

ANNUAL
REPORT
2024-25



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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.

THE CHAIR'S REPORT

This year has been a pivotal period for TLC for Kids, marked by milestones that reinforce both the organisation's current impact and its long-term sustainability.

A key development has been the update of our constitution. This change strengthens the foundation of the organisation, ensuring our governance framework is robust, contemporary, and responsive to the challenges and opportunities ahead. By refining the way we operate at a structural level, we have positioned TLC for Kids to remain resilient and adaptable well into the future.

Future security continues to be at the forefront of the Board's focus. We are committed to safeguarding the organisation's capacity to serve children and

families for decades to come. This includes diversifying income streams to build stability, investing in sustainable and scalable programs, and fostering partnerships across healthcare, corporate, and community sectors. Together, these priorities will ensure that TLC for Kids continues to grow in strength and reach.

At the same time, our programs remain a clear demonstration of the organisation's impact and innovation. Tap 2 Distract has achieved a major milestone of one million minutes of distraction, highlighting the power of digital solutions to create calm and reassurance for children in hospitals and clinics.

The TLC Ambulance remains a distinctive and invaluable

service, providing children in palliative care the chance to make lasting memories with their families outside the hospital environment. The Board is committed to supporting the growth of this program so that more families can benefit from these unique experiences in the years ahead.

On behalf of the Board, I extend my sincere gratitude to our staff, volunteers, major donors, service delivery partners and, all supporters of TLC for Kids. Your commitment ensures that TLC for Kids not only meets the needs of families today but also builds a secure and sustainable foundation for the future.

Michael Luddeni
Chair, TLC for Kids



MESSAGE FROM THE CEO AND CO-FOUNDER

This year has reinforced the core of our mission at TLC for Kids: that every child and family facing serious illness deserves meaningful support. Our work goes beyond services, focusing on creating experiences that bring comfort, connection, and support during some of life's most challenging moments.

As we look to the future, our focus is on deepening the impact of our existing services and exploring new ways to respond to the evolving needs of children and families. The TLC Ambulance continues to set the standard for compassionate care, now extending into South Australia while maintaining our established Victorian service, offering families not just outings but opportunities to create lasting memories together. Our Rapid TLC Service remains agile and responsive, ensuring families receive timely support.

Digital innovation continues to shape how we support children.

The Tap 2 Distract app has grown into a trusted companion, providing calm and distraction in hospitals, clinics, and childcare centres across Australia and New Zealand. It represents the power of technology to expand reach and accessibility, enabling children to navigate medical experiences with greater comfort and confidence.

This year also marked the launch of TLC Transport, providing families with safe, free, and accessible transport to essential medical appointments. Alongside ongoing enhancements to the TLC Distraction Boxes, these initiatives reflect a strategic commitment to practical, scalable solutions that directly improve the hospital experience for children and families.

Looking ahead, our objective is anchored in three priorities: strengthening core programs, expanding access to support across regions, and building

sustainable community engagement through initiatives like the Friends of TLC membership program. By uniting families, healthcare professionals, partners, and supporters around our mission, we aim to ensure that every child referred to TLC for Kids receives the care, comfort, and moments of joy they deserve.

I am inspired every day by the generosity, commitment, and compassion of everyone who makes our work possible. Together, we are not just responding to immediate needs; we are shaping the future of care for sick children and their families, creating a lasting impact that extends far beyond hospital walls.

Tim Conolan
CEO and Co-Founder



OUR IMPACT

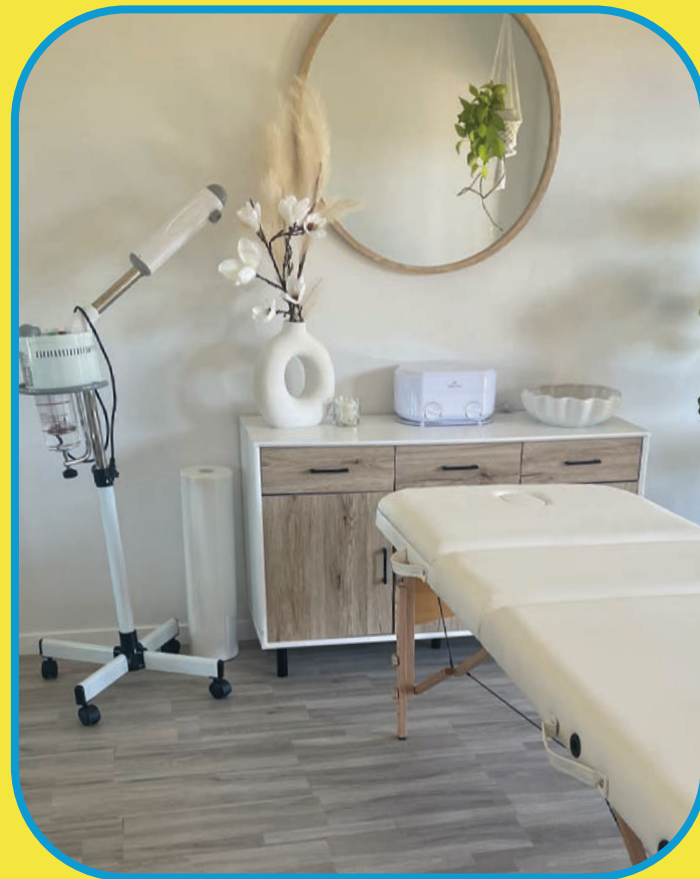
Rapid TLC Requests received
Individuals assisted by the Rapid TLC Service
TLC Ambulance trips
Individuals and family members attending the TLC Ambulance trips
Number of TLC Distraction Boxes currently in use
Number of times the TLC Distraction Boxes have been used
Number of times Tap 2 Distract has been used
Minutes of distraction/play using Tap 2 Distract
Other support given to children and families (Christmas Gifts, Fun days, Parent Support etc)
Total number of impacts

Total impacts (July 2024-June 2025)	Ongoing impact since 1998
300	9,205
1,203	37,361
33	92
58	174
3,036	3,036
1,402,908	17,086,979
177,297	269,903
756,593	1,099,231
165	11,771
1,581,631	17,406,188

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.



Empowering a Mother's Next Step Forward

Through the Rapid TLC Service, Alex, a qualified beauty therapist and single mother of four, received support to begin building her own home-based business. Her daughter Chelsea lives with a rare condition known as PARS2 related neurodevelopmental disorder, which requires constant care. Balancing Chelsea's needs alongside her siblings has made it difficult for Alex to return to work, despite her determination to create a sustainable future for her family.

The service provided Alex with essential beauty therapy supplies, including a treatment bed, wax pot, and steamer, giving her the resources to begin her business from home. This flexibility allows Alex to continue caring for Chelsea while working towards her professional goals. The support not only eased financial strain but also empowered Alex to take meaningful steps forward, creating a positive impact for the whole family.

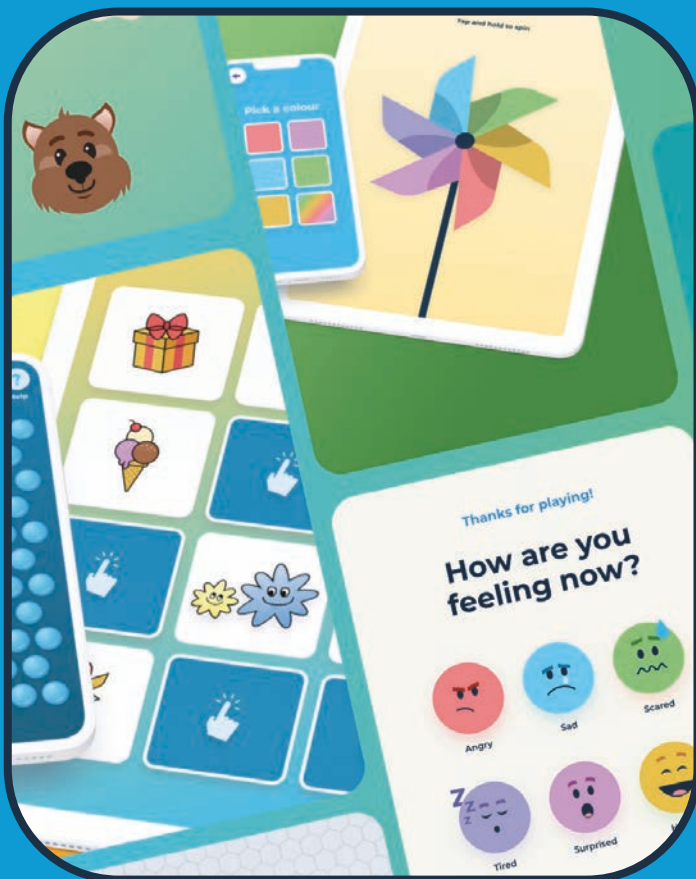


TAP 2 DISTRACT



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.

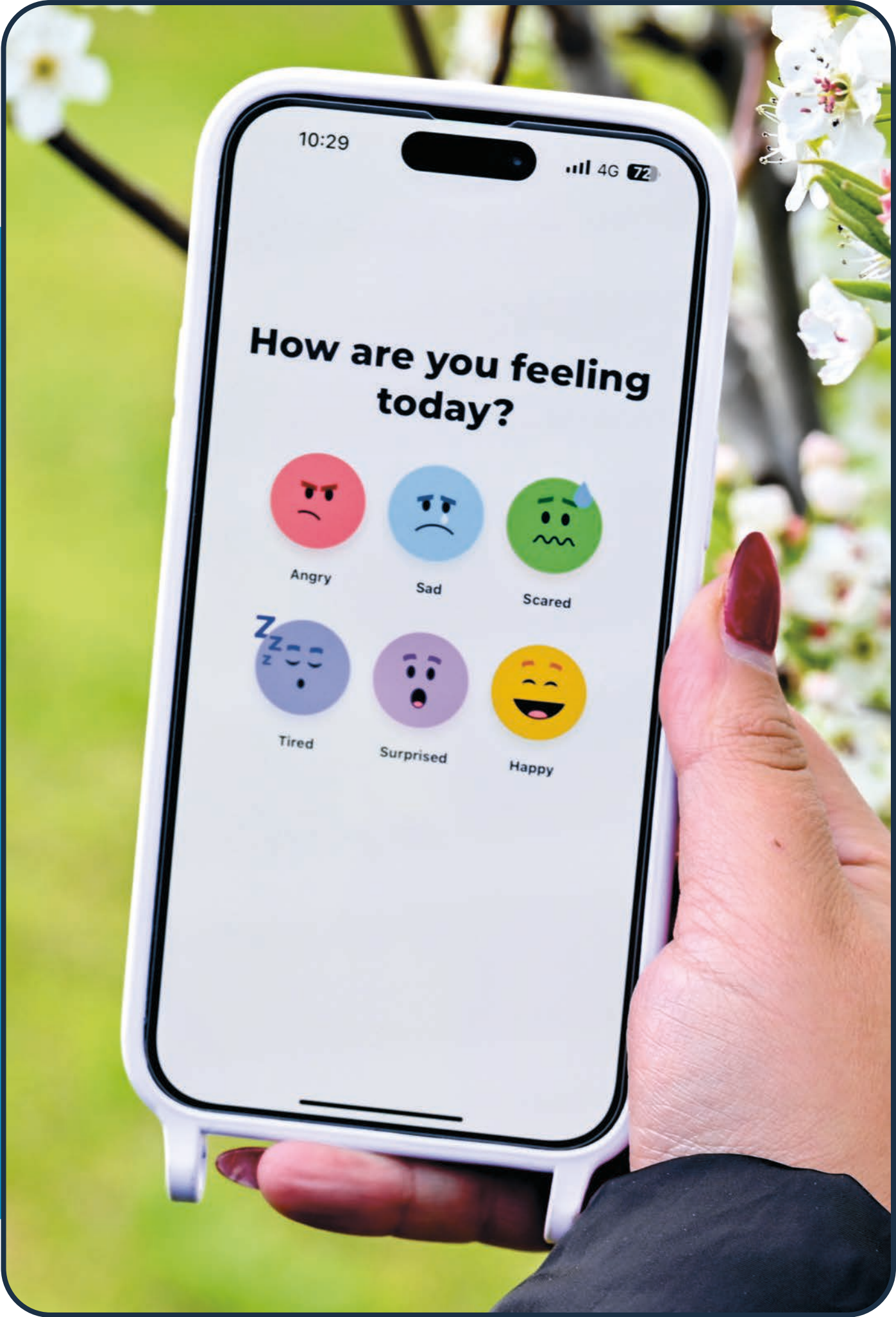


A Simple Tap Making a Big Difference

Since its launch, the Tap 2 Distract app has had over 280,000 sessions, with more than 5,000 active sessions each month and steady growth. On average, each session lasts 4.4 minutes, providing meaningful moments of calm and positive distraction.

Feedback highlights the app's value across a variety of real-world settings. A healthcare professional from Mansfield District Hospital said, "It's easy to play and an excellent tool to use in our busy Urgent Care Clinic." A parent shared, "Awesome app to occupy kids while in hospital, without having to resort to another episode of a show!"

While a teacher and grandmother noted, "Fantastic app! Well done to creators!" after using it during a wait in a hospital waiting room. These responses demonstrate how Tap 2 Distract continues to provide practical and accessible distraction for children, families, and professionals alike.



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.



Isabella's Special School Day Shines Bright

The TLC Ambulance team took Isabella to her primary school as part of Sparkle Week, a celebration of her attendance and achievements. Isabella's condition, caused by a progressing brain tumour, often leaves her fatigued, so the visit was planned for a short period during the morning when she is most alert. However, she enjoyed the day so much that the trip lasted longer than expected.

The school community welcomed Isabella warmly, with students dressed in glittery outfits to mark the occasion. Isabella wore an Elsa costume, while her best friend dressed as Ana from Frozen, adding to the excitement. The children sang 'Let It Go' during an assembly, creating a magical moment for Isabella. She was also able to carry out her "school job" of returning lost property to fellow students, which brought her great delight.

The visit offered Isabella a joyful and meaningful experience, giving her the chance to connect with friends and teachers outside of her usual routine. Through the thoughtful efforts of the school and the TLC Ambulance service, the day became a memorable celebration filled with laughter and positive experiences for Isabella and her family.



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.



Supporting Children Through Every Hospital Experience

The TLC Distraction Box continues to support children across hospitals in Australia, helping them feel calmer and more engaged during clinical procedures. At Alfred Hospital, the ICU Social Work team shared that the boxes have been adapted to support children visiting parents or grandparents in intensive care, and during family meetings where significant news is delivered. She noted that “children and parents have found these tools helpful to support children entering an overwhelming clinical space and their adjustment to a confronting environment.”

The boxes are also making a difference at other hospitals. At the Women’s and Children’s Hospital, a Cardiology Nurse Consultant described how they help babies and young children during routine procedures such as echos, weighing, and blood pressure checks. Modbury Hospital highlighted that the boxes provide comfort during immunisations, eye drops, and appointments for trauma-affected children, helping them cope with difficult assessments. These experiences demonstrate how the TLC Distraction Box continues to give children and families practical tools to navigate clinical environments with confidence and calm.





South Australia's first TLC Ambulance trips

The South Australian TLC Ambulance, Noah took fifteen-year-old Sam to the Adelaide Zoo. The trip marked the very first journey for the South Australian service, supported by volunteers from the South Australian Ambulance Service (SAAS), setting a milestone for families in the region and introducing them to the unique support the service provides.

Sam enjoyed the day alongside his mother, delighting in the animals, particularly his favourite, the giraffes. Before leaving, the TLC for Kids team surprised him with a large giraffe plush toy, bringing the day to a memorable close. Sam's mother shared that after the trip, he could not stop talking about the adventure and was already looking forward to the next outing in Noah.

A month later, five-year-old Liam experienced his own special day with the TLC Ambulance. Living with chronic lung disease and Dandy-Walker syndrome, Liam and his family were accompanied by the TLC team and SAAS paramedic volunteers on a visit to the Adelaide Zoo. Despite cold and rainy weather, the family embraced every moment outdoors. Liam enjoyed observing the animals, while his sister gleefully jumped in puddles alongside the paramedics. Together, they explored the zoo, sharing laughter and excitement at each exhibit.

Reflecting on the day, Liam's mother said, "Thank you so much for yesterday. It was such a great day and it will be a very memorable event for us as a family. We never would have thought such a rainy, cold day would have been so good." Outings like these highlight how the TLC Ambulance enables families to create meaningful memories, enjoy time together, and experience joy even in the midst of challenging circumstances.





Celebrating 2 Years and 1 Million Minutes of Distraction

Tap 2 Distract has reached an incredible milestone, delivering 1 million minutes of distraction to children and families while celebrating its second birthday. Over the past two years, the app has become a trusted companion in hospital waiting rooms and treatment areas, providing a reliable, engaging tool that helps children feel calm during challenging moments.

Designed for accessibility and ease of use, Tap 2 Distract features simple, engaging games with no Wi-Fi required and no ads, offering immediate relief for children of all ages. Families and healthcare professionals alike have shared positive feedback, highlighting how the app supports children during medical procedures, visits, or waiting times, and helps reduce stress in busy clinical settings.

Reaching both the 2-year anniversary and 1 million minutes of distraction demonstrates the growing impact of Tap 2 Distract on the wellbeing of children and their families. Beyond providing calm during difficult experiences, the app creates small moments of joy, helping families feel supported and more confident. These milestones reflect the value of practical, accessible tools that bring comfort when it is needed most.



FINANCIAL OVERVIEW

Overview of Income

Bequests	\$277,651
Donations	\$29,070
Trusts and Grants	\$41,800
Fundraising	\$1,354,725
Total Revenue	\$1,703,246

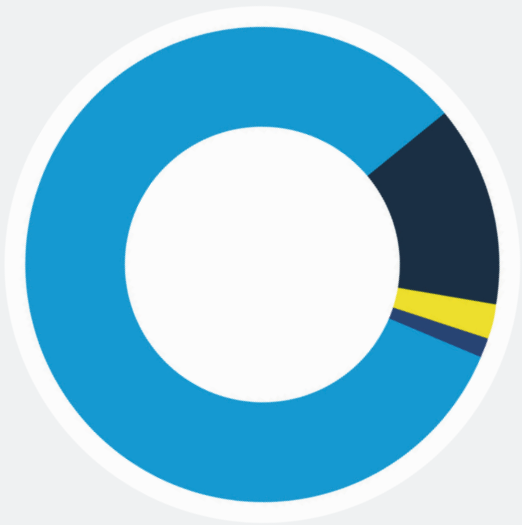
Overview of Expenses

Fundraising Expenses	\$270,701
Direct Funds Disbursement	\$629,635
In-Direct Funds Disbursement	\$953,039
Total Funds Disbursement	\$1,582,674
Admin Expenses	\$133,968
Total Expenses	\$1,987,341
Net Annual Profit	(\$284,095)

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
79.5%

Bequests
16.3%

Trusts and Grants
2.5%

Donations
1.7%

Overview of Expenses



Total Funds Disbursement
79.6%

Fundraising Expenses
13.6%

Admin Expenses
6.7%

CORPORATE GOVERNANCE

- Michael Luddeni, Chair
- Sarah Gale, Co-Chairperson
- Brett Davis, Treasurer
- Tim Conolan AM, Secretary/Public Officer
- Fei Chen (Bell)
- Melissa Jeremiah
- Allana May
- Tony Walker ASM

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 AND SUPPORTERS

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

TLC AMBULANCE VICTORIA

MAJOR SPONSORS

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- Mercedes-Benz
- Montagner Zembrzuski Family Foundation

TLC AMBULANCE VICTORIA

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TLC AMBULANCE SOUTH AUSTRALIA

MAJOR SPONSORS

- HAS Foundation

TLC AMBULANCE SOUTH AUSTRALIA

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OUR TRUSTS AND GRANTS

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

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tlc-for-kids



ABN: 34 335 920 537

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.

TLC *for* **KIDS**
EST 1998