



SunnyKids is a charity doing important work in our community supporting women and children escape family and domestic violence. This work makes a difference in the lives of others however, we can only do so much without the support of generous donors. When you give to charity you are helping to fund important projects and programs and sending a powerful message of hope and compassion.

Companies all over Australia are going beyond profits to enrich their communities. Giving back has become a vital part of corporate culture! Workplace Giving (WPG) is a way that people across Australia can give to charities as a pre-tax donation, directly from their pay, while they work. It's easy, it's effective and it delivers low-cost, efficient and much-needed funding to SunnyKids.

Workplace Giving is a smart way for businesses to demonstrate a strategic commitment to community and social investment. Employees are provided with an opportunity to connect with the values of the company they work for and an avenue to make a positive difference in the community.

Most importantly, Workplace Giving delivers a positive financial impact for SunnyKids – this is low-cost charity funding, with 99% of all donations going directly to our cause. Workplace Giving streamlines the financial management process of corporate donations to charities, reduces administration and is a government endorsed program.

## Benefits of Workplace Giving

- Immediate tax deduction
- Increased employee engagement
- Provided opportunities to engage in volunteering
- Builds partnership with charities
- Boosts employee morale
- Showcases corporate social responsibility

## Our Response

Tackling DFV is not easy and state and federal governments are committed to addressing this critical issue with their National Plan to End Violence against Women and Children 2022- 2032 (Cth) and the Domestic and family violence prevention strategy 2016-2026 (Qld).

SunnyKids proactively delivers on these plans through:

- Prevention – Community education through social media campaigns, events, workshops
- Early intervention – Save a Life Tonight campaign, DFV counselling and safety planning
- Response – Najidah Refuge crisis accommodation
- Recovery and healing – DFV education, counselling and implementation of the 5 keys to wellbeing

## Statistics



**96% of people feel they have a moral duty to use what they can to help others**  
(Cause Connect)



**Improved self-esteem and self-worth are health benefits of charitable giving**  
(Health Direct)



**62% of workplace givers primary driver is their employers matching their donation**  
(Workplace Giving Aust)



**64% of people would be more likely to buy a product or service from a company leading in philanthropy**  
(Workplace Giving Aust)



**80% of employees surveyed expect a workplace giving scheme**  
(Workplace Giving Aust)



**If 10% of working Australians donated \$5 a week, an extra \$338 million would be available to the community annually.**  
(Dept of Prime Minister & Cabinet)

## TACKLING DFV

SunnyKids provides a social and emotional safety net for thousands of children, individuals and families each year. Our unique Virtual Village model provides wrap around service to children and their families.

# About SunnyKids

SunnyKids provides essential support services to children and families experiencing domestic and family violence and hardship.

Our integrated support network provides a range of life-saving services to thousands of families in Queensland each year.

We believe it takes a village to raise a child and in doing so, work tirelessly within local communities to help educate and break the cycle of violence and hardship to create a future where this doesn't exist.

To do this we provide a social and emotional safety net for thousands of children and their families through partnerships with health and education service providers. Our unique Virtual Village practice model provides wrap-around support services to children and their families.

## VISION

A society in which everyone feels safe, belongs and has the chance to reach their full potential.

## MISSION

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

## SunnyKids Programs



SunnyKids in Schools



SunnyKids in Early Education



Emergency Accommodation - Save a Life Tonight



Crisis Accommodation



Transitional Housing



Mentoring Through Sports

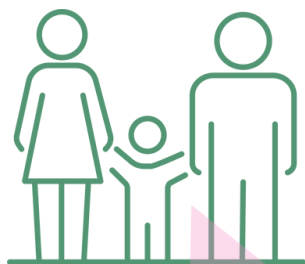


DFV Counselling / Complex Case Management



Business and Community Education

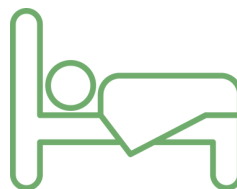
## The impact of the SunnyKids village



**3,607 individuals helped 2024/25 - 30% increase from 23/24**



**1,085 children in school based programs in 2024-25**



**8,262 bed nights in 2024/25**



**22% Government funded**

## How to support

Each day there are 500 reported incidents of domestic and family violence in Queensland.

To learn more about the SunnyKids impact, how you can become a part of the SunnyKids Village and support our important work - call or visit us on

Phone 07 5479 0394  
SunnyKids.org.au

