

2024 COMMUNITY REPORT



good 
Friday
appeal

THE ROYAL CHILDREN'S HOSPITAL

Principal partners

Herald Sun | 



A MESSAGE FROM BERNADETTE MCDONALD, CEO, THE ROYAL CHILDREN'S HOSPITAL



This year, everyone at The Royal Children's Hospital (RCH) is once again humbled by the generosity of our community who came together and raised a record-breaking \$23,368,724 for our hospital. Many families are doing it tough right now, and we are deeply grateful for every

dollar raised through footy raffles, tin rattlers, curb-side lemonade stands and everything in between.

This year, the Good Friday Appeal extended its reach into communities across regional and rural Victoria. A goal of the RCH's new Strategic Plan is to support an integrated paediatric service system, where health services learn from each other and share expertise. We are thrilled to progress this goal by sharing this year's fundraising with our regions and making it easier for patients and families to get the care they need closer to home.

I extend a warm thank you to all our supporters in regional and rural Victoria who do so much for the Good Friday Appeal year after year.

The money raised through the Appeal is instrumental in

helping the RCH deliver high quality care with cutting-edge treatments, new equipment, facilities, research and opportunities for learning. This includes funding for a new team of expert nurses who are specialised in the insertion of peripheral intravenous catheters (PIVC). We insert over 30,000 cannulas every year and about 50 per cent of our patients will require a PIVC. No child likes a needle, and we know that they cause high levels of anxiety and fear, but the new Vascular Access Specialist Team will lead the way in using ultrasound guidance to assist them with finding the best vein – first time, every time – and make the experience of patients just that little bit easier.

At the RCH, we are always striving towards a new benchmark for care, research and learning, and with the backing of the Good Friday Appeal and so many incredible Victorians, we will continue to pursue our vision of a world where all kids thrive. On behalf of our patients, families and staff, thank you for helping us create one of the best children's hospitals in the world. We are enormously grateful to every single person and organisation that raised funds and made the 2024 Good Friday Appeal our biggest one yet.

Bernadette

Bernadette McDonald
CEO, THE ROYAL CHILDREN'S HOSPITAL

WELCOME

A MESSAGE FROM PENNY FOWLER, CHAIRMAN AND REBECCA COWAN, EXECUTIVE DIRECTOR, GOOD FRIDAY APPEAL

The Good Friday Appeal is a cause close to the hearts of many and this year we saw the community unite to raise a remarkable \$23,368,724 for The Royal Children's Hospital.

This year, everyone dug deep for the kids. From community groups, sporting clubs and families to small and large businesses and with the generous support of both the Federal and Victorian Governments, it highlighted what we can achieve when everyone gives what they can.

It was exciting to see nearly 25,000 participants take part in Run for the Kids to raise an incredible \$1.3M. Thank you to everyone involved especially the Herald Sun and Transurban. Kids Day Out entertained nearly 95,000 visitors at the family fun festival supported by the City of Melbourne and located at the Melbourne Convention and Exhibition Centre (MCEC) in their 10th year of support. Also at the MCEC, two special traditions continued with the Money Counting Room and the Phone Room supported by Telstra.

Thank you to Principal Partners, Herald Sun and Channel 7, who continue to play a vital role in sharing stories that demonstrate the impact of the community's generosity. Channel 7's Telethon provided all day entertainment with outstanding support from their talented stars, personalities and production teams. This, combined with support from 3AW, Ace Radio Network, Nova, Smooth FM and QMS Media, along with a GFA branded Tram thanks to the support of Yarra Trams and JCDecaux, inspired the community to give.

The goodwill of the regions and in particular the 210 Area Managers who championed their local towns to raise \$5.2M regionally was evident as CFA brigades and other volunteers rattled tins throughout the streets. The RCH Auxiliaries were innovative and committed along with Uncle Bobs Club, Pied Pipers and many other community organisations with thousands of volunteers providing invaluable support.

Woolworths raised \$1.316M by engaging their teams and customers and Bambi Mini Co donated the proceeds from their sock range in Chemist Warehouse stores. Other partners included Cadbury, Costco, Little Athletics, DECJUBA Foundation, Bunnings, Container Deposit Scheme and raffle partners including Mazda, Majestic Caravans, TEMPUR Australia, Masseur Massage Chairs, Woolworths, Telstra, DoubleTree by Hilton, Kogan, Inspiring Vacations and Qatar Airways raised \$1.1M.

The Charity House in Tarneit was generously donated by Henley in their 32nd year and Villawood provided the land in their 15th year to raise \$1,110,000 with every dollar



donated and hundreds of trades, suppliers and staff giving their time and resources.

There was the collective support from some of our favourite sporting codes including the AFL Superclash game with North Melbourne FC hosting Carlton FC on Good Friday and Melbourne Storm, Racing Victoria, Country Racing, Southside Racing, Greyhound Racing and VRC all getting behind the cause.

Your support will have a profound impact and will change lives by providing world class care through funding state of the art equipment, research, training and patient and family centred care programs.

For the first time in the Good Friday Appeal's 93 year history, we will also distribute funds in partnership with The Royal Children's Hospital to regional paediatric health services; Barwon Health, Bendigo Health, Grampians Health, Goulburn Valley Health, Albury Wodonga Health and Latrobe Regional Health. This important initiative will improve the health outcomes of children all over Victoria.

The Good Friday Appeal has now raised an extraordinary \$468 million since 1931. The Appeal is about donating what you can as every dollar counts and every donation impacts lives. Thank you for your unwavering support and for the difference you continue to make to the lives of countless sick kids and their families.

Penny
Penny Fowler AM
CHAIRMAN

Rebecca
Rebecca Cowan
EXECUTIVE DIRECTOR

2024 IN NUMBERS

Regional Victoria

From tin shaking to raffles, fundraisers and auctions, regional and rural Victoria & southern NSW raised a remarkable \$5,261,913.



\$5.2M

**\$468
MILLION
RAISED
OVER 93
YEARS**



Tin Shakers

Over 13,000 volunteer collectors across 1,079 collection activities.

13,530



Kids Day Out

Almost 95,000 visitors to Kids Day Out enjoyed Melbourne's biggest family fun day.

95,000

Website Visits

Over 8 weeks the website received 1,241,206 visits, with nearly 500,000 on Good Friday.



\$1.2M



Fundraising pages

Thank you to the 1,147 individuals and groups who set up fundraising pages online, raising \$1,426,196.

1,147



TOTAL RAISED

\$23,368,724

Thanks to our top supporters:

Regional Victoria & Southern NSW \$5,261,913

Federal Government \$2,000,000

CFA \$1,819,800

RCH Auxiliaries \$1,502,467

Woolworths \$1,316,507

Herald Sun/Transurban Run for the Kids \$1,300,000

Henley & Villawood Charity House \$1,110,000

Victorian Government \$1,000,000

55 Metro Collection Groups & Fire Brigades \$965,804

Superclash \$312,088

Empower Planetshakers \$242,344

Pied Pipers \$223,364

DECJUBA Foundation \$200,000

Bambi Mini Co + Chemist Warehouse \$190,617

Uncle Bobs Club \$190,082

3AW Climb for the Kids \$119,379

AFL \$100,000

Cadbury \$100,000

Racing Victoria \$100,000

91,821

RAFFLE TICKETS
SOLD

7,138

CALLS TO THE
PHONE ROOM

1,517

MEDIA
MENTIONS

OUR IMPACT



Each year the community makes a difference to the lives of sick children and their families by funding projects and supporting medical excellence at the RCH in the following areas:

RESEARCH

Investing in research teams who push the boundaries of paediatric medicine, and seek treatments and cures for diseases that threaten the lives of children across Australia and around the world.

EQUIPMENT AND TECHNOLOGY

Funding progressive, state-of-the-art equipment and technology that helps the RCH improve the quality of health care provided to patients.

CLINICAL LEADER FOR TRAUMA, BURNS AND SURGERY RESEARCH

Thanks to support from the Good Friday Appeal, the RCH will stay at the forefront of trauma care, burns management and surgical research. Funding provides an ongoing role for Associate Professor Warwick Teague, Director of Trauma, Clinical Leader for Trauma, Burns and Surgery research, and Academic Paediatric Surgeon.

He has supported, developed and grown the Burns Service, ensuring the team stays at the forefront of clinical care and innovation with the implementation of new tools and techniques like microneedling and the use of a fractional ablative CO2 laser.

The RCH Burns Service continues to develop, with strategic staff appointments within surgical, clinical and nursing roles, and encouraging the adoption of new burn treatment technologies.

PATIENT AND FAMILY CENTRED CARE

Funding world class care focused not only on the patient but the whole family, to ensure families are included in each step of the way in their child's care.

LEADERSHIP, EDUCATION AND TRAINING

Supporting the RCH team by fostering staff excellence through investment in academic leadership, education programs, scholarships and fellowships.

RCH HEALTH LITERACY PROJECT

Recent findings have shown over half of all Australian adults have low health literacy. There is a need to empower future generations of Australians by developing accessible reputable health information.

The Health Literacy Project aims to create a range of new, engaging and inclusive digital health resources with and for young people, to elevate the voice of the child.

Through understanding children and young people's perspectives, this project aims to increase community health literacy, helping to keep them well, and out of hospital. Thanks to the support of the Good Friday Appeal, the RCH can extend its unrivalled reach as a trusted online source of children's health information, leading to better outcomes for young people in Australia and beyond.



PRECISION NEWBORN HEALTH

Every day, The Royal Children's Hospital Newborn Intensive Care Unit cares for some of the country's sickest and most vulnerable babies. These babies, born early or with complicated medical conditions, are often at high risk of having significant health issues throughout their lives, requiring ongoing care.

Thanks to support from the Good Friday Appeal, the RCH has been able to establish a dedicated research program, known as the Precision Newborn Health Program.

This innovative research program commenced in 2022 and is working towards improving precision in predicting infants at high risk of health and developmental problems. The program also aims to create personalised intervention programs targeted at those most at risk to improve their outcomes.

Professor Jeanie Cheong, Project Lead for the Precision Newborn Health Project, explained that the project would help build a healthier future for babies cared for on Butterfly ward.

"We aim to predict neurodevelopment, feeding and motor problems, and severe lung disease, which are common outcomes across all high-risk infant groups, and carry significant burden to these children and their families.

"Through better prediction of which infants are at highest risk of long-term poor health and developmental outcomes, we will be able to target support to those who are most at risk, which means more streamlined care and better outcomes," said Jeanie.



WADJA ABORIGINAL FAMILY PLACE

Thanks to the Good Friday Appeal, the Wadja Aboriginal Family Place (Wadja) provides Aboriginal and Torres Strait Islander patients and their families at The Royal Children's Hospital with culturally safe, respectful, and timely services.

Selena, Annette and other dedicated case managers provide emotional, cultural and practical support to both inpatients and outpatients. Wadja's paediatric clinic service addresses the complex medical and social need, while also providing a comfortable space for families to enjoy a yarn or a cuppa.

The incredible impact of Wadja extends further than just its patients. Since 2009, the Wadja team has developed a reputation within the community, working closely with local Victorian Aboriginal organisations, including the Victorian Aboriginal Health Service and the Victorian Aboriginal Child Care Agency, to provide service delivery and referral pathways for the Aboriginal and Torres Strait Islander community.

These are just a selection of projects the Good Friday Appeal is funding this year. There are over 29 projects receiving ongoing support including MCRI research, Child Life Therapy, a Diabetes Immuno Therapy program, Clinician Fellowships, Nursing outreach education, new regional funding and more.

Visit goodfridayappeal.com.au/your-impact for details

OUR IMPACT ACROSS



HISTORIC REGIONAL FUNDING INITIATIVE

In an historic first for the Good Friday Appeal, funding will extend The Royal Children's Hospital (RCH) excellence to regional areas, supporting training, scholarships, and cutting-edge equipment. This vital investment aims to enhance the care experience and outcomes for children in regional settings, enabling them to stay closer to home while bolstering regional capabilities and simplifying access to specialist care pathways.

This year, in partnership with the RCH, Good Friday Appeal funds will directly benefit regional health services including Grampians Health, Goulburn Valley Health, Albury Wodonga Health, Barwon Health, Bendigo Health and Latrobe Regional Health. From nursing scholarships to capital expenditure, this investment will improve the experience and healthcare for children, young people, and families residing in regional and rural Victoria.

GRAMPIANS HEALTH

Grampians Health Ballarat Hospital, serving 250,000 people, requires new state of the art resuscitation, ultrasound, and anaesthesia equipment for optimal care of high-risk women and babies. Resuscitator cots are vital for babies in critical conditions, used in Maternity Unit, Special Care Nursery, Emergency Department, and Operating Theatre. Funding will procure new cots, ensuring consistency and facilitating safe transport to RCH. The purchase of a maternal ultrasound machine will enable complex scans, aiding high-risk pregnancies monitoring and ensures safe deliveries locally. Replacement of ageing anaesthesia machines will

enhance patient safety and operating theatre efficiency. New patient monitoring devices align theatre monitoring with hospital-wide standards, improving workflow and Electronic Medical Records integration.

GOULBURN VALLEY HEALTH

New funding for Goulburn Valley Health will enable children to receive highly-specialised, life-saving respiratory care within the Goulburn Valley for the first time, thanks to new equipment and training. Funding will also be used to create two part-time emergency nurse practitioner roles, four paediatric nursing support scholarships, and upskill staff delivering Hospital in the Home care, thereby keeping more children out of hospital, and servicing increased demand. The purchase of respiratory support equipment and training will build capacity and allow children to stay in their own communities.



VICTORIA



ALBURY WODONGA HEALTH

At Albury Wodonga Health, the funding will allow for the establishment of a Paediatric Hospital In The Home Program, invest in advanced medical equipment including an ultrasound machine for paediatric echocardiograms and a polysomnograph for sleep studies, and enhance our workforce training and upskilling initiatives

Ultimately, it will allow Albury Wodonga Health to provide comprehensive, family-centered care to children in the region, ensuring they receive the support and treatment they need to thrive.

BARWON HEALTH

From saving babies' lives thanks to resuscitation training and new video equipment, and increasing patient care and outcomes by using specialised ultrasounds, to upskilling nursing staff in response to a surge in eating disorders, funding will support critically ill children and young people of all ages across the Barwon area.

In addition the purchase of a video laryngoscope for the neonatal unit at Southwest Healthcare will allow trainees and junior consultants to improve their skills in intubating premature babies, by allowing other clinicians to watch the procedure via video and provide guidance in real-time.

BENDIGO HEALTH

Funding will allow Bendigo Health to build an all abilities rehab playground co-designed by clinicians and patients. Fundraising for the new rehab playground was kickstarted by the community and GFA funding will allow work to commence.

Bendigo Health will also be able to offer paediatric staff

scholarship and specialist training programs, helping to attract and retain highly qualified staff across the Loddon Mallee region.

LATROBE REGIONAL HEALTH

From upskilling staff to create Gippsland's first neurodevelopment outpatients' clinic, and purchasing new equipment to detect and manage eye disease, through to increasing the capability of nursing staff by purchasing specialised training equipment and offering RCH secondments, funding will change and save the lives of Gippsland children, in particular by allowing early detection and management of a range of conditions.

One of the key projects to be funded is the purchase of a RETCAM (retinal scanning camera, neonatal), taking digital photos of the structures inside the eye. RETCAM allows clinicians to scan for and manage eye disease. Purchasing a RETCAM for the region, and providing training to use it, will not only save children travelling long distances for regular testing, but will also increase regional capacity and reduce waiting times for patients.



OUR WHY



PETER'S STORY

After an early life filled with heartbreak, there's no holding back Peter now.

Born with a rare congenital heart defect in the Solomon Islands, the seven-year-old has endured his fair share of challenges. But he's back on his feet and raring to go thanks to surgeons at The Royal Children's Hospital.

Before his surgery in early 2024, the Braybrook schoolboy needed frequent rests while playing or running. "Now I have to tell him to stop running around," said his dad, also called Peter. "I have to tell him, 'Slow down a bit! Wait until you heal properly.'"

Peter was born in an emergency caesarean and struggled immediately. "His fingers and lips turned purple due to lack of adequate oxygen in the blood," Mr Sidi said.

He needed surgery, but the Solomon Islands lacked the medical expertise and facilities.

Peter was born with a condition called congenitally corrected transposition of the great arteries, which means the heart's ventricles and vessels are reversed. "We had to search around and find places for him to have surgery, and we went to India for his first surgery when he was nine months old, a temporary fix," Mr Sidi said.

Then he went back to the Solomons.

"The doctors advised us as he's growing up, his body will need more oxygen, and he had to do another surgery as

the oxygen level goes down. The second surgery was in 2019 in Fiji, which has a relationship with doctors in India. The same thing – because he was still growing they said he needs another surgery."

When Peter was just two years old, tragically his mother died in the Solomon Islands. Mr Sidi, who was working and living in Australia by then, brought his two children from the Solomons to live with him in Australia in 2021 after Covid-related delays.

"That's when we started to get the ball rolling about his heart condition and our GP directed us to go to The Royal Children's Hospital," Mr Sidi said. Peter's RCH cardiac surgeon, Ben Davies, said the heart condition would have had devastating consequences if not first treated soon after birth.

"Without the first operation, he just would simply have died because he wouldn't have been able to put oxygen into his bloodstream," he said. Dr Davies built on the foundations of the two previous surgeries to do a Fontan operation, allowing oxygen-poor blood from Peter's body to bypass his heart and return to his lungs.

"Having had the operation, he can have every expectation of a longer and happier life," Dr Davies said. "And Peter's a very, very positive child. He's done really well, and he's also had to cope with his mother dying, and he's had to cope with changing country.

"He's a brilliant bubbly little boy. He's both stoical and positive at the same time."

FACES OF THE APPEAL



THANK YOU TO FINLEY AND EMILY AND THEIR DEDICATED FAMILIES

Parents Erin and Jacob beam when talking about their two-year-old, Finley. His bright blue eyes, wide smile, and loving nature light up any room. He adores watching reruns of "Puffin Rock" with his toy Riffy and these cosy moments on the couch are precious to Finley and his parents after a tumultuous start to life. Born with myelomeningocele, a severe form of spina bifida, Finley required major spinal surgery at just one day old. He also has hydrocephalus and Chiari malformation, common companions to spina bifida.

From this time, their lives centered around the Sugar Glider ward at RCH, where seven medical teams provided comprehensive care, treating them like family. Finley faced challenges, requiring CPAP and later a tracheostomy due to bilateral vocal cord paralysis.

Finley has endured numerous medical procedures and four major surgeries. He currently relies on a nasogastric tube for feeding and awaits a stomach feeding tube surgery. Despite not speaking, Finley communicates effectively through gestures and eye contact.

Erin and Jacob are immensely grateful for the support of Finley's medical team at RCH, knowing there's still a long journey ahead.

Our enormous thanks to Finley, parents Erin and Jacob, and baby sister Lilah, for sharing your story and your time for the Appeal this year.

Emily, 10, is the vibrant core of her family of five. She enjoys cricket and soccer, cracks jokes, and cherishes time with friends. At three-and-a-half, her parents Allison and Liam noticed concerns: she bumped into doorways, had nasal water release, and delayed speech. Referred to an ENT specialist, Emily was monitored closely. A year later, swallowing and walking issues persisted. Neurologists diagnosed a brainstem lesion, likely a slow-growing glioma.

Returning to Victoria, Emily's pediatrician linked them with specialists at RCH, including oncologists, ENT, respiratory doctors, gastroenterologists, and dieticians. They identified Emily's rare ganglioglioma brain tumor, situated in a crucial area controlling bodily functions. Two surgeries attempted tumor removal for targeted therapy.

Liam reflected, "Brain cancer defies easy fixes. We strive for Emily's normalcy." Despite frequent RCH visits, Emily embraces life fully. Hospital staff witness her transformation from a small child to the remarkable 10-year-old she is.

"Allies in her journey," Allison praises RCH staff. "They support and advocate for Emily's best life."

A heartfelt thank you to Emily, her parents Allison and Liam, and her siblings Lucas and Hannah for sharing your story and dedicating your time this year.

PRINCIPAL PARTNERS

The continued success of the Appeal is a fantastic testament to the unwavering support of our Principal Partners, the Herald Sun and Channel Seven.

Herald Sun

Since 1931, HWT journalists have been chronicling tales of inspiration and bravery. In 2024, we are grateful to the Herald Sun, The Weekly Times, and the Geelong Advertiser for their steadfast support of the Good Friday Appeal as they continue to share uplifting patient stories and impactful fundraising initiatives across print and digital platforms. Herald Sun journalist Jen Kelly and photographer David Caird spent weeks at the Hospital, capturing the authentic experiences of patients and their families, showcasing how Appeal-funded projects have transformed lives over the years.

The Herald Sun/Transurban Run for the Kids, Victoria's largest fun run, united the community once again, raising an astounding \$1.3 Million this year and contributing to the \$22.9 million total raised since its inception in 2006.

Thanks also to Herald Sun for their support through the sale of the Mark Knight AFL Premiership Posters raising over \$640k. Over the past 70 years, more than \$7.7 million has been raised for the Good Friday Appeal from the poster sales.



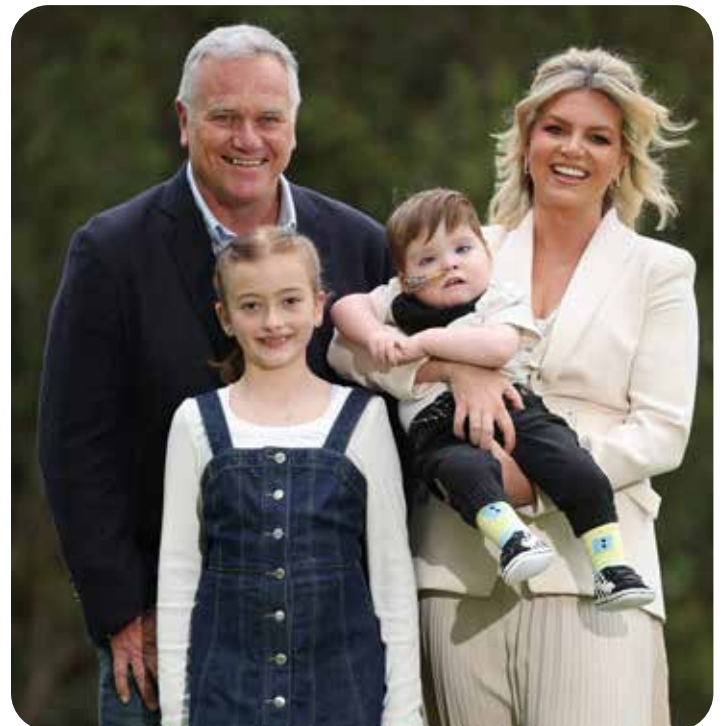
In 2024, Channel Seven's Telethon once again captivated audiences on Good Friday, marking its 67th year of broadcast and news anchor Peter Mitchell's 36th year as host. Both Peter and co host Rebecca Maddern continued in their role as official Ambassadors for the Appeal.

In the lead up to Good Friday the Channel 7 team captured patient stories from the RCH and across Victoria to highlight the impact.

From the start of the day on Sunrise and The Morning Show to the afternoon telecast and evening programming, Channel Seven's stars united to raise vital funds and spotlight the community's impact.

We extend our deepest appreciation to the entire Channel Seven team, including evening show host Larry Emdur, and Mark Beretta on the Country Board in his 30th year. Special thanks to Jane Bunn and Mike Amor for hosting, as well as Paul Dowsley at Kids Day Out and Blake Johnston in the phone room, and many others for their contributions.

Thank you also to NEP Studios for their invaluable continued support of the broadcast.



MEDIA PARTNERS

3AW

In the tradition of 3AW's Neil's Cruise for the Kids, we were excited to announce that the 3AW fundraiser was back, with a new challenge to raise funds for sick children and their families. Jacqui Felgate took the Drive show up to the Melbourne Skydeck to launch the 'Climb For the Kids'.

Businesses enthusiastically participated in the fundraising, with teams stationed at the Skydeck level, making calls to raise funds. Victorian Chamber of Commerce CEO Paul Guerra even climbed all 1,642 stairs to join the team.

Thanks to the top fundraisers Sheen Panel Service \$35,106, Herald Sun \$10,695 and Greyhound Racing Victoria who raised \$11,093 for this event, and donated \$57,057 overall for the GFA this year.

Climb for the Kids raised \$119,379. 3AW have now raised over \$1.87 million since 2018 and this year funds will help purchase a new ultrasound machine to support the insertion of peripheral intravenous catheters.



NOVA ENTERTAINMENT

Nova and Smooth FM played a pivotal role in promoting the Good Friday Appeal by offering on-air support for the Raffle, Teddy Bear Hospital, and Kids Day Out, engaging their dedicated audiences. At Kids Day Out, Smooth FM delighted attendees with an interactive activity zone and tea cup ride, where children enjoyed crafting and engaging in various entertaining activities.

QMS

In 2024, QMS, the leading digital outdoor media company, continued their valued partnership for the second year. Their support has been instrumental in leveraging out-of-home platforms to amplify awareness and inspire donations for the Appeal. Through this partnership, QMS extended media support across their extensive network of digital large format sites at high traffic locations.

ACE RADIO

We extend our gratitude to the ACE Radio network for their continued support of the Good Friday Appeal in 2024. They play a vital role in amplifying the stories of local patients and highlighting the remarkable efforts of our fundraisers in regional Victoria.



MAJOR PARTNERS



RCH AUXILIARIES

Thank you to The Royal Children's Hospital Auxiliaries who contributed \$1,502,467 to this year's Good Friday Appeal. The RCH Auxiliaries includes 400 members across 56 groups who work year round to support The Royal Children's Hospital.

From the early days of making garments for patients and doctors and establishing the first hospital canteen, the RCH Auxiliaries have grown into a vibrant and passionate network, raising millions of dollars and supporting countless life-changing projects at the RCH.

The RCH Auxiliaries have raised \$48,401,356 since 1922.

In their 102nd year of fundraising, they raised funds through stalls at the RCH, and out in the community, with fundraising events, crafting goods, baking treats, and working with schools.

GOVERNMENT DONATIONS

In 2023, the Federal Government announced a multi-million dollar commitment of \$6 million over three years to the Good Friday Appeal. The \$2 million contribution for this year will support the Melbourne Children's Campus Mental Health Strategy.

The Victorian Government also contributed \$1 million in their fifth year of support. Premier Jacinta Allen made the announcement during the official opening on Good Friday. Good Friday had special significance for the honourable Jacinata Allan, who spent her first Easter as a mother in the RCH while her daughter received lifesaving treatment.



WOOLWORTHS

Woolworths have been wonderful supporters of the Good Friday Appeal for over 37 years, with their teams and customers engaged in fundraising to make a difference to kids in hospital.

Thank you to Woolworths teams and customers for raising \$1,316,507. The Woolworths teams organised fundraising activities and events throughout the year, including token sales at registers, AFL Premiership Poster sales, and a Run for the Kids team. Plus they supplied 6 WISH Gift Cards for the Good Friday Appeal Raffle and held the popular Woolworths Fresh Fair at Kids Day Out.

Woolworths has now raised over \$28.5 million since 1987. Woolworths contributions to the Appeal continue to fund important initiatives at The Royal Children's Hospital like the Comfort Kids Program, Be Positive TV, and Child Life Therapy Programs. These programs provide positive experiences to patients and help minimise distress for all children during their hospital stays.





CHARITY HOUSE

The 2024 Good Friday Appeal home auction was the most successful result in our history. All proceeds from the sale go to The Royal Children's Hospital and everything on display is included - even the frypans this year!

This year the house sold for \$1,110,000, which has seen the Charity House reach an incredible milestone of donating \$20,358,841 since starting in 1993.

The new owners of the beautiful Henley Home are first home buyers Mohish and Sonam, and they will enjoy all the comforts and luxuries of a 7-star energy efficient home. They will also enjoy all the benefits of the Alamora Community in Tarneit, all thanks to land partners, Villawood Properties.

Mohish and Sonam are so excited. They said "We knew at the first inspection this would be our home. It gives us goosebumps because we know that together we'll continue to make a positive difference to so many lives!"

Thank you to Henley Homes and Villawood Properties and the hundreds of tradies and suppliers who volunteered their time and resources to build this beautiful home.

CFA

CFA volunteers were visible throughout the state on Good Friday, collecting donations for the Appeal at traffic lights, in camping grounds, clubs, and various events. This iconic sight of volunteers on fire trucks and at intersections has been a hallmark of the Good Friday Appeal for decades.

For 73 years, the CFA has been a key fundraiser for the Appeal, contributing nearly \$39 million to The Royal Children's Hospital since 1951. This year, over 200 CFA Brigades participated, collectively raising an impressive \$1,819,800.

CFA Chief Fire Officer Jason Heffernan commended all members involved, expressing gratitude for their dedication and generosity in supporting the cause.

"All members and their communities should be so proud of what they've achieved for this year's Appeal, and we thank you for your time and generosity to help save the lives of our future."



EVENT PARTNERS



MCEC

This year, the Melbourne Convention and Exhibition Centre (MCEC) marked 10 years of support of the Good Friday Appeal and Kids Day Out, a wonderful milestone.

Celebrations for the 10-year partnership with Good Friday Appeal started at MCEC in March, with a chocolate egg decorating masterclass for 10 RCH patients and their families. MCEC's award-winning Pastry Chef Alessandro Bartesaghi hosted the class, marking the milestone with lots of fun and chocolate for the mini chefs.

On Good Friday, the fun continued with 95,000 visitors at Kids Day Out. The MCEC interactive Ice Cream-o-Rama served 900 house-made ice creams for visitors and sold nearly 300 milestone cupcakes raising over \$9,000.

The Appeal is incredibly grateful to the MCEC for the support, professionalism and expertise they have provided over the past 10 years. This year has been no different as we say thanks for a decade of support, donating countless hours and millions of dollars in waived venue hire, technology, resources and catering.



CITY OF MELBOURNE

Thank you to the City of Melbourne for their ongoing sponsorship of Kids Day Out and Run for the Kids. Both events have evolved into can't miss traditions for families to enjoy in the lead up to and on Good Friday, and we are extremely grateful for the City's commitment to supporting their success, year after year.

Through the City of Melbourne Events Partnership Program, Kids Day Out receives a generous contribution which plays a pivotal role in shaping the event's activities and ensuring we can donate all proceeds raised on the day. This year, with the City of Melbourne's support, Kids Day Out welcomed a remarkable 95,000 visitors and Run for the Kids hosted 25,000 participants emphasising the true community spirit of Melbourne.

TELSTRA

Over the past 75 years, Telstra has supported the Good Friday Appeal, providing exceptional technical expertise and service. This year the Phone Room received 7,138 calls on the day, with a peak of over 1500 calls at 7:30 pm. Over 300 Volunteers manned the phones provided by Telstra taking over \$1.2 Million on the day. Telstra's support also extended to providing a prize for the Good Friday Appeal Raffle.





SUPERCLASH

The 2024 Good Friday SuperClash of North Melbourne vs Carlton at Marvel Stadium raised an incredible \$312,088 and brings the contribution to the Good Friday Appeal since the Good Friday fixture was introduced in 2017 to over \$2 million.

Almost one-third of this year's amount raised came from ticket sales, with \$5 contributed from every adult ticket sold and \$10 from every family ticket sold.

Thank you also to North Melbourne's sponsors of Puma, Mazda, RedZed and Tasmanian Heritage. The remainder of the donations came from fans at the ground, the auction of the club's specially designed match-worn SuperClash guernseys, SuperClash membership sales, NMFC players and donations from food retailer, Delaware North. Carlton FC also contributed over \$10k through their player-led online auction. Thank you also to McDonald's for their contribution of \$50,000.

A sincere thank you to NMFC for their commitment to including RCH patients in the celebrations. The wonderful experiences created for eight year old brain cancer patient George and Superclash Ambassador Imogen, who was diagnosed with leukaemia, will be treasured. Plus over 50 RCH patients and staff were included in various activities.

In addition to this contribution, the AFL generously donated \$100,000, bringing their contribution to over \$600,000 since 2017.

RUN FOR THE KIDS

More than 25,000 Melburnians turned out to show their support as part of the 2024 Herald Sun/Transurban Run for the Kids.

The Docklands area was awash with colour and running gear as the sun rose over Melbourne on Sunday morning, with participants running, walking or wheeling either 4.7km over the Bolte Bridge or 14.4km through the Domain tunnel, open for this day only.

From experienced runners to excited novices – and everyone in between – participants packed out Harbour Esplanade ahead of the race countdown at 8am.

As a nod to the superhero efforts of kids, families and staff at The Royal Children's Hospital, some runners donned Spider-Man, Thor, Batwoman and even Bluey outfits.

This year's event generated \$1.3M following a massive turnout, led by race director Steve Moneghetti and Channel 7 Ambassadors Matt Shirvington and Abbey Holmes.

Melburnians mustered together \$1.22M to support The Royal Children's Hospital, with a further \$80,000 being donated by Transurban.

The Run for the Kids community event has raised close to \$23M in total since it began 18 years ago.



EVENTS

KIDS DAY OUT

Kids Day Out 2024 was another year to remember as thousands of families came together to participate in the fun kid friendly activities. This year's event was a huge success with 95,000 visitors enjoying a range of exciting things to do, such as carnival rides (thanks to Action Events), the much loved Teddy Bear Hospital (supported by University of Melbourne and Visy), a Sporting Zone, Family Fun activities, Classic Cars, the Woolworths Fresh Fair, the performance stage and much more.

Over 600 volunteers helped on the day plus 1,200 student doctors treated over 4,000 sick teddies.

We extend our thanks to the City of Melbourne for supporting the Kids Day Out and to the Melbourne Convention and Exhibition Centre (MCEC) for hosting this wonderful event for the 10th year. We would also like to express our gratitude to all of the 61 activity groups who made this event possible, as well as everyone who attended and took part in the day to help raise funds and support the Good Friday Appeal.

Thank you to our event managers MiNC Events who work tirelessly to deliver an amazing day.

TEDDY BEAR HOSPITAL

The Teddy Bear Hospital (TBH) was established in 2009 and is run by students from the University of Melbourne, with the support of The Royal Children's Hospital Department of Paediatrics.

This year's Teddy Bear Hospital once again expanded across two levels at the MCEC, with over 1,200 University of Melbourne medical students attending to 4,000 children and their teddy bears or soft toys.

With the support of Visy and the organising committee, \$57,000 was raised, another amazing result for this fun-nominal event. Including the Winter Check up event held at Chadstone, the 2024 total is \$90,794. Special thank you to Aviation Rescue for supporting with their beloved emergency bears once again and a huge thank you to the much loved Build A Bear who returned to partner with the Teddy Bear Hospital and donated the proceeds of 600 bears sold on the day. The Teddy Bear Hospital has raised \$544,610 since its first check up in 2012.





KIDS DAY OUT AND ABOUT

Kids Day Out and About is a campaign run by venues and activities on Good Friday, for Victorian families to enjoy, with a proportion of ticket sales donated to the Good Friday Appeal.

This year local businesses raised a record \$120,666 through this campaign including \$40,395 from Bounce Inc who donated 100% of their ticket sales on Good Friday as well as Animal Land with \$33,687 and Melbourne Skydeck who donated \$12,062.

RACING

The first Appeal fundraiser began in 1931 with jockeys from Flemington and Caulfield. In 2024, Racing Victoria (RV), Country Racing Victoria (CRV), and Victoria Racing Club (VRC) supported the GFA. RV, CRV, and Southside Racing donated \$100,000, sourced from ticket sales, raffles, auctions, donations and the Country Racing Discovery Day at Yarra Valley. VRC continued its support with various activities during the Spring and Autumn Carnivals and a footy match held at Flemington, bringing their 2024 total to \$42,500. Thanks to jockey Harry Coffey for his support as a VRC Ambassador.

PUBS ACROSS VICTORIA

Since hosting the first collection tin at the George Pub in South Melbourne in 1946, pubs have been vital to community fundraising. This year, 160 pubs across Victoria raised \$545,000 for the Good Friday Appeal. Notable contributions include \$37,500 from the Drysdale Hotel, \$24,785 from the McEvoy Tavern in Eldorado, and \$21,295 from the Mornington Hotel.

Additionally, 70 hotels in the ALH group raised funds through a \$2 parma week, totaling \$869,683 since 2006. The Aus Hotels Association Victoria (AHA Vic) revived the Top Pubs Challenge, with nearly 40 pubs raising \$71,000 through creative initiatives like raffles and trivia nights.



OUR SUPPORTERS

CADBURY

Since 2001, Cadbury has been a supporter of the Good Friday Appeal, providing thousands of Easter Eggs to volunteers and donors while also making significant donations. In 2024, thanks to a donation of \$100,000 their support totals an incredible \$2 million. Their donation will also help fund a new RETCAM at Latrobe Regional Health to scan for and manage eye disease for newborns, adding to the RETCAM purchased for the RCH in 2023.



DECJUBA FOUNDATION

The DECJUBA Foundation has supported the Good Friday Appeal since 2022, contributing to the funding of the Melbourne Children's Campus Mental Health Strategy. In 2024, the Good Friday Appeal received a generous donation of \$200,000 from the DECJUBA Foundation.

In 2024, DECJUBA launched an apparel collaboration with the RCH, creating a range of fun and colourful scrubs for medical staff (less intimidating for little patients) as well as some easy workwear essentials. Look out for these bright and fashionable scrubs when next at the RCH.



COSTCO

Costco has been raising funds since 2010 through its four Melbourne warehouses and this year the team from the Epping warehouse were proud to present a donation of over \$82,889 to continue this generous tradition. Through these staff led initiatives over \$1M has been raised in this time.

HUNKY DORY

In 2024, the generous team at Hunky Dory marked eleven years of supporting the Good Friday Appeal. For every potato cake sold, \$1 is donated and this, along with various in-store activities, resulted in an incredible fundraising total of \$35,139, with an overall total over \$190,000 since 2014.



QATAR AIRWAYS

For the fourth year, Qatar Airways has supported the Appeal through the donation of \$80,000 and a coveted raffle prize of business class airfares for two. This prize for our multi ticket purchasers ensures that a major proportion of our ticket sales are 5+!



BAMBI MINI CO + CHEMIST WAREHOUSE

In 2023, Melbourne Mum Nicole Verrocchi launched two sets of exclusively designed socks for her baby wear brand, Bambi Mini Co. These cute socks with a new design by children Raffi and Flossie, were exclusively available at Chemist Warehouse, with all proceeds generously donated to the GFA. In addition, Chemist Warehouse encouraged donations from customers in store and the Chemist Warehouse Run Club fielded over 300 runners in Run for the Kids. These remarkable initiatives raised over \$190,000.



BUNNINGS

For the first time, as part of their Easter Events, Bunnings hosted 340 of our wonderful volunteers who manned the BBQ's and raised \$50,000 through the sale of the iconic Bunnings snags across 88 Victorian and Tasmanian stores..



CONTAINER DEPOSIT SCHEME VIC

Victoria's Container Deposit Scheme (CDS Vic) this year announced that the Good Friday Appeal would be the first statewide donation partner.

One of the fundraisers, Sonny and Lenny, twin brothers, raised over \$300 and collected 3,000 containers as the Good Friday Appeal holds a special place in their hearts after Sonny received life saving care from the RCH. Thanks to the support of CDS Vic along with Zone Operators TOMRA Cleanaway, Visy and Return-It, and everyone who donated the 10 cent refund, \$50,000 was raised, and donations are ongoing.



YARRA TRAMS

This year, Keolis Downer (operator of Yarra Trams) helped drive awareness of the Good Friday Appeal by donating a wrapped tram and tram shelter in partnership with JCDecaux.

The wrapped E-Class featured the 2024 Faces of the Appeal, Finley and Emily, raising awareness across Melbourne on this 33m moving billboard that travels the network.



NAB

Thanks to the invaluable support of NAB for providing the use of EFTPOS machines for our Area Managers, collection groups and event fundraisers to capture donations statewide.

OUR SUPPORTERS



AMBASSADORS

The Appeal had the support of our wonderful Ambassadors who played a crucial role in raising awareness and donations. In 2024 our Ambassadors include Tom Stewart, Bella Eddey, Luke and Sassy Scott, Jazztxo, Jordan Ablett, Lucy Durack, Ben Brown, Rebecca Maddern, Peter Mitchell, Carly Findlay and Hayden and Carlee Clements. We were also supported by a range of Good Friends such as Mama Mila, Yia Yia Next Door and so many others who used their social media platforms to raise awareness and encourage donations.

GOOD CLAN

The Good Clan is the Good Friday Appeal's gaming campaign bringing together gamers and creators from all walks of life to come together and game for the kids. This year and in partnership with Aftershock PC the campaign raised over \$54,000 for sick kids and their families at The Royal Children's Hospital.



RAFFLE

This year's Raffle prize pool of \$315,204 was the largest ever. Raising \$1,063,499, the GFA Raffle is in the top 10 fundraising activities which contributed to this year's amazing total.

Thank you to our generous prize donors. Mazda has supported the raffle for 11 years and this year donated a CX-90, and Majestic Caravans have provided over a million dollars worth of caravans over 20 years of support.

We are very grateful to all our prize partners; Inspiring Vacations for an incredible round the world trip, TEMPUR Australia for their Queen Bedroom Package, Masseur Massage Chairs' remedial Deluxe Chair, Telstra for a tech pack, DoubleTree by Hilton for four accommodation packages, and Woolworths and Kogan for gift cards.

A special thank you to our supporter Qatar Airways for donating two European Business Class flights valued at \$30,000 along with an \$80,000 donation to the Appeal.





SCHOOLS

Kids giving for kids has always been a huge part of the Good Friday Appeal. This year over 227 schools raised over \$234,854 through dress up days, bake sales and sporting challenges.

This year, Wantirna College enthusiastically embraced the iCan Challenge, raising \$50,938. A remarkable school-wide event where participants embarked on a 50km journey in a single day, starting from Catani Gardens in St. Kilda and culminating at the Frankston foreshore. The triumphant crossing of the finish line was a joyous occasion, marked by the presence of family, friends, and the entire school community.

Watsonia Heights Primary School, Year 5 student, Minnie organised a whole school fundraiser. After presenting at her school assembly urging the school community to participate by saying: "My brother and sister have both been treated at RCH and chances are you or someone you know has needed care at this amazing facility too." Minnie asked that children wear bright colours and bring a gold coin donation, with \$560.35 being raised.



LITTLE ATHLETICS VICTORIA

Each year, Little Athletics actively engages in fundraising efforts to contribute to a statewide donation. This year, the collective efforts resulted in an impressive total of \$37,838.

More than 30 Little Athletics Centres and Regions organised Relayathon fundraising events and other activities to support the Appeal. Remarkably, for the third consecutive year, Lake Bolac Centre, situated in the small town of Lake Bolac in the Western District region of Victoria with a population of just 376, achieved the highest fundraising amount statewide, raising \$4,246.

The Lake Bolac young athletes relayathon, was held in challenging weather conditions, but they persevered, completing a remarkable total of 295 laps. Their dedication and determination contributed significantly to the overall success of the fundraising campaign.



REGIONAL FUNDRAISING

AREA MANAGER HIGHLIGHTS

The contribution of the regional community has always been incredible, and we acknowledge and thank our hardworking and dedicated 210 Area Managers who generously lead and coordinate fundraising activities in their respective areas. Many of these towns are supported by the local CFA or community groups such as Lions, Rotary, Apex, Quota, Amity and Kiwanis. Additionally, we extend our thanks to the numerous regional businesses, organisations, families and individuals who contribute to these efforts across the state and beyond. 2024 continued this legacy of generosity with regional towns overseen by our Area Managers collectively raised \$5.2M.

Local collections and fundraisers (including from Woolworths and Bunnings) along with community donations saw two towns raise over an amazing \$200,000 by Ballarat and Geelong, followed by Corowa Wahgunyah, Albury, Wodonga and Warrnambool and Devenish, Dookie and District all contributing over \$100,000 each.

We would also like to recognise some very important milestones: Seymour and Edithvale marked 70 years of fundraising, Timboon 60 years, with Geelong, Lang Lang and Numurkah reaching the golden milestone of 50 years. Wodonga's result meant that the town has raised over \$2M since 1975 and Cobram Barooga has raised over \$1M across 41 years of fundraising.

Welcome also to the new towns fundraising for the GFA in 2024. Joining the Tally board this year were Baranduda, Clonbinane, Eynesbury, Glenorchy, Kilcunda, Korong Vale, Metcalfe, Toolamba, Tynong, and the combined towns of Willaura and Lake Bolac. Here are just a few highlights:

In Corowa Wahgunyah, a Golf Day, the amazing Shear for the Kids and Sheep Drive, the local Revamp Op Shop donated \$6,000 and local nurse Ella ran 45km from Corowa to Yarrawonga raised over \$10,000 for the GFA.

The hardworking team from Devenish, Dookie and District created raffles, held yabby races, barefoot bowls, golf days, a lamb drive and a music day in order to reach their incredible fundraising result this year.

With a population of only 126, Boorhaman puts on quite a show for the Good Friday Appeal, with yabbie races, face painting, raffles and a ducky drop to raise \$46,906.

In the twin cities of Albury and Wodonga, it was one of the few times the northern city collected more than the southern city, with over 165 volunteers collecting and counting funds. The Albury Rotarians and Wodonga Lions along with a range of community groups were out in force on the day raising a combined total of \$252,890.



TOP FIVE		
1	Geelong	\$234,097
2	Ballarat	\$218,246
3	Devenish Dookie & District	\$193,240
4	Corowa Wahgunyah	\$156,696
	Albury	\$126,131



In Dimboola there was lots of action including seven Raffles with prizes donated by local businesses, an easter egg hunt, a bowls night at the local caravan park, a performance from the Piggles from Nhill, tiny goats, a lolly lady's sweet stall, and a little local who saved all year to donate \$29.95, adding to the town's total of \$11,607.



KOBI'S STORY

"I kicked cancer's bum!" Kobi says. And that's no exaggeration.

The Bendigo boy has conquered a highly aggressive cancer after a shocking diagnosis of stage four Burkitt's leukaemia six months ago. The five-year-old woke up vomiting constantly on AFL grand final day after a week of unusual symptoms including sore teeth and lethargy.

Mum Casey took him to Bendigo Base Hospital, from where he was rushed by ambulance to The Royal Children's Hospital the next day. By that night, the family's world was shattered when doctors at the RCH made the devastating diagnosis.

As Ms Dole says, "98 per cent of his body was full of cancer. Head to toe, full of cancer – in his bones, his pancreas, his liver, his colon and kidneys and lungs". Another bombshell followed that night – Kobi had a 10.9cm tumour in his stomach.

He became extremely ill from a dangerous complication of cancer treatment called tumour lysis and was put in an induced coma for seven days. Ms Dole says the months since Kobi's diagnosis have been a rollercoaster ride.

"He's fought for his life in ICU," she says. "He's had a collapsed lung, he's had pneumonia, he's been under general anaesthetic at least 50 times. He's had surgery so

many times I've lost count. He has been here the whole time since Grand Final weekend. We haven't left."

Kobi's RCH doctor, consultant oncologist Seong Lin Khaw, says Burkitt's leukaemia is one of a few blood cancers considered an "oncological emergency" because it progresses so quickly.

"It's a very rapidly growing tumour; it's probably one of the most rapidly growing blood cancers," Dr Khaw says. "But also that rapid growth, I guess, makes it also sensitive to chemotherapy, which is designed to kill growing cells."

Kobi had his last chemotherapy on March 11.

"It was a very emotional day," Ms Dole says. "There wasn't a dry eye in the room."

Ms Dole is thrilled the Good Friday Appeal's funding will this year for the first time be shared with regional hospitals, including Bendigo, so kids can receive world-class care close to home.

"I think that's amazing," she says. "You don't have to worry about driving two hours, it's only 10 minutes around the corner and you know that your child is still in safe hands."

"Knowing that your child is going to get the same great care you would get if you came down to Melbourne is remarkable."

COLLECTION GROUPS

COLLECTION GROUPS

We are grateful to have our Metropolitan Collection Groups that work tirelessly for the Appeal, generously donating their time throughout the year to raise funds. Dedicated volunteers were out and about collecting at intersections, journeying through the streets door knocking on Good Friday, and spending countless hours and effort to support the Good Friday Appeal.

Many of our Collection Groups have dedicated themselves for decades on end, like Edithvale Fire Brigade marking 70 years, Casey Group of Fire Brigades celebrating 35 years, Friends of the Children Foundation who have celebrated their 25 years of fundraising this year along with Truganina Fire Brigade marking 20 years of support. In Metropolitan Melbourne we have 55 groups collecting for the Appeal, who together raised an incredible \$965,804 this year.

PIED PIPERS

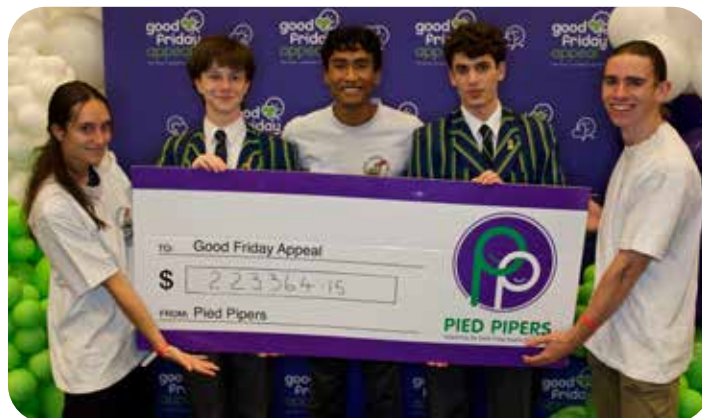
This is the 55th year of Pied Pipers fundraising for the GFA with a total of over \$8.9 million being raised in that time, including \$223,364 for this year's Appeal.

They partner with schools to conduct many activities including door knocks, supervised collections at major intersections, as well as support Grand Final Poster selling and Kids Day Out activities. Almost half their 1,300 or so volunteers are school students who door knock, and students from St Kevin's College helped present the Pied Pipers cheque during the Telethon.

UNCLE BOBS CLUB

UBC is celebrating 82 years of fundraising in 2024 and has been a fundraising partner of the GFA since 1948, raising over \$13.4M for the GFA. This year the many members, volunteers and fundraising partners of Uncle Bobs Club branches, in metro and regional Victoria raised an incredible \$190,082.

UBC also assisted in Grand Final Poster selling and participated in Kids Day Out. UBC funding has helped thousands of children receive urgent medical care and ongoing rehabilitation, while also assisting medical practitioners to receive education through fellowships.



VOLUNTEERS



THANK YOU

Volunteers are the backbone of the Appeal, and their dedication has been incredible. We extend our heartfelt appreciation to all who generously donated their time, skills, and resources. Special thanks to our Regional Area Managers, Community Groups and Collection Groups, schools, sporting organisations, and the thousands of volunteers who contributed in various capacities, including tin shaking, processing phone donations, providing event assistance, and working tirelessly behind the scenes.



COMMUNITY FUNDRAISING



CHINESE MASONIC SOCIETY

Originally founded during the peak of the Victorian Gold Rush to provide the Chinese community with support, safety and brotherhood, this incredible community group has just celebrated 100 years of fundraising for The Royal Children's Hospital. Throughout the years they have raised over \$100,000 for the Appeal.

JYE MCCORMICK

Putting in a marathon effort, Jye McCormick took on the gargantuan goal of running 150km, running laps of The Royal Children's Hospital on Good Friday. In preparation for his journey, Jye ran a marathon every Sunday for 8 weeks. Jye woke up at 2:00am to complete his 22 hour run, and raised over \$10,000 thanks to his incredible effort.

ANTHONY'S 50TH APPEAL

Anthony, at just 7, first volunteered for the Good Friday Appeal, eager to assist less fortunate children. For his 50th year of fundraising, he organised an online fundraiser, rallying support from family, friends, and the community, raising \$4,895. Anthony volunteered at GFA events this year, continuing his commitment to do good.



YIA'S YIA'S OF THE HOLY TRINITY GREEK ORTHODOX CHURCH

There's nothing as heartwarming as a community coming together, and this group of women from the Holy Trinity Greek Orthodox Church are no exception. The group pulled out all the stops, spending days of cooking and preparation to host a lunch with donated meals, and ran a raffle and donation drive for an auction. This year the group of 10 raised \$6,000 for the Appeal, wishing to support initiatives and create a better future for younger generations.

CANDY FOR A CAUSE

Gunbower kids Miley and Frankie put together a sweet fundraiser for this year's appeal: Candy for a Cause. The two girls took over the exterior of the Gunbower Butter Factory in Northern Victoria, selling lollies, jams, baked goods and more to their dedicated customers. With an original goal of \$100, the community came through for the girls, and they were able to raise \$400 from their stall alone.



IMMY'S GIVING BACK

Imogen was diagnosed by the RCH with a rare chronic lung disease called Primary Ciliary Dyskinesia (PCD) in February this year. Since her diagnosis her family have been going to appointments at the RCH. Immy's motivation to fundraise was to make more sick kids smile. With an original goal of \$1,500, Immy's efforts exceeded expectations, nearly doubling her goal, and achieving a whopping \$2,958.



CHARLIE'S BAKE SALE

Eight-year-old Charlie crafted a business plan, enlisted friends, and armed with a shopping list and a marketing video, hosted a fabulous bake sale outside her house. Selling cupcakes, honey joys, and cookies alongside homemade lemonade and slushies, Charlie and her helpers raised \$701.



JED'S MULLET OF GRATITUDE

In September 2020, two days before his 14th birthday, Jed was placed on heart/lung bypass, and amazing surgeons repaired his Atrial Septal Defect. After some tricky care and recovery, Jed and his family wanted to give back to show their gratitude. Jed went to the hospital with a shaved head. Three and a half years later, he had a stunning, curly, flowing mullet that received plenty of attention wherever he went. He put his lovely locks on the line and raised \$4,179 to chop it all off for a good cause, even doing so live on our telethon for an exciting finale to his fundraising journey.





PRINCIPAL PARTNERS



SUPPORTING PARTNERS



Note: all figures correct at time of printing, May 2024.

Thank you to Herald Sun photographer David Caird for the professional patient photographs used in this report and featured on the cover and back page.



goodFridayappeal

THE ROYAL CHILDREN'S HOSPITAL