



ANNUAL REPORT



2021-22

Putting smiles back on the faces of sick children and their families.

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A MESSAGE FROM THE CEO AND CO-FOUNDER

This year, TLC for Kids has continued to bring comfort and care to children and families facing serious health challenges. Across hospitals and healthcare settings, our services have provided support, care, and moments of joy over countless times this year. Each interaction represents a precious moment where children and their families can feel supported and reassured during some of their most difficult days.

Our critical support programs remain in high demand, highlighting the ongoing need for our services and motivating us to do more. We strive to reach every child and family who can benefit from our support, ensuring that no one faces their challenges alone.

A particular highlight this year has been the continued growth of our Digital Distraction App. Following the launch of phase one in 2022, the App has now reached children in ten countries, offering comfort, entertainment, and distraction during hospital stays. This innovative tool has extended our reach and is helping us create moments of joy when children need it most.

None of this would be possible without the dedication and generosity of everyone involved in our mission. From supporters and donors to staff, partners, and Board members, each contribution is essential in helping us bring care, comfort, and meaningful experiences to children and families.

Thank you to everyone who has donated, advocated, attended an event, or helped raise awareness this year. Your support allows us to continue growing and making a difference, and it is an honour to stand alongside you in this work.

I am proud of what we have achieved together and inspired by the future ahead. With your continued support, we will keep creating comfort, care, and joy.

Warmest regards,



Tim Conolan

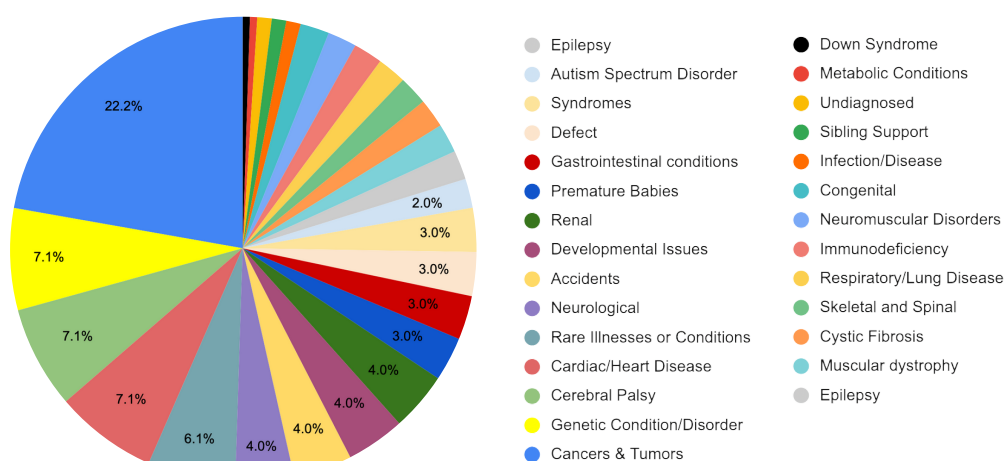
CEO and Co-Founder, TLC for Kids



OUR IMPACT

SERVICE DESCRIPTION	Ongoing Total Since 1998	Previous Total (to 30 Jun 2021)	Current Totals to 30 Jun 2022)
Total Rapid TLC Requests received	8,362	8,201	161
Total individuals assisted by the RAPID TLC Program	33,943	33,288	655
Total Ambulance Trips	24	17	7
Total individuals and family members attending the TLC Ambulance trips	94	67	27
Total number of Distraction Boxes currently in use	2,634	2,495	2,634
Total number of times the Distraction Boxes have been used	13,075,244	11,882,156	1,193,088
Total number of times Tap 2 Distract has been used	3,388	-	3,388
Total minutes of play using Tap 2 Distract	7,942	-	7,942
TOTAL NUMBER OF IMPACTS	13,131,631	11,926,224	1,205,100

ILLNESS TYPE



OUR SERVICES

Rapid TLC Service

In 2021–22, we received 161 Rapid TLC requests, supporting approximately 655 individuals. Children ranged from seven days to 18 years old, with an average age of seven. Thirty-two percent of requests related to significant financial hardship, and 22% involved multiple support occasions, including one family who received assistance six times. This reflects both the ongoing need for support and the increased frequency with which some families required our help.

TLC Distraction Box

This year, the Distraction Box Program continued to grow, with 56% of requests for new or additional boxes and 44% for replacement boxes (104 growth requests and 81 maintenance requests).

We are grateful to the Firefighters Charity Fund, who generously sponsored 85 Distraction Boxes. So far, 40 of these sponsored boxes have been distributed across Victoria, bringing comfort and engagement to children in hospital and healthcare settings.

TLC Ambulance

A key part of the TLC Ambulance service is providing families with lasting keepsakes, including photos and videos from their special day. Previously, families received hard drives of these memories. This year, we enhanced our post-trip support by creating a high-quality photo book highlighting the family's most treasured moments. We are also adding another special touch by registering a star in the child's name, giving families an enduring reminder of their time together.

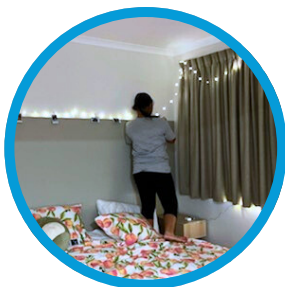
Digital Distraction App

The Digital Distraction App continued to support children in hospital, especially those separated from their families due to COVID-19. Funded by a Victoria State Government Grant, phase one of the App rollout launched in March 2022 and has since grown to reach children in ten countries, helping them stay engaged, reassured, and comforted during hospital stays.

THEIR STORIES



Isaac has been finding it increasingly difficult to spend long periods in his wheelchair. As his primary means of mobility, the time he can spend moving each day is precious and limited by his pain threshold. Through a Rapid TLC request, we were able to provide Isaac and his mother with annual tickets to Halls Gap Zoo. Regular visits to the Zoo give them both valuable time together and moments of joy outside the hospital environment.



Like many 15-year-olds, Lana's bedroom at home is filled with lights, photos, and memories. Currently, Lana and her mother are interstate while she undergoes cancer treatment. A healthcare provider reached out to TLC for Kids to see if we could help make her temporary room feel more like home during the six months of treatment ahead. We provided Lana with items including a portable photo printer and an instant camera, giving her the means to add personal touches and create a comforting, familiar space while away from home.

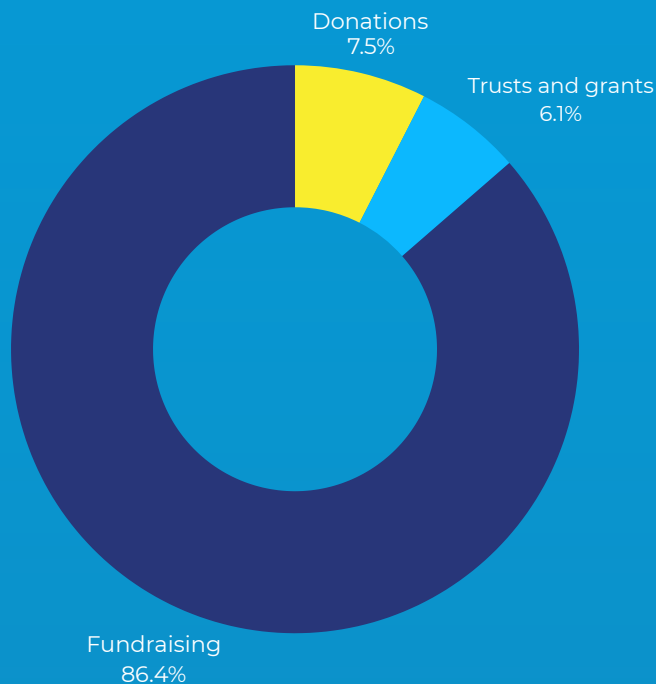


Many Rapid TLC requests support the whole family, and this one was no exception. A family of five needed help after their six-month-old baby with a rare syndrome spent significant time in intensive care. The request included support for the baby, her siblings, and her parents to lift everyone's morale.

We provided the family with toys and creative activities so the older children could play and express themselves through art. The Uber Eats vouchers also gave the parents a small moment together, even in the hospital. The family shared how meaningful these gestures were during such an intense and challenging time.

FINANCIAL OVERVIEW

Overview of Income



Bequests: \$0

Donations: \$93,037

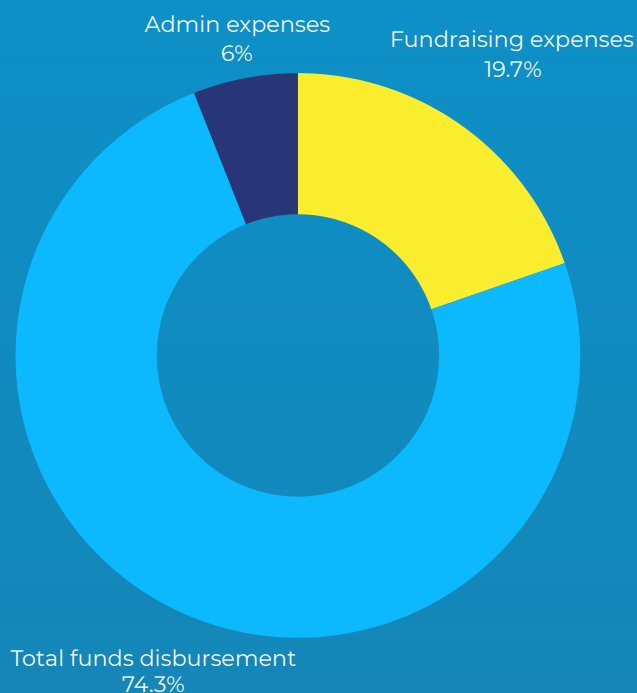
Trusts and grants: \$75,500

Fundraising: \$1,067,797

Other income: \$0

Total revenue: \$1,236,334

Overview of Expenses



Fundraising expenses: \$215,284

Funds disbursement (direct): \$435,772

Funds disbursement (indirect): \$376,416

Total funds disbursement: \$812,188

Admin expenses: \$65,471

Total expenses: \$1,092,943

Net annual profit: \$143,391

**all figures are compared to total income*

FINANCIAL HIGHLIGHTS

For every \$1 donated to the TLC for Kids, there is a return of almost \$3 towards the impact value of the programs and services.

We can provide this value because of our heavily reduced administration and operational costs resulting from established online services, transport partners, relationships with hospitals and organisations, and office rental sponsorship.

Without this generous support, none of this would be possible.



CORPORATE GOVERNANCE

The Responsible Persons present their report together with the financial report of TLC for Kids for the year ended 30 June 2022 and auditor's report thereon.

Responsible persons names

The names of the Responsible Persons in office at any time during or since the end of the year are:

Michael Luddeni (Chairperson)

Tim Conolan AM (Secretary/Public Officer)

Zoe Gladio (Co-Chair)

Ralph Alphonso

Fiona Loschiavo

Michael Davey (Resigned 1 July 2021)

Victoria Devine (Treasurer)

Michael Duggan-Tierney (Resigned 1 July 2021)

Sarah Gale

Danielle Coughlan

Gillian Baker (Resigned 1 July 2021)

Allana May (Appointed 12 December 2021)

PARTNERS AND SUPPORTERS

MAJOR SPONSORS



TLC AMBULANCE



SUPPORTING PARTNERS



OUR FUTURE

As activities and events return, we are looking forward to a year filled with connection, engagement, and opportunities to support children and families. Our upcoming events and initiatives will help us continue delivering meaningful experiences and services to those who need them most.

This year, we have also welcomed a number of exciting new partnerships, strengthening our ability to grow and extend our impact. These achievements reflect the dedication of our supporters, our team, and our Board, and we are deeply grateful for their commitment.

After two challenging and unpredictable years, emerging stronger and more resilient fills us with pride and optimism. We are excited for the future of TLC for Kids and the continued difference we can make together.

THANK YOU

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