR CEO & BOARD CHAIR

Together, we are very proud to share with you our 2023-24 Annual Report - what a year it was! We wrapped up our 3-year strategic plan, ran our largest camp ever in April, commenced a 2-year pilot program, published a children's storybook, grew our team, moved into our very own office and so much more.

Lionheart has come so far since running our first program in July 2017 supporting a total of 28 children and 20 adults in 2017. In this reportable period, through our core programs and education in schools we supported over 500 children and teens. We also supported more than 100 parents and over 60 teachers and health professionals.

Excitingly, thanks to Stan Perron Group and Telethon we launched a pilot project that we believe will change the way grief support is provided throughout Australia. Raw to Roar: Lionheart's Grief Pathway walks alongside people who are experiencing grief. Our Grief Coaches offer psychoeducation and emotional support to families who are expecting a death within their family or following an unexpected death of a loved one. This innovative approach is based on the contemporary research of Professor Lauren Breen promoting Grief Literacy and empowering community to provide grief care; and WA Australian of the Year 2023, Professor Samar Aoun's work highlighting the need for and benefits of the Compassionate Communities approach to end-of-life-care. We believe that offering this Grief Pathway in combination with our existing programs will provide a level of grief and bereavement care not seen in WA or Australia before.

In November we launched a children's storybook about grief called Finding Fwebbers on Children's Grief Awareness Day. On the same day we were honoured to be awarded the Outstanding Organisation Delivering Holistic Palliative Care Award and the Douglas MacAdam Perpetual Trophy for Excellence in Palliative Care Award at the 2023 Palliative Care in WA awards ceremony.

The momentum continued with the donation of office space leading us to secure our very own Lionheart Den in June 2024. Looking forward, we have the purpose, we now have the people, and the homebase; watch out world we are on our way to making our vision that no child grieves alone a reality!

And while it would be impactful to end on the statement above, we cannot conclude without enthusiastically thanking you all. The remarkable momentum we are harnessing is thanks to you. Our dedicated, skilled and passionate Lionheart team; our unwavering supporters, generous funders and the children and families we serve; who trust us with their pain, their hearts and their hope.

Not only could we not have achieved any of the above without you, it would also not mean anything without you.

Thank you to each and every one of you!



Shelly Skinner
CEO & Founder



Charlene Yates Bishop
Board Chair

ANNUAL REPORT TO MEMBERS

Lionheart achievements for 2023/2024

1. Board Composition

1.1 New Appointments

During the year Lionheart warmly welcomed two new Board members:

Leticia Jennings was elected to the Board at our annual general meeting in November 2023 and holds the Board portfolios of **Marketing & Fundraising**. Leticia's 16-year career in telecommunications where she has managed teams and businesses with profitable revenues in excess of \$50million, brings a new level of commercial expertise to Lionheart that will certainly help bolster our goal to diversify our sources of revenue to secure a financially sustainable future. Prior to corporate life, Leticia worked with disadvantaged youth at a not-for-profit organisation so understands the challenges and dynamics of this sector.



Leticia Jennings

Stacey Wellings commenced with us in May 2024 filling a casual vacancy on the Board. Stacey holds the **Legal Affairs** portfolio given her professional expertise as a leading family law practitioner. Her experience of general management as Director of Carr & Co law firm will also be of great value to Lionheart as our organisation and team grow.



Stacey Wellings

We are excited and proud to have both Leticia and Stacey join the Board to share their knowledge, skills, and expertise.

1.2 Board Retirements

Craig Scott stepped down from the Board at the Annual General Meeting in November 2023, ending an 8-year tenure as a founding Board member. Craig, an accomplished family lawyer, helped conceptualise and establish Lionheart as a not-for-profit organisation and held the Board Portfolio of Legal Affairs.

We thank Craig for his guidance and the considerable personal, professional and financial contributions he made during his tenure.



Craig Scott & Antonia Stampalija
- Nov 2023

1. Board Composition cont.



1.2 Board Retirements cont.

Antonia Stampalija took a leave of absence in early 2024 before reluctantly ending her tenure with Lionheart in April 2024, after serving as Board Chair for 4 years. Toni has dedicated over 20 years of service to not-for-profit Boards and her depth of knowledge and experience has been invaluable to Lionheart. She has elevated the strategic direction of Lionheart, providing such steady and expert guidance to the Board and management team throughout a significant period of development in our organisation's history. We want to thank Toni for her generous commitment of time, energy and expertise. Lionheart Board member Charlie Yates Bishop was subsequently appointed as Board Chair.



Charlie Yates Bishop & Antonia Stampalija
May 2024

1.3 Marketing & Fundraising Sub-Committee of the Board

The Committee completed its second financial year providing guidance and support to the Board in their consideration of fundraising, marketing and communications initiatives. **Leticia Jennings**, who holds the Marketing & Fundraising Board portfolio, became Chair of this Committee in early 2024 when Charlie Yates Bishop stepped into the Board Chair role.

11 meetings were held throughout the reporting period and the Committee members devoted many more volunteer hours behind the scenes. Fundraising continues to be the main focus of most meeting agendas, with a focus on organising our biggest fundraising event - the annual Lionheart Quiz Night. The Committee significantly contributed to the growth in our fundraising income with the 2023 Quiz Night raising over \$47k (up from \$41k in 2022).



Chelsea Papadopoulos & Cassie Grant - August 2023

FY2024 Committee members include:

Candice Bydder - broadcast media and copywriting specialist

Cassie Grant - TV production, digital and marketing strategy specialist

Chelsea Papadopoulos - digital and social media specialist

2. Strategic Direction

2.1 2021-2024 Strategic Plan update

2024 marks the final year of the 3-year strategic plan that Lionheart has been pursuing since 2021. Below is a summary of the key achievements in the 5 areas that underpin Lionheart's strategy:

Integrated Client Services

- enhanced and grew existing programs and services
- reviewed clinical and therapeutic frameworks and policies
- strengthened Lionheart's referral pathways
- examined viability of service delivery in regional areas
- achieved minimum 100% growth in the number of families accessing services by 2024

Compassionate People

- established key operational roles
- achieved 25% growth in the number of volunteers
- developed training and PD plans for staff and volunteers
- nurtured workplace culture (by providing a workplace!)
- increase number of facilitators we work with

Robust Organisation

- created a Marketing & Fundraising Sub-Committee of the Board
- established an integrated digital marketing platform including new website
- established an appropriately resourced office
- appointed first ambassador in 2021

Translational Research

- analysed the Lionheart Doctor's sessions at camp to inform research and feed into program design
- evaluated Lionheart Lounge pilot program to enhance program offering
- achieved minimum of 2 research initiatives translated into practice by 2024

Sustainable Future

- generated minimum of \$125k fundraising revenue per annum
- diversified and increased revenue base through implementing a funding strategy
- developed income generating event (Quiz Night)

2. Strategic Direction cont.



2.1 2025-2029 Strategic Plan

In May 2024, the Board and management gathered to commence the process of reviewing and setting the Strategic Plan of Lionheart for 2025 and beyond. Co-facilitated by Toni Stampalija (former Board Chair) and Charlie Yates Bishop (Board Chair), the Board collectively agreed to continue to pursue our vision, purpose and the values that are true to our organisation. We subsequently revised the strategic pillars to better reflect the organisation we are today and to help guide our work over the coming 5 years.

OUR VISION - *No child should grieve alone*

OUR PURPOSE - *To create a connected, compassionate and caring society where grief is seen as a natural, healthy and normal response to loss*

OUR VALUES - *Belonging, Courage, Empowerment, Excellence and Trust*

Integrated Client Services

Support children, adolescents and their families as the leading provider of comprehensive grief support.

Connecting Community

Building compassion through education in schools, training opportunities for allied professionals and resources for the wider community.

Thought Leadership

Develop evidence-based programs that are informed by and contribute to leading research into child and adolescent grief, positioning Lionheart as a leader in child grief.

Sustainable Future

Strengthen organisational capacity through a compassionate team, robust governance, efficient operations and diversified revenue streams to ensure long-term financial sustainability.

3. Programs and Services

3.1 New Families & Returning Families Camps

This year saw our biggest commitment yet in terms of the number of camps scheduled giving more WA families the opportunity to join us at one of three New Families Camps - two in Perth thanks to the generous support of **Telethon** and **ToyBox Australia**; and one regionally in Geraldton thanks to **Telethon** and **Qantas**.

This was our second offering of the New Families Camp in a regional location but unfortunately we had to postpone due to some challenges in engaging with families in the Mid-West region and low registrations. Thankfully both funding partners granted an extension to allow us time to address these issues and this camp was rescheduled for July 2024.

Lionheart families were also offered the chance to reconnect at three Returning Families Camps, and we are incredibly grateful to **Telethon** for making this possible.

New Families Camp (Metro)

July 2023

20 children, 0 teens and 14 adults



New Families Camp (Regional)

Oct 2023

POSTPONED



Returning Families Camp (Metro)

November 2023

18 children, 9 teens and 16 adults



Returning Families Camp (Metro)

February 2024

15 children, 4 teens and 9 adults

New Families Camp (Metro)

April 2024

22 children, 11 teens and 19 adults

Returning Families Camp (Metro)

June 2024

17 children, 0 teens and 10 adults



New Families Camp - July 2023

3. Programs and Services cont.



3.2 Lionheart Lounge (online)

Designed for Lionheart families who have already attended a camp, this online program gives families another opportunity to connect, share their experience and learn healthy coping strategies to help with whatever new challenges they are facing in their grief journey.

The Lionheart Lounge program in FY2024 was not successful in attracting grant funding however we were able to self fund an adapted version of our usual 8 week program. We trialled a shorter 3-week program where children came together in an online session every Sunday evening guided by 6 facilitators. Adults gathered the following evening in their own guided session with the same facilitators.

Lionheart Lounge August 2023:

13 children and 6 adults



New Families Camp - July 2023

3. Programs and Services cont.

3.3 DRUMBEAT with Lionheart

Our only music-based program is a calendar highlight for Lionheart families who have 8 to 12 year olds. Run every Sunday over 5 weeks in April/May, it gives children the chance to consider, reflect and express their grief journey through hand drumming. At the end of the program, family and friends are invited to a finale performance, again bringing families together to connect and share their experiences.



Thank you to **City of Stirling** for providing a Community Grant to part fund this program and to **Steinepreis Paganin Lawyers** who also provided sponsorship to make this program happen.

DRUMBEAT May 2024:

11 children



DRUMBEAT - April 2024

3. Programs and Services cont.

3.4 Raw to Roar: Lionheart's Grief Pathway (pilot)

Consumer feedback has been clear over recent years that while families appreciate and benefit from Lionheart once they have attended a camp, they wish there was Lionheart support from the time of death, or before. After receiving this feedback consistently for some time now, we want to bridge this gap for families by offering a new suite of services - scaffolding, emotional first aid, practical guidance and someone walking alongside them through their entire grief journey.



Thanks to funding from **Stan Perron Foundation** and **Telethon** to commence a pilot program, we have spent a considerable amount of time this year in development phase designing a first-of-its-kind service that will do exactly that.

Raw to Roar: Lionheart's Grief Pathway is designed to complement and strengthen Lionheart's existing suite of programs, while providing a wrap-around support for families from the very beginning of their grief journey. Tailored support is provided to families via a professional grief coach who can help navigate the various challenges that arise up to 2 years following the death of a loved one, including engagement with their school, workplace and extended family network.

The *Grief Pathway* seeks to make a difference in the WA community in two key ways:

1. Minimise the negative outcomes that grief can have on a child who has experienced the death of a parent or sibling; and
2. Fill the current gap in comprehensive grief support services for children in WA who have experienced the death of a parent or sibling.

We launched this pilot in April 2024 which will run for 2 years and aims to service up to 200 families during that time. As of the end of this reporting period (30 June 2024), we have received 31 enquiries and of those, 13 are now active participants.

Considerable community outreach is now needed to ensure that grieving families in WA are aware of and can access this much-needed service. With funding secured up to the end of 2024, we will be looking for further funding to continue piloting and evaluating the *Grief Pathway*.



3. Programs and Services cont.

3.5 Grief Education in Schools

This year we continued to explore what opportunities exist for Lionheart to deliver grief education within schools.

Currambine Primary School - Lionheart hosted a one off session onsite with the whole school providing an overview of children and grief at the time when the local community were experiencing out-of-control bushfires in the neighbouring suburbs. Shelly Skinner also provided a Q+A session at the school assembly.

Yuluma Primary School - Lionheart conducted two grief education workshops for teachers and a one-off debriefing session in response to a particular circumstance at the school.

Our grief education initiatives in schools in FY2024 reached a significant number of children in our community:

Teachers/Staff -65

Students - 340

Parents - 35



3. Programs and Services cont.

3.6 Partner Programs & Collaborations

Huge thanks again this year to STEMsmart and Miss Mary Sews for their ongoing support hosting life skills and confidence building days to Lionheart free of charge. They are greatly appreciated and enjoyed by our Lionheart families each year. We look forward to building on these with other community organisations in the coming year.

STEMsmart - October 2023

31 children and 3 volunteers spent the day learning how to create technology not just consume it.

Miss Mary Sews - January 2024

8 children and 1 parent spent the morning learning a new and practical life skill.

Kids Cancer Support Group 2024 Family Retreat

Lionheart joined the KSCG Bereaved Family Retreat in Margaret River where Shelly Skinner presented on Grief and Loss and facilitated Children's Group Grief Activities. 22 children and 13 adults attended.



4. People

4.1 Staff

In the financial year 2023-24, the Board approved several advances in the organisational structure including increased hours in most existing roles as well as the appointment of new roles.

Existing staff changes:

- Shelly Skinner is now 0.8 FTE as **CEO**
- Laura Butshiire moved from Program Development Coordinator to **Operations Manager** working 1 FTE
- Emma Claesson increased her **Family Liaison Officer** role from 0.2 FTE to 0.4 FTE
- Yvonne Katin increased her administration role to 0.6 FTE and is now **Office Manager**



Emma Claesson and Yvonne Katin

Welcoming new staff:

- **Brooke Lange** commenced in the **Volunteer Coordinator** role at 0.2 FTE
- **Emma Hickey** and **Zoe Mickle** have been appointed as **Grief Coaches** working with families in the *Raw to Roar: Lionheart's Grief Pathway* pilot program
- Josephine Brandis completes the *Raw to Roar* team as the pilot program's **Administration Assistant**

Such organisational growth has been made possible thanks to the generosity of donors, grant funding, philanthropic and corporate support which has allowed us to invest in our team and expand our operations.

4.2 Volunteers

We are very fortunate to have a loyal team who return year-on-year and continue to build our cohort of passionate, engaged and talented volunteers through our intake program volunteer inductions take place every March and September.

In the 2023-24 financial year we welcomed 23 new volunteers to our team, taking the total number of volunteers who dedicate their time to Lionheart to 82. Thank you to all our volunteers, your contribution helps to improve the grief journey for hundreds of grieving children and families in Western Australia.



Long term volunteers Laura Thomas & Smaily Salmani

4. People cont.

4.3 Training & Professional Development

Lionheart offers regular professional development opportunities for staff, facilitators and volunteers to enhance and develop the skill base of our team. Over the past year this has been delivered via comprehensive, self-paced online reading, webinars and in-person events covering such topics as:

- Appropriate Use of Self, Self-Disclosure and Boundaries
- Palliative Care in Conversation
- Neuroscience of Grief

As our IT infrastructure has developed so to has the need to train the team in the new Microsoft 365 environment, SupporterHub fundraising platform and our web content management system.

Thanks to a Federal grant via the Office of Kate Chaney MP we have been able to offer full First Aid Training to all of our staff and volunteers in September 2023, with CPR refresher training annually until the full renewal in September 2026.



Volunteers at camp



Lionheart team at New Families Camp - April 2024

4. People cont.

4.4 Ambassadors

The Dyers - Toby, Gena, Cloey and Deegan - continued as our Ambassador Family for 2024 bravely sharing their Lionheart story in many different forums.



The Dyer Family - 2023/24 Lionheart Ambassadors

The family first attended a Lionheart New Families Camp in early 2021 after experiencing the death of their son/brother, Eithan, at 28 weeks' gestation in 2019.

Over the past three and a half years, they have been incredibly active members of our Lionheart family, having attended all of our core programs at least once, regularly supporting our events and raising funds for the work we do. During their Ambassadorship, they have raised over \$6000 for Lionheart and no doubt inspired many more to donate.

And the most special highlight of their 2-year tenure has been the safe and healthy arrival of their fourth child - Justin - in February 2024. Congratulations to the Dyers on this incredibly exciting development and thank you for your dedication to helping Lionheart grow.

In 2025, we welcome a new Lionheart Ambassador Family - the Parker family. Children Joel, Astrid and Tyson are supported by their mother Sheena following the death of their father Phillip in a road traffic accident in 2022. Sheena and her children live in Gingin and have attended many Lionheart programs.

We look forward to announcing our 2025/2026 Ambassador Family and sharing their story in the coming months.



The Parker Family -
(from left to right)
Sheena, Tyson,
Astrid and Joel with
Phillip

5. Research



The research partnership between Lionheart Camp for Kids and Professor Lauren Breen's team at Curtin University continues to grow.

In the past year, Lionheart has contributed to academic and professional literature and as a thought leader in the following ways:

- A book chapter on using technology to assist grieving children during a pandemic, and based on our 2020 Lionheart Lounge experience, was published in *The Routledge International Handbook of Child and Adolescent Grief in Contemporary Contexts*.
- *The Children's Grief Foundation of Canada* created and shared an infographic based on our article about the questions bereaved children have about death and grief (published in *Journal of Child and Family Studies*), with appropriate reference to it being our work. Lauren continued to be interviewed about this work in outlets such as *ABC Radio National*, *2SER Radio*, *Australian Women's Weekly*, *Don't Be Caught Dead podcast*, *Cancer Council WA's Keeping up the PASCE podcast*, *ABC's All in the Mind*.
- Shelly Skinner, Dr Lisa Cuddeford, and Lauren Breen wrote 'Why did he Leave Me?' 5 things grieving children want to know about the death of a loved one for *The Conversation* (with ~15,000 reads primarily from Australia, United States, Philippines, and United Kingdom).
- The following research presentations delivered by Lauren, highlighted the work of Lionheart:
 - Keynote address on "Grief literacy and youth" at the *Grief Literacy Symposium: Exploring Grief, Loss, and Resiliency in Our Community and on Campus*, King's University College, London (Ontario, Canada).
 - Invited talk, "What can children and young people teach us about grief?" at the *International Work Group in Death Dying and Bereavement*, Halifax, Nova Scotia, Canada.
 - "Let's talk about grief literacy" address for the *Let's Talk About Grief* conference, Auckland, Aotearoa/New Zealand.
- Lionheart was a partner in the Healthway-funded study, "Grief literacy for young people (14-24 years): A co-designed study." The study is due for completion soon. Funding has been sought for the next steps of this project.

6. Marketing & Communications

6.1 Marketing Events

We continue to strive to increase awareness in the community about child grief and the important work that Lionheart does. There were several opportunities throughout FY2024 to network and share our Lionheart story:

Telethon Family Festival - Oct 2023

As a beneficiary of Telethon funds, Lionheart hosts a stall on the Charity Trial at the Family Festival during Telethon weekend. This event attracts thousands of visitors every year and proved to be great exposure for Lionheart with hundreds of families stopping by our stall to learn more about us and 215 people signing up to our mailing list.



Telethon Family Festival - October 2023

Children's Grief Awareness - Nov 2023

For the third year, Lionheart marked Children's Grief Awareness Day by hosting a Family Picnic & Lantern Ceremony for over 100 people. The weather was blustery but cooperated so we were able to host 23 Lionheart families (55 adults and 58 children) at Carine Open Space where lanterns were launched into the lake in memory of those who have died. This event is growing every year and is a great opportunity for the children to acknowledge their grief in an enjoyable, relaxed way.



CGA Day Picnic - November 2023

6. Marketing & Communications



6.2 Professional Forums

This year has seen an increased participation of Board and Management in professional forums in order to establish Lionheart as a thought leader in child grief and ensure that our professional networks are aware of the importance of grief support for children impacted by the death of a loved one.

Paediatric Bereavement Care Network Australia

Lionheart's CEO Shelly Skinner and Operations Manager Laura Butshiire represent Western Australia in this national forum of health professionals that meet quarterly to share, consolidate and improve the care of children, teens and families following a death in their family.

Palliative Care WA CEO Roundtable

Lionheart's CEO Shelly Skinner and Board Chair Charlie Yates Bishop participate in this palliative care forum of leaders in health and service delivery in Western Australia to advance the practice and understanding of child bereavement.

6.3 Newsletter

Pride Press established quarterly editions with 4 newsletters published and sent to our subscribers in FY2024. Subscribers to our newsletter grew from 741 to 1089 and our open rate of ~47% remained steady throughout the year.

6.4 Media

The Couch TV (August 2023) - CEO and the Dyers (Lionheart Ambassador Family) were interviewed by host Fred Mafrika.

ABC Radio Perth (December 2023) - live radio interview on WA Afternoon's program with Michael Tetlow who interviewed Lionheart facilitator and psychologist Kristy Felsea about Children and Grief and the work of Lionheart.

Perth is OK! (February 2024) - online article *"Continuing our look at how some of the money from your Lotto tickets is helping the community, here's how Lotterywest grants are supporting the not-for-profit organisation Lionheart Camp for Kids - helping children and families cope with the loss death of a loved one."*

Don't Be Caught Dead Podcast (June 2024) - Shelly Skinner and Professor Lauren Breen talk with host Catherine Ashton in Episode 18 entitled *Helping Kids Navigate Loss with Lionheart Camp for Kids*.

6. Marketing & Communications cont.

6.5 Awards & Presentations

Good Grief This Hurts Symposium (2023) - annual webinar hosted by Children's Health Queensland for health professionals and educators to better understand the needs of bereaved children.

Palliative Care WA Awards (November 2023) - Winner of the "Outstanding Organisation Delivering Holistic Palliative Care" award and winner of the "Douglas MacAdam Perpetual Trophy for Excellence in Palliative Care" award.

Volunteering WA State Conference (November 2023) - Shelly Skinner and Professor Lauren Breen co-presented to over 200 delegates.

Child Health Research Symposium, Perth Children's Hospital (November 2023) - "What Children Want to Know About Death and Grief" research presented by Professor Lauren Breen and Shelly Skinner

The Emanon Group of WA (November 2023) - Shelly Skinner and Christian Barratt presented on grief within families at one of their bi-monthly network evenings. Emanon surprised the team with a donation of \$1,000 also.

In addition to the above notable presentations, our team have been actively engaged in strengthening our referral pathways and raising Lionheart's profile in the community by presenting to the following organisations:

Anglicare (Suicide Prevention team)
Joondalup and Wanneroo Services Youth Network
WA's Child and Adolescent Health Service
The National Centre for Childhood Grief
Siblings Australia
The Garden Medical Centre
Ngala Parenting Line team
Breast Cancer Care WA
Grief Connect WA
Strength Heroes
Palliative Care WA
WA Paediatric Rare Care Centre
WA Country Health Service



Laura Thomas (volunteer) and Shelly Skinner (CEO) receive the Palliative Care WA awards - November 2023



7. Fundraising

7.1 Grants

City of Stirling, the Federal Government, QANTAS, Telethon, and ToyBox Australia, all provided grants totaling just over \$178k to run our core programs in FY2024.

The **Stan Perron Charitable Foundation** multi-year funding agreement has continued to support the *Raw to Roar: Lionheart's Grief Pathway* pilot program this year and combined with some funding from Telethon has a total value of ~\$245k.



In addition to these grants secured for FY2024 core and pilot programs, we applied for a number of other grants in this reporting period, some of which were granted (and therefore are accounted for as FY2024 income) but will be deployed in the coming financial year.

7.2 Corporate Giving & Philanthropy

Some key partnerships continued in FY2024 with both the Hazife family from Foodfolk Australia and private philanthropist Chris Dale generously supporting our organisation for another year. We are truly grateful for their ongoing support of the work we do and for sharing our vision. We also welcomed the generous in-kind donation of office space from philanthropists Barb & Rob Gordon which really helped the team establish the brief for a more permanent home and gave us the time to find an economical longer-term solution.

Our corporate supporters and major donors over the past year have shown us that while financial support is valuable for us to be able to invest in our operations, so too are the in-kind donations of goods and services.


Foodfolk Australia continues to nurture all our Lionheart families by provide the catering for all camps and programs as well as our events including the Quiz Night, CGA Day and AGM. They also nominate Lionheart as a beneficiary for their Containers for Change collection which definitely adds up and is making a healthy contribution to our community fundraising tally!



FoodFolk Delivery to Camp

7. Fundraising cont.

7.2 Corporate Giving & Philanthropy cont.

Steinepreis Paganin provided \$5,000 towards our 2024 DRUMBEAT program, as well as hosted a quiz night in May 2024 with all proceeds (\$15,000) going to Lionheart. 

Rio Tinto invited Lionheart to present at the RioGivers fundraising morning tea in May 2024. \$600 was raised by employees and the RioGivers program matched that to give a total of \$1200 to Lionheart. Thanks to Lionheart Mum, Renae Rutherford, who initiated this following her first camp after the death of her husband.



Egmont Electrical continue to provide a storage solution for all our equipment and camp resources, as well as volunteering to help with the logistics of getting the contents to wherever we need them to be.



Kids Cancer Support Group continued to share their office space with the Lionheart team for one day per week up until the end of 2023 which really helped us formulate a plan to secure our own office space.



DLUX Air Conditioning allowed our team to use their vacant office space free of charge until the end of their lease. We now call this space the Lionheart Den and have since become the official tenants.



Madoly Business Centre - philanthropists Barb and Rob Gordon generously made an in-kind donation of a 6-month lease for the Lionheart team to have an office and shared facilities at their new business centre in Shenton Park for the first half of 2024. Thanks also to co-tenants **Western Kids Health** who provided endless IT support and made us feel very welcome during our time there.



Lionheart Board and team members at the Steinepreis Paganin quiz night - May 2024



RioGivers fundraising morning tea with Shelly Skinner, Emma Claessen and Renae Rutherford - May 2024



7. Fundraising cont.

7.3 Donations

Donations outside of those gifted by corporate and major donors, remained steady in FY2024:

- individual giving mainly through our website donation page generated \$3,666
- the Board's giving circle raised \$3,492 (in addition to other financial contributions throughout the year including purchasing VIP tables at the annual Quiz Night)
- increase in program directed donations predominantly from Trusts and Foundations

As part of our strategic objective of a sustainable future we are actively trying to diversify our income so we can move away from a heavy reliance on grants. This financial year has seen an increase in untied funding in the way of donations from corporates, philanthropists and individuals alike. We are making small improvements in donor engagement and look to build on this as a way of nurturing more growth in this source of income.

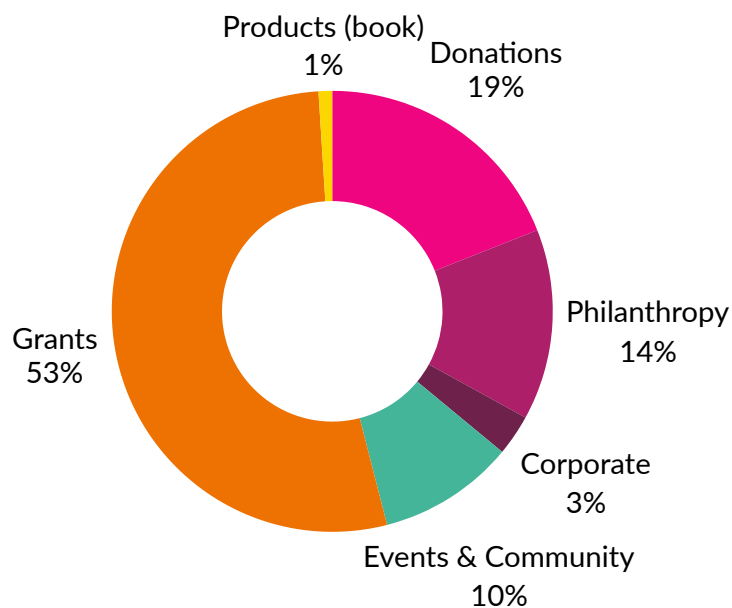


Table 1: Main sources of income in FY2024



New Families Camp - April 2023

7. Fundraising cont.

7.4 Fundraising Events

Online Raffle (July 2023)

Thanks to the generosity of **Thermomix Australia** we were able to secure one of their sought after TM6 machines for our online raffle which was drawn on 1st July 2023. This fundraiser generated \$5,000.

Annual Quiz Night (August 2023)

Our annual Quiz Night was held on Saturday 26th August 2023 at South Perth Community Hall and raised just over \$38,000 net profit. A full-house of 320 people attended and experienced a new live music quiz host – Bamboozled.



Quiz Night 2023 - South Perth Community Hall

PowerDrive and Foodfolk were platinum sponsors with KRT Contracting, Expense Reduction Analysts and Heart Hub South West as silver sponsors. Their sponsorship ensured that more funds raised on the night could be channeled directly into supporting WA families in need of Lionheart's help.

Special mention must go to the numerous businesses and families who donated prizes and auction items to this event, making it the most successful fundraising event Lionheart has ever hosted to date. Over 100 items were donated from \$5 to \$3000 in value!

The Board gives heartfelt thanks to the Marketing and Fundraising Committee and event volunteers, of which there were over 30, for all their hard work and the great result of significantly increasing our revenue from these wonderful events.



Lionheart Ambassadors at Quiz Night 2023



Volunteers at Quiz Night 2023

7. Fundraising cont.

7.5 Community/Third-party Giving

Containers for Change, Paypal Giving and The Entertainment Book all continue to passively contribute to our fundraising revenue in FY2024. This year we have also had some great supporters get out into their community to raise money including:



- In May 2024, our Ambassador Family put together another team to take on the **HBF Run for a Reason** challenge and raised \$1844 for Lionheart.
- Rebecca De Sousa also did HBF Run for a Reason entering the half marathon in memory of her brother Andrew. She raised over \$2,000 with her employer, Westfield, matching her employee donation.
- In June 2024, **Landsdale Netball Club** chose Lionheart as the beneficiary of their bake sale which raised \$3318.75. A special thanks to Chelsea Papadopoulos who coordinated this initiative involving hundreds of donated baked goods!

Team Dyer



Rebecca de Sousa



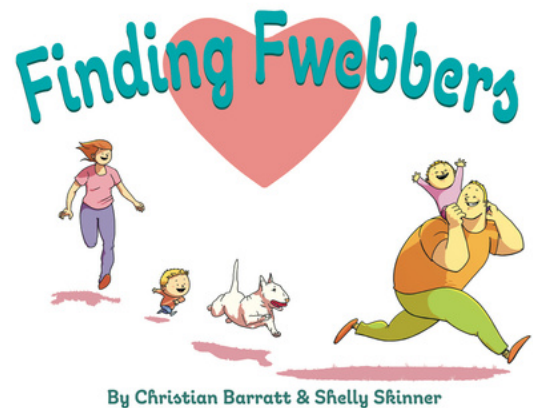
Chelsea Papadopoulos and family

7. Fundraising cont.

7.6 Products

Finding Fwebbers

Launched in November 2023 on Children's Grief Awareness Day, *Finding Fwebbers* is a colourful picture book published by Lionheart, which follows the experiences of a young boy called Mack, seeking to regain his sense of fun and adventure after the death of his father.



Created by Lionheart CEO & Founder, Shelly Skinner and Lionheart Camp Facilitator, Christian Barratt, the book draws on both scientific research and the practical experience of the authors through their work at Lionheart and Perth Children's Hospital.

Since its release the book has already received high praise from the likes of award-winning children's author Josh Langley and respected parenting specialist Maggie Dent. Available to purchase via the Lionheart website, the book has sold over 85 copies and raised an additional \$700 in donations (an option to include when purchasing online).



Shelly Skinner reading *Finding Fwebbers* at camp



8. Information & Communications Technologies

In 2024, we reviewed our IT systems and identified the need to upgrade our technology to support future growth. As part of this, we committed to migrating our cloud environment from Google Workspace to Microsoft 365, creating a secure, scalable platform to better meet the needs of our expanding programs. Cybersecurity was a key focus of this transition, and we have adopted tools, systems and policies to protect our staff and families.

The migration process included securing Microsoft's recognition of Lionheart's charitable status, transitioning emails to Outlook and our document libraries to SharePoint.

All our IT devices have been enrolled to Microsoft Intune, ensuring they are secure and enabling staff to work safely from anywhere. Through weekend sessions and late nights our staff was, as ever, incredibly committed to seeing this transition through. We are now in a great position to continue our growth with best-in-class tools at our disposal.

Looking ahead to 2025, we are excited to implement a new Customer Relationship Management (CRM) solution based on Microsoft Dynamics 365, an enterprise-class platform. This system will streamline community engagement, improve operational efficiency, and position us to scale our services effectively.

Continued investment in our IT infrastructure ensures we will be well-equipped to support bereaved children and their families for years to come.



DRUMBEAT - April 2024



9. Program Governance & Compliance

Lionheart is pleased to report significant progress in our commitment to effective governance over the past year.

In the 2023-24 financial year, we successfully completed a comprehensive strategic analysis of all governance policies which enabled mapping of future improvements and a priority-driven approach to the 2025 governance plan. This process has allowed us to better align our governance structures with both existing and new programs, ensuring that we maintain the highest standards in supporting children and families.

A key focus of our efforts this year has been embedding a child-safe culture throughout the organisation by developing policies and providing training that align with the ten National Principles for Child Safe Organisations.

In addition to prioritising child safety, we have worked to identify areas for improvement such as enhancing the experience for families by investing in our staff's wellbeing through workplace safety, recognising that their health and wellbeing are critical to delivering exceptional support.

As we move forward into 2025, we are committed to implementing the changes identified in the governance review, further embedding a resilient and adaptive framework that reinforces our long-term dedication to the well-being of the communities we serve.



10. Legal

As the organisation continues to grow and extends its reach and impact to assist more grieving children and their families, there is a simultaneous growth of compliance and legal issues. Stacey Wellings assumed the Legal Affairs Board portfolio in May 2024 and provides leadership in this aspect of Lionheart's operations.

To ensure Lionheart can continue to deliver services for a growing number of families, it is increasingly important that compliance and legal issues continue to be monitored to prevent risks to the organisation and protect its reputation, ensure a safe and secure work environment for staff and contractors and to protect the wellbeing and confidentiality of the individuals we are striving to assist.

In 2024 there were two main areas that required legal expertise:

- Lionheart entered into a commercial lease to provide premises for the growing team.
- Commenced a review of employment and contractor agreements to ensure these remain fit for purpose as the organisational structure matures. This project will continue into 2025.



11. Finances

Lionheart Camp For Kids made a surplus of \$341,779 for the 2023/2024 financial year (up from previous year of \$101,238).

Overall income for the 2023/2024 was \$728,061 (up from previous year of \$381,239). The increase from the previous financial year was mainly due to a significant increase in funding from Telethon, as well as additional funds received from major donors, additional grants received and the growth in our community fundraising. A portion of income recorded in the 2023/2024 financial year is “tied income” to next financial years program commitments.

Total expenses for the 2023/2024 was \$390,096 (up from previous year of \$280,001). This increase from the previous financial year was due to Lionheart’s increase in headcount of staff and increase in contract workers in the 2023/2024 financial year. Lionheart also had increased program costs from the Raw to Roar: Lionheart’s Grief Pathway pilot program.

Lionheart Camp for Kids cash balance as at 30th June 2024 was \$726,430 (up from cash balance as at 30th June 2023 of \$376,746).

Net assets also increased as at 30th June 2024 to \$708,136 compared to \$364,357 in the previous year.

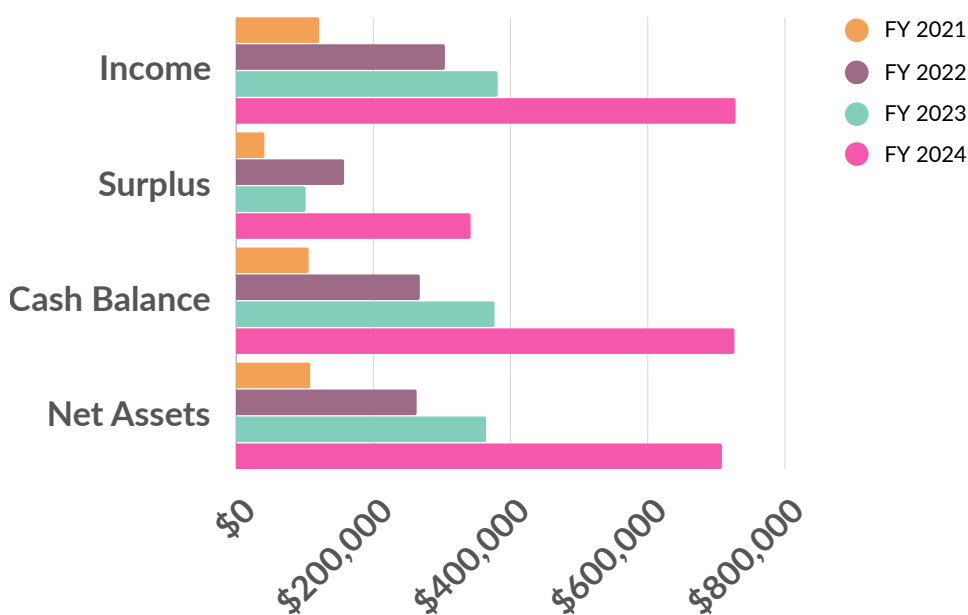


Table 2: Financial performance year on year



**LION
HEART**
CAMP FOR KIDS

A sincere thank you is extended to all those who championed and invested in Lionheart throughout this financial year - the donors, funders, dedicated volunteers and supporters.

We give gratitude to our Lionheart team led by our CEO and Board. Your dedication, hard work and relentless pursuit of our organisation's vision is truly making a difference for grieving children and their families in Western Australia.

A very special thanks from the bottom of our (Lion)hearts to the children and families who engaged with and entrusted Lionheart to help them on their grief journey. You are not alone.



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

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