



2017/18 Annual Report



SunnyKids

It takes a village



Our Vision is a society in
which everyone feels safe,
belongs and has a chance
to reach their full potential.

PATRON STATEMENT – MAYOR MARK JAMIESON

“If it takes a village to raise a child, then SunnyKids is certainly an important mainstay in our village.” **MARK JAMIESON**

Safety, inclusion and opportunity – without a doubt, these are crucial ingredients in enabling members of our community to feel connected, supported and able to pursue their goals.

The SunnyKids vision is “A society in which everyone feels safe, belongs and has a chance to reach their full potential” – and I am sure it is one that resonates strongly with many people.

The important role played by SunnyKids as a connector between families in need and those who want to help, is a powerful approach to building community cohesion and the well-being of residents on the Sunshine Coast.

It is the essence of every program and support service that SunnyKids offers and it is why I am proud to be the Patron of this organisation. So much so that I have recently signed on to continue in this role for another two years.

The last financial year has again demonstrated both the need for, and value of, the work undertaken by SunnyKids. With nearly 750 children assisted, their reach is substantial and their impact never ceases to amaze me.

Of course, this is not done in isolation and I want to acknowledge and pay tribute to the 100 plus local businesses and 200 plus local service provider partners who support SunnyKids and the families with whom they work. Without their support, SunnyKids would not be able to achieve what it does.

The 2017 SunnyKids Mayoral Ball also proved the sky is no limit when you have a clear goal in mind. Held at the Sunshine Coast Airport on 7 October 2017, the Ball was also held in the 50th anniversary year of the naming of the Sunshine Coast – so we had much to celebrate.

More importantly however, is that the Ball raised over \$98,000 in funds for SunnyKids and other important initiatives, including Supporting Teenagers with Education, Mothering and Mentoring and a bursary for a University of the Sunshine Coast student.

If it takes a village to raise a child, then SunnyKids is certainly an important mainstay in our village.



Mark Jamieson
Mayor, Sunshine Coast Council



SunnyKids' 5 keys to wellbeing

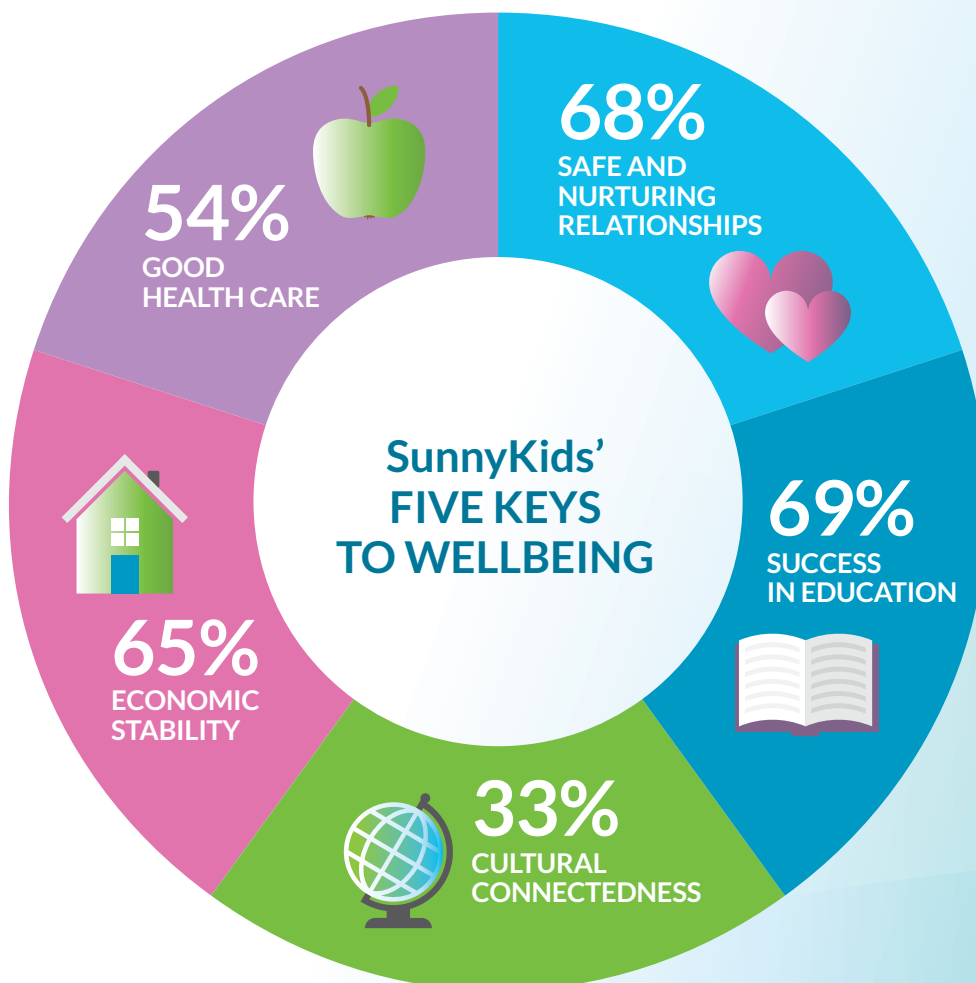
At SunnyKids, we provide a social and emotional safety net for children, young people and their families through our award winning "Virtual Village" practice model.

Through our partnerships with the Department of Child Safety, Youth and Women; and the Department of Housing and Public Works, we also provide thousands of nights of emergency accommodation, as well as domestic violence counselling and family support programs across our region. Our underlying, driving belief is that any issue is not the child's problem to fix, though a child can be an active player in achieving change, nor is it the family's or the community's problem alone. But when children, young people,

families and communities work together – great change can be achieved.

Such change requires a community solution in which everyone takes responsibility and works together, empowering us all.

The SunnyKids Virtual Village uses five key areas to identify and secure the support that at risk children, young people and families need to overcome issues and be their best. Each of these areas is important as they mesh to ensure a child's wellbeing.



Making a difference

Of the 755 children we supported

71% had emotional issues

67% were in domestic violence

47% were affected by medical issues

33% were experiencing homelessness

SunnyKids works to make sure every child is safe, has food and shelter, feels connected and has a strong sense of belonging so that they have the chance to reach their full potential.

We could not achieve this without the support of the 226 service partners that make up the 'SunnyKids Virtual Village' each contributing their specialised area of support within a multi-agency, single case plan coordinated by the SunnyKids team.


In FY18 this resulted in supporting 755 children who, among other things received financial and emergency relief, counselling, parenting and mentoring courses, substance misuse counselling, social and community housing assistance, medical support, immigration advice, legal advice, mental health support, sexual assault counselling and kids wellbeing programs.

Somewhat disconcertingly, our statistics this year reveal that 71% of the children we work with are experiencing emotional issues. This finding backs up a survey taken by the Australian Broadcasting Company revealing that 20% of children surveyed across Australia are sad and worried all or most of the time; and 35% are generally unhappy (which on the Sunshine Coast would equate to some 63,000 children in our region being sad, worried or unhappy).

One of the worst possible results of children being sad, worried or unhappy is suicide, which is second only to motor vehicle accidents as the leading cause of death for young Australians. Not every sad, worried and unhappy child will go on to complete suicide but

sadly without support when problems first arise, too many of them will. The Royal Children's Hospital highlights that the scope for the prevention of youth suicide should address intervention through important social environments such as schools, the family and the community, and these are exactly the places you could have found SunnyKids in FY18. This year the team at SunnyKids have been reflecting on these and other similar findings and as a result have resolved to work even harder to find ways to get in early when problems first arise in kid's lives.





SunnyKids provides schools and families with the resilience and relationship building resources needed to re-engage and support children and their families.

Providing pillars of support in our community

We believe that it takes a village to raise our children and that every member of our village has a role to play in ensuring every child has all they need to fulfill their potential. These are some of our priorities for collaboration with services and community partners.



Women's and children's refuges

Since 1999 we have been accommodating and supporting women and children who are homeless as a result of domestic and family violence. In partnership with the Queensland State Government we provide 24/7 emergency accommodation and assist families and children to move on and rebuild their lives. Every year our refuges are full (other than for cleaning and maintenance). In FY18 this resulted in the provision of well in excess of 8,000 nights of accommodation.

Counselling and family support

Cooroy Family Support Centre has innovative and effective strategic family support programs to assist families with securing the 5 key areas for wellbeing.

In partnership with the Department of Child Safety, Youth and Women the Centre provides specialist Domestic and Family Violence Counselling and Family support; Has a resident psychologist, and professional counsellors. In FY18 the centre supported 130 families and 325 children.

School partnerships

SunnyKids in Schools (SKIS) is an adaptable solution for schools that enables customised support for those children identified by the school as needing support in a wide range of ways. SunnyKids provides schools and families with the resilience and

relationship building resources needed to re-engage and support children and their families. In FY18 we formally partnered with ten schools across the region, supporting them with their community service engagement and working collectively with 79 families and 198 children. Emotional issues, domestic violence, medical issues and homelessness were some of the main reasons for referral.

Mentoring

Mentoring Through Sports is a term long withdrawal from class program involving high profile sporting mentors such as former Australian Heavyweight Boxing Champ Awesome Bobby Wilson and the Brisbane Broncos. Mentors engage with vulnerable students, teach self-discipline and help increase self-esteem. Our Mentors are supported by SunnyKids Key workers who work closely with students selected by our host schools. In FY18 the program was offered across three schools.

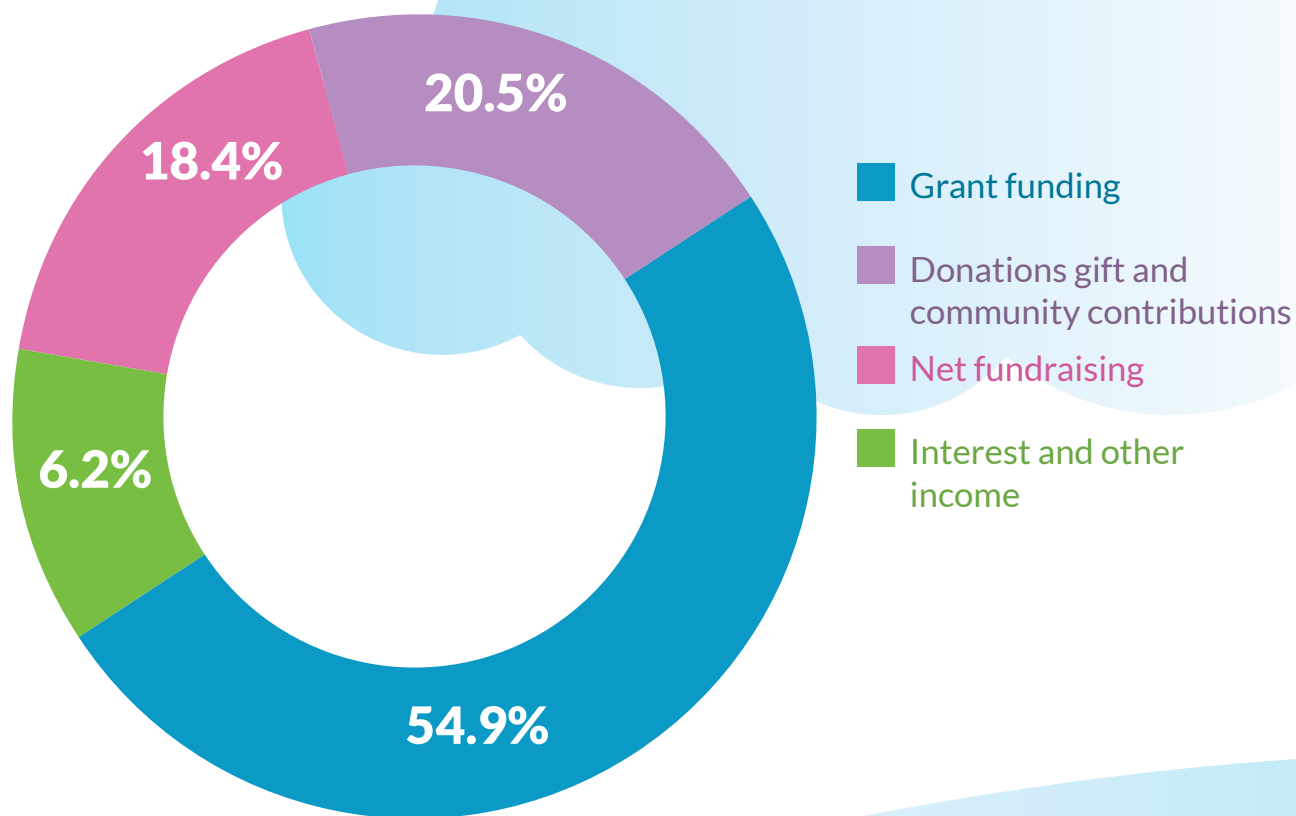
SunnyKids Village Buddies are Community members who volunteer their time to be an additional positive adult in the life of a child or young person facing some challenges. SunnyKids recruits, screens, trains, supports and matches appropriate "Big Buddies" with "Little Buddies" who need a little extra support. In FY18 we matched 38 "Little and Big Buddies" who spent 1-2 hours a week together doing activities the Little Buddies were interested in. The Little and the Big Buddies also enjoyed group excursions and activities such as checking out a flight simulator, the Big Kart Track and checking out the "Himalayan Heroes" Motor Bikes.

National resilience building programs

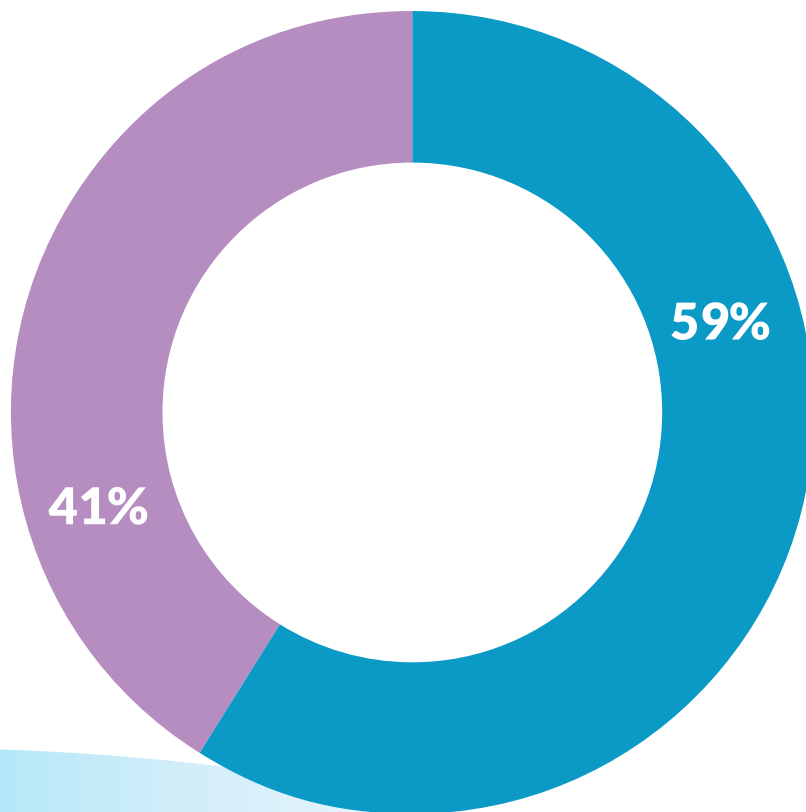
Through programs such as "Read2Remember" and "The Good Man Project" SunnyKids provides purpose written children's story books and poetry to schools across Australia. Written by our "resident authors" poet, Rupert McCall and children's author Angela Bueti, these materials (which are aligned to the Australian curriculum) along with professionally developed teaching guides assist children, young people, schools and communities to explore important aspects of life including resilience, bullying, masculinity and courage.

Through our teaching guides students and teachers reflect on the underlying values that drive our thinking and behaviour (both positively and negatively) throughout our lives. In FY18 with the support of Aussie World, John Pearson Consulting and Sunshine Coast Grammar School "The Good Man Project" was distributed to every Primary School in Australia. To date far in excess of 500,000 students have formally participated in these programs.

Where does the money come from?



Where does the money go?



Frontline services

Housing and Homelessness/Safe and Nurturing Relationships /Economic Stability/Success in Education/ Access to Good Health Care/Cultural Connectedness/Domestic Violence Support/Behavioural Management/Self Esteem/Resilience/SKIS (SunnyKids in Schools)/Mentoring through Sport/ Kids Club/Tiny Tots/Education & Employment Services/Village Buddies

Operations

Insurance/ITC/Administration/ICT/ Motor Vehicle/Governance/HR/ Marketing/Printing and Stationery/ Banking/Office Equipment/ Postage/Utilities

The end result

Over 16,000 hours of direct support to vulnerable children, young people and their families.

Thank you

We would like to acknowledge our volunteers and the extensive in kind support we receive from our community.

These contributions contribute significantly to the outputs of the organisation.

For full audited statements go to the Australian Charities and Not for Profit Commissions website acnc.gov.au or request your own copy from info@SunnyKids.org.au

PRESIDENT'S REPORT – KAREN NEUENDORF

“Our most important task as a nation is to make sure all our young people can achieve their dreams.” **BARACK OBAMA**

According to the Productivity Commission (2018) records from 2016 show that 9% of Australians, or 2.2 million people, live below the poverty line and children have the highest rates of relative income poverty - to this day it is not reducing. This impacts children and families on the Sunshine Coast and is not an enabler for children and young adults to achieve their dreams.

As I step down from the Presidency after 3 years in that role, I reflect on the significant work that has been achieved by SunnyKids to minimise this negative effect on our children and community.

Currently the Board is a wonderful team of honorary community members, who are experts in their field and give without receiving to the strategies and operational programs of SunnyKids. Each of them presides and participates in sub-committees in the areas of governance, marketing, finance, fundraising, indigenous support and education.

I wish to thank them sincerely for their outstanding contribution during my time as President and ensuring the good governance and compliance of SunnyKids, particularly regarding enhanced financials. Security and sustainability for the future was a goal in my first year and the current budget is on its way to achieving that.

One of the many highlights for me was that during this period, I was able to help deepen our longstanding partnership with the University of the Sunshine Coast, through which we have seen the continuance of psychology and counselling clinics in our partner schools and at the Cooroy Family Support Centre as well as a welcome boost to our service delivery in schools and at the refuge through our student placement program. As the Chair of the Mayoral Ball committee over the past 3 years the community has raised and provided significant funds to SunnyKids and other local organisations. The Ball committee are to be congratulated for their wonderful achievements. I am delighted that Mayor Mark Jamieson agreed to be the Patron of SunnyKids and granted the organisation the generous gift of producing the Mayoral Ball. My greatest thanks for your Patronage and philanthropy.

The creation of the Village Buddies program, publishing “The Good Man project” and many other programs and partnerships are the essence of the past 3 years’ success, providing more children and families with support and benefits to ensure they don’t fall through the cracks and put future Australians at risk.

As the immediacy for the work of SunnyKids grows and the community’s awareness develops it is essential that the nights of emergency shelter,



Karen Neuendorf
President SunnyKids

physical and mental health solutions are swiftly provided, and the schools programs are funded.


Ultimately, my vision and goals for leadership are borne out of the understanding of the needs of those who would be affected by it. It has been a privilege to give and be a part of the Sunshine Coast community and nation's solution.

I now welcome in the new President and wish them well and will look back with great fondness and achievements of my Presidency.





When children, young people, families and communities work together – great change can be achieved.



At the end of this financial year SunnyKids is facing the greatest demand for our services and resources – more than we have ever seen before in this organisation.

CEO'S REPORT – CHRIS TURNER

“It’s what happens next that matters most” **CHRIS TURNER**

Each year, a very good friend and I come up with a saying for the year ahead as a way to try and guide ourselves regarding how we respond to life’s ups and downs. We keep each other accountable to it and try to use it as a guide. This year the saying was ‘It’s what happens next that matters most!’ For us, that saying is about two things. Firstly, looking back at how we arrived in whatever situation has presented – good or bad; and secondly, understanding that reflecting on the past is an important way of learning but when it comes to shaping the future, it really is ‘what happens next’ that matters most.

At the end of this financial year SunnyKids is facing the greatest demand for our services and resources than we have ever seen before in this organisation. Additional resources came as a result of hard work at both governance and management levels, including the strategic recruitment of several new Board Members and the review of our various Sub-Committee programs, particularly our Finance, Partnerships, Memberships and Events Committees. We also achieved new and exciting corporate partnerships,

including with the Brisbane Broncos who have joined Awesome Wilson Boxing in delivering our Mentoring Through Sport program. These Committees and partnerships have set challenging financial targets and put plans in place to reach them. Success in these areas means we can make further exciting new plans whilst considering ‘what should happen next’.

Consequently, when we look ahead to next year, we have been able to increase our frontline resources, with our projections indicating we will support more children and families than ever before. We have also grown and restructured our Business Development team, so that we can continue to optimise the available resources at the frontline and support even more children year after year, because just as for you and me – no matter what has happened in the past and no matter what has led us to the place we are in, for each and every child that SunnyKids supports ‘It’s what happens next, that matters most’.



Chris Turner
CEO SunnyKids



TREASURER'S REPORT – VICTOR WOLL

“An investment in knowledge
pays the best interest” **BENJAMIN FRANKLIN**

At SunnyKids, we regard our investment in both the formal and informal education of the many children, young people and families that we work with as vital work. We believe such education is an absolute right of every Australian. So are the rights to feel safe, build self-esteem, and have food and shelter. Removing any one or more of these factors jeopardises a person's ability to be the very best version of themselves. Very simply, every child deserves a fair chance at achieving greatness. SunnyKids enormously values our role as a support base for families and children of the Sunshine Coast when they require our help to meet these essential needs.

The 2017-18 financial year ('FY18') has been another strong year at SunnyKids, thanks to the incredibly devoted team of our management and frontline staff, backed by the growing number of corporate and individual partners who volunteer regularly and support financially with equal passion for the cause.

As the national trend toward greater reliance on community funding and less reliance on government funding continues, our partners and volunteers are increasingly important to enabling SunnyKids the flexibility to deliver our important services. FY18 saw the delivery of a number of successful events including the Mayoral Ball (which raised \$98,000+ in net proceeds), another brilliant

Travis Schultz Wine Makers Master Class (\$92,000+), and Millsy's 2017 Pop Up (\$25,000+). These valuable contributions enabled SunnyKids to provide additional services beyond our government funding, such as extending services in our refuges, counselling services and partner schools. It also meant we could provide mentors to some 40 children and young people and deliver our Mentoring through Sport program with Awesome Wilson Boxing and the Brisbane Broncos.

In FY18 we were exceedingly grateful to our community of supporters including our P100 member businesses who donate \$100 per month towards our business costs, event partners and attendees as well as our child sponsors who sponsor a child for \$600 a year. Ensuring 45.1% of our income came from our wonderful and generous community. The remaining 54.9% came from Government and Non-Government grants.

During FY18 we have maintained the same ratio of support services and just less than 60% of our total income contributes directly to frontline services, which is a massive achievement and remains a priority. The balance goes towards administration, HR and marketing costs.

Contributions throughout the Sunshine Coast region by our fantastic corporate sponsors allow the SunnyKids team to focus attention where it is needed. We would also like to thank our key Platinum, Gold, Silver and Bronze partners for your continued support financially, in kind and through the



Victor Woll
Treasurer SunnyKids

donation of time and energy, without which SunnyKids would not be able to maintain our valuable services to the kids of our region.

I would also like to extend my thanks to my hard-working fellow Board Members once again, and also to the members of the Finance Sub-Committee who assist with continually improving the financial integrity and governance policies at SunnyKids, ensuring we operate at the highest level. Following the brilliant work done throughout the FY18 period we are yet again in a solid position to extend on existing and newly established programs for all of those kids out there who are in need, and have not yet received the support they ought to have.



At SunnyKids we regard our investment in both the formal and informal education of the many children, young people and families that we work with as vital work.

Corporate partnership and fundraising

SunnyKids corporate partnerships and fundraising income resource two key areas of the organisation: Frontline Services and Business Operations.

Corporate Planned Giving (P100) and Corporate Sponsorships contribute to the organisations operational costs. Community grants, Cause Marketing, General Fundraising and Child Sponsorships contribute to frontline services.

P100 SunnyKids micro-philanthropy program are a group of invited like-

minded business people with a desire to make a difference. The monthly minimum investment of \$100 helps deliver sustainability for SunnyKids.

Corporate Partners make a monetary or in kind donation to the organisation which supports the business costs of running SunnyKids, and we have partners who raise funds for frontline services. As well as raising much needed funds for SunnyKids, these partnerships also assist businesses to profile their brand and demonstrate their commitments to corporate social responsibility.

Community Grants fund additional services, they may also support the purchase of resources, capital equipment and professional development.

SunnyKids Local Child Sponsorship Program provides a platform for families, workplace giving, community groups and sporting teams as well as businesses to support a child on the Sunshine Coast for \$50 a month.

P100 Members

10 Toes Brewery
Annette Koch Accountants
Anytime Fitness
Aussie World
Ausure
BCP Strata
BDR
Beckhaus Legal
Big Kart Track
Big Screen Cinemas
Bill Darby
Blink Living
BOQ Maroochydhore
Boughton Legal
Brandon and Gullo Lawyers
Brockenchack Wines
Century 21
Chris Turner
Combined Coastal Removals
Compass Financial Solutions
Core Business and Management Advice
Dalton Drive Early Learning
Dalwood Wylie Charitable Foundation
Dana Moisuc
DBA Property
Debt Rescue
DRM Design and Construction
Dr Petra Ladwig
DTB! Advertising
Easy Travel and Cruise
EGroup Business Services Pty Ltd
EON Group
Ethica Private Wealth Specialists
Evans Built Pty Ltd
Evolution Fuel
Evolve
Firefly Education
Focus PG
Focus Professional Group

Harlequin Blinds and Security
Herron Todd White
HRM Consulting & Contracting
Infectious Clothing Company
Inkspot
Innov8 Property
James Parsons
JT Plastering
Kaizen Exercise Physiologist
Karen Neuendorf
Kawana
Ken Mills Toyota
Kruger Law
Law in Business
Leiston Engineering Pty Ltd
Look Now Training
Love and Partners
Maroochy Sports and Spinal PHYSIO
McColm Matsinger Lawyers
Mercedes Benz Sunshine Coast
Mint Accounting
MIQ Private Wealth
More Wine
Moving Made Easy
My Weekly Preview
Myer Maroochydhore
NAB x 5
Network Communications
Noosa Springs Golf & Spa Resort
Passionate Minds
Peter Boyle
Pippa Colman and Associates
PJT Accountants
Platinum Properties
PMCN Consulting
POMO
Port City AirCons
Property Today
Prox Ray Management

Q Advertising
Red Energy Promotions
Reed Property Group
Remax Northern Realty
Retail Express
Ross Eason Photography
Salisbury Productions
Sea Life Mooloolaba
Sebaka Pty Ltd
Second Chance
Sell a Business
Shadforths / Shadcivil / Shadforth Civil Engineering
Simpson Quinn Lawyers
Social Media Mastery
Somerville
Southern Cross Austereo
SPC Finance
Steve Notely
Suncorp
Sunreef
Sunshine Coast News
Tadic Investments Pty Ltd (ARB Maroochydhore)
Telstra
The Fleet Office
THINK
Tim Adams Coffee
TM Estate Agents
Tony Parnell Electrical
Top Gear Security x 2
Total Creative Constructions Pty Ltd
Travis Schultz
Victor Woll
Vmotion
Worrells - Anita Owens
Worrells - John Cunningham
Your Insurance Broker P/L
Your Move Fitness

Partners

SunnyKids could not do what we do without the support of our community, sponsors, corporate partners and our ever faithful volunteers!

Thank you!

Platinum



Gold



Ken Mills Toyota



Silver



KAWANA



propertytoday

Mercedes-Benz
Sunshine Coast



Bronze



blinkliving
property styling • interior design



MYER



EASON
CREATIVE PHOTOGRAPH

Community partners

Goodlife Community Centre
Heritage Bank

Zonta Club of Maroochy
Zonta Club of Noosa

Thank you to all the community partners and individuals who have donated and supported SunnyKids in 2016/17. The list below is of those community groups, businesses and foundations who have contributed \$500 or more in the past financial year if not already recognized in this report.

Please note this list does not include contributions such as auction items or other fundraising items at events.

- Sebaka Pty Ltd
- Downing Linder Taxation Service
- Hebania Pty Ltd
- Caloundra Embroiderers
- Ray White
- Sunreef Mooloolaba
- Caloundra Stickers
- Noosa Christian Outreach Church

Government partners



Grants 2017/18



A young boy with dark hair, wearing an orange t-shirt, is smiling broadly and holding a brown basketball. He is in the foreground, slightly to the left. In the background, another person is visible but out of focus. A large, multi-colored speech bubble (with shades of blue, teal, and green) is positioned in the center-right, containing white text.

Providing a safe and nurturing environment for our children requires community solutions in which everyone takes responsibility and works together, empowering us all.



SunnyKids
It takes a village

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