

# ANNUAL REPORT

Lionheart Camp for Kids  
achievements for 2024/2025

20  
25





## 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...

Belongong - Courage - Empowerment - Excellence - Trust



# REFLECTIONS FROM OUR BOARD CHAIR

*I've never known a quiet year with Lionheart and this year has been no exception! FY25 has been another productive year of sustainable growth for Lionheart.*

*Starting with the launch of our new 5-year Strategic Plan, this carefully considered roadmap will guide our endeavours through to 2029. It has its foundations in the 2021-2024 plan preceding it and while we did carry forward some elements of that plan, the current plan reflects our burgeoning maturity as an organisation. It's an ambitious agenda with 43 objectives across four strategic pillars, all with the collective aim of bringing us closer to achieving our vision and purpose.*

*Our organisation has grown in size, both in terms of people and programs, and so too has the depth and breadth of our community connections with schools, health professionals and other community organisations. With the R2R pilot program well underway, and the delivery of more core programs than ever before, Lionheart is establishing itself and being recognised as a leading provider of grief support for children and their families in Western Australia but also interstate.*

*Having entered the second year of our 2-year pilot program, it is evident that this innovative model of care is providing a much-needed solution for grieving families in WA, and we are confident the program will attract further funding to extend the pilot and develop it further to potentially include a counselling service.*

*Financially we have delivered another surplus although we are still heavily reliant on grant funding and continue to strive towards diversifying our fundraising to provide greater financial sustainability and longer-term certainty for our team and the grieving families we serve.*

*Looking ahead to 2026, it is with great anticipation and gratitude that we welcome 5 new Board members into the leadership team which will complement the continued dedication of our other long-standing Board members. The diversity in skills and experience will no doubt be of great value to our organisation and energise the implementation of our Strategic Plan.*

*Lionheart's continued success is directly linked to the hard work of our team both at the Board and operational level. I'd like to personally thank every Board member for their energy, commitment and consistency in responsibly driving our organisation forward. This year we turned an operational team of 4 people into a team of 8, who have made extraordinary efforts to support as many grieving children and their families as possible while also embracing the opportunities for collaboration and growth that continually present themselves. I want to thank Shelly Skinner, Laura Butshire and the Lionheart team for bringing such compassion to their roles week on week, and for always embodying our organisational values.*

*As we fast approach our 10th anniversary year and reach further into the hearts and minds of our community, it's an incredible honour to be a part of the Lionheart journey ensuring that no child grieves alone.*

*CYB*



Charlene Yates Bishop  
Board Chair



# REFLECTIONS FROM OUR FOUNDER & CEO

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## **Growing Through Grief: Ensuring No Child Grieves Alone**

*As I reflect on the past year, I return to a truth that sits at the heart of Lionheart:*

***When children and families are supported to grow through grief, they discover strength they never knew they had. They can do it, but they can't do it alone.***

*This belief shapes every conversation we hold, every camp we run, every coaching session we deliver, and every family we welcome. It is the spirit that guides our teams and the foundation for the work we are entrusted to do. In 2024–2025, it was more than a value, it was our compass.*



*Shelly Skinner*  
**Founder & CEO**

*Grief has no roadmap, no guidebook, and no end point. With this in mind, we are not here to fix 'it', because the only thing that will make it better is for their loved one not to have died, and we can't do that. We can walk alongside, witness, share what we've learned from those we've walked alongside before and we can endure.*

*We accompany you while you endure the pain, we are a gentle presence as you ride the grief rollercoaster, we are an ear and a shoulder when grief pops up unexpectedly; we are here for you, your family, your friends, and your school community.*

## **A Year of Growth, Courage, and Connection**

*This was a year marked by powerful growth across Lionheart, not only in the number of families we supported, but in the depth, maturity, and sophistication of our services. As the needs of our community expanded, so too did our capacity to respond with care, clarity, and courage.*

*Our Raw to Roar (R2R) Grief Pathway continued its remarkable evolution. What began as a pilot is now an essential early-intervention model supporting families through some of the hardest moments of their lives. Demand grew rapidly, reflecting both the needs in our community and the trust families place in Lionheart. The courage they show in reaching out, often soon after a death or diagnosis, reinforces why our work matters.*

*Our camps and community programs remained a place of belonging, comfort, and gentle growth for children and young people navigating profound loss. This year, we refined program content, strengthened facilitation frameworks, and deepened our trauma-informed practices to ensure every child is met with predictability, safety, and compassion.*

*Across the organisation, we continued to grow through grief, strengthening systems, refining processes, nurturing our team culture, and building capacity for long-term sustainability.*



# REFLECTIONS FROM OUR FOUNDER & CEO cont.

## **Our Lionheart Pride**

*Lionheart's work is only possible because of the people who carry it.*

*This year we welcomed new staff, Board Directors, volunteers, and interns who brought energy, skill, and heart into the organisation. We also marked transitions with gratitude for the contributions of those concluding their roles, each one leaving a meaningful legacy.*

*Every person at Lionheart, whether holding a child's story at camp, guiding a parent through early shock and confusion, preparing resources, managing risk, or leading programs, contributes to our mission of ensuring children do not grieve alone. Their work is tender, often invisible, and always significant. Their dedication grounds us. Their care strengthens us. Their professionalism ensures families feel held and supported.*

## **A Sector Facing Growing Need**

*The national landscape reinforces what we see every day:*

- *More children are experiencing psychological distress.*
- *Families are facing complex grief mixed with financial, social, and emotional pressures.*
- *Childhood trauma and bereavement remain deeply connected to long-term wellbeing.*
- *Systems around families are stretched and fragmented, leaving many unsure where to turn.*

*Reports from UNICEF, ARACY, Suicide Prevention Australia, and the Productivity Commission paint a clear picture: early, relational, trauma-informed support is essential, and too often missing. Lionheart fills that gap. We stand with families early, consistently, and compassionately. We offer predictable programs in an unpredictable time. We ensure that no child grieves alone.*

## **Looking Ahead**

*Lionheart enters the coming year with strengthened foundations and energised purpose. Our focus will include:*

- *Completing and sharing the R2R evaluation*
- *Deepening our child-safe culture and practices*
- *Investing in our workforce and volunteer base*
- *Enhancing data, governance, and impact measurement*
- *Growing our partnerships across the health, education, and community sectors*

*Our strategic direction is clear: respond early, grow sustainably, stay grounded in our mission, and ensure every child and family feels seen, supported, and held as they grow through grief.*

# REFLECTIONS FROM OUR FOUNDER & CEO cont.

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## **Thank You**

*To the children, young people, and families we served this year, thank you for letting us walk beside you. Your courage inspires our work every day.*

*To our staff, volunteers, Board, donors, partners, and community, thank you! Your generosity, your compassion, and your unwavering belief in what Lionheart stands for make our work possible.*

*It remains my greatest privilege to lead an organisation determined to ensure that no child grieves alone, and to walk alongside families as they grow through grief with strength and hope.*

*Shelly*



# ANNUAL REPORT TO MEMBERS

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## 1. Strategic Direction

### 2025-2029 Strategic Plan

2025 marks the first year of our new five-year strategic plan. It builds on the strong foundation of our 2021–2024 strategy. While several priorities are carried forward, the new plan reflects Lionheart’s evolution, from a small organisation delivering powerful experiences, to a maturing service embedded within WA’s community support landscape.

The Strategic Plan is anchored in four guiding pillars that represent the core dimensions of Lionheart’s work and future growth:



#### Integrated Client Services

Developing and delivering programs that are evidence-informed, responsive, and seamlessly connected, ensuring every child and family receives the right support at the right time.



#### Connecting Community

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



#### Thought Leadership

Continuing to build Lionheart’s position as a trusted voice in childhood bereavement, contributing to community education, sector development, policy discussions, and research.



#### Sustainable Future

Investing in organisational systems, workforce capacity, governance, and diversified income streams to ensure Lionheart remains strong, stable, and positioned for long-term impact.



# 1. Strategic Direction cont.

Within these four guiding pillars, 43 strategic objectives were identified. These objectives guide our focus over the next five years and reflect our organisation's increasing maturity. They include:

- Strengthening program continuity across camps, coaching, and community-based supports
- Enhancing data collection, evaluation, and continuous improvement processes
- Expanding regional and metropolitan access to grief support
- Deepening partnerships across health, education, community, and corporate sectors
- Elevating Lionheart's role in state and national conversations about child grief and wellbeing
- Ensuring long-term financial sustainability, including secure pathways for the Raw to Roar pilot
- Investing in staff wellbeing, training, and development to support our growing workforce

These objectives are ambitious by design. They reflect our confidence in Lionheart's capability, our commitment to excellence, and our belief that every child deserves compassionate, timely, and accessible grief support. The new plan recognises the complexity of grief in today's families and the rising demand for early-intervention supports. It also establishes the role Lionheart plays in broader child wellbeing and trauma-informed systems. The plan accounts for the need for integrated, relationship-based programming and places importance on sustainable, evidence-driven growth.

As Lionheart prepares for its 10th anniversary, the Strategic Plan serves as a compass, guiding our organisation with intention, clarity, and courage.



## 2. Integrated Client Services

FY25 was Lionheart's most active service year to date. Our programs expanded in reach, depth and quality as we worked alongside grieving children and families across Western Australia. Each program, whether delivered in person or online, or through individualised coaching, reflected our core belief that children grow through grief when they are supported with care, connection and compassion.

This year also reinforced the need for integrated, early-intervention support and affirmed Lionheart's role as a trusted provider of grief programs in both metro and regional communities.



New Families Camp

### New Families & Returning Families Camps

This year we offered four New Families Camps - two in Perth, one in the Peel region (Mandurah) and one in the Midwest (Geraldton), all made possible through the generous support of Telethon, ToyBox Australia, The John and Bella Perry Foundation and Qantas.

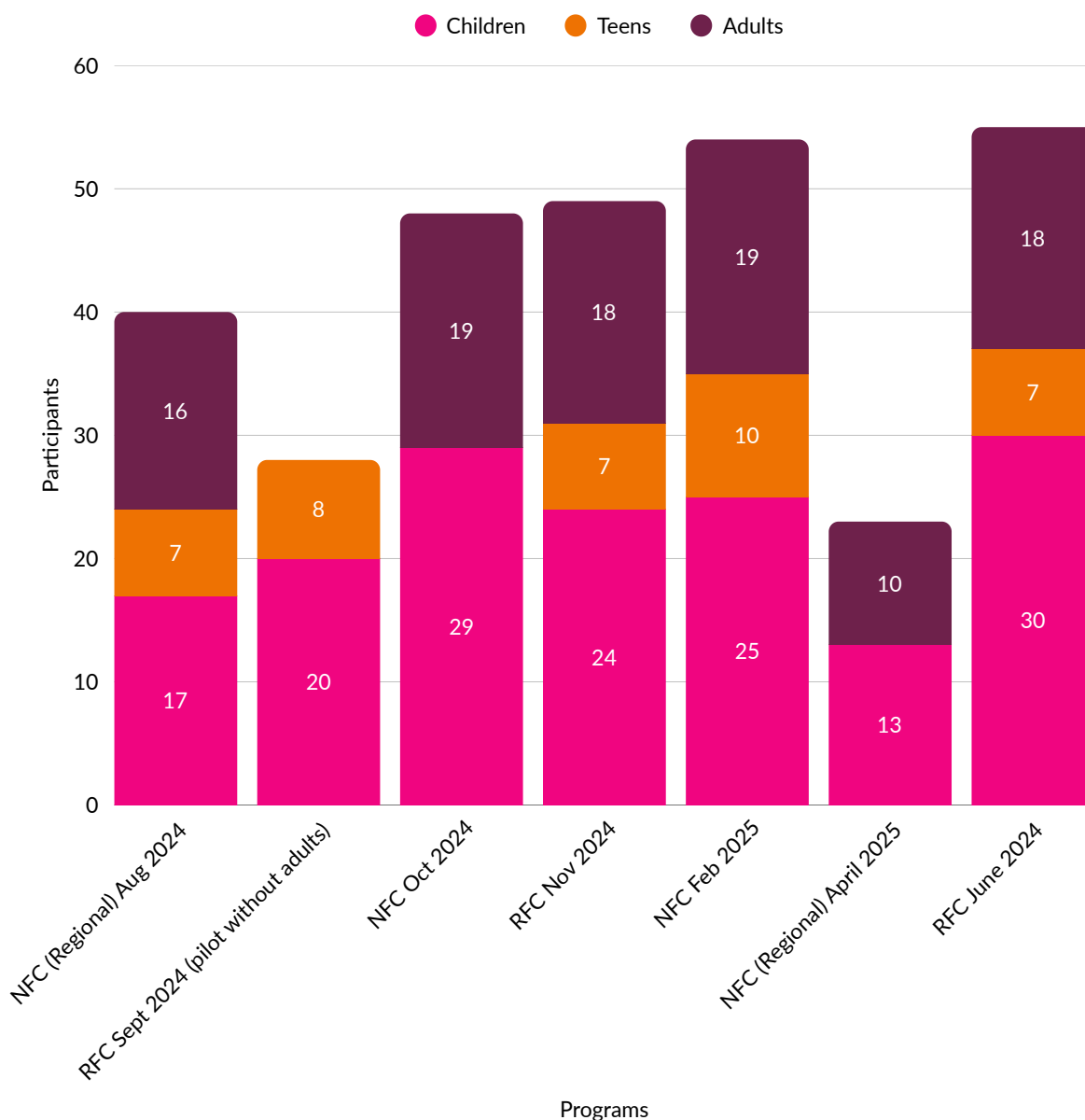
Lionheart families were also given opportunities to reconnect at three Returning Families Camps, thanks to Telethon and Foodfolk. We were especially fortunate to utilise Telethon funding to deliver our Grief Toolkit Day within a Returning Families Camp format, allowing us to explore new activities and trial evidence-informed content directly with participants.



Grief Toolkit Day

## 2. Integrated Client Services cont.

### New Families & Returning Families Camps



**New Families Camps** registrations were consistently strong across the year with increased demand from teenagers and fathers seeking support, as well as high engagement from families experiencing recent loss.

**Returning Families Camps** registrations in June and October reached or neared capacity proving the continued need for a warm community-building environment for ongoing support. The high return rate demonstrates this program's value.

**Regional Camps** proved to be quite challenging with lower registrations despite identifying a significant community need in Geraldton and Peel. Our learning from this is that regional programs require strong local champions and in the absence of a local partner, we will support regional families to attend Perth-based programs unless region-specific funding emerges.



## 2. Integrated Client Services cont.

### Lionheart Lounge (online)

**August 2024: 9 families - 12 children, 0 teens, 9 adults**

Our August 2024 Lionheart Lounge program was made possible through the support of an Australia Post Community Grant and WA Charity Direct. Designed for families who have already attended a New Families Camp, this online program offers another opportunity to connect, share experiences, and learn healthy coping strategies to help navigate new challenges in their grief journey.

This year, we focused on the theme of strengths and trialed a hybrid model, delivering three online sessions and one in-person celebration session. Children met online for weekly facilitated sessions on Sunday afternoons, with adults joining their facilitated session online the following evening.



### DRUMBEAT with Lionheart

**May 2025: 11 participants**

This music-based program is a much-anticipated highlight for families with children aged eight years and older. In 2025, the program shifted from a five-week series to a full one-day format, resulting in a significant increase in interest and registrations. We welcomed a full cohort of participants, with many more on the waitlist eager to take part.

This creative program provides a supportive space for children to explore, reflect on, and express their grief journey through hand drumming. At the end of the day, families were invited to a finale performance, offering another opportunity to come together, connect, and share their experiences. We extend our heartfelt thanks to Hawaiian, Yuluma Primary School and Foodfolk for their generous support in making this program possible.



## 2. Integrated Client Services cont.

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

Thanks to funding from **Stan Perron Foundation**, **Telethon** and **Impact100 WA**, this pilot will run for 2 years (2024 - 2026) and aims to service up to 200 families during that time.



*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.

188 enquiries have been received since the pilot commenced, with 90 enquiries (representing 185 children) progressing to full registrations, consent for service, and commencement of support. That represents growth from 23 active families in July 2024 to 90 active families by June 2025. Of the 90 registered, 72 families were bereaved, and 18 were supporting a family member with an advanced serious illness.

Our three Grief Coaches have provided 1:1 support to families, extending sessions to include extended family members, school staff and workplaces, both in person and by phone. The Raw to Roar team also facilitated four 'Family Mingle' mornings, creating opportunities for 127 participants to connect early in their grief journey.

"I am beyond grateful for the guidance and support Emma and all the Raw to Roar team. You have created a safe space for both myself and my children to express our emotions and work through our pain. Raw to Roar's impact on my family has been immeasurable, and I am so thankful for their help during such a difficult time."

Jodie



## 2. Integrated Client Services cont.

### Raw to Roar: Lionheart's Grief Pathway (pilot) cont.

As part of the pilot, comprehensive data is collected at onboarding, the mid-point, and the end of each family's two-year journey. Our Research Assistant, Tamara Zammit, works alongside Professor Lauren Breen (Curtin University) to analyse and evaluate this data, helping establish a strong evidence base for the pathway.

Some early insights show these key indicators:

- The proportion of male/father participants in R2R is higher than standard average of men accessing psychosocial supports and services
- High proportion of self-referrals indicating trust and accessibility
- Referrals are being driven by multi-channel marketing to schools, GPs, funeral directors, and hospitals
- Many families seek external counselling referrals suggesting that access to a counselling service within Lionheart may be a valuable addition, complementing the psychosocial education provided by our Grief Coaches

This year has marked substantial growth and maturing of the R2R pilot program and it's proving to be a cornerstone initiative for Lionheart, directly responding to community need and strengthening our long-term strategic position.



"Your support has been the cornerstone to me and my family".

Rose

"Knowing that my grief coach is there to help guide me through the most difficult time for my young family has been invaluable. The support and advice provided to me has made a big difference and has given me confidence to navigate this journey with my kids."

Alexis



### 3. Connecting Community

FY25 was a defining year for Lionheart's visibility and influence across Western Australia's health, education, and community service sectors. As childhood grief and bereavement gained increased recognition at national and state levels, Lionheart continued to step forward as a trusted voice, offering expertise, compassion, and practical guidance to professionals, schools, service systems, and the broader community.

Our growing presence reflects both the scale of community need and the credibility Lionheart has built through evidence-informed programs, sector collaboration, and consistent engagement. This year, we invested intentionally in strengthening partnerships, sharing knowledge, and raising awareness about the unique needs of grieving children and families.

Lionheart's communications this year emphasised clarity, compassion, and connection, helping create grief-aware communities where no child grieves alone.



#### Grief Education in the Community

Lionheart is recognised as a trusted, accessible, and safe provider of grief education in both schools and workplaces. A few notable opportunities to provide education around child grief include:

Swan View Senior High School (following a death in their school community)

Students: 64

North Metro Education Regional Office (workshop for School Psychologists)

Staff: 45

WA Country Health Service (education workshop for health professionals)

Staff: ~20

## 3. Connecting Community

### Community Events

We continue to strive to increase awareness in the community about child grief and the important work that Lionheart does.

#### Resilient Kids Conference - July 2024

Lionheart exhibited at this one-day event hosted by Michelle Mitchell (author and speaker) where Australia's leading parenting educators join forces to share practical tools and strategies with parents, educators and professionals working with kids and teens. Over 730 people attended with further exposure for Lionheart on the social media posts of Maggie Dent, Michelle Mitchell, Karen Young and Strength Heroes.



Lionheart with Maggie Dent

#### Telethon Family Festival – Oct 2024

As a beneficiary of Telethon funds, Lionheart hosts a stall on the Charity Trail 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 over 300 people signing up to our mailing list.



Lionheart with Telethon

#### Children's Grief Awareness - Nov 2024

For the fourth year, Lionheart marked Children's Grief Awareness Day by hosting a Family Picnic & Lantern Ceremony for 158 people, 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.



## 3. Connecting Community

### Community Partnerships & Forums

This year has seen an increased participation of Board and Management in professional forums in order to further our work in the community and ensure there is awareness of the importance of grief support for children impacted by the death of a loved one.

#### **Metro Postvention Response Group**

Lionheart has joined a collection of organisations, including WAPOL, Department of Communities, Department of Education, Anglicare, Beyond Blue/Be You, who are mobilized in the community after a suspected death by suicide in the community.

#### **Reference Group for Bereavement Support in WA**

Following a Community Forum organised by the Child and Adolescent Health Service's State Bereavement Coordinator, a reference group has been established consisting of a variety of community organisations, health professionals and not-for-profit to foster collaboration and improve coordination of grief support services for WA families.

#### **Palliative Care WA**

Shelly Skinner represents Lionheart at the PCWA CEO Roundtable monthly meetings and Lionheart has partnered with PCWA on a 2-part webinar series exploring the grief needs of children and teens hosted on the PalliLearn platform. PalliLearn is a national initiative, with attendees joining from interstate and internationally.

#### **Child and Adolescent Health Service Committee**

Shelly Skinner has been invited to join this Committee who are tasked with developing a bereavement model of care to inform the new children's hospice in Perth.

#### **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.





### 3. Connecting Community cont.

#### Presentations

**Compassion in Health Care Forum (July 2024)** - hosted at Perth Children's Hospital along with Sir Anysley Green (UK's first Children's Commissioner), Samar Aoun (2023 WA Australian of the Year), Professor Fiona Wood and Consumer Louise Properjohn. There were over 200 attendees both in person and online.

**Good Grief This Hurts Symposium (July 2024)** - Shelly Skinner was the keynote speaker at this annual digital conference hosted by Queensland Children's Hospital with over 1400 attendees. This opportunity was a landmark moment that amplified our presence across Australia and positioned us as an emerging leader in childhood bereavement support.

**Dying to Know Day (August 2024)** - Shelly Skinner presented on Children and Grief (Raw to Roar) for Breast Cancer Care WA at this national webinar event.

**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

**Australian Association of Social Workers Conference, Melbourne (November 2024)** - Shelly Skinner presented to the national and international delegates of this conference on the Q+A *What Children Want to Know About Death and Grief* research undertaken by Lionheart and Curtin University.

**Good GP Podcast (recorded May 2025)** - Shelly Skinner and Professor Lauren Breen were interviewed on this national podcast for General Practitioners about the Raw to Roar Grief Pathway Program.

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 many community organisations in person or online. This steady presence has begun to position Lionheart as a respected contributor to the broader ecosystem of child wellbeing and mental health support. This relational engagement is building trust and influence in the community.

Lionheart's voice is growing, not for visibility alone, but for impact. By helping communities understand childhood grief, we move closer to a world where every child feels supported, safe, and never alone in their grief.

### 3. Connecting Community cont.

#### Newsletter

Pride Press established quarterly editions with four newsletters published and sent to our subscribers in FY2025. Subscribers to our newsletter grew from 1089 to over 2000 and an above average open rate of remained steady throughout the year.



## 4. Thought Leadership

### Research & Program Evaluation

Lionheart Camp for Kids continues to have a research partnership with Board Member, Professor Lauren Breen from Curtin University.



Lauren has provided her research design and statistical expertise oversight for key activities such as the ongoing evaluation of the Raw to Roar: Lionheart Grief Pathway. Lauren has assisted Lionheart in contributing to academic and professional literature and as a thought leader in multiple ways.

**Lionheart's Practice Framework**, developed in consultation with Professor Lauren Breen, outlines the evidence-informed principles that guide our support of bereaved children and families. Grounded in current research and person-centred practice, the Framework incorporates international standards such as the *Child Bereavement Services Outcomes Framework* and the *Bereavement Camp Standards of Practice*. It reflects our commitment to professional development, values-driven decisions, and the belief that every child has unique strengths to navigate their grief. At its core, the Framework supports our vision that no child grieves alone

Shelly Skinner was a featured speaker at the **Grieving While Growing Up Symposium**. This free, full-day event in June 2025 was part of the *33rd Meeting of the International Work Group on Death, Dying and Bereavement* in Perth. The event was attended by over 140 people including international experts from the UK, USA, Germany, and New Zealand. Shelly spoke about the **Lionheart-led research project, "What Questions do Bereaved Children have about Death and Grief?"**



Back row:

Caitlin Munro, PhD student, Curtin University;  
Dr George Bollig, HELIOS Klinikum Schleswig,  
University of Cologne, Last Aid International, Germany;  
Dr Donna Schuurman, Dougy Center, the National Grief  
Center for Children and Families, USA;  
Stacy Remke, University of Minnesota, USA;  
Dr Alison Penny, National Children's Bureau, Childhood  
Bereavement Network, National Bereavement Alliance,  
UK

Front row:

Emily-Rose Lochore, Curtin University;  
Ania Michalska, Lionheart Camp for Kids;  
Shelly Skinner, Lionheart Camp for Kids;  
Bianca LaVorgna, Grief Australia;  
Dr Jane Skeen, independent scholar, New Zealand;  
Professor Lauren Breen, Curtin University



## 4. Thought Leadership

### Research & Program Evaluation cont.

In addition to Shelly's presentation, Lionheart staff showcased a very well-received DRUMBEAT session. The day provided an excellent opportunity for the community to hear about Lionheart's work and receive quality professional development. Delegates completed a communal art project designed by a 14-year-old, which is now proudly displayed in the Lionheart office.

In FY26, Lionheart will continue its evaluation leadership by:

- Completing the formal R2R pilot evaluation
- Publishing initial evaluation findings
- Refining tools for camp and program assessment
- Strengthening digital systems for data capture and analysis
- Building internal evaluation capability across staff and volunteers
- Deepening our research partnerships and exploring additional collaborations

Lionheart's commitment to research and evaluation ensures we continue to grow as an early-intervention grief organisation, with strong evidence guiding every decision we make.

Research and evaluation are now embedded as core functions of Lionheart. They ensure our work is grounded in evidence, informed by families' lived experience, and aligned with best practice in childhood bereavement support.

As we grow, our evidence base will continue to guide us, ensuring our programs remain safe, responsive, and impactful for every child and family who turns to us.



Lionheart Board Members Charlie Yates Bishop & Professor Lauren Breen accepting the painting on behalf of Lionheart





## 5. Sustainable Future - Our People

### Board Appointments

**Jon Bergmann** was elected to the Board to fill a casual vacancy in May 2025. Jon is a legally trained strategist and communicator who works with organisations to develop long-term strategies for organisational health and sustainable development, as well as providing leadership development services to a range of individuals and companies in different industries. He is also an NMAS accredited mediator but we hope this particular skillset is not needed so much within Lionheart! We are excited to have Jon join the Board to share his knowledge, skills, and expertise.



Jon Bergmann

### Board Retirements

**Stacey Wellings** joined the Board from May 2024 to December 2024 before she was appointed as a Magistrate of the Family Court. Stacey made a valuable contribution and provided guidance on legal matters such as our commercial lease for our Malaga office and started a review of our growing team's employment contracts.



Stacey Wellings

**Nicky van Someren** since joining the Board in early 2023, Nicky has been instrumental in strengthening our clinical governance and program design, ensuring that our policies, procedures, and governance frameworks reflect best practice and truly support the children and families we serve. Her impact will be felt for years to come. Nicky resigned from the Board in February 2025 due to a growing workload in her executive role with the Child and Adolescent Health Service.



Nicky van Someren

**Leticia Jennings** joined the Board at our annual general meeting in November 2023 and resigned from the Board in April 2025 due to increasing international travel for work. In her 18 months of service, Leticia chaired the Marketing & Fundraising Committee and played a key role in strengthening our marketing and fundraising strategies and offering consistent support to our operational team.



Leticia Jennings

We thank Stacey, Nicky and Leticia for their guidance and the considerable personal, professional and financial contributions they made during their tenure.

## 5. Sustainable Future - Our People

### Marketing & Fundraising Sub-Committee of the Board



Chelsea Papadopoulos & Cassie Grant

After 3 years of providing guidance and support to the Board in their consideration of fundraising, marketing and communications initiatives, founding Committee members Cassie Grant and Chelsea Papadopoulos both retired in late 2024.

We want to thank them for the hundreds of volunteer hours they donated to the Committee and the significant contribution they have made to fundraising for Lionheart over the years. The Board subsequently reviewed the Terms of Reference of the Committee and recognised that in practice, the scope had narrowed to just organising our annual fundraising event, the Lionheart Quiz Night, rather than covering a broader mandate of marketing & fundraising tasks. With plans to expand the operational team to include roles to fulfill these tasks, it was decided the Committee wouldn't be reinstated for now.

### Our Staff

Lionheart's impact is made possible by the people who carry our mission every day - our staff. This year marked meaningful growth in Lionheart's staffing structure as we continue to build a team capable of delivering early-intervention grief support with professionalism, compassion, and consistency. As our programs grow in complexity and reach, so too does the need for a skilled and supported workforce.



Laura Butshiire & Yvonne Katin

### Staffing Highlights

- Welcomed a new Family Liaison Officer, strengthening our early engagement with families entering the Raw to Roar pathway.
- Expanded our R2R capacity through the recruitment of two additional Grief Coaches, enabling more families to access personalised support.
- Welcomed three McCusker Centre interns, each contributing to important organisational projects in governance, program development, and grant writing.
- Continued to expand operational capability, with the Operations Manager position supporting large-scale program delivery, systems improvement, partnerships, and organisational development.

## 5. Sustainable Future - Our People

### Our Staff cont.

#### Staff Wellbeing & Retention

This financial year, we established a partnership with Simplygreen, introducing salary packaging as an option for salaried staff. This offering has been an important benefit for our team and supports our broader staff retention strategy, a key objective in our strategic plan.

Lionheart's work is emotionally demanding and relationally intensive. Our commitment to creating a safe, supported workplace reflects the same values we bring to the families we serve.



### Our Volunteers

Our volunteers, interns, and ambassadors embody the heart of Lionheart. Their commitment, care, and professionalism ensure that every interaction reflects our organisational values.

**Program & Event Volunteers** are the heart and soul of Lionheart and despite a loyal team who return year-on-year, we continue to build our cohort of passionate, engaged and talented volunteers. In 2024-25 financial year we welcomed 21 new volunteers to our team, taking the total number of active volunteers who dedicate their time to Lionheart to 70.

Lionheart continued its strong partnership with the **McCusker Centre for Citizenship at UWA**, hosting three interns throughout the year. Each dedicated over 100 hours to support critical work in the key areas of policy and procedure development; and grants research and drafting. These placements have delivered significant value to Lionheart's governance and operations, while offering meaningful learning experiences for students seeking to contribute to community wellbeing.



Shelly Skinner (front) with our voluntary Board



From left to right: Facilitator Debbie, Volunteer Taryn, Brooke Lange (Volunteer Coordinator) and Volunteer Danielle



## 5. Sustainable Future - Our People

### Our Volunteers cont.

In 2025, we welcomed 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 Philip in a road traffic accident in 2022. Sheena and her children live in the Wheatbelt and have attended many Lionheart programs.



Lionheart Ambassadors - The Parker family

Through their bravery at sharing their story and talking about the work of Lionheart they help to amplify Lionheart's message and strengthen Lionheart's presence across events, schools, and campaigns. By telling their Lionheart journey, they highlight the importance of supporting grieving children. Their voices and visibility help ensure childhood grief is recognised and responded to with care across our community. We look forward to continuing our work with the Parkers in 2026.

**Thank you to all our staff and volunteers, your contribution helps to improve the grief journey for hundreds of grieving children and families in Western Australia.**





## 5. Sustainable Future

### Training & Professional Development

Along with comprehensive inductions for new Board members, staff and volunteers, Lionheart offers regular professional development opportunities to enhance and develop the skill base of our team. Over the past financial year the training and professional development highlights have been:

- August 2024 AICD Scholarship for Board Chair to complete the Governance Foundations for NFPs.
- September 2024 Board Secretary training – Institute of Community Directors thanks to Federal Volunteer Grant.
- Australian Institute of Management WA awarded Lionheart a \$3,000 Community Training Grant in 2025, which was utilised by both the Operations Manager (Operational Planning PD and Having Difficult Conversations PD) and the Family Liaison Officer (Effective Stakeholder Engagement).
- Injury Matters facilitated a session on Compassion Fatigue with our volunteer team in early 2025.
- March 2025 - The Operational Team and some volunteers (13 participants attended in total) completed a 2-day Aboriginal Mental Health First Aid training. This course usually costs \$3,850 for not-for-profits. Course facilitator Deanne Lewis kindly donated her time and Lionheart purchased the program materials only, a total of \$450.
- Thanks to a Volunteer Grant from the Office of Kate Chaney, a small team of facilitators, volunteers and core staff continue to be trained annually in CPR through Get Equipped, who kindly offer a discount to us. The full first aid qualification is due for renewal in September 2026.
- Registered for Childsafe Training and the Safety Management Online system has been implemented. This is now embedded in our induction training program.

## 5. Sustainable Future

### Program Governance & Compliance

Lionheart's governance in FY25 reflects a growing organisation committed to safety, quality, and evidence-informed practice. Through strengthened policies, improved risk management, child-safe processes, and evaluation frameworks, Lionheart continues to ensure that every child and family receives support that is safe, compassionate, consistent, and grounded in best practice.

In consultation with Nicky van Someren, Lionheart's operational team has undertaken a significant two-year analysis and review of our governance structures, policies and procedures. Across this financial year specifically, we have focused on:

- Strengthening the program governance framework
- Updating our governance matrix
- Prioritising child-safe organisation commitments
- Improving risk management process and quality assurance
- Refining onboarding and training processes
- Further developing the role of evaluation in program governance
- Strengthening governance reporting mechanisms to the Board

Updated practices have now been embedded across our day-to-day operations, programs and services, with ongoing review cycles in place to ensure sustained, robust governance. Strong governance is not separate from our mission; it is essential to it, helping to ensure that every child who turns to Lionheart can grow through grief with safety, dignity, and care.



### Technology

In 2024, following a comprehensive review of our IT systems, we transitioned our cloud and online working environment to Microsoft 365, with cybersecurity as a central priority.

In early 2025, Board Member, Andrea Conte, generously volunteered his time to begin developing Lionheart's bespoke CRM using the Microsoft Dynamics 365 platform. The first phase has been successfully implemented, with subsequent phases currently on hold. Lionheart remains committed to investing in our IT infrastructure to ensure we are well equipped to support bereaved children and families for years to come.

## 5. Sustainable Future

### Legal

Lionheart remains committed to operating as a safe, ethical, and compliant organisation, with practices that protect children, families, volunteers, staff, and the organisation itself. As service delivery expands and program complexity increases, particularly through Raw to Roar, regional camps, school partnerships, and grief education, our legal responsibilities grow in parallel. The year's legal focus centred on ensuring safety, compliance, and alignment with legislation governing child safety, privacy, fundraising, employment, and governance.

#### Child Safe Compliance

As a child-focused organisation, legal compliance in child safeguarding is paramount. This year, Lionheart strengthened its alignment with the National Principles for Child Safe Organisations and current WA legislative requirements.

Key developments included:

- Ensuring all staff, facilitators, and volunteers maintain valid Working with Children Checks
- Strengthening screening processes, reference checks, and onboarding compliance
- Updating boundaries, conduct expectations, and supervision guidelines
- Reviewing child-safe reporting pathways and incident-management protocols
- Ensuring digital safety practices (including storage of children's information) align with legal obligations
- Lionheart's child-safe governance remains a central legal and operational priority.

#### Privacy, Confidentiality & Data Security

FY25 saw continued commitment to compliance with privacy obligations, particularly relating to children's data, sensitive family information, and grief-related disclosures.

Key actions:

- Transition to Microsoft 365 supported enhanced security and compliance
- Access controls and permissions updated to restrict sensitive information appropriately
- Continued reinforcement of confidentiality obligations during onboarding and training
- Review of data storage and retention practices to ensure alignment with legal standards

Lionheart takes seriously the responsibility of holding stories shared in times of grief and vulnerability, and our legal compliance reflects that commitment.



#### Fundraising and Financial Compliance

Lionheart maintained compliance with all legal requirements for charitable fundraising, tax concession status, donations and receipting, grant acquittals, reporting obligations to funders, government, and philanthropic bodies.

## 5. Sustainable Future

### Legal cont.

#### **Program Delivery Compliance**

As camps, DRUMBEAT, and Raw to Roar grew in scope, so did the legal considerations related to service delivery. Legal compliance covered:

- Venue and service agreements
- Safety protocols for camps and children's programs
- Emergency and risk procedures
- Insurance coverage (including public liability and volunteer insurance)
- Consent forms and guardian approvals
- Clear guidelines for working with children and young people in group settings

These measures ensured the safety and wellbeing of all participants while meeting statutory obligations.

#### **Contracts, Agreements & Partnerships**

FY25 involved multiple agreements including venue hire contracts, funding agreements, partnership MOUs, service collaboration arrangements (schools, health services, community organisations), and research agreements with Curtin University.

All agreements were reviewed for legal compliance, safeguarding requirements, data security implications, and alignment with Lionheart's mission and strategic direction.

#### **Insurance and Organisational Coverage**

Lionheart maintained adequate and appropriate insurance coverage across all operations, including:

- Public liability
- Professional indemnity
- Volunteer insurance
- Directors and Officers (D&O) insurance
- Property and asset coverage for the new Lionheart office

Insurance arrangements are reviewed periodically to ensure they meet the needs of a growing organisation delivering multi-site, multi-program services.

Legal governance continues to be supported through Board oversight, the operation team regularly reporting on program and operational risks, and documentation of policies and procedures.

Lionheart's approach to legal governance in FY25 reflects a maturing, responsible organisation committed to ensuring the highest standards of safety, integrity, and compliance. This commitment safeguards our mission and ensures that grieving children and families receive support within an organisation that is safe, ethical, and legally sound.



## 5. Sustainable Future - Fundraising

### Grants

Lionheart received grants from funders including **Telethon**, **ToyBox Australia**, **Thrive**, **Qantas**, **Hawaiian**, **Impact100WA**, **John and Bella Perry Foundation**, **Australia Post**, **Hawaiian** and **WA Charity Direct**, which provided essential support across camps, Raw to Roar, community education, and operational needs.



In addition to these grants secured for FY2025 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 FY2025 income) but will be deployed in the coming financial year.

### Corporate Giving & Philanthropy

Some key donor partnerships continued in FY2025 with both the Hazife family from Foodfolk Australia and private philanthropists Chris Dale and JP Stratton Trust generously supporting our Lionheart's work. We are truly grateful for their ongoing support and for sharing our vision.



Corporate giving included a generous donation from Mortgage Choice at our 2024 AGM: a donation from RioTinto via their GoodToGive Workplace Donor program and a major donation from Hickey Constructions.

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.



## 5. Sustainable Future - Fundraising

### Donations

Donations outside of those gifted by corporate and major donors, increased in FY25:

- individual giving mainly through our website donation page generated \$6,923 (up from \$3,666 in FY24)
- the Board's giving circle raised \$3,819 (in addition to other financial contributions throughout the year including purchasing VIP tables at the annual Quiz Night)

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. 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.

### Community/Third-party Giving

While overall community fundraising initiatives didn't generate as much as they did in FY24 (\$17k), **Containers for Change**, **Paypal Giving** and **The Entertainment Book** all continue to passively contribute to our fundraising revenue. **Foodfolk Australia** 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!



In May 2025, several participants of **HBF Run for a Reason** nominated Lionheart as the beneficiary of the \$4179.49 they raised. This was a major contribution to the overall community fundraising tally of \$11,577.



## 5. Sustainable Future - Fundraising

### Fundraising Events

#### Annual Quiz Night - August 2024

Our annual Quiz Night was held on Saturday 16th August 2024 at South Perth Community Hall and raised just over \$45,710 net profit. A full-house of 320 people attended and Night Owl Studios made a return to hosting the quiz.



Quiz Night 2023 - South Perth Community Hall

Foodfolk were platinum sponsors with KRT Contracting 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, continuing to make it the most successful fundraising event for Lionheart. 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.

### Products and Services

#### Fee for Service

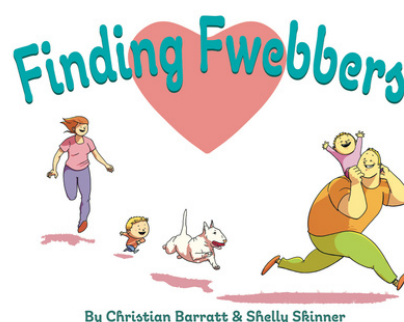
During FY25, we delivered on several fee-for-service opportunities including:

- Let's Talk Grief professional development session for WA Country Health Service in March 2025
- Paid partnership with Curtin University on a research project in May 2025
- Presentation of two PalliLearn webinars for Palliative Care WA

This work strengthens community understanding of grief, helps build a more compassionate and informed community, increases awareness of Lionheart's mission, and has provided a small but meaningful income stream to support our services.

#### Book sales

Lionheart's Finding Fwebbers book has continued to sell through our website in this reporting period, with 18 books sold. Looking forward, we will seek to set up an online store to sell additional grief resources and Lionheart branded gifts and items.



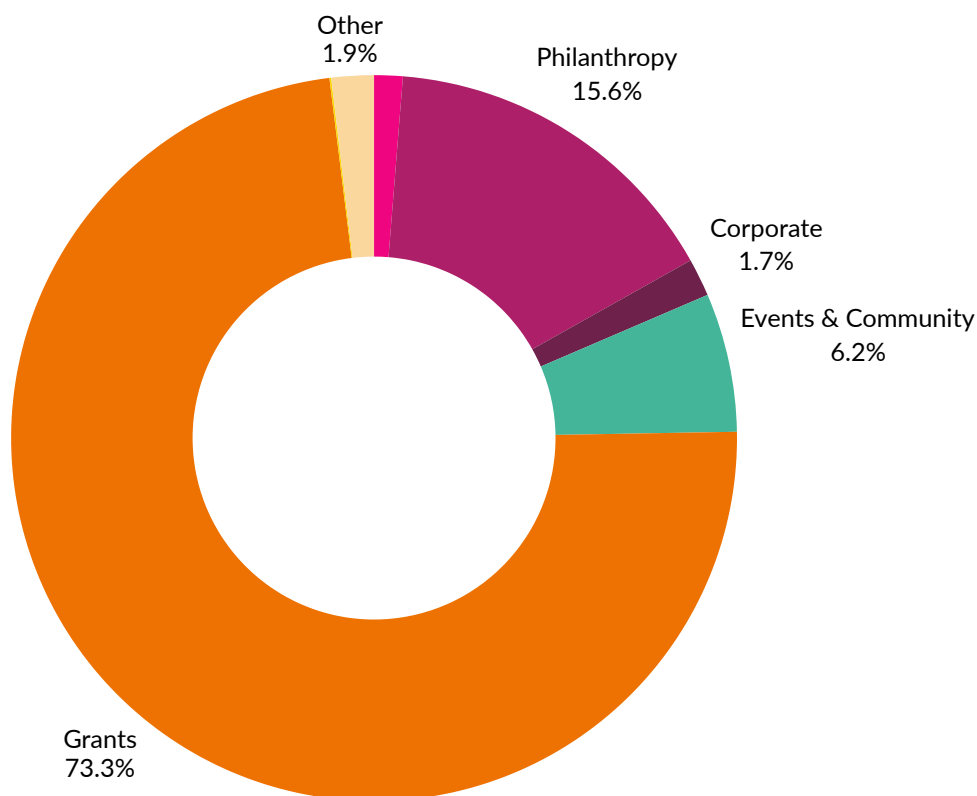


## 5. Sustainable Future - Fundraising

### Fundraising Income

FY25 was a year of continued community support, successful grant applications and increased philanthropic engagement. These financial contributions allowed Lionheart to expand programs, strengthen organisational capability, and provide early-intervention grief support to more families across Western Australia.

In a climate where many families are experiencing financial pressure and community organisations are facing increased costs, Lionheart is deeply grateful for the generosity of donors, grant partners, event supporters, and volunteers who raised vital funds for grieving families in WA.



Main sources of income in FY2025





## 5. Sustainable Future - Financials

### Finances

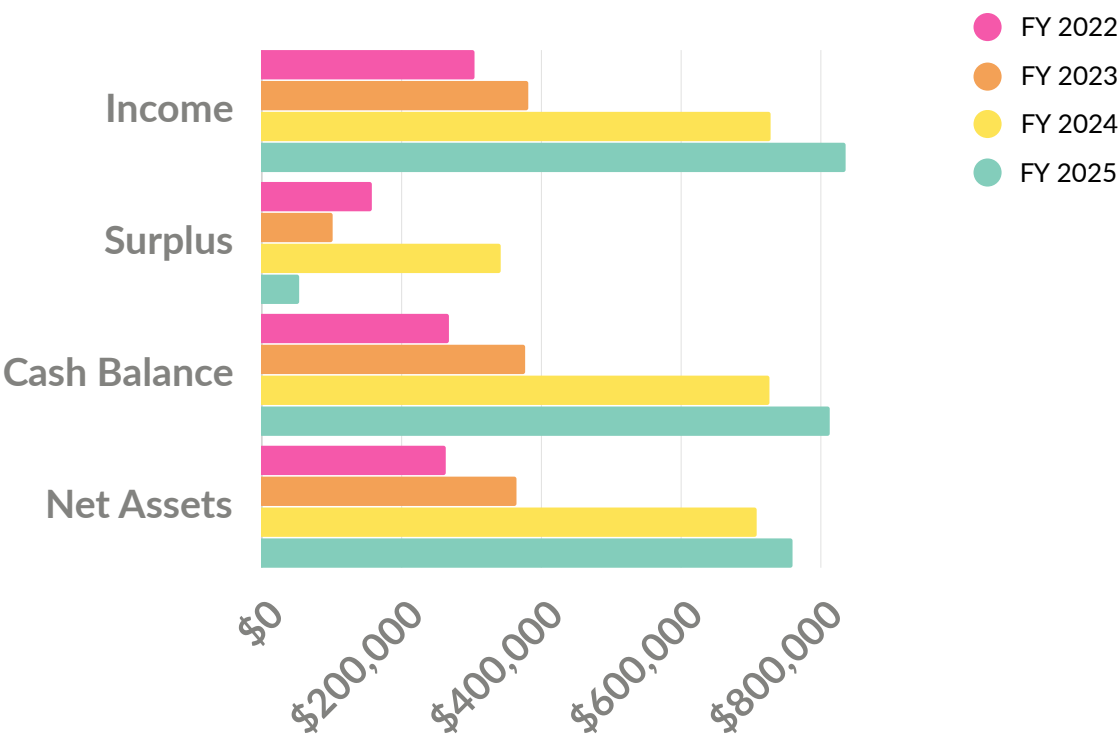
Lionheart Camp For Kids made a surplus of \$53,319 for the 2024/2025 financial year (down from previous year of \$ 341,779).

Overall income for the 2024/2025 was \$835,426 (up from previous year of \$728,061). The increase from the previous financial year was solely due to additional funds received via grants. A large portion of income recorded in the 2024/2025 financial year is “tied income” to next financial years program commitments and the Grief Pathway pilot program (Raw to Roar). Donations and fundraising income were down overall on the previous financial year.

Total expenses for the 2024/2025 was \$798,083 (up from previous year of \$390,096). This increase from the previous financial year was due to Lionheart’s increase in headcount of staff and increase in contract workers in the 2024/2025 financial year, as well as delivering an increased number of programs. Overall operational costs have increased (including rent and insurances) as our organisation and team continue to grow. Lionheart also had a full year of program costs from the Grief Pathway pilot programme (Raw to Roar).

Lionheart Camp for Kids cash balance as at 30th June 2025 was \$812,688 (up from cash balance as at 30th June 2024 of \$726,430).

Net assets also increased as at 30th June 2025 to \$759,455 compared to \$708,136 in the previous year.



Financial performance year on year



**LION  
HEART**  
CAMP FOR KIDS

*To every person who donated, volunteered, attended an event, shared our message, participated in a fundraiser, or simply carried our mission in their heart:  
thank you.*

*Your kindness ensures children feel less alone in their grief.*

*Your generosity strengthens our programs.*

*Your belief in our work sustains us.*

*The Lionheart community is built from compassion, commitment, and hope.  
Every program delivered, every family supported, and every child lifted through  
grief is a direct result of the collective effort of people who care.*

*Thank you for standing with us.*

*Thank you for supporting grieving children.*

*Thank you for helping ensure no child grieves alone.*



Lionheart Camp for Kids Incorporated

[www.lionheartcampforkids.com.au](http://www.lionheartcampforkids.com.au)

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

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