



SunnyKids

25 years of changing lives

It takes a village
Annual Report 2023–2024

SunnyKids' Journey



Artist – Mandy Draper, Deadly Dot Pots

Dura Gunga (Mullet and Sea Eagle)

A new sculptural artwork by Kabi Kabi artist and cultural leader Lyndon Davis, has been installed at the Sunshine Coast City Hall. The sculpture welcomes visitors with a story that is significant to the region's First Nation's people.

Dura Gunga, meaning “Mullet and Sea Eagle”, intricately weaves the cultural narrative of the Kabi Kabi people into its design. Artist Lyndon Davis explained, “In wintertime the sea mullet, Dura, is running and we have indicators out there in our bush. The Red Stringybark tree shares its name with the fish, Dura and when it sheds its bark that's one of the signs the fish are coming. The sea eagles, Gunga, are an important part of the story because they're the ones who teach us when to start the hunt and where we're allowed to hunt. “...The law of the ocean is governed by the sea eagle Gunga, and Dura is his favourite food.”

Dura Gunga is an important cultural landmark that will stand in place for decades to come, and Lyndon hopes the sculpture will help make First Nation's stories more accessible to all.



Aunty Helena Gulash (Kabi Kabi Elder), Lyndon Davis (Artist) and Rosanna Natoli (Mayor Sunshine Coast)

SunnyKids acknowledges the Traditional Owners of the land on which we work, live and rest, the Kabi Kabi and Jinibara people.

We appreciate the importance of building stronger relationships with Aboriginal and Torres Strait Islander people to foster a culture of understanding and respect.

By listening to their voices, understanding their need and collaborating we promote healing, mutual understanding and progress towards reconciliation. Sunnykids continues our commitment to embrace diversity, equity and inclusion.

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Message from SunnyKids' CEO

For more than 25 years SunnyKids has had at its heart dedicated people who seek to make a meaningful difference in the lives of some of the most vulnerable people in our community. Our commitment to those that we support is embedded in the foundation of our vision for a community in which everyone feels safe, belongs and has the chance to reach their full potential.



The story of our service to the community began through a small refuge on the Sunshine Coast that provided a safe haven for adults and children impacted by Domestic and Family Violence. From that humble beginning, SunnyKids has grown, and continues to grow, as we strive to bring positive change to the lives of all members of our community. We make a meaningful difference by empowering people from all walks of life to live their best possible lives. Every small action we take inspires or influences positive change in people's lives and changes our future for the better.

During this year we have seen new laws passed in the Queensland Parliament which will criminalise coercive control, strengthen consent laws and improve the experience of victims in court. After many years of advocacy by the community, by survivors and by groups like SunnyKids we applaud this Bill that captures the pattern of behaviour that is, by definition, coercive control and that the Bill will recognise coercive control as a crime in itself.

It is a privilege to lead our team of dedicated people who work to support those more vulnerable in our community. I humbly thank our dedicated and talented staff. They embrace the expected and unexpected, find solutions to any challenge and keep at the forefront the needs and aspirations of those they support.

We end this financial year with optimism and hope. Our vision and mission are well understood, and all those who are involved with SunnyKids are part of its execution.

In this Annual Report we highlight some of the impacts of 2023/24, but we know hundreds of actions from hundreds of people were needed to deliver these outcomes. To all who played a part – our staff, board members, volunteers, partners, government agencies, donors and the community groups we work with – we couldn't achieve what we do without you.

I could not be prouder to be part of this extraordinary organisation!

Thanks to all for your ongoing support.

Kathleen Hope
Chief Executive Officer, SunnyKids

MELIORISM

(noun) /'melya,rizem/



The belief that we can contribute to positive change and improve the world through acts of love, creativity, compassion, and kindness.

The impact of our work in 2024

Together we have increased support for vulnerable families!

Total number
of individuals
we have
supported

2,767



1,016 Adults

1,751 Children



Total number
of nights of
accommodation
provided

8,792

Increase of 209 children on last year. 13% more individuals than last year.



The impact of our work in 2024

The SunnyKids' 2024 Travis Schultz Winemakers Master Class backed by NAB Private Wealth was a HUGE success raising over \$187,000.

The Sunshine Coast community came together for a truly fantastic day and the generosity in the room and level of support for SunnyKids was unbelievable. Everyone dug deep to raise these vital funds for our SunnyKids in Schools and Mentoring Through Sport programs.

We continue to be extremely grateful for the incredible generosity and kindness that underpins our community. We thank all involved for supporting our cause and the critical work we do within our community.

Our work reaches children
no matter their background
or where they live. ★

Message from SunnyKids' Board Chair

As we reflect on another year, we can see the meaningful difference SunnyKids has made for the people in our community. This year we celebrated a significant milestone in achieving a quarter of a century of support for those affected by Domestic and Family Violence. Our community is filled with creativity, diversity and opportunity and over the past 25 years SunnyKids has created a lasting legacy of which we are all proud.



As inflation, interest rates, the cost of living have all risen over the past year, SunnyKids stayed true to the organisation's values and stepped up like never before. Courage and determination were required to address the growing need for support, and we examined current and future challenges and realigned our thinking about what it takes to continue in making a significant difference.

During the year, our Board and staff came together to renew our vision and our values, aligning us with our future strategy. We have also continued our advocacy both publicly and privately with respect to raising awareness of Domestic and Family Violence.

This Annual Report highlights the achievements of the 2023/24 financial year and captures the continued progress we have made in our work to support some of the most vulnerable people in our community. We can see sustained growth from a determined focus on strengthening our partnerships and ensuring our long-term financial support to safeguard our organisation's ability to continue and to grow stronger.

The impact we have made in the community was only possible because of our sponsors, donors and the partnerships that we have developed and nurtured over the years. I thank and pay tribute to all our supporters across the community. Our supporters underpin our ability to provide the range of services and support that we do. Every small action we take inspires or influences positive change in the lives of many people in our community.

To my fellow Board members, thank you for your passion and dedication over the last 12 months as you juggle demanding, full-time jobs with the time you give voluntarily to SunnyKids. It's a privilege to work collectively on the SunnyKids' Board.

On behalf of the Board, I express our gratitude and thanks to SunnyKids' leader Kathleen Hope, and all the SunnyKids' team members for their outstanding work in building a safer, respectful and more empowered community.

John Burnie
Board Chair, SunnyKids

About Us

66% of women killed by their male partners died while they were trying to escape ongoing abuse.

Domestic Violence
Death Review Report 2024



What SunnyKids believes

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 residents, businesses and groups who donate funds, time, and resources to enable SunnyKids to provide the greatest impact possible.

It's a good feeling when I support a client and see that she gets an opportunity to see that somebody gives a damn. That she sees she is supported by the community and can access resources.

SunnyKids' staff member

Our impact – Bec's story

One morning SunnyKids received a referral from the police to check in with a 42 year old woman called Bec who had experienced significant trauma during a violent incident at her home. Bec's partner was abusive, often lashing out, hitting her and calling her names. He'd recently begun to control other aspects of her life too, like checking her phone and messages, turning up at places unannounced and questioning her spending. The night the police were called, Bec knew she needed help but just didn't know where to turn.

When we contacted Bec, she was worried about seeking support, afraid of how things would play out in the hours and days that followed. So, a domestic violence safety plan was put in place to ensure that she could meet with us safely, protect herself and her children and could begin to discuss her options moving forward.

We provided ongoing domestic violence educational support, empowering Bec to make the best choices for herself and the children. Each week we'd check in to see how things were, while also taking calls during times of distress.

At SunnyKids we were able to support Bec in finding a safe place to stay. We also connected her to several different support agencies in the community that provided her with much needed resources and guidance to make her strong enough to consider her steps towards a better future.

Bec has now made the decision to leave the violent relationship, she has found a new place to live and has been able to get a job with a steady income that has helped her to move forward without the fear of violence in her life.

Why we do what we do

SunnyKids connects people and coordinates services for vulnerable families to make meaningful change.

We do this by interrupting violence, repairing historical trauma and planning for a future where this doesn't exist.

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, substance abuse and hardship.

Through our own resources and programs, as well as in partnership with government, private and community sectors, we take a holistic approach to solving issues.

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 Services Delivery Team knows how to navigate the network to support families with their immediate and ongoing needs. Such support includes but is not limited to emergency accommodation, therapeutic services, school support systems, legal and police support, literacy programs, relocation services, health and wellbeing, financial support, mentors and more.

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

Children are the heroes of our work and we'll back them every time.



How our commitments underpin our decisions

We will NOT be silent about the impact of Domestic and Family Violence and we will seek to normalise conversations at every opportunity in order to build social change, while proactively advocating for system change through all tiers of government.

We will seek creative ways to engage with vulnerable children and their families outside of traditional systemic systems.

We will engage the community in order to enhance social responsibility in building a strong future for everyone.

How our values drive our work everyday

Fairness

We seek mutual benefit and shared responsibility.

Innovation

We seek to continually improve through reflection and creativity.

Compassion

We take action with awareness and empathy.



From pregnancy through early childhood, all of the environments in which children live and learn, and the quality of their relationships with adults and caregivers, have a significant impact on their cognitive, emotional, and social development.

Harvard Centre for the Developing Child, 2022



Domestic violence is very isolating and a person can feel very alone. Empowering them to make the choices is so important and this is why I do the work that I do at SunnyKids.

SunnyKids' support worker



Our impact – Shelly's story

When Shelly and her two young children came into our care after fleeing her violent partner, she was homeless, had no money, didn't own a phone and couldn't drive. Every aspect of her life had been controlled. She had been unable to use her bank account or contact friends and family.

The family had been exposed to horrendous violence, enduring years of physical and emotional abuse. The children were quiet and withdrawn and required immediate counselling and support.

We helped Shelly obtain her license so she could gain independence again, access support services and take her children to and from school and kindergarten. We also gave her a DV safe phone so she could easily connect with family and friends.

Now Shelly and her children have been able to build a life outside of the one they'd endured. While the trauma of violence will never leave them, through ongoing wrap-around support, Shelly and her children will be able to make a start at a new life. One that's a lot brighter than the one they'd been living in.

Strategic Direction

Our Direction



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



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

Our Strategy

Appropriate allocation of resources to ensure services remain consistent or expand each year by:

- Balancing program growth with comprehensive analysis of complexities within cases.
- Evaluating congruence of messaging, brand management and service provision to ensure authentic application of expertise.

Measure efficacy of programs at a strategic and frontline level formally each year by:

- Reviewing community need, changes and dynamics continually to ensure programs remain targeted.
- Committing to community education and seeking opportunities to share knowledge to effect change.
- Expanding our reach to children, individuals and families across the region as a priority goal.

Our Priorities



Strong governance

An effective board of management, appropriately skilled to evaluate strategy, community need and organisational alignment in an ongoing capacity.



Continuous improvement

We acknowledge that all programs, business operations and delivery of service requires a commitment to evaluate efficacy in action and commit to a formal review annually.



Diversity and inclusion

Grow capacity in our programs, workplace and community which values, celebrates and responds to individual identity and cultural diversity.



Retention of expertise

Embrace, encourage and sustain a well-established, high performing team in all corners of service provision, leadership and operations. Invest in professional development for all staff and create meaningful opportunities for leadership.



Technological and financial responsibilities

We commit to appropriate and transparent management of all financial decisions and use digital technology to support transformative and future focused practices, improve access to data and information, enable more efficient business activities and deliver safe and secure environments for collaboration and administration.



Business and community partners

We believe that a strong community needs the participation of all individuals. We aim to partner with like minded business and community leaders to build financial capacity, program sustainability and sector development.

Our Practice Framework Five Keys to Wellbeing



Economic stability



Cultural connectedness



Success in education



Health and wellbeing



Safe and nurturing relationships

Our impact – Leo's story

Our SunnyKids' support worker had been notified by the school that 12-year-old Leo had been missing school lately and on the days that he did attend, he was usually late.

When we first met Leo, he wasn't wearing the right school uniform and hadn't had any breakfast. We talked with him and learned that his parents had recently divorced, and his mum was now homeless. We reached out to Leo's parents without any luck because Leo's father didn't want to engage with us and his mother was in a new relationship with another man who was also violent.

Leo's mother had a history of mental health issues and alcohol use, and his father was the perpetrator of violence and known to police so dividing his time between both parents meant that Leo was trapped in a cycle of violence.

Leo confided in our SunnyKids' support worker that he was experiencing suicidal ideation and had witnessed some arguments at home that had been violent and scary. We also discovered that Leo's father wouldn't provide any support, with a steadfast belief that Leo's mental health concerns were non-existent.

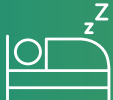
Working extensively with our SunnyKids' support workers, we provided Leo's mother with the necessary emergency relief required to help her get back on her feet so she could provide a safe and nurturing environment for herself and her son. Leo's mother was able to find temporary accommodation so that they were no longer living in their car. We were also able to ensure that Leo received appropriate medical and psychological support, had the right school uniform, new school supplies and a new school bag.

Leo received the critical support he required to keep him safe and free from harm, and his mother gained access to the vital education and support she needed to find her feet and interrupt the cycle of violence.

Year in Review

SunnyKids' 2023/24 impact snapshot

2,767  individuals supported
Increase of **13%** of individuals on last year

8,792  total number of nights of accommodation provided

1,016  adults supported

1,751  children supported
Increase of **209** children on last year


2,030
Xmas
gifts given
More than **200**
food hampers and
grocery cards


62
referrals to
Najidah
Refuge
20 adults and
42 children


491
referrals to
Cooroy Family
Support Centre
123 referrals with
children


120
students
participated
in Mentoring
Through Sport
(MTS)


360
participated in
SunnyKids in
Schools (SKIS)
240 adults and
120 children


150
participated in
SunnyKids Early
Education (SKEE)
100 adults and
50 children


16.2
Staff (FTE)

 **213,440**
volunteer contribution


30,564
staff hours

 **240**
village partnerships


4,640
volunteer hours

 **40**
Save a Life Nights of
accommodation provided

SunnyKids' Support for Families

Everyone has just been so kind and offered a hand. They weren't dismissive. They gave out love and care.

SunnyKids' client



Najidah Refuge

- Funded by the Queensland Department of Justice and Attorney General.
- Community partnerships provide essential items (e.g. clothing, linen, hygiene products, schoolbooks).
- Use of a strategic Case Management model to identify and respond to individual needs.
- Use of SunnyKids' 5 Keys to Wellbeing framework – Economic Stability; Cultural Awareness; Success in Education; Health and Wellbeing and Safe and Nurturing Relationships.
- Counselling.
- Direct assistance and support.
- Referral pathways provided to build the capacity of families to care for children away from violence.
- Targeted programs in house to redirect the harm caused by Early Life Adversity and interrupt the cycle of violence for families.
- Referrals and transitions to medium and long term accommodation.

SunnyKids' Cooroy Family Support Centre

- Located in the Noosa Shire.
- Provides support for families in the community who have experienced or continue to experience domestic violence.
- Volunteer clinical child psychologist parenting workshops.
- SunnyKids' staff provide direct assistance, support and appropriate referral pathways, manage risk and triage crisis interventions.
- Individuals and families connect through Queensland Police Service, by self-reporting or referral from other community agencies.
- Staff use a strategic Case Management model to identify and respond to individual needs.
- Use of SunnyKids' 5 Keys to Wellbeing framework – Economic Stability; Cultural Awareness, Success in Education, Health and Wellbeing, and Safe and Nurturing Relationships.
- Funded by the Queensland Department of Justice and Attorney General.
- Supported by local community groups including Cooroy RSL, Cooroy Masons, Cooroy Lions Club and Zonta Noosa.

Behaviour is the language of trauma. Children will show you before they tell you that they are in distress.

Micere Keels



Save a Life Tonight (SALT)

- Established in 2022.
- Save a Life Tonight (SALT) campaign provides early intervention for families.
- Is about prevention and provides a circuit breaker to a potentially harmful situation.
- Offers families an option before escalating into an incident of family violence.
- Provides immediate access to a night's hotel accommodation, food and necessities.
- Aims to avoid potential trauma and give access to a safety plan and way forward for the future.
- Self-referral, Queensland Police, Queensland Ambulance Service officers and others who attend incidents initiate contact with SunnyKids.
- Staff on call 24/7 to provide access to the emergency accommodation.
- Safety Plan if required.
- Connect people with support services and other resources.
- Funded by SunnyKids' "Save a Life Tonight" (SALT) sponsorship program.
- \$300 donation provides one night of accommodation in a safe location.
- Supported by community groups and businesses with essential items such as food, basic hygiene needs and linen.

SunnyKids supported me at the refuge and helped me to put in an application. They also linked me with a counsellor, which was so helpful in building my confidence. I've reconnected with my family and started to set up my life again. My kids like Kids Club at the refuge.

SunnyKids' client



Exposure to domestic and family violence can affect children's behaviour, schooling, cognitive development, mental and physical wellbeing, and is the leading cause of homelessness for children.

Australian Institute of Family Studies, 2015

SunnyKids' Noosa Satellite Service

- Identified need for outreach service in Noosa area.
- Local P100 village supporter provides a shared rent-free office space.
- Located in Noosa Junction.
- Provides ongoing direct assistance, support and appropriate referral pathways, risk management and triage crisis interventions to individuals and families in the Noosa community.

We knew that the neglect Zander had endured would stay with him for a lifetime, leaving scars that would torment and upset him, if left untreated. But we also knew that with the right support and people around him, he would have the chance at a brighter future. A future not negatively shaped by his experience but one where he feels loved and secure and has a strong sense of connection. A much brighter future shaped by positive choices and healthy relationships.

SunnyKids' team member



SunnyKids' Support for Children

I learned about teamwork and how to build friendships with people that I may not know well.

Student



Mentoring Through Sport (MTS)

- SunnyKids and the Brisbane Broncos Rugby League Football Club work together to deliver the SunnyKids' Mentoring Through Sport (MTS) program.
- MTS is delivered in a number of schools across the region.
- Previous Broncos players facilitate the programs.
- MTS provides skill development and mentoring.
- Each school identifies 10 children who are seen as at risk of disengagement from education.
- Each 8 session MTS program aims to drive changes in the attitude and behaviour of students. Main focus is on:
 - » Healthy Relationships – identifying the importance of respect in all communication including social media awareness.
 - » Core Values – promoting an understanding of "Self and Health".
 - » Physical Development and Health – developing a clearer understanding of mental and physical health and wellbeing.
 - » Additional case coordination support may be facilitated by SunnyKids.

SunnyKids In Schools (SKIS)

- SunnyKids works with schools to help to address and reduce potential disengagement from school.
- SKIS aims to build capacity of families to prioritise the educational needs of their children.
- SunnyKids In Schools program supports children who show social or emotional barriers to education.
- Services are provided to a child's family for issues that may originate from the home environment.
- SKIS links schools, families and support service systems to provide responses to issues faced by families.
- SKIS is designed to add value to the very comprehensive student support services already in place in partner schools.
- Businesses and organisations support the work of SunnyKids in delivering SKIS to as many children as possible.

I learned how to behave better in school and respect others and be a better person.

Student



I learned about how my personal brand affects me and other people around me and I learned how to make friends with people I wouldn't normally talk to.

Student



MTS taught me to be less angry and I came here to have fun and feel safe.



Student

I started to respect my teachers better and my mates. I also started to not be as distracting.



Student

SunnyKids in Early Education (SKEE)

- SKEE aims to reverse the impact of Domestic and Family Violence before it becomes too late.
- SKEE provides early intervention in Early Education Centres across the region.
- SKEE aims to address the experiences of young children and their potential for future disengagement from schooling.
- SKEE is designed to be part of a holistic care response for children and adults.
- SKEE connects people and links centres and schools with appropriate support service systems.
- SKEE supports the practical, needs based responses to the issues faced by families.
- SunnyKids assists with identifying what a child and their family needs and where to find the right services.
- SunnyKids assists with navigating the network of support.

Research shows that providing stable, responsive, nurturing relationships in the earliest years of life can prevent or even reverse the damaging effects of early life stress, with lifelong benefits for learning, behaviour, and health.

Harvard Centre for the Developing Child, 2022

Our impact – Simone's story

Simone arrived at SunnyKids' Domestic and Family Violence refuge with her four children aged 7 to 16. She had been experiencing significant physical, verbal and emotional abuse on a daily basis and said she felt worthless on a daily basis and was forced to isolate from friends and family.

Simone lived in constant fear for herself and her children and felt she could never do anything right whether it was the way she cooked meals, how she kept the home or how she dressed. The violence was horrific for Simone, and she reports she was regularly strangled by her ex-partner in front of their children.

Fearing for the safety of her children, Simone knew it was time to act and report the Domestic Violence. She was referred to SunnyKids and worked through the steps to move into SunnyKids' refuge as soon as possible.

Simone was quite withdrawn, and SunnyKids' staff provided counselling with a focus on the cycle of Domestic Violence and continued to support her and the children on capacity building through weekly and fortnightly activities and case management.

SunnyKids' staff assisted with advocacy to the family's previous real estate to explain Simone's current circumstances and assisted her in vacating the rental property without penalty. SunnyKids' staff have engaged a significant number of supports for her including therapeutic support and legal support to assist Simone with ongoing Court orders and Emergency Relief was also provided, supporting the family with food items and clothing.

After nearly 40 weeks in refuge, Simone and her children are now feeling safe and secure, she has obtained a rental property, her children continue to attend school, love their new home and have made new friendships within their new area. SunnyKids continues to support the family to live a life free from violence with a clear understanding of healthy relationships.

Guiding our Organisation

SunnyKids' Board of Directors



John Burnie

Chairperson and Director
Reappointed November 2023



Tamara Cross

Treasurer and Director
Reappointed November 2023



Natasha Hall

Secretary and Director
Reappointed November 2023



Justin Veivers

Director
Reappointed November 2022



Nakita Brown

Director
Appointed November 2023

Our organisation is dedicated to delivering exceptional service through a culture of continuous improvement and strict quality assurance, ensuring customer satisfaction and operational excellence.

We know that children don't just witness violence, they experience it. Living in a climate of fear and experiencing the aftermath of violence is profoundly damaging.

The Centre for Excellence in Child and Family Welfare 2024



SunnyKids' Sub-Committees

SunnyKids acknowledges and values the expertise of our team members through the work of three sub-committees and one working group. Our sub-committees assist in distributing workload and supporting the Board and Leadership team in achieving the SunnyKids' vision.

Our sub-committees and working group include:

1. Education & Marketing sub-committee.
2. Aboriginal & Cultural sub-committee.
3. Finance & Governance sub-committee.
4. Reconciliation Action Plan Working Group.

SunnyKids’ financial update 2023/24

SunnyKids has had an incredible number of highlights to report this year. We commenced the year expecting a strategic loss that would enable the organisation to expand its services into Gympie, planning for the future. This expansion was remarkably funded purely through private sponsorship, without commensurate fundraising from the community.

In fact, our total inflows year on year increased 21% to \$1.88 million (2023 \$1.56 million). This growth was attributable to donations, sponsorships and of course our annual fundraising events such as the Travis Schultz Winemakers’ Masterclass backed by NAB Private Wealth for SunnyKids, which raised \$187,000 in May 2024. We also held various existing and new third party events this year such as Kart-A-Thon, Women’s Fishing Classic, Elmari Fashion Swap, White Lies, Double R Race Night and Sunrise to Sunset. Thank you to all our incredible P100 members, sponsors, corporate partners and community volunteers and supporters that have contributed to this incredible success this year.

To breakdown this growth, we achieved an increase in donations to 29% (2023 26%). We also had a 21% increase on previous year of our grant funding. Sunnykids’ operating expenses also increased proportionately to our income for the year, resulting in an operating loss of \$70,963. Despite this, Sunnykids maintains a healthy reserve of cash assets to support strategic growth opportunities and fund operating shortfalls where fundraising, donations and grants do not cover cost of operations and services in the short term.

Top of mind for everyone this year are the continued high costs of living and decreased housing availability particularly on the Sunshine Coast. During the year we increased services delivered to 2,767 individuals, which is a 13% uplift on the previous year.

Sunnykids is committed to continuous improvement in our internal and client facing operations. We are investing in more robust information technology platforms to ensure data security and cyber protection. In addition we are systemising back office processes including, implementation of a Human Resources management system to streamline our employment systems and file management.

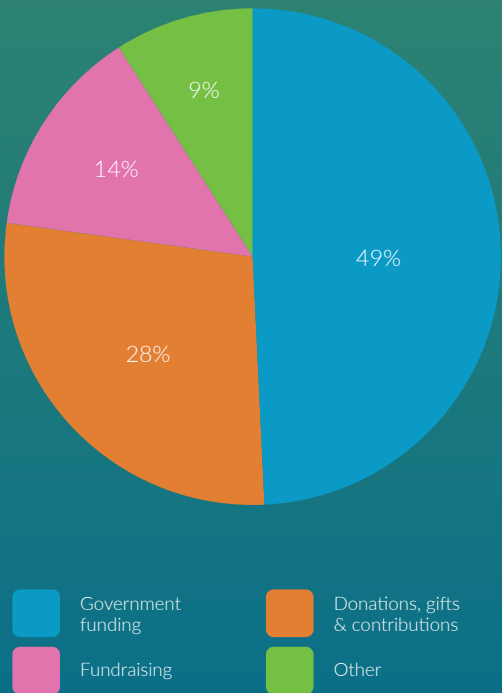
Finally, we are excited to continue organisational and service provision growth again in 2025. We operate with prudence and rigorous budgeting processes to ensure the continued sustainability of the organisation and its delivery of services to our community. We are committed to ensuring we remain a brand of integrity and preference when it comes to providing vulnerable children and families access to life-changing help and services. Personally, I am proud to be involved with this organisation and have enjoyed witnessing the growth journey over the past three years as Treasurer. It most certainly takes a village.

Tamara Cross

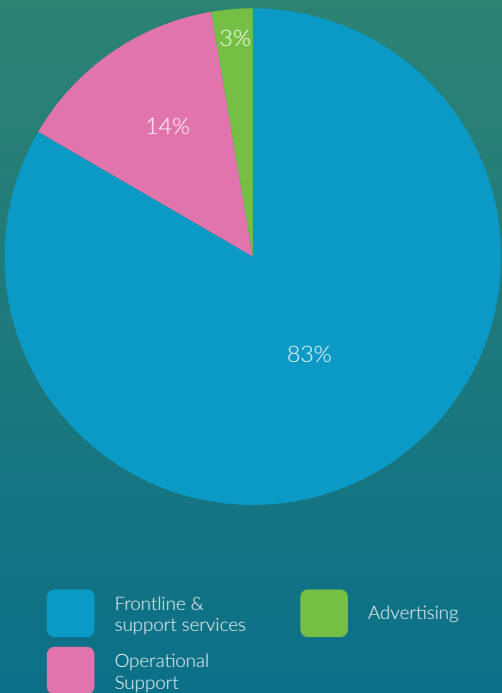
Tamara Cross
SunnyKids’ Treasurer



Our Revenue



Our Expenses



82% of women incarcerated for intimate partner homicide, were victims of abuse perpetrated by that partner.

The Domestic Violence Death Review Team (2024)

Our Team

SunnyKids service provision is delivered by a well-established, high performing team of DFV specialists with an impressive breadth of professional backgrounds and experience. Utilising contemporary theoretical frameworks, their compassion, commitment, and expertise provide the foundation of our organisation and helps to change the lives of children, young people and families in our community.

We appreciate their exceptional commitment to upholding the SunnyKids' vision for a community in which everyone feels safe, belongs and has a chance to reach their full potential.

Senior Management Team

Kathleen Hope, **Chief Executive Officer**

Kym Chomley, **Corporate Services Manager**

Sue Gilbert, **Business Development Manager (outgoing)**

Alex Comino, **Program Development Coordinator**

Jazzmin Vilnis, **DFV Counselling Team Leader**

Sarah Crain, **DFV Accommodation Team Leader**

Amanda Pyke, **Community & Education Team Leader**

Brooke Papamanolis, **Business Development Manager (incoming)**

SunnyKids greatly values the contribution of Human Services placement students each year from various Universities including University of Sunshine Coast, University of Queensland, Griffith University, University of Southern Queensland, University of Central Queensland and TAFE.

We helped our client with trauma and gave her counselling support. We also unpacked the patterns and the cycles of DV and helped her set healthy boundaries and gain confidence.

Financial abuse was present with our client, so we worked with her on setting boundaries. We helped her discuss options for housing and find accommodation.

She was a shell when she came in, she was empty and powerless. She left as a fierce confident woman!

SunnyKids' case worker



Thanks to our team

SunnyKids is extremely proud of the hard work and dedication of every member of our Board, leadership team, staff, volunteers and placement students who contribute to the success of all that we do. Once again, this year our team has risen to the challenge as the need has grown.

A heartfelt thanks goes to all for your generosity, kindness, care and perseverance. Together you have helped change the lives of many and created the opportunity for a better future for all. It truly takes a village to change lives!

SunnyKids is made up of:



22

employees



7

students



62

volunteers



4,640

volunteer hours

Community Impact

Message from SunnyKids' Patron

As Mayor of this wonderful Sunshine Coast community, I am honoured to extend my heartfelt gratitude and admiration to SunnyKids for the incredible work you do, year after year.

Your unwavering commitment to supporting vulnerable children and families has had a profound impact on the Sunshine Coast and beyond. SunnyKids plays a vital role in providing hope, stability, and a brighter future for those who need it most. Through your programs, partnerships and tireless advocacy, you have strengthened the bonds of our community and empowered countless individuals to overcome adversity.

As patron, I am especially proud of the way SunnyKids collaborates with local organisations, schools and government bodies to create a cohesive network of support. Together, we are building a future where every child feels safe and nurtured and is given the opportunity to thrive.

I acknowledge all those whose lives have been impacted by Domestic and Family Violence and commend SunnyKids for the early intervention and prevention programs designed to address this issue at its core. We need to teach our children and young people about healthy relationships and behaviours. It is never okay to treat anyone with less than respect. In the past financial year, 1,751 children and 1,016 adults experiencing Domestic and Family Violence have received support from SunnyKids.

To the team at SunnyKids, your dedication and compassion do not go unnoticed. I thank you for your invaluable contributions to our region.

I look forward to continuing to work with SunnyKids to change the lives of families in our community for the better. Furthermore, I value our ongoing partnership as we work towards a future where every child feels safe, supported and loved.

Mayor Rosanna Natoli
Sunshine Coast Council



A toxic stress response can occur when a child experiences strong, frequent, and/or prolonged adversity without enough adult support.

Children are unable to effectively manage this type of stress by themselves. As a result, the stress response system is activated for a prolonged amount of time. This can lead to permanent changes in the development of the brain causing psychological and physical damage.

Office of Early Childhood Development, 2020



Our impact – Andrew and Daisy's story

Andrew and Daisy's family have been engaged with SunnyKids in Schools (SKIS) program for a short time. The family was referred due to some challenging behaviour from the siblings including aggressive language, anger, negative attitude and difficulties with emotional regulation. Their school had also identified that Domestic and Family Violence was present in the home and a close family member was in prison.

When the children began SunnyKids' Mentoring Through Sport Program they were amazing! Broncos players Jack and Tyson sat down for their talks and Andrew and Daisy were engaged and didn't hesitate to discuss their thoughts on the topics discussed (social media, health, self-care etc). There were times where Andrew struggled to regulate his emotions and even an incident between Andrew and another MTS student; but due to the facilitators developing a positive relationship with Andrew, they were able to help Andrew overcome his emotions and settle in place.

SunnyKids' staff attended extra sessions at the school to support everyone involved, and in particular Andrew, to ensure everyone was well supported and risk was well managed.

At the end of MTS, Andrew completed his Student Feedback Survey and was very open and requested that his survey not be shown to any of his family members. He also disclosed that he felt people (teachers and others) thought he would become nothing! Although this was heartbreaking to hear, it shows just how much Andrew felt he could trust staff and felt safe to share. Sometimes our job is not to fix everything in someone's life, but if we can show a child that not everyone is the same and that how they feel is relevant, we can help show them that they matter!

Some wonderful things are starting to happen for this family, and we have no doubt this family is well on the way to breaking the cycle.

SunnyKids' connection with others

SunnyKids' mission – working to ensure that every child, family and individual who needs help can get it – drives what we do and each year, SunnyKids participates in a diverse range of events and campaigns designed to help us achieve this mission. These events and campaigns range from increasing awareness of Domestic and Family Violence in our community, to strengthening partnerships, advocating for change, influencing decision making and improving how we work, as well as fundraising.

SunnyKids' Service Delivery Team participates in many network meetings taking the opportunity to seek support and educate about DFV at the same time. Some of those meetings include:

- Northern Network Meeting; 6 Days of Activism
- Child Protection Week
- School-based Community of Practice Meetings;
- Early Year Partnership Network Family Network Meeting (Sunshine Coast)
- Sunshine Coast Family Support Collective
- Multicultural Network Meeting
- Mental Health Network Meeting
- MATCLA – Multi Agency Triage Case Lead Allocation
- Sunshine Coast DFV Core Collective Meeting

SunnyKids' CEO Kathleen Hope is very proactive with the Sunshine Coast HR Network, Community Strategy Leadership Group, and UniSC School of Law & Society - Counselling - External Program Advisory committee providing updates and information to help inform and support change across the region.

SunnyKids' long-standing relationship with Kuluin State School and its teachers and students is an unquestionable demonstration of the positive changes that collaborations with educators, sportspeople and charities can have to individuals, students, families and the broader community.

School leader



SunnyKids also maintains strong and productive working relationships with various government agencies including Queensland Police Service, Department of Child Safety Service, Department of Housing, Department of Justice and Attorney General and Centrelink.

SunnyKids celebrates wonderful relationships with schools and Early Education centres including:

- Baringa State Primary School
- Baringa Secondary School
- Buderim State School
- Burnside State School
- C & K Gympie
- Chancellor State College Primary
- Chancellor State College Secondary
- Eden Academy Maroochydore
- Guardian ChildCare and Education
- Gympie South State School
- Kuluin State School
- Mountain Creek State School
- Out & About Maroochydore
- Palmwoods State School
- Tewantin State School
- World of Learning

We also value our long affiliation with University of Sunshine Coast which provides important training placements for Human Services students as well as coordinates our Psychologists in Schools program.

SunnyKids greatly appreciates the ongoing commitment and support of Dr Bob Jacobs of The Parenting Centre, Jane McCarthy of McCarthy Family Law, Griffiths Parry Law and Suncoast Community Legal Service.

We are proud of the links we have established in the community and know how important these links are in supporting vulnerable families to make the choice to leave and be supported as they move forward in life.



Together, we can build a better world for children.



50% of men convicted of killing women had not been reported to the police.

The Domestic Violence Death Review Team (2024)

Driving Change

The sharp rise in the number of women killed across Australia has seen a groundswell of community-led advocacy demanding urgent action to prevent men's violence against women.

Teresa O'Sullivan, State Coroner

SunnyKids works hard to support all those in need by listening to our clients and striving to continuously improve our services.

Through our advocacy work, we strive to have a genuine impact on legislation, community support, programs and funding. This work involves making submissions to government, Royal Commissions and community groups, lobbying government, businesses and employers for change, and promoting social change in social settings such as during fundraising events, media and through learning opportunities provided to community businesses, schools, councils and other organisations.

Reconciliation Action Plan

Deeply conscious of the historical injustices and ongoing challenges faced by Aboriginal and Torres Strait Islander communities, SunnyKids is committed to reconciliation, truth-telling and walking together, to ensure Aboriginal and Torres Strait Islander peoples are restored in dignity, respect, empowerment and opportunity. We have made significant progress on meeting the commitments made in our current Reconciliation Action Plan. This includes strengthening the meaningful partnerships we have with Aboriginal-owned organisations and community groups, continuing to build our cultural capability, and ensuring our support is accessible and relevant to Aboriginal and Torres Strait Islander children and families.

The basic principles of neuroscience indicate that providing supportive and positive conditions for early childhood development is more effective and less costly than attempting to address the consequences of early adversity later.



Harvard Centre on the Developing Child 2024

Youth Justice

Decades of research has proven the link between a student's family background and their educational outcomes with a continuing, widening educational gap between children from disadvantaged backgrounds and those from middle-to-high income households. Many disadvantaged students display a lack of engagement and motivation with their education and lower educational performance. They leave school early with few or no qualifications, fewer job opportunities, and having limited connections to community networks and services.

Research shows that when children are supported to thrive in their education, they can go on to create a better future for themselves. As a result, SunnyKids works together with government and non-government organisations and schools in our community to develop and deliver services and programs for young people (and their families) who are at risk of disengaging from school and at risk of entering the youth justice system.

SunnyKids also supports families in building their capacity to fully engage in their child's learning and strengthening their relationship with their child's school. We do this because studies show that children whose parents are involved in their education, regardless of their income or background, are more likely to succeed in school, graduate and undertake further study or gain employment.



Coercive Control

Hannah's Law, the criminalisation of coercive control in Queensland, was passed by State Parliament this year. Queensland Government's commitment to criminalising coercive control followed the tragic death of Hannah Clarke and her children at the hands of her ex-partner. Referred to as Hannah's Law, the new legislation criminalises coercive control and incorporates both physical and non-physical forms of Domestic and Family Violence.

This decision stems from research linking coercive control to homicide. Shockingly, in 97% of partner homicides, the victim also experienced coercive and controlling behaviour prior to their deaths.

SunnyKids will continue our proactive work in educating our community about coercive control as well as providing guidance and support to adults and children impacted by coercive control.

How to Help!

SunnyKids believes everyone deserves a chance and that too many children today simply aren't getting the opportunity to be the best they can be.

Donors

We hugely appreciate all our supporters who share our efforts to ensure every child feels safe, belongs and has the chance to reach their full potential.

Accepting generous donations – particularly child sponsors and monthly donors – is vital to our sustainability. We were thrilled to welcome many more donors to SunnyKids this year. We gratefully acknowledge all our donors for their generosity during the year.

SunnyKids' P100 Club

SunnyKids' P100 Club is one way people and businesses can support children and their families.

The P100 Club is made up of a group of caring individuals, business people and organisations who have a desire to make a difference. Monthly donations are so important to us and are greatly appreciated. By committing to a regular monthly donation, you are helping us plan our work with greater certainty. Monthly giving is simple, easy and makes a long-lasting difference.

The P means Philanthropy and the 100 is your minimum tax-deductible investment and in return we will provide recognition of your philanthropy and give you opportunities to connect and build relationships with, like-minded business people, give you use of the SunnyKids' P100 logo, member network, P100 directory and other promotional materials as well as invitations to quarterly network events.

SunnyKids' Corporate Partnerships

SunnyKids believes that **it takes a village** to provide the right environment for children to thrive and through partnerships with businesses and corporations, SunnyKids can make a difference for at-risk children. Our Corporate Partners make monetary or in-kind donations to SunnyKids to help support the business costs of running SunnyKids. We also have partners who raise funds for our crucial frontline services. These partnerships assist businesses to profile their brand and demonstrate their commitment to corporate social responsibility and we thank them wholeheartedly.

Bequests

As in previous years, we were privileged to receive bequests from several generous supporters who left a gift in their Will to support the less fortunate children in our community.

Leaving a gift in your Will creates a living legacy. It is a way of investing in the future of our community and your gift to SunnyKids will help disadvantaged children to get the education, healthcare and life opportunities that they deserve.

Leaving a living bequest is a unique opportunity to invest a part of your estate for the most disadvantaged children in our community AND have the joy of watching your gift in action.

There is no minimum amount required to leave SunnyKids a gift in your Will or to make a living bequest. Whilst larger gifts may be used for major projects – smaller gifts can be pooled together for a large impact.

We extend our sincere condolences and grateful thanks to the families and friends of supporters who have passed away during the year. We are also grateful to the growing number of supporters who informed us they will be leaving a legacy to support our work.



SunnyKids' Child Sponsorship

We welcome donations from families, schools, workplaces, community groups, sporting teams and businesses that would like to change the life of a child through our SunnyKids' Child Sponsorship program. Tax Deductible donations can be made through a commitment to monthly \$50 donations or by an annual payment of \$600. Sponsors will receive regular SunnyKids' newsletters with stories about children who have been supported.

Events and Community Fundraising

Every year, hundreds of people support SunnyKids by participating in community fundraising and events including Winemakers' Masterclass, our Kart-a-Thon and Burlesque L'Amour! - White Lies evening. The impact of people getting behind this area of our work grows year after year, and we couldn't be more grateful for their support.

Winemakers' Master Class

The Travis Schultz Winemakers' Master Class, backed by NAB Private Wealth, for SunnyKids is one of the Coast's signature annual events and is a must attend for wine connoisseurs. The event includes some of Australia's favourite winemakers, a four-course degustation luncheon and an afternoon of entertainment to raise funds for SunnyKids to provide their highly successful SunnyKids in Schools programs.

SunnyKids' Mayoral Ball

Join us and Sunshine Coast Mayor, Rosanna Natoli at the highly acclaimed annual SunnyKids' Mayoral Ball for a memorable evening including a 3-course meal from local award-winning chefs, premium beverages and a sensational band to support SunnyKids' Save a Life Tonight campaign. The "Save a Life Tonight" campaign provides an early intervention circuit breaker to enable families and children an escape to safety for a night, including all necessities, assisting them to consider and learn more about the options available to them.

Volunteers

The experience, skills and compassion of our committed volunteers are vital in enabling us to help more people in our community. We know that without our dedicated volunteers giving their time and skills, SunnyKids would not achieve as much as it does each year. We extend our gratitude to our loyal volunteers for their support in enabling us to deliver our organisational purpose.



A Random Act of Kindness



How much you think
it means to someone



How much it actually
means to someone

The Gift of Giving

Meet our corporate partners and fundraising groups, as well as the many wonderful individuals, businesses and organisations who have each supported us this year. We also thank the many wonderful supporters who chose to remain anonymous.

Village All Fix Building
Maroochydore Aura Advisory Axia
Better Financial Control Big Kart Track
Lawyers BRD Group Canny Business Solutions
Financial Solutions Coolum Surf Club Core Business
Property Solutions Double R Group Dr Petra Ladwig DTB Advertising **Thank You** Eason Creative Photography
EFEX Elmari Boutique EON Group Etica Accounting Pty Ltd Evans Built Pty Ltd Evolve Accounting Eyes On
Buderim Fay Mansell Firefly Education Focus Professional Group Freedom Air Qld Gallagher Gold Buyers Online
Gowan Lea Timbers Griffith Parry Lawyers Hall Contracting Herron Todd White Valuers HMR Healthcare Distribution PL
HRM Contracting Jones Motorsport Kaizen Exercise Physiologist Karen Neuendorf KBas Bookeeping Ken Mills Toyota
Kings Beach Bar KLM Solicitors Kruger Law Lakeview Imaging Lawrence & Josee Rynne Live Life Pharmacies LJ Hooker
Mooloolaba Mountain Creek Look Now Training Mark Lorton photography MD Cosmetics and Skin Clinic Mindset for
Success Mint Accounting MIQ Private Wealth Mobbs Electrical Molly & Peter Kelly My Weekly Preview NAB Private
Wealth Noosa 4 Sale Ord Minnett Pacific Motor Group PMCN Consulting Pty Ltd QLD Country Bank RCQ Rejuvenate
Pilates Buderim Rejuvenate Pilates Caloundra Rejuvenate Pilates Coolum Rejuvenate Pilates Cotton Tree Revive
Financial Secure Access I.T. Shadforth's Shanahan Family Law Simpson Quinn Lawyers Sinclair Property Group Solid
Ground Roasters **Gratitude** Spire Law Sports & Spinal Physio Stratogen Financial Planning Street Collective Sunny
Media Sunshine Coast Airport Surepipe Suter Smith Cleine The Fleet Office The Gild Group The Inkspot Printers
The Profit Analyst Thrive 45 Tony and Gaye Wright Toomey Family Law Top Gear Security Town Pty Ltd Travis
Schultz & Partners Vibe PR & Marketing Vincents Watermark Pictures WealthPro White Light
Communications Your Insurance Broker P/L Sand and Land Candles White Tigress Thompson Charitable
Fund Brian Hall Jocelyn Walker Buderim Foundation Crosby Foundation Queensland Gives Heller
Foundation Second Chance Foundation University of Sunshine Coast **Appreciation** Women's
Fishing Classic Clubs Smile for a Child Zephyr Foundation Brisbane Broncos Curly's Book
Club Cooroy RSL Headland Golf Club Lions Club Cooroy/Pomona Lions Club
Tewantin/Noosa MG Car Club Sunshine Coast Rotary Club Maroochydore Rotary
Club Mooloolaba The Business Referrals Club Zonta Club of Maroochy Bossy
Boots Event Agency Event X Market Wine Store Maroochy RSL 92.7
MixFM My Weekly Preview Nina Hansen Design Raw Lens Media
Co Riedel Sunshine Coast News Fiona Simpson MP DJAG
Dept of Housing DYJESBT Axia Lawyers Coolum Surf
Club John Burnie Shoreline Pacific Law Worrells
Rebecca Grisman Habitat Painting
Grenfell Murray BBHT Tikt Omnia
Legal Gail Hunter Maeva
Hospitality

Broader Reach

As the need for support grows in our community, SunnyKids' plans to expand services to new geographic regions is well underway and quickly proving to be successful.

By expanding into new geographic areas, SunnyKids has been able to provide support to more families and children in need.

Our steady expansion of services has required careful research and planning to understand the new geographical areas, including cultural and language differences, regulatory requirements, community need, available services in the area and potential financial support.



2023-24 Awards

2023 Sunshine Coast Business Award

SunnyKids, Social Impact, Large Business Award

2024 Elsie Award

Kathleen Hope, for her outstanding contribution to domestic violence services, including as CEO of SunnyKids and as a staunch advocate for vulnerable women and children.



Thank you

Our supporters are the foundation for achieving a community in which everyone feels safe, belongs and has the chance to reach their full potential. Your generosity powers our work for some of the most vulnerable children and adults in our community. Together we are transforming lives – and futures.

At SunnyKids we value all our partners, both public and private, including corporates, small business, philanthropic and individual supporters, plus all our donors and fundraisers. We are humbled by the overwhelming generosity of our community during the past year. The support of Community Service Organisations, Federal and State Government departments, Local Government Authorities and our friends at other associations and Aboriginal Community Organisations has been outstanding. Your generosity assists us in our work for some of the most vulnerable children and adults in our community as we strive to help them reach their full potential.

We are deeply grateful for all you do!





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