



# TLC *for* KIDS

EST 1998

Annual Report

**2023-24**

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ABOUT TLC FOR KIDS

Since 1998, TLC for Kids has supported sick children and their families through challenging moments. Working with healthcare professionals, the organisation provides practical help and comforting distractions through programs such as Rapid TLC Service, TLC Ambulance, TLC Distraction Boxes, and Tap 2 Distract. Families are met in the moment with no waiting lists, no barriers, just support delivered with urgency and compassion.

MESSAGE FROM THE CEO AND CO-FOUNDER

This year has been another remarkable chapter in the journey of TLC for Kids. Every initiative we undertake is guided by a commitment to creating meaningful moments of care and joy for children facing serious illness and their families.

We have continued to strengthen our core programs, ensuring families receive timely, practical, and personalised support. The Rapid TLC Service has reinforced our ability to respond quickly to urgent needs, while the TLC Ambulance has enabled families to create treasured memories in a safe, medically supported environment.

Innovation remains central to our values and mission. Tap 2 Distract and the TLC Distraction Boxes demonstrate how technology and thoughtful design can transform hospital experiences, providing children with calm, engagement, and reassurance, while supporting healthcare professionals to deliver care with confidence and compassion.

This year, we were honoured to receive The Australian Charity Award for Outstanding Achievement. This recognition celebrates the dedication of our team and the generosity of our community, highlighting the measurable impact of our programs and reinforcing the importance of providing comfort and support to children and their families.



None of this would be possible without the ongoing commitment of everyone connected to TLC for Kids. Their support ensures we can continue responding rapidly and compassionately to families across Australia.

Looking ahead, our focus is on extending the reach of our programs, embedding new services where they are needed most, and building a sustainable foundation for long-term impact. Every step we take is shaped by the vision and generosity of our community. Together, we are not only meeting immediate needs but also shaping a future where children facing serious illness and their families are consistently supported, comforted, and empowered.

Yours sincerely,

**Tim Conolan**  
CEO and Co-Founder

# OUR IMPACT

|                                                                                              | Ongoing total (since 1998) |
|----------------------------------------------------------------------------------------------|----------------------------|
| Rapid TLC Requests received                                                                  | 8,905                      |
| Individuals assisted by the Rapid TLC Service                                                | 36,158                     |
| TLC Ambulance Trips                                                                          | 59                         |
| Individuals and family members attending the TLC Ambulance trips                             | 116                        |
| Number of TLC Distraction Boxes currently in use                                             | 2,914                      |
| Number of times the TLC Distraction Boxes have been used                                     | 15,684,071                 |
| Number of times Tap 2 Distract has been used                                                 | 92,606                     |
| Minutes of distraction/play using Tap 2 Distract                                             | 342,638                    |
| Other support given to children and families (Christmas Gifts, Fun days, Parent Support etc) | 11,606                     |
| Total number of impacts                                                                      | 15,824,557                 |

| Previous total (July 2022-June 2023) | Current total (July 2023-June 2024) |
|--------------------------------------|-------------------------------------|
| 8,579                                | 326                                 |
| 34,806                               | 1,352                               |
| 48                                   | 11                                  |
| 101                                  | 15                                  |
| 2,782                                | 2,914                               |
| 14,347,424                           | 1,336,647                           |
| 18,968                               | 73,638                              |
| 45,250                               | 297,388                             |
| 11,441                               | 165                                 |
| 14,412,740                           | 1,411,817                           |

# RAPID TLC SERVICE



The **Rapid TLC Service** provides immediate practical support for families facing sudden stress. From urgent requests for activities or experiences to critical support in tragic circumstances, requests are typically fulfilled within 24 to 48 hours, ensuring families receive assistance when they need it most.

The service supports any child, with any condition, including those who may not qualify for other programs. By combining rapid response with flexible, practical support, TLC for Kids ensures no child is left without help during difficult times.

## Daniel's special visit with Carlton Football Club

Daniel lives with Duchenne Muscular Dystrophy, a condition that affects his muscle strength and mobility. In the months leading up to his Rapid TLC request, he faced particularly challenging times, prompting his medical team to seek a special experience that could lift his spirits and create a moment of joy for him and his family. The TLC team worked closely with Carlton Football Club to bring Daniel's request to life.

The club arranged a private tour of Ikon Park, where Daniel explored the grounds and had the rare opportunity to watch a training session up close. He also met the entire team, who welcomed him warmly and presented signed memorabilia, including shoes and photos. TLC for Kids was proud to be part of creating this special day and delivering a moment that will be remembered by all involved.



# TAP 2 DISTRACT

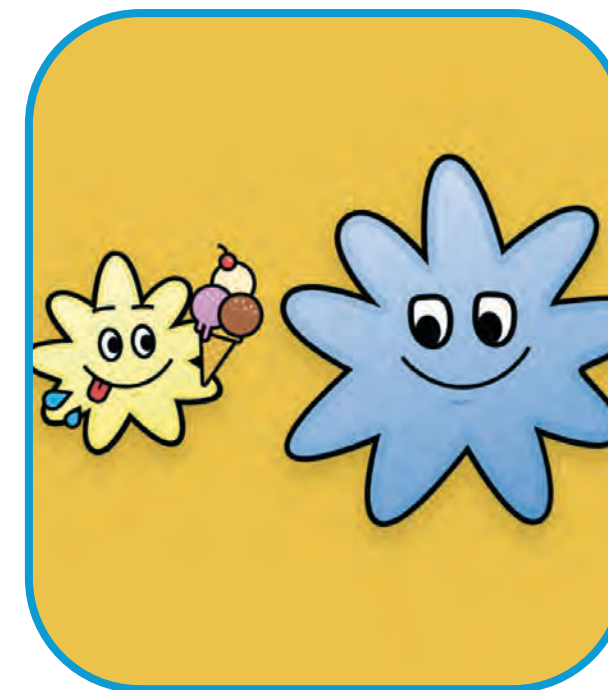


The **Tap 2 Distract** app is a free digital tool featuring 10 positive distraction games inspired by our TLC Distraction Boxes. It provides immediate comfort and calm for children during medical procedures, vaccinations, or other stressful situations, helping them cope through engaging and evidence-based distraction techniques.

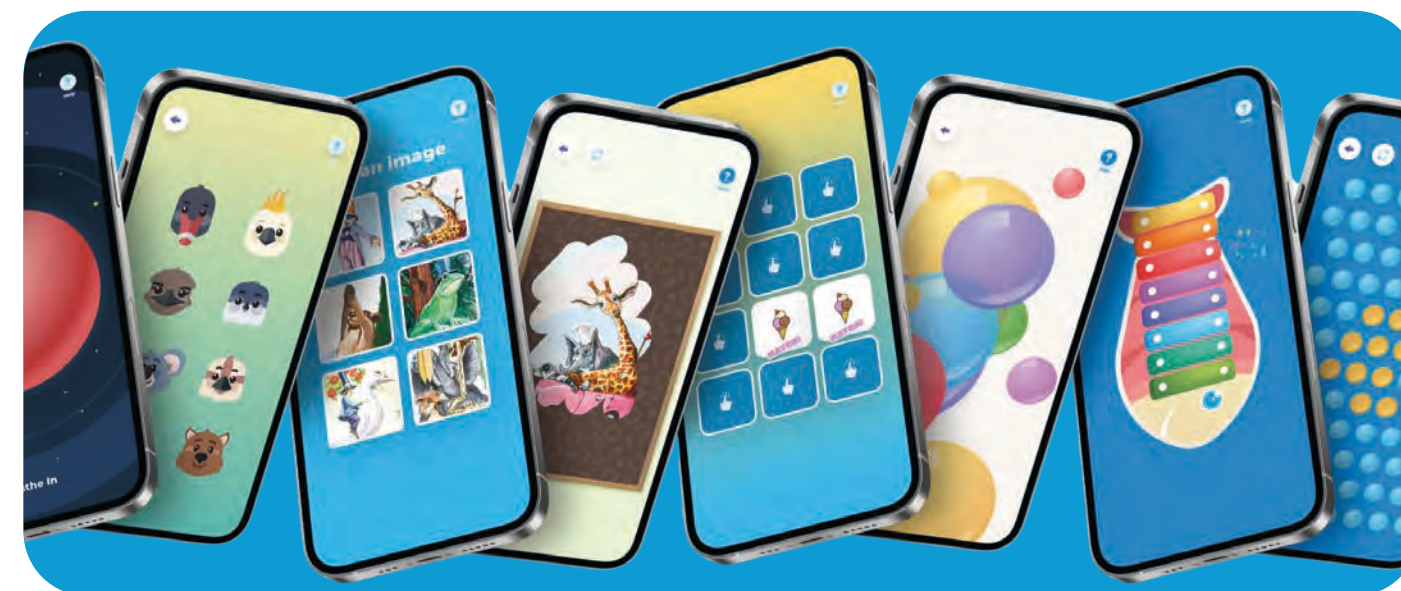
Designed for use anytime, anywhere, the app is accessible to parents, guardians, healthcare professionals, and frontline workers. With over 1 million minutes of distraction already recorded, Tap 2 Distract continues to bring practical support and reassurance to children in hospitals and at home.

## Distraction that makes a difference

The services team has now sent over 1,000 Tap 2 Distract posters to hospitals and clinics across Australia and New Zealand, helping patients access positive distraction whenever it's needed. The impact of Tap 2 Distract is reflected in feedback from users where one adult with a neurological condition and PTSD said, "I'm 52 year old, neurodivergent, high cortisol, and love it." Another commented, "Great short games



with a clean background and no ads or pop up. I think it is great." A third shared their excitement after discovering the app via a hospital QR code poster: "Amazing, love it. I downloaded the app and started playing around and it's amazing." This feedback shows how Tap 2 Distract helps patients engage, feel calm, and enjoy small moments of relief, demonstrating its growing impact across healthcare settings.



# TLC AMBULANCE



The **TLC Ambulance** is a one-of-a-kind service that provides children in palliative care with the opportunity to enjoy special outings with their loved ones, creating meaningful and lasting memories. Developed in partnership with Ambulance Victoria, the service is supported by volunteer paramedics who ensure each trip is safe, comfortable, and tailored to the child's medical needs.

These outings bring comfort and joy to children and their families, offering moments of connection and celebration during challenging times. By combining expert care with compassionate support, the TLC Ambulance helps families create experiences they can cherish together.



## Ella's Wiggles adventure

Ella has faced significant health challenges from a very young age, making every outing outside the home especially meaningful. When she was less than one years old, TLC for Kids had taken her and her family to the Melbourne Zoo, one of Ella's first trips outside the home due to her serious condition. At that time, she was not expected to reach six months of age.

In 2024, Ella enjoyed a special outing with her family to a Wiggles concert in St Kilda, made possible by the TLC Ambulance service. The family sang along to Ella's favourite songs, and she even wore a yellow Wiggles costume, fitting right in. The day provided a joyful experience outside the home and created memories the family would cherish forever.



# TLC DISTRACTION BOX



The **TLC Distraction Box** is used in hospitals across Australia and New Zealand to help reduce fear and nerves during medical procedures. Designed for healthcare professionals, each box contains carefully selected, research-based items that engage and distract children, guiding them safely through examinations and treatments.

Placed in medical rooms and tailored to complement each procedure, the TLC Distraction Box provides practical, therapeutic tools that help children feel calmer and more supported. By diverting attention away from the procedure, it helps healthcare professionals create a more positive experience for young patients.



## Bringing smiles and comfort to patients

At Sunshine Hospital, a healthcare professional shared the difference the TLC Distraction Box had made for their young patients. They described it as an 'invaluable resource' that had 'remarkable positive effects', bringing 'smiles to patients' faces' and helping 'create a healing environment'. They also expressed gratitude for the 'generous support' of the program, highlighting how it enabled

staff to comfort and engage children during medical procedures. The TLC Distraction Box not only supported children but also helped healthcare teams provide care with confidence and compassion. Feedback like this reflects the ongoing impact of the program, which continues to reach hospitals across Australia and New Zealand, offering positive comfort and distraction when it is needed most.



# Olivia's first outing in seven months

Seventeen-year-old Olivia had not left the hospital for seven months when the TLC Ambulance brought her on a day designed to create lasting family memories. At the start of the trip, Olivia's father admitted feeling anxious, but as the day unfolded, he relaxed completely, enjoying precious moments alongside his daughters. For families like Olivia's, the TLC Ambulance provides an opportunity for the family to step back, unwind, and savour time together without the usual pressures of medical care.

The day began with a special surprise: a Cameo video from Bart Johnson, known for playing Coach Bolton in High School Musical, which delighted Olivia, a huge Zac Efron fan. Excited

to ride in the TLC Ambulance, Olivia and her sisters embarked on a day full of magic and exploration. The itinerary included a visit to THE LUME Melbourne and the Myer Christmas Windows, with an unexpected treat when Myer invited the family to meet Santa and have professional Christmas photos taken.

Every part of the trip highlighted the generosity of the community. Each venue contributed above and beyond, gifting items, waiving costs, and adjusting wait times to ensure the family had a seamless and joyful experience. The TLC Ambulance made it possible for Olivia and her family to enjoy a day of normalcy, laughter, and connection, creating moments that will be cherished long after the trip ended.



# FINANCIAL OVERVIEW

## Overview of Income

|                   |             |
|-------------------|-------------|
| Bequests          | \$95,000    |
| Donations         | \$44,499    |
| Trusts and Grants | \$90,000    |
| Fundraising       | \$1,443,556 |
| Other Income      | \$17,502    |
| Total Revenue     | \$1,690,557 |

## Overview of Expenses

|                              |             |
|------------------------------|-------------|
| Fundraising Expenses         | \$252,916   |
| Direct Funds Disbursement    | \$731,283   |
| In-Direct Funds Disbursement | \$744,101   |
| Total Funds Disbursement     | \$1,475,295 |
| Admin Expenses               | \$90,786    |
| Total Expenses               | \$1,819,086 |
| Net Annual Profit            | (\$128,529) |

### Impact by the dollar

For every \$1 donated to TLC for Kids, there is a return of almost \$3 towards the impact value of the programs and services. Reduced administration and operational costs, made possible through generous partnerships and sponsorship, help ensure every donation goes further.

## Overview of Income



Fundraising  
85.4%

Trusts and Grants  
5.3%

Donations  
2.6%

Bequests  
5.6%

Other Income  
1.0%

## Overview of Expenses



Total Funds Disbursement  
81.1%

Fundraising Expenses  
13.9%

Admin Expenses  
5.0%

## CORPORATE GOVERNANCE

- Michael Giuseppe Luddeni, Chair
- Sarah Gale, Co-Chairperson (from 6 December 2023)
- Zoe Gladio, Co-Chairperson (resigned from 23 November 2023)
- Brett Christopher Davis, Treasurer (from 6 December 2023)
- Victoria Catherine Devine, Treasurer (until 6 December 2023)
- Tim Conolan AM, Secretary/Public Officer
- Ralph Brian Alphonso
- Fei Chen (Bell)
- Melissa Jeremiah
- Allana May
- Anthony Gerrard Walker

# OUR SUPPORTERS

## Powered by Generosity

We are deeply grateful to the partners, sponsors, and donors whose generosity enables us to deliver vital support to sick children and their families.



## OUR PARTNERS SUPPORTERS

- 3AW693
- Ciavarella
- Ambulance Victoria
- Hammond Family Foundation
- ANZ Victoria
- Team Global Express
- 3 Point Motors
- International Interior Images
- Downer Group
- Schepisi Communications
- Enphase, Living Energy and Suntech
- South Australia Ambulance Service

## TLC AMBULANCE VICTORIA MAJOR SPONSORS

- 3AW693
- Montagner Zembrzuski Family Foundation
- Hammond Family Foundation
- Mader International Pty Ltd
- Freemasons Foundation Victoria
- BankVic
- Mercedes-Benz
- Danny Wallis
- Australian Powerline Industries
- International Interior Images

## TLC AMBULANCE VICTORIA SUPPORTING SPONSORS

- Advent Security
- 3M
- Zest Images
- Spicers
- Essendon Fields

## SUPPORTING PARTNERS

- PKF
- Linkt
- AA Holdings
- Ikea
- House of Supplements
- Vuly
- Progressive PR and Communications
- Positive HR
- Carrera Motors
- BildGroup

## OUR TRUSTS AND GRANTS

- Barbara Luree Parker Foundation
- Chiodo Foundation
- Commonwealth Bank Staff Community Fund
- Duggan Foundation
- Grace – Grace Gives
- GG-SWF Foundation
- Marian & E.H. Flack Unit Trust
- Mary MacKillop Foundation
- The Pierce Armstrong Foundation
- Sisters of Charity Foundation
- Freemasons Foundation Victoria
- Freemasons Foundation SA & NT
- Australian Government – Business Grants
- Randall Foundation
- The Orloff Family Charitable Trust
- James Family Foundation
- Danks Trust

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A B N : 3 4 3 3 5 9 2 0 5 3 7

TLC for Kids is a registered charity with the Australian Charities and Not-for-profits Commission (ACNC) and operates as a Public Benevolent Institution. We hold Deductible Gift Recipient (DGR) 1 status, ensuring that all donations over \$2 are tax deductible.

As a registered Incorporated Association (No. A0037462K), we are governed by a Board of Directors under a formal Constitution, providing strong oversight and accountability in everything we do.

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EST 1998