



2019/20 Annual Report



SunnyKids

It takes a village

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From our Manager

Our lives are made up of moments, reflections, actions, opportunities and choices. Often we forget that we have the power to choose. Each and every step of the way, we can choose to make a difference in our own lives and in the lives of others. Although not every step is easy, it is still ours and ours alone.

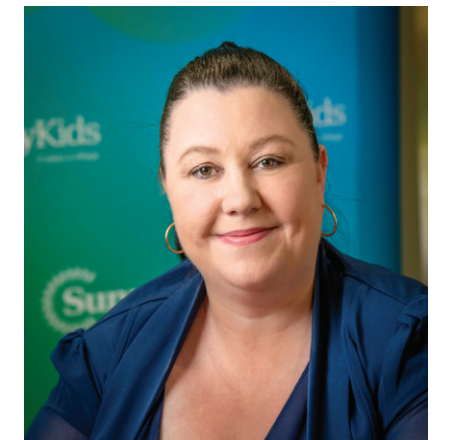
Every day at SunnyKids we see vulnerability and hardship. We see trauma and fear. We see abuse, harm and violence.

We also see resilience, capacity, endurance, courage and strength. We see growth, change and exciting futures for so many children and families. We see a Sunshine Coast community rally to support and make a difference in the lives of others. We see a village.

Although my time as General Manager has been brief, my last nine years with SunnyKids has been extraordinary. When I am asked the question “what does SunnyKids do” my usual response is that we work to support families. This simplistic reply does not capture the complexities, integrity and profound change we make in this space. I believe we help families move mountains. We fight every day to STOP violence and harm. We protect and support children to recognize their worth. We work to break the cycle and we know that what we see on the surface is not always what’s real.

We effect meaningful change.

The SunnyKids team is one part of the picture. We have a strong board of management, corporate partners and sponsors, Volunteers, community services and Government partners. This year above all others, the need for collaboration in our village rings loudly. Our world looks different. Our world will continue to change. We will continue to see individuals/families and children at risk.



Kathleen Hope
General Manager, SunnyKids

Together we are making a change. We are creating opportunities and helping to prevent harm. It is because of this village that we will continue to work tirelessly until the day our vision is achieved. Now more than ever we need you.

This year SunnyKids have supported a record number of people in this community. 1,386 individuals/ children and families trust that in this moment, SunnyKids and the Sunshine Coast community will listen. We have reached more people than ever before and yet the need keeps growing. I believe that we can stand together to keep our village strong and CHOOSE to continue to make a difference in the lives of others. We can lead the way and choose our future. A future the Sunshine Coast community can be proud of.

Our reason for existence



SunnyKids connects people and coordinates services for vulnerable Sunshine Coast families in order to make meaningful change.

The Sunshine Coast community identifies up to 5,000 vulnerable and at-risk children every year. When children and families need help, they present to SunnyKids via self-referral, referral by schools, community agencies or statutory authorities, with the most prominent issues being domestic and family violence, mental health and substance use.

Through our own resources and programs as well as in partnership with government, private and

community sectors we take a holistic approach to solving problems. SunnyKids is able to identify what a family needs and where to find the right services to deliver positive, life-changing solutions. Issues can be complicated and the systems complex, but our Service Delivery team knows how to navigate the network to support families with their immediate and ongoing needs. Including but not

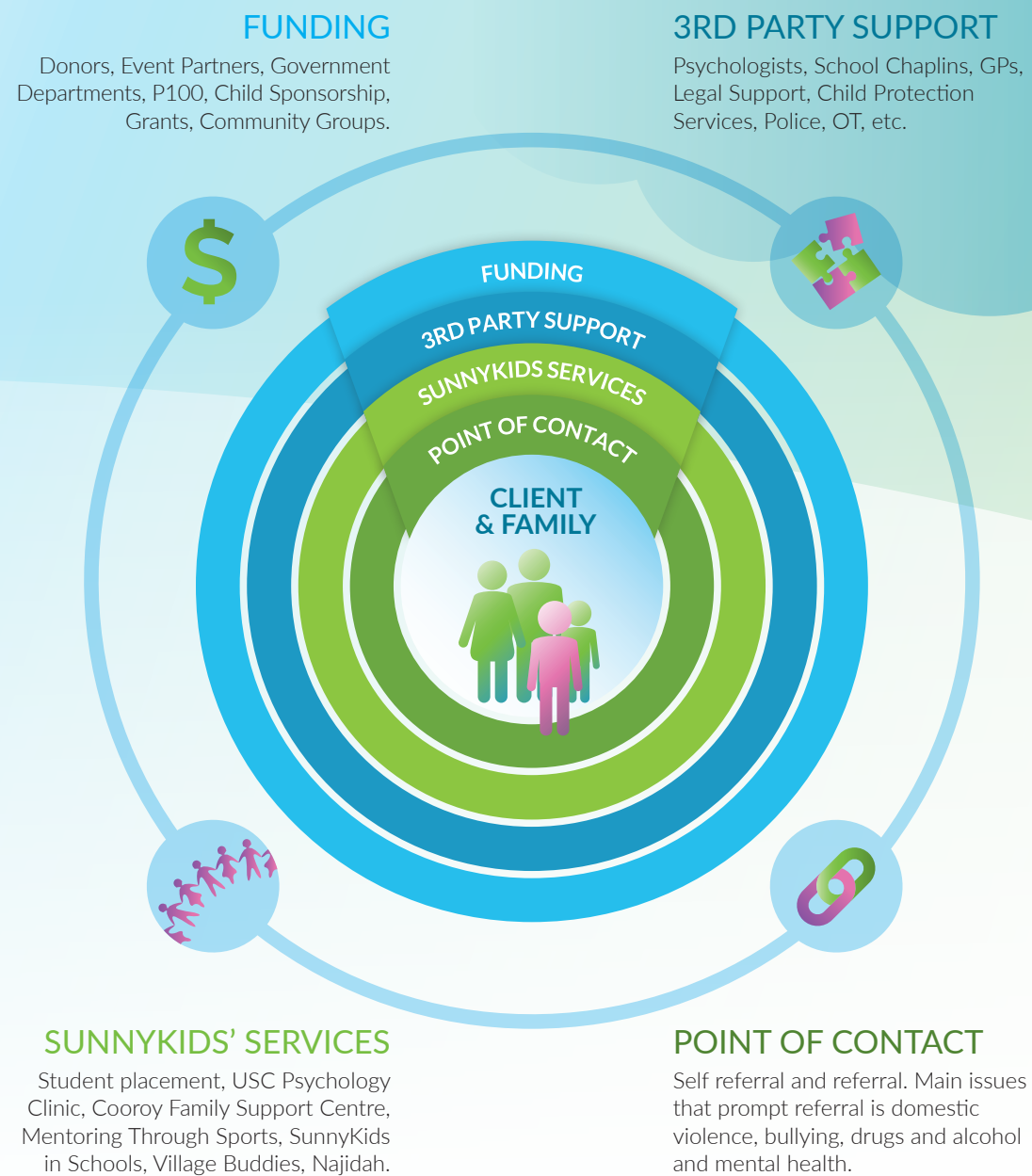
limited to emergency accommodation, psychology services, school support systems, legal and police support, literacy programs, relocation services, health and wellbeing, financial support, mentors and more.

SunnyKids is here to make sure those who need help can get it and emerge stronger, happier and healthier into their own new support village.

Our underlying, driving belief is that any issue is not the child's problem to fix, nor is it the family's or society's problem alone.

We believe it takes a village to provide the right environment for children to thrive and we are grateful for the support of generous Sunshine Coast residents, businesses and groups who donate funds, time and resources to enable SunnyKids to provide the greatest impact possible.

Our village



By connecting people and coordinating services we create a support village where families can reach their full potential.

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, and domestic violence counselling and family support.

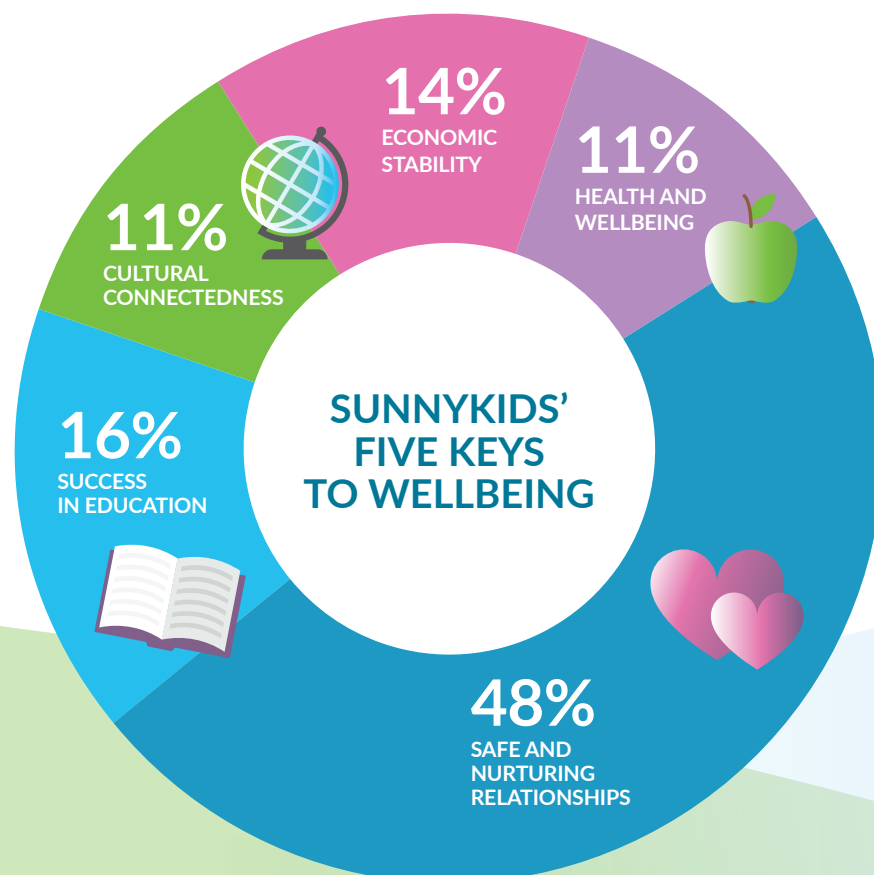
SunnyKids also delivers a suite of programs to support children and their families which are made possible with the support of our partner schools and over 200 community agencies and practitioners that we work with to support vulnerable children and their families. When children, young people, families

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 are important as they mesh to ensure a child's wellbeing.

The presenting issues and required support services for the children and families assisted by Sunnykids in 2019-20 were:



The impact of your support 2019/20

Total individuals supported

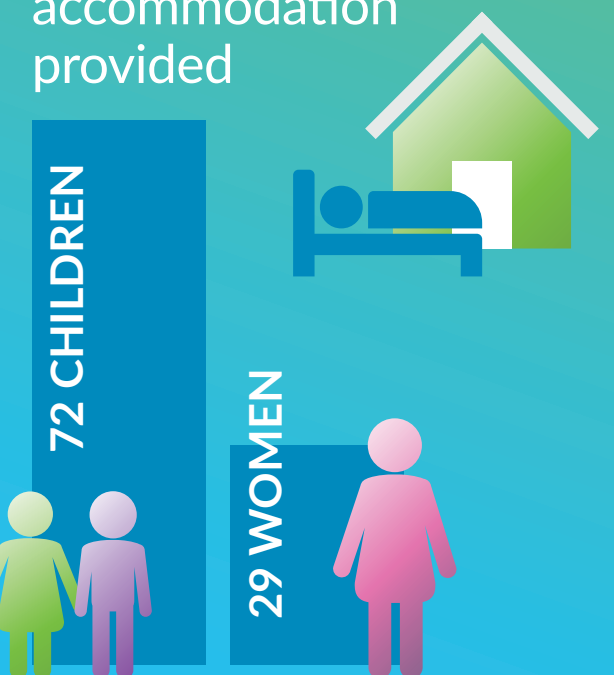
11% UP ON LAST YEAR

1386



8970

Total nights of accommodation provided



Breakdown of stats per location / program

NAJIDAH	72 CHILDREN	29 ADULTS	TOTAL 101
COOROY FAMILY SUPPORT CENTRE	300 CHILDREN	125 ADULTS	TOTAL 425
VILLAGE BUDDIES	22 CHILDREN	22 ADULTS	TOTAL 99
MENTORING THROUGH SPORTS	60 CHILDREN	60 ADULTS	TOTAL 264
SUNNYKIDS IN SCHOOLS	113 REFERRED CHILDREN	271 SIBLINGS	TOTAL 497
	113 ADULTS		

How we help

COOROY FAMILY SUPPORT CENTRE

At the Cooroy Family Support Centre we support women and children who have experienced domestic and family violence. This can be in the form of historical experiences or current significant safety concerns. Through strategic case management, staff assist service users to identify and respond to 5 key areas of concern in order to have the opportunity to live a life free from violence and recover from trauma.

We believe that by addressing issues such as homelessness, substance use and mental health concerns to name a few, individuals are more likely to have safe and nurturing relationships, good health and wellbeing, be successful in education, feel culturally connected and have economic stability. This is achieved through referral pathways to relevant specialist services, onsite counselling, safety planning, risk management, case coordination and wellbeing workshops.

The significant impacts of domestic and family violence cannot be underestimated and the plethora of intersecting barriers and considerations can often become so overwhelming and difficult to navigate that further harm and dysfunction can follow.



With the support of the team at the Cooroy Family Support Centre, women and children can engage with advocacy and support to increase their capacity for wellbeing. This leads to empowering choices and better positions people to choose healthier relationships in the future, interrupting intergenerational trauma and abuse.

Julie's story

Julie was referred to Sunny Kids through Centrelink, she had recently relocated her two boys 7 and 10 to a new residence after the end of her 10-year marriage. Julie felt isolated and alone due to her ex-husbands behaviour and control. He would continuously defame her character in front of her children and her friends until everyone in Julie's life drifted away. Julie's family lived overseas, she

was experiencing low self-worth as a result of the infidelity, manipulation and verbal abuse. Julie had only just recently become aware that these behaviours were abusive and found comfort in being heard and understood by the Sunny kids' staff.

Sunny kids provided Julie with emotional support and counselling. Julie connected with women's empowerment workshops to help build her self-confidence again and to start building her new village of support. Sunny kids were also able to assist in

safety upgrades to her new home in order to assist in Julie feeling safe to start her new life.

Julie has made some new friends, who meet weekly and her confidence is starting to resurface. Julie is working with sunny kids to develop a parenting plan that reflects the needs of her children without fear and compliance. Julies 2 boys are just beginning to connect again with their father and there is hope that they can move forward towards healthier relationships in the future.

Sophie's story

When Sophie and her 5 year old daughter Aya fled a violent home with nothing more than what they could carry, they never expected to feel safe again.

After experiencing debilitating abuse for 6 years of the 7 year relationship, the moment to leave came after her husband violently strangled her until she blacked out while her daughter cried beside her unconscious body on

the kitchen floor. Sophie knew if there was a next time, she would be dead.

Coming into the SunnyKids domestic and family violence shelter (Najidah) saved their lives. While Sophie's husband continued to search for her using social media, location tracking apps on her personal devices and threats to family and friends, staff were busy supporting this family to obtain legal support, DVO, new school enrolment and therapeutic support.

After fleeing an emotionally and physically hostile situation, in which Sophie and Aya had both experienced great trauma, the reality of starting

again without financial means to do so sank in. with community support to secure furnishings, white goods and basic kitchen items Sophie and Aya are currently safe in a new home with support.

The family is navigating family court to ensure safe access provisions are in place and Aya is feeling safe and secure in her new school.

While this journey has only just begun, Sophie has learnt that she has the strength and capacity to choose her future and Aya will have the chance to live a life free from violence and harm.

NAJIDAH

Year after year SunnyKids supports women and children who have experienced heartbreaking and debilitating abuse.

This support is provided with accommodation in a refuge setting. It can be hard to imagine what it looks like in a refuge.

Many families come to us with nothing more than a bag of clothes. Children who are torn away from their homes, schools, friends and community.

SunnyKids works hard to engage community partnerships who provide essential items like clothing, hygiene products and school books.

A fresh start often comes with a heavy price and the Sunshine Coast Village rally together to lend a hand without ever seeing who the recipients are.

SunnyKids in partnership with State Government and the Department of Child Safety Youth and Women provided 8970 nights of accommodation to 29 women and 72 children during the 2019 – 2020 financial year.



SUNNYKIDS MENTORING THROUGH SPORTS

SunnyKids and the Brisbane Broncos collaborate to deliver the Mentoring Through Sports program in Sunshine Coast schools, with former Broncos player Jack Reed (Broncos/Sunshine Coast Game Development Officer) facilitating the program.

These schools select 10 children (male and female) who identify as at risk of disengagement. This can present as social and emotional challenges, self-esteem issues, confidence/lack of confidence, risk taking behaviours and absenteeism including academic delays.

These 10 children will be part of one group who will participate in a sporting program with a difference. The main focus and messaging within MTS is to deliver 8 sessions onsite with a focus on 3 key areas –

- **Healthy Relationships** – identifying respect in communication including social media awareness.
- **Core Values** – promoting an understanding of “Self and Health”.
- **Physical development and health** – clearer understanding of mental and physical health and wellbeing.

SunnyKids staff attend a number of sessions to assist with any relevant support needed for both facilitators and children. Where appropriate families may benefit from additional case coordination support and this may be facilitated by SunnyKids.

This program has had enormous success to date in a number of schools across the Sunshine Coast.

Common themes gathered through evaluation from students and teachers include:

- **Increased sense of self-worth and confidence.**
- **Healthy management of anger and conflict.**
- **Better understanding of health and nutrition and wellbeing.**

The Sunshine Coast continue to support SunnyKids to deliver this program to as many children as possible.



Donna and Paul's story

Paul and Donna were experiencing financial turmoil when Paul became unemployed earlier this year. The financial pressure and the rapidly increasing fear of homelessness caused tension and anxiety within the whole family. Paul was spiralling into depression which began to fracture the relationship between Paul and his

son Joel. Joel began acting out in class, verbally abusing staff and students, as well as being easily distracted in class and unable to focus. The school was concerned that this ordinarily shy boy was getting into fights during lunch and swearing at teachers.

Joel was referred to SKIS. When SunnyKids staff met with the family and helped them to identify goals, they began to see the light at the end of the tunnel. While mum and dad received support through financial counselling, emergency relief and hardship exemptions for overdue household bills, Joel was connected with a Psychologist who provided

outreach support during school time. The pressure at home began to ease a little and Joel began to focus at school. Sunny kids were able to assist Paul to connect with a local “the men’s shed”. With support to access employment services and with an appropriate resume in place Paul was able to find secure work within just a few months and after seeing the results of Joel’s improvements at school enrolled him in a local soccer team.

Sunny kids continue to connect with the family, in order to track their progress and will remain a part of their village for some time to come.

SUNNYKIDS IN SCHOOLS (SKIS)

SunnyKids aims to break inter-generational cycles of poverty and disadvantage, providing the hope and resilience necessary to move forward, both as individuals and as a society.

SKIS supports children with social/emotional barriers to education through school based capacity building, asset based community development and service co-ordination.

SKIS links schools, families and support service systems to provide practical, needs based responses to

the issues faced by families; thereby ensuring children have an opportunity to reach their full potential in their education.

The SunnyKids SKIS program is a value add to the comprehensive student support services currently in partner schools. By working together we can address and reduce the potential for disengagement from school and build capacity for families to prioritise educational needs.

SunnyKids provides a range of specialist support and intervention programs working closely with other non-government and government agencies.

SunnyKids are committed to providing opportunities in accepting environments for children, young people and families and supporting them to build capacity to navigate challenges and manage their own lives.

Please note that names and personal details of the persons profiled in this section have been changed to protect their privacy.

A foundation you can trust

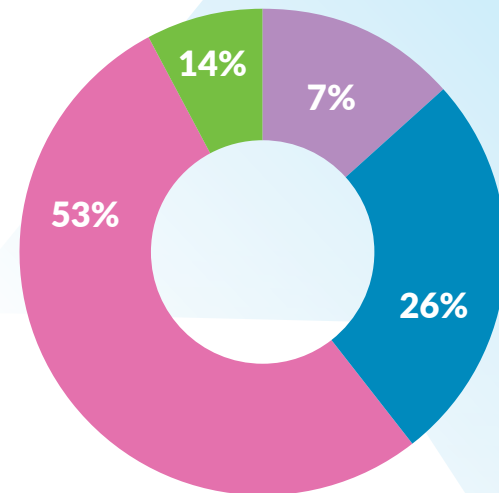
WHERE DOES THE MONEY COME FROM?

Grant funding

Specific fundraising income (net)

Donations, gifts and community contributions

Other program funding

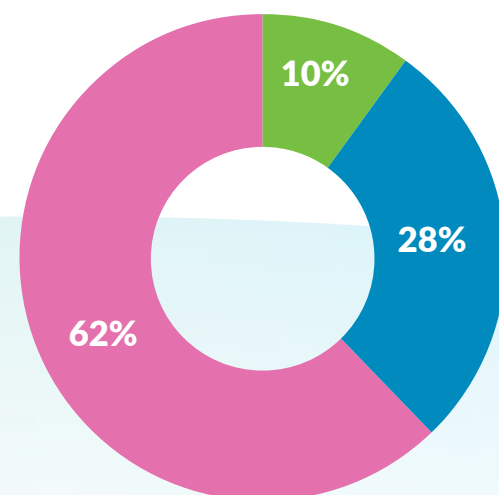


WHERE DOES THE MONEY GO?

Frontline services

Governance and administration

Fundraising and marketing



The end result

Over 19,500 hours* of direct support to vulnerable children, young people and their families.

Thank you

We would like to acknowledge our volunteers and the extensive kind support we receive from our community. These contributions significantly impact the outputs of the organisation.

For full audited statements go to the Australian Charities and Not for Profit Commissions website [acnc.gov.au](https://www.acnc.gov.au) or request your own copy from admin@SunnyKids.org.au

Financials

What a year this has been....and one we are looking forward to moving past. As with all businesses and organisations throughout the country, SunnyKids has been affected in a significant way this financial year by the Covid19 pandemic.

Over the 2019-20 financial year SunnyKids was geared up to continue delivering new and existing community funded programs for children in need throughout the region. In most cases unfortunately these needed to be cancelled as a result of both social distancing restrictions and the donation and fundraising financial support drying up for these much-needed programs.

This challenging year has seen SunnyKids pivot significantly following a sharp decline in revenue, down 16% to \$1.46m from 2018-19 financial year despite receiving Covid19 government incentives. Had this assistance not been received we would have seen a 26% contraction in revenue to \$1.28m. This reduced revenue base has meant a net loss of \$117k, as we continued our frontline staff resource levels following increased demand from the start of Covid-19 pandemic. Accordingly, employment expenses have increased to 64% of revenue received, up from 58% in the prior year.

This significant reduction affecting donation and fundraising revenue streams has resulted in a need to reduce our cost base.

As we said farewell to our ex CEO Chris Turner, we welcomed Kathleen Hope who has taken on the leadership role within SunnyKids.

Looking into the future, our expectations are that fundraising, whilst historically an amazing support for non-government funded programs, will be significantly below prior year and only contribute 30% of FY2019-20 levels. This reduced revenue has meant a need to look at the programs offered as unfortunately we experienced a reduction in non-government funded programs including SunnyKids Mentoring Through Sports, SKIS and Village Buddies. Our refuge operations, being government-funded, continue to provide much needed support for families experiencing domestic violence.

The power of a dollar has recently resulted in the Royal Australian Mint releasing the 'donation dollar'. Whilst there is a lot of focus on financial giving, Philanthropy encompasses the giving of one's time, money and self. As the Covid19 pandemic lingers, I continue to ask for your support and to not forget about those in need within your local region. As government Covid19 support starts to dry up, lending a hand, if not a dollar, goes a long way to not only changing a child's life, but also strengthening our community for future generations.



Victor Woll
Treasurer SunnyKids

Especially in these difficult times, I would like to thank our key Platinum, Gold, Silver and Bronze partners for their continued support both financially and through the donation of time and energy.

Lastly, I wish to extend my thanks to my hard-working fellow Board Members once again, as well as the amazing team at SunnyKids who strive to continually improve the operational excellence of the organisation. Despite a troublesome year out of our control, we are still in a position to continue developing the programs both existing and newly established. These will allow our Sunshine Coast children who are in need and have not yet received the assistance they require, access to support, care and encouragement.



We work to ensure every child, family and individual who needs help can get it.

From our Patron

In times of trouble, our attention must always turn to those among us who are most vulnerable.

I am honoured to be a SunnyKids Patron and I am so proud of their support of, and commitment to, our community despite the challenging landscape we are working within.



Mark Jamieson
Mayor, Sunshine Coast Council

This year, in these unprecedented times, Australia, including our Sunshine Coast Region has regrettably stood witness to an alarming increase in domestic violence instances.

Domestic violence is often an insidious problem, hiding in plain sight. For many families, what we see on the surface isn't always what is real behind closed doors.

With this in mind, each and every one of us has a responsibility to work to create a community that supports respectful relationships, practices positive attitudes and behaviours and promotes a culture of non-violence.

We can't wait on the next tragedy to put this into practice in our daily lives - the time is now. We must be an extra pair of eyes and ears for these victims and their children. We must build the village around them that they need to find the safety and happiness they deserve.

While the SunnyKids team work tirelessly to deliver meaningful programs and services to vulnerable

families across the Sunshine Coast, more needs to be done on the peripheral to ensure we are building a society in which everyone has a chance to reach their full potential.

SunnyKids has helped a record number of families this year, but there are many more families needing their support.

Financial assistance for SunnyKids is needed now, more than ever, yet as a result of the COVID-19 pandemic, fundraising in 2020 has been extremely challenging.

Despite setbacks, the SunnyKids team has continued to find solutions to ensure its programs and partnerships continue to be a beacon of hope for Sunshine Coast families affected by family violence.

You couldn't ask for a better example of fostering the connectedness that builds strong communities than the work that is undertaken by SunnyKids.

I, as Mayor of the Sunshine Coast will continue to provide my support now and into the future for the efforts they undertake on behalf of our community.

From our President

It has been an honour and challenge to have been the President of SunnyKids over the past 12 months. 2020 has been a year like no other with everyone experiencing a changing environment.

A global Pandemic changed the way we operated, obtained funds and delivered our services yet we continued to work toward our vision - a society in which everyone feels safe, belongs and has a chance to reach their full potential.

Almost one in 10 Australian women in a relationship have experienced domestic violence during the coronavirus crisis, with two-thirds saying the attacks started or became worse during the pandemic.

When people think of domestic and family violence, they often think of just the adults. The victims often overlooked are the children. Children experience (directly & indirectly) domestic violence and this affects their physical and emotional health and wellbeing. Childhood is an important time for healthy development, learning, and establishing the foundations for future wellbeing.

This is one of the prominent presenting issues for SunnyKids with more than 70% of all children connected with SunnyKids affected by domestic violence.

In addition to a pandemic, we have seen some internal changes at SunnyKids. We farewelled our CEO and welcomed our new General Manager - Kathleen Hope. The Board have enjoyed working with Kathleen and supporting the strategic direction she has for SunnyKids.

I would like to thank members of the SunnyKids Village, my fellow Board Members who give their time on a volunteer basis for an organisation they are passionate about and the SunnyKids service delivery team, supporting 1,386 children, families' individuals through programs. I would like to offer a very special thank you to the Sunshine Coast Community who have continued to support us during this challenging time when we have been unable to hold our signature events.

It really does take a village - and our village is making a difference to deliver the support, tools and environment to enable children to thrive. I look forward to the next 12 months and supporting SunnyKids in realising their vision.



Sally Desch
President SunnyKids

Sally Desch
Director - HRM Contracting and Consulting

Victor Woll
Head of Finance - Urban Pulse Group

Marilyn Black
Owner - Harlequin Blinds and Security

Brendan Mason
Director - Dalton Drive Early Learning

Sue Gilbert
Marketing Executive - Better Financial Control

John Burnie
NAB Private Client Director - NAB

Gabe Hutchinson
Clutch Legal

Our vision is a Sunshine Coast community in which everyone feels safe, belongs and has the chance to reach their full potential.



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 organisation's 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. 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.

How to support

In addition to our events and appeals, there are so many ways you can support SunnyKids.

- Make a regular tax deductible donation (once off, monthly or annually)
- Attend or support one of our SunnyKids Signature Events
- Organise your own fundraising event
- Develop a corporate partnership with SunnyKids
- Become a SunnyKids Volunteer or Village Buddy

Our 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



Silver



Bronze



Our donors and supporters

Anytime Fitness Nambour
Beerwah Church, Senior Ladies Group
Buderim playgroup
C&K Coolum Childcare Centre
Caloundra Embroiderers
Christian Outreach Centre
Cooroy AGLOW
Curlys Book Club
Future2Foundation
IRT Woodlands Village
Kawana
Melaleuca
Mooloolah Christian Church (now Beerwah)

Nambour Uniting Church Congregation
Palmwoods Arts & Crafts Group Inc
Payne Relief Mooloolaba
Payne Relief Mooloolaba
PayPal Giving Fund
Pillow Talk Kawana
QCWA Maroochydore
Ray White
Rotary Club of Cooroy
Rotary Club of Noosa Heads
Silk Laser - Sunshine coast plaza
Stitchers
Sunshine Knitters
Sunshine Coast Daily Club

Sunshine Indoors Bowls
Tellam (Civil Mart) Corbould Park
The Anglican Parish of Caloundra-Glasshouse Country
The Warne Foundation
Twin Waters
UnityWater
USC - Centre for Human Factors and Sociotechnical Systems team
Vogue
Wises Road Chiropractic
Zonta Club of Maroochy

Event partners

Platinum partners



Gold partners



Silver partners



Media and provider partners




Nina Hansen Design



Community partners

Thank you to all the community partners and individuals who have donated and supported SunnyKids in 2019/20.

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.

		
Goodlife Community Centre Heritage Bank	Zonta Club of Maroochy Cooroy Lions Club	Zonta Club of Noosa Sunshine Swags
Toy World Noosa Sebaka Pty Ltd. Noosa Classy Ladies Caloundra Quilters Caloundra Embroiderers	Ray White Real Estate Mountain Creek McGrath Real Estate Scenic Real Estate Adairs Pillow Talk	Sisterhood (Hillsong Noosa) Sunshine Coast Basket Brigade Sunshine Knitters Rebuilding Smiles

Government partners

		
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Grants 2019/20

Thank you! From the SunnyKids team



Image: The SunnyKids team. Back row left to right: Jules Dudley, Michelle Buth, Jody Lewis, Ros Freemantle, Bruce Keynes, Kathleen Hope, Keona Ellis, Sarah Crain. Front row left to right: Kassie Pocza, Amanda Pyke, Sharon Reid, Di Fincher, Melissa Davis. Missing from image: Mandy Woodall, Alex Comino, Jasmine Matthews, Jen Anderson



SunnyKids
It takes a village

Phone 07 5479 0394
Email admin@sunnykids.org.au

ABN 62 774 810 987
SunnyKids.org.au