

2025 COMMUNITY REPORT



good 
Friday
appeal

THE ROYAL CHILDREN'S HOSPITAL

Principal partners

Herald Sun | 



**A MESSAGE FROM DR PETER STEER, CEO,
THE ROYAL CHILDREN'S HOSPITAL**



Every year the Good Friday Appeal reminds us of the extraordinary generosity of Victorians. Thanks to the unwavering support of families, community groups and businesses across the state, a record-breaking \$23,822,792 has been raised for The Royal Children's Hospital.

At a time when many are facing financial pressures, we are deeply moved by every dollar donated, whether that be through school fundraisers, footy raffles, tin rattling, or major corporate contributions – your commitment to our hospital is something we never take for granted.

Funds raised this year will directly support life-changing advancements at the RCH. From groundbreaking research and world-class equipment to new facilities and specialised staff.

For the first time in 2024 the Good Friday Appeal and the RCH invested \$2.5 million into regional health services across Victoria, funding equipment, training and

scholarships to support paediatric care closer to home.

This initiative will be further strengthened in 2025 with an additional \$3 million, because receiving world-class care shouldn't depend on your postcode.

At the RCH, we are always striving to redefine excellence in paediatric care, research and learning. With the backing of the Good Friday Appeal and the incredible people of Victoria, we, and our regional paediatric health services, are empowered to keep pushing the boundaries of what's possible for our patients and their families.

On behalf of everyone at the RCH – our staff, our patients and their loved ones – thank you for being part of something truly special. Your support ensures we remain one of the world's great children's hospitals.

Peter

**Dr. Peter Steer
CEO, THE ROYAL CHILDREN'S HOSPITAL**

WELCOME

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



This year, the community united to raise a remarkable \$23,822,792 for The Royal Children's Hospital, highlighting what our great hospital and the Good Friday Appeal means to so many. The generosity of families, community groups, schools, sporting clubs, small and large businesses, and the Federal and Victorian Governments, highlighted what we can achieve together.

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 including the Channel 7 entertaining Telethon. Outstanding support was also provided by 3AW, Ace Radio Network, Nova and Smooth FM and QMS Media.

Our much loved events played a key role in connecting the community. The Herald Sun/Transurban Run for the Kids had 28,000 participants and Kids Day Out hosted thousands of visitors enjoying the family fun festival supported by City of Melbourne and held at the Melbourne Convention and Exhibition Centre (MCEC). MCEC also hosted the phone room, supported by Telstra in their 80th year, and the Money Counting Room, both highlighting these very special traditions.

There was incredible goodwill and commitment across the state, by our Area Managers, CFA brigades, RCH Auxiliaries, Uncle Bobs Club, Pied Pipers, Freemasons, collection groups and thousands of volunteers.

Our valued partners including Henley and Villawood Properties with the Charity House, Woolworths, Bunnings, Bambi Mini Co and Chemist Warehouse, Cadbury, Costco, Little Athletics, DECJUBA Foundation, Empower Australia, FunLab Archie Brothers, Costco and Hunky Dory, all provided incredible support.

Thank you to our raffle partners who donated the amazing prizes - Mazda, Majestic Caravans, Tempur, Masseur Health Co., Woolworths, Telstra, Crown Resorts Foundation and Qatar Airways.

Sporting codes got right behind the Appeal, including the AFL Superclash game with North Melbourne FC hosting Carlton FC, Racing Victoria, Victoria Racing Club, Country Racing, Southside Racing, Greyhound Racing Victoria, Melbourne Ice and Melbourne Mustangs Ice Hockey and Western United Football and Melbourne City Football clubs.

We extend our heartfelt thank you to Jack and Mimi, our Faces of the Appeal, along with their families, and the many other families who shared their inspiring stories during the Appeal. These families and countless others, will benefit from your generous support, by funding world class medical care and research at The Royal Children's Hospital.

In addition, \$3 million will be distributed to 41 regional paediatric health services, taking the RCH excellence into the regions to improve the health outcomes of children all over Victoria.

In our 94 years, the Good Friday Appeal has raised over \$492 million. Thank you for your unwavering support, every dollar donated makes a lasting difference.

Penny

Penny Fowler AM
CHAIRMAN

Rebecca

Rebecca Cowan
EXECUTIVE DIRECTOR

2025 IN NUMBERS

Funding 28 projects at the RCH

Patient and Family Centred Care

- The Integrated RCH Apheresis Service
- Implementing a Vascular Access Specialist Team
- Comfort Kids Program
- RCH TV Program for kids and families
- Child Life Therapy
- Child Life Therapy in the Emergency Department
- Mother Goose Program
- WADJA Health Service
- Health Literacy
- Melbourne Children's Campus Mental Health Strategy
- Chronic Illness Peer Support (ChIPS) Program

Education and Training

- Workforce education for impact and reach: The Education Hub
- Neuromuscular Fellowship
- Travelling Scholarships
- Allied Health Research Capacity Development
- Allied Health and Nursing Building, Education and Leadership Program
- Professor of Paediatric Emergency Medicine

Research

- Melbourne Children's Trials Centre
- TOTALI XVII - TOTAL Therapy Study
- Clinician Scientist Fellows
- MCRI Research
- Healthy Trajectories: A child and youth disability research hub
- Precision Newborn Health
- Neuroscience Advanced Clinical Imaging Service
- Type 1 Diabetes Immunotherapy Program
- Creating evidence for telehealth-delivered neurodevelopmental assessments

Equipment and Technology

- MR PET
- The Integrated RCH Apheresis Service - Spectra Optia apheresis device

Plus \$3M in funding for regional health services (see page 9)



4000+ teddies treated

TOTAL RAISED

\$23,822,792

\$492 M
Raised since
1931



\$5.4M
Raised by Regional
Victoria and
Southern NSW

Thanks to 214 Area Managers

503k
Web page views
on Good Friday



Thanks to our top supporters:

- Regional Victoria & Southern NSW \$5,428,009
- Federal Government \$2,000,000
- CFA \$1,888,912
- RCH Auxiliaries \$1,501,473
- Herald Sun/Transurban Run for the Kids \$1,250,000
- Henley & Villawood Charity House \$1,150,500
- Woolworths \$1,118,095
- Victorian Government \$1,000,000
- 60 Metro Collection Groups & Fire Brigades \$965,804
- Empower Australia \$322,000
- Superclash \$318,282
- Costco \$295,730
- iCan Challenge \$290,587
- Bunnings \$225,000
- Herald Sun AFL Premiership Poster \$218,809
- Uncle Bobs Club \$200,083
- DECJUBA Foundation \$200,000
- Bambi Mini Co + Chemist Warehouse \$175,000
- Pied Pipers \$165,154
- 3AW Fundraiser \$152,676
- Racing Victoria \$140,000
- Victoria Racing Club \$112,000
- AFL \$100,000
- Cadbury \$100,000
- Funlab - Archie Brothers \$100,000

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, education & training, technology and patient and family centred care.

PERSONALISED CANCER TREATMENT THROUGH TOTAL XVII

Thanks to the generous support of the Good Friday Appeal, children newly diagnosed with acute lymphoblastic leukaemia (ALL) and lymphoblastic lymphoma at the RCH have been given access to the most advanced, personalised cancer treatment through the TOTAL Therapy Study XVII.

TOTAL XVII is a groundbreaking international clinical trial led by St Jude Children's Research Hospital in the United States. Its aim is to tailor cancer treatment based on the genetic profile of each patient, improving outcomes and reducing long-term side effects.

Beyond treatment, TOTAL XVII provides critical insights into the risk of cancer recurrence and helps predict how patients may respond to various medications — ultimately aiming to improve survival while reducing harmful side effects.

The RCH is the only hospital in Australia participating in TOTAL XVII, giving patients access to the world's leading clinical trial in paediatric leukaemia and lymphoma.

"This trial has brought world-class, individualised cancer treatment to Victorian children," said Dr Di Hanna, Paediatric Oncologist at the RCH Children's Cancer Centre. "We are incredibly grateful to the Good Friday Appeal for making this possible."

IMPROVING CARE THROUGH THE VASCULAR ACCESS SPECIALIST TEAM

The RCH will be the first hospital in Australia with a dedicated team of specialist nurses supporting the insertion of peripheral intravenous catheters (PIVCs), thanks to the support of the Good Friday Appeal.

Also known as a cannula or drip, PIVCs are used to deliver life-saving medications and fluids. With around 30,000 inserted each year, it's the most common invasive procedure at the RCH - but it can also be one of the most distressing, particularly for young children.

The new Vascular Access Specialist Team (VAST) brings together expert nurses with advanced skills to improve the success and safety of PIVC insertions. The team will help reduce complications, minimise trauma, and provide training to other clinicians - all while placing the child's experience at the centre of care.

"Many children who present to the RCH require urgent treatment, and the fastest way to administer this is through a PIVC," said Eloise Borello, Clinical Nurse Consultant. "This project will make an enormous difference to the quality of care these children receive."

Through VAST, the RCH is setting a new standard for paediatric care - making a common procedure safer, kinder, and more effective.



INTEGRATED RCH APHERESIS SERVICE

Thanks to the Good Friday Appeal fund, the Apheresis Service at the RCH is transforming how children with a wide range of complex conditions receive care. Led by Dr Anthea Greenway, Head of Clinical Haematology and Clinical Lead for the service, the team uses a specialised technique to separate and modify blood components to improve patient outcomes.

“Apheresis is essentially the process of cleaning or separating the blood,” explains Dr Greenway. “Using the Terumo Spectra Optia Apheresis System, we are able to spin the blood at high speed, separating it into its various layers. Each of these layers can be used in different ways to help manage conditions such as leukaemia, blood disorders, cancers, kidney disease, and neurological disorders.”

The state-of-the-art Terumo system makes this process highly efficient and precise, enabling clinical staff to deliver targeted treatment while enhancing patient comfort. Its advanced functionality also allows more children to access this life-changing therapy.

“One of the most remarkable aspects of apheresis is its versatility,” Dr Greenway notes. “Because it can support such a wide range of medical needs, its use is expanding rapidly across the hospital.”

The impact of the service is far-reaching. Apheresis is now used to support children undergoing stem cell transplants, treat sickle cell disease, manage organ dysfunction and rejection following transplants, and provide critical intervention in cases of life-threatening kidney or neurological conditions.

Thanks to ongoing investment and expertise, the Apheresis Service is saving and improving lives every day - delivering possibilities that were unimaginable just a decade ago.



CHILD LIFE THERAPY IN THE ED

The RCH Emergency Department (ED) is facing more challenges than ever with increased demand and complex patient needs. To help address these challenges, and thanks to funds from the Good Friday Appeal, the RCH extended its Child Life Therapy (CLT) program to this critical department.

CLT is a proven solution that tackles the emotional and social aspects of a hospital stay, as well as engaging, educating and empowering young patients and parents.

At its core, CLT is about creating an environment where children and young people feel safe and supported, which can reduce anxiety, and turn hospital visits into positive experiences. Child Life Therapists focus on the emotional wellbeing of young patients, offering tailored interventions to ease stress associated with medical procedures.

Through techniques such as medical and therapeutic play, and procedure preparation and support, CLT creates a positive and engaging environment, fostering emotional expression and understanding. Therapists collaborate with clinical teams to advocate for the child's perspective, contributing insights into emotional states and ensuring a holistic approach to care.

Many more projects are funded by the Good Friday Appeal

These are just a selection of projects the Good Friday Appeal is funding this year. There are 28 projects (see page 4) receiving ongoing support in addition to regional funding (see page 9).

To find out more about the impact of your support please visit: www.goodfridayappeal.com.au/your-impact

OUR IMPACT ACROSS



\$3 MILLION INVESTED IN REGIONAL HEALTH SERVICES

Increasing capability and keeping patients closer to home

Children across Victoria will receive world-class care closer to home, thanks to the generosity of Victorians through the Good Friday Appeal.

A \$3 million investment will provide a significant boost to regional health services, supporting critical projects such as upgrading lifesaving equipment, offering additional training, and providing scholarships for healthcare professionals.

The Good Friday Appeal is committed to supporting the Royal Children's Hospital in extending their care beyond the four walls of the hospital, taking the RCH excellence into the regions to improve the health outcomes of children all over Victoria.

Informed by regional health services, this funding will be used to support the delivery and implementation of equipment, education and training, and projects that are most relevant to the healthcare needs of the local health services and their community.

Of the 70 health services across the State, funding will be shared across 41 health services from the 2025 Good Friday Appeal, with 35 of these services receiving funding from the Good Friday Appeal for the very first time.

Funding has a focus on the delivery of advanced paediatric programs including the upskilling of staff.

BETTER ACCESS FOR KIDS LIKE DOM

Eleven year old, Dom, from Bendigo, is one of many regional children treated by the RCH. Dom, served as a regional ambassador in 2024, returned this year as a Kids Panel host on the Telethon.

With the regional funding, families like Dom's will have improved access to essential healthcare services, ensuring that children receive timely and effective treatment. This support is vital for families navigating complex medical journeys, allowing them to focus on their child's wellbeing and future.

Dom has primary ciliary dyskinesia, which is similar to cystic fibrosis. The genetic disease affects cilia that line the airways and can cause chronic infections of the lungs, ears and sinuses. Over the past decade, Dom has undergone almost 30 surgeries and procedures. Dom pictured below, second left, with the kids panel.



VICTORIA

Loddon Mallee

Bendigo Health, Dhehkaya Health, Swan Hill District Health, Mildura Base Public Hospital, Echuca Regional Health.

Barwon South West

Barwon Health, South West Healthcare, Colac Area Health Service, Western District Health Service, Portland District Health Service.

Gippsland

Latrobe Regional Health, Bairnsdale Regional Health Service, Central Gippsland Health, Gippsland Southern Health Service, South Gippsland Hospital, Omeo District Health, West Gippsland Healthcare Group.

Hume

Albury Wodonga Health, Alexandra District Health, Alpine Health, Beechworth Health Service, Benalla Health, Corryong Health, Goulburn Valley Health, Kyabram District Health Service, Mansfield District Hospital, Nathalia, Cobram & Numurkah (NCN) Health, Northeast Health Wangaratta, Seymour Health, Tallangatta Health Service, Yarrawonga Health, Yea & District Memorial Hospital.

Grampians

Grampians Health, Beaufort and Skipton Health Service, Central Highlands Rural Health, East Grampians Health Service, East Wimmera Health Service, West Wimmera Health Service, Maryborough District Health Service, Rural Northwest Health.



Funding will be shared across 41 Health Services in regional Victoria.

REGIONAL HEALTH SERVICES FUNDING PROJECTS

Barwon South West

- Education, training, upskilling and capacity building
- Equipment to enhance service provision closer to home
- Service Improvement Lead

Gippsland

- Strengthening birthing and emergency response outcomes for neonates
- Replace Infant Warmer
- Growing the Paediatric Multidisciplinary Team Service
- Advance Neoresus Program
- Paediatric Waiting Room Uplift
- Infusion Pumps
- Ultrasound Transducer Probe
- Enhancing Paediatric Urgent Care through Local Diagnostic Imaging and Paediatric Trauma Management Training
- Adjustable Height Baby Bath
- Educator Kit
- Post Graduate Registered Nurse Paediatric Upskilling Program

Grampians

- Inclusive Adventure Play Space at Patient Family Accommodation
- Multidisciplinary Regional Paediatric Skills Uplift
- Kangaroo Care Nursing Chairs (x9)

- Hi Lo Cots (x5)
- Phototherapy Units (x3)

Hume

- PIPER Paediatric First Response and Paediatric Advanced Life Support (PALS) Education Program
- Enhancing Regional Paediatric Care Program
- Phototherapy units and Bili Blankets in the Special Care Nursery
- New patient cots for Child and Adolescent Unit
- Nursing Kid Simulation Mannequin
- Equipment for Paediatric Outpatient Clinic
- Equipment to Support Paediatrics Outpatient Clinics, Emergency Department and Clinical Diagnostic Unit
- Paediatrics Endoscopy Equipment
- Education for the Interdisciplinary Health Professional workforce
- Paediatric Environment Improvement Upgrades
- Maternity Environment Improvement Upgrades

Loddon Mallee

- Coordinated Paediatric Assessment and Triage Model
- Virtual Allied Health Triage and Intake Model
- Paediatric Services for Children with Developmental Delays and Neurodiversity
- Outreach Hub Model for Paediatric and Youth Family Care
- Uplift of Neonatal Capability and Enhanced Paediatric Care

FACES OF THE APPEAL



THANK YOU TO JACK AND MIMI AND THEIR DEDICATED FAMILIES

At just 18 months old, Jack was diagnosed with a brain tumour after experiencing seizures and speech regression. His family's world changed overnight. During the height of the COVID pandemic, Jack underwent surgery at The Royal Children's Hospital and began a long road to recovery, supported by ongoing therapy and regular MRIs.

Now six years old, Jack continues to face every challenge with courage and determination.

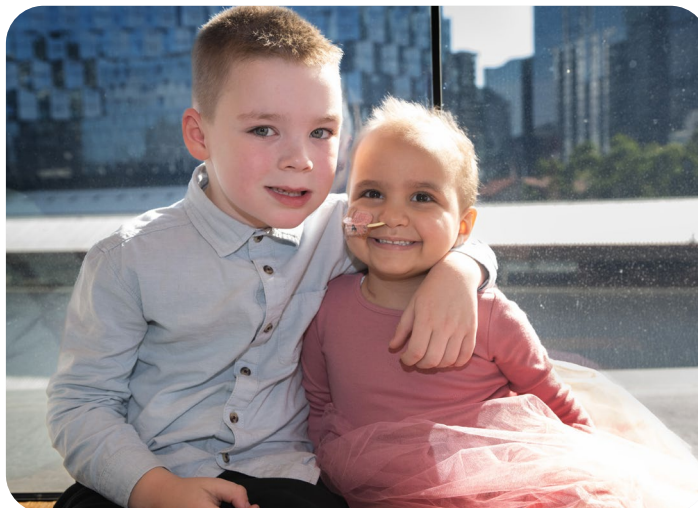
Jack's involvement as the 2025 Face of the Appeal was made even more special by his family's deep connection to the cause. His dad, Rohan, is a 30-year CFA volunteer and helped hand over the CFA's donation cheque on Good Friday.

We are incredibly grateful to Jack and his parents Misty and Rohan, for being part of the 2025 campaign. Their strength, generosity and drive to make a difference helped inspire countless Victorians to give.

Four-year-old Mimi has captured hearts across Victoria with her radiant smile and extraordinary strength. At just one year old, Mimi was diagnosed with alopecia, resulting

in complete hair loss—including her eyebrows and eyelashes. Then, at the age of two, during routine blood tests, she was unexpectedly diagnosed with leukaemia, despite having no other symptoms.

Since then, Mimi has been receiving ongoing treatment at the RCH. Her parents, Fatina and Mohammad, have shared their journey with incredible openness - giving Victorians a powerful insight into the resilience of children like Mimi and the vital role the hospital plays.



Throughout the Appeal, Mimi's cheerful presence and bravery helped remind the community of what's at the heart of the Good Friday Appeal - helping sick kids get better. We are deeply thankful to Fatina, Mohammad, and Mimi and her siblings Jasmine, Sana, Kareem and Aya, for opening their hearts and allowing us to share their story.

OUR WHY



SKYE'S STORY

Skye was just 11 months old when she received the greatest gift imaginable — a liver transplant that saved her life.

Born with biliary atresia, a rare condition that affects the liver's bile ducts, Skye's early months were filled with uncertainty. An initial surgery to restore bile flow was unsuccessful, and her condition began to deteriorate. "Skye had progressive scarring of her liver," said Dr Liz Bannister, paediatric gastroenterologist at The Royal Children's Hospital. "It became clear she was going to need a liver transplant within the first year of life."

Her parents, Stephanie and Martin, were suddenly thrust into a world of appointments, ultrasounds, and constant monitoring, all while managing care for their older twins, aged three-and-a-half. "We didn't sleep for the first month," Martin recalled. "You're constantly checking your phone, hoping for the call. Every time it rang, you wondered – is this it?"

After three tense months on the transplant waitlist, they finally got the call they had been hoping for – a liver was available. "It was overwhelming," said Stephanie. "You're filled with joy and relief, but at the same time, your heart breaks because you know another family has just experienced the worst loss imaginable."

That moment changed everything. With the expertise and compassion of the RCH transplant team, Skye underwent her liver transplant and began her recovery.

Her resilience throughout has left her parents in awe. "She never complained, not once," Stephanie said. "She met every challenge with such strength and always with a smile. We've learned so much from her – about courage, patience and perspective."

Today, Skye is making incredible progress. She's enjoying time with her siblings, hitting milestones, and brightening the lives of everyone around her. Her family remains deeply grateful to the RCH team and to the donor family who made Skye's future possible. "We are eternally thankful," said Martin. "Because of them, Skye has the chance to grow up."

In a gesture of gratitude, Skye's family launched an online fundraiser for the Good Friday Appeal, raising \$15,917 to support the hospital that gave their daughter a second chance.

"It's just a small way to give back," said Stephanie. "The RCH has given us so much — not just medical care, but hope, strength and a future with our daughter."

Dr Bannister summed it up beautifully: "We are so grateful to the donor family for giving Skye the opportunity to thrive. Her story is a powerful reminder of the impact of organ donation — and the incredible strength of the children and families we support."

PRINCIPAL PARTNERS

The continued success of the Good Friday Appeal is a fantastic testament to the powerful storytelling by our Principal Partners, the Herald Sun and Channel Seven.

Herald Sun

Every year, the Herald Sun, The Weekly Times and the Geelong Advertiser bring powerful storytelling to life - shining a light on the strength of young patients and the dedication of their families. In 2025, we once again thank the editorial and photography teams for their commitment to capturing the real and often emotional stories inside the RCH. Journalist Nui Te Koha and photographer Jake Nowakowski were on the wards this year, offering readers a moving glimpse into how community support helps fund life-changing care.

This year also marked the 19th Herald Sun/Transurban Run for the Kids, with participants experiencing the Bolte Bridge and Domain Tunnel with a sold-out attendance of 28,000. Together, participants and supporters raised \$1.25 million - including a generous \$100,000 donation from Transurban - bringing the total raised since 2006 to an extraordinary \$24.1 million.

Our sincere thanks also go to the Herald Sun team for their continued support through the annual Mark Knight AFL Premiership Poster. In 2024, poster sales raised \$218,809 contributing to \$7.9 million raised over seven decades through this much-loved tradition.



For more than six decades, Channel Seven has supported the Good Friday Appeal, and in 2025, the beloved Telethon continued that legacy by showcasing heartfelt moments and the generosity across the state. This year marked the 68th year of the broadcast and an incredible 37 years of service from long-time host and news anchor Peter Mitchell.

In the lead-up to Good Friday, the Channel 7 news and production teams travelled far and wide - from The Royal Children's Hospital to regional Victoria - capturing emotional stories that illustrated the life-changing impact of community donations. On the big day, programming spanned from Sunrise and the Telethon started at an earlier time of 10am, running through to the afternoon telecast and primetime, uniting presenters, performers and everyday heroes.

A heartfelt thank you to the entire Channel Seven team for their passion, creativity and dedication in bringing the 2025 Telethon to life. From the fresh energy in the phone room to the moving patient stories and a vibrant evening show, the fun format delighted audiences.



MEDIA PARTNERS

3AW

In 2025, 3AW took their annual fundraiser entirely virtual, delivering a week-long event packed with energy and community spirit, across all of their major programs. The station live auctioned money can't buy items and hosted interviews with supporters and those touched by the Hospital.

The top auction item - a behind-the-scenes experience with Tom Elliott - sold for \$18,000 - twice! This remarkable effort raised a total of \$152,676. Special thanks go to top contributors Sheen Panel Service (\$25,000) and The Hotel Care Foundation (\$12,000), along with generous support from Chemist Warehouse, Herald Sun, Greyhound Racing Victoria, and NAB.

This year, 3AW broadcast from the RCH during the day on Good Friday and moved to the phone room in the evening, sharing heartfelt stories and updates throughout the day. Since 2018, 3AW has raised an outstanding \$2.03 million in support of the Good Friday Appeal.



NOVA ENTERTAINMENT

Nova and Smooth FM provided invaluable support, promoting the Raffle, Teddy Bear Hospital, and Kids Day Out across their airwaves and encouraging listeners to get involved. In a special addition this year, they encouraged two former RCH patients and their families into the studio to share their stories during Appeal Week, offering powerful insight into the impact of community support. At Kids Day Out, Smooth FM delighted children once again with their hands-on craft zone and tea cup ride, helping to create a fun and memorable day, whilst also raising funds.



QMS

QMS continued their valued partnership for a third consecutive year, helping to drive awareness and inspire donations through their powerful digital out-of-home network. Their generous media support ensured our message reached Victorians far and wide, with campaign images on show across a wide range of high-impact digital large format sites, and for the first time in regional Victoria.



ACE RADIO

Thank you to the ACE Radio network for their ongoing support. Their commitment to sharing the stories of local patients and celebrating the efforts of regional fundraisers, and their live broadcast on the day at the RCH continues to play a vital role in connecting communities with the Appeal.



MAJOR PARTNERS



CFA

Victorians dug deep in support of the Good Friday Appeal this year, helping the CFA reach a historic milestone. With the generous contributions of local communities, CFA volunteers raised an impressive \$1,888,912, bringing the total contributions of over 200 brigades to the The Royal Children's Hospital to \$41 million.

For 74 years, the CFA has been a major fundraiser, this year's achievement is particularly special, as it coincides with CFA's 80th anniversary, marking a fitting milestone for their ongoing community spirit.

CFA Chief Fire Officer Jason Heffernan expressed his pride in the efforts of all involved: "Exceeding the \$40 million milestone in the same year as our 80th anniversary is a touching nod to the power of community. And this year, we were especially proud to see one of our own as the Face of the Appeal."

Jack, this year's Face of the Appeal, is part of the CFA family, with his father Rohan, a 30-year volunteer firefighter with the Epping Fire Brigade. Rohan shared how meaningful it was to hand over the cheque to The Royal Children's Hospital: "It was an honour to contribute in this way and see the difference our support makes."

GOVERNMENT DONATIONS

In 2025, the Federal Government made a \$2 million donation to support the Melbourne Children's Campus Mental Health Strategy, part of a multi-million-dollar commitment of \$6 million over three years. The Victorian Government also continued its generous support with a \$1 million contribution, marking its sixth year of support. Premier Jacinta Allan made the announcement during the official opening on Good Friday, reflecting on her personal connection to the hospital.

WOOLWORTHS



This year Woolworths marked 38 years of fundraising thanks to their committed teams and generous customers. Funds are raised from in-store donations, the Woolworths Run for the Kids participants, sales of Mark Knight AFL Premiership Grand Final Posters and activities at Kids Day Out, including sponsoring the KDO Performance Stage for the first time this year.

In 2025, an incredible \$1,118,095 was raised, marking a total of \$29,804,862 since their first year of support. Funds raised go to a range of very important child focussed therapy programs that are designed to reduce anxiety and distress for patients during their hospital experiences. These programs include Child Life Therapy, Comfort Kids, the Garden Program and the TV shows, Be Positive and Hospital Lingo.





CHARITY HOUSE

2025 marks Henley's 33rd year of donating the build and house and Villawood's 16th year of donating land. This year's house was a seven star energy efficient double story home with four bedrooms and two bathrooms. The house was fully furnished and landscaped, located in the premium Villawood Armstrong Community in Mt Duneed, just outside Armstrong Creek.

The keys were handed over to a Melbourne anaesthetic nurse who trained at The Royal Children's Hospital, and her husband. With her husband home sick on the day, the successful bidder and her mum stepped up to secure the home with a powerful final \$500 knockout bid. Knowing that a nurse who once trained at the RCH will now call this house her home makes the story behind this year's auction even more meaningful.

Since the first home was built in 1993, this year's auction result of \$1,150,500 brings the total to an incredible \$21,509,341! Thank you to Henley, Villawood and the hundreds of tradies and organisations who donated their time, expertise and materials, they do an incredible job every year.

RCH AUXILIARIES

Thank you to The Royal Children's Hospital Auxiliaries who raised \$1,501,473 this year, marking almost \$50,000,000 in funds raised over 103 years for the RCH.

The RCH Auxiliaries is made up of more than 50 Auxiliary groups and over 350 members across Victoria who are committed, passionate and innovative with their fundraising.

The RCH Auxiliaries were first established in 1922 by Miss Mary Guthrie after she raised concerns with the Hospital Committee of Management about the financial capacity of the hospital. The Auxiliaries have been supporting the hospital and the Good Friday Appeal for more than 100 years, making them the longest supporter.

It was also wonderful to have a number of Auxiliaries at Kids Day Out this year, including Madge Tate award winner, Sharron Markovic who presented the cheque along with Patron, Penny Fowler and President, Tiffany Lucas.



EVENT PARTNERS



MCEC

MCEC once again played a pivotal role in the success of Kids Day Out in their 11th year of support, opening their doors to thousands of families for a fun-filled day, along with hosting the phone room and money counting room.

Chief Executive Natalie O'Brien AM added, "We love opening our doors every year to welcome thousands of families to enjoy a day of fun and celebration, while raising much-needed funds for sick children across Victoria."

This year, MCEC's talented chefs baked an astonishing 20 metres of hot cross buns—nearly 3,000 in total—while the ever-popular interactive Ice Cream-o-Rama served 1,200 house-made ice creams. All profits from the sale of buns and ice creams were generously donated.

MCEC's award-winning pastry chef Alessandro Bartesaghi said, "The Good Friday Appeal event is really close to my heart and I love creating something special for the children every year."

The Appeal remains incredibly grateful for MCEC's ongoing support, professionalism and generosity across venue hire, technology, catering, and resources.



TELSTRA

For 80 years, Telstra has played an essential role in connecting thousands of donors with the Good Friday Appeal. From its beginnings in 1945 with an analogue and manual switch board, to generously providing the telecommunications, state of art equipment and support of the phone room.

The Telstra-powered Phone Room is a one-day contact centre where more than 300 volunteers answered over 6000 calls from generous Australians wanting to donate. With Telstra's technology and support, the phone room has become a powerful engine room, often receiving thousands of calls in just a few hours.

Telstra's contribution extends far beyond the phones – their team works behind the scenes for weeks leading up to the Appeal to ensure smooth operations, provides technical support and continues to assist post-event.

As we celebrate Telstra's remarkable 80-year partnership, we thank their dedicated teams for the expertise, energy and generosity they've shown. Their ongoing commitment to innovation, connection and community spirit is a cornerstone of the Appeal's success - and we look forward to many more years of working together.

CITY OF MELBOURNE

Thank you to the City of Melbourne for their ongoing sponsorship of Kids Day Out. This much-loved family event has become a Good Friday tradition, and we are incredibly grateful for the City's continued support in helping it grow year after year.

Through the City of Melbourne Events Partnership Program, Kids Day Out receives generous funding that plays a pivotal role in shaping the day's activities and ensuring all proceeds raised can be donated to The Royal Children's Hospital.

The City of Melbourne's support continues to highlight the incredible community spirit of Melbourne.



RUN FOR THE KIDS

A sold-out attendance of 28,000 filled Melbourne's Docklands in March for the 2025 Herald Sun/Transurban Run for the Kids, showing their support for The Royal Children's Hospital in one of the city's most iconic community events.

As the sun rose, the streets came alive with colour, costumes and energy, with participants running, walking or wheeling their way across two unique courses—4.7km over the Bolte Bridge or 14.4km through the Domain Tunnel, an amazing experience only open to the public once a year.

From first-time fun runners to seasoned athletes, the atmosphere was one of joy, purpose and community spirit. Many embraced the superhero theme, dressing as characters like Spider-Man, Thor and even Bluey in honour of the brave kids and families supported by the hospital. Many groups return every year or run in memory or honor of patients.

This year's event raised an incredible \$1.25 million, thanks to the generosity of participants and supporters, including a \$100,000 contribution from Transurban. Now in its 19th year, the event has raised an extraordinary \$24.1 million for the Good Friday Appeal since its inception.

SUPERCLASH

The 2025 Good Friday SuperClash between North Melbourne and Carlton brought footy fans together for a day of fierce competition and heartfelt generosity - all in support of the Good Friday Appeal.

With a sold out game at Marvel Stadium, it was a record breaking year with \$312,282 raised, since 2017 this game has contributed over \$2.3M to the Good Friday Appeal.

Over \$100,000 came from ticket sales from the game, with \$5 contributed from every adult ticket sold and \$10 from every family ticket sold. Thank you to North Melbourne's sponsors Mattel, Tasmanian Heritage, Mazda and Puma who also contributed to the overall total. NMFC Players also contributed \$10K this year and Carlton raised over \$16k.

The guard of honour was a highlight again which involved RCH patients, families & staff who went through the joint banner hi-fiving the players. The Superclash ambassadors this year, Ava & Thomas, also got to be involved in various activities with both Carlton FC and North Melbourne FC.

Thank you also to McDonald's for their contribution of \$50,000 and the AFL's incredible donation of \$100,000.



EVENTS

KIDS DAY OUT

Kids Day Out 2025 was once again a day of joy, laughter and community spirit as families flocked to the Melbourne Convention and Exhibition Centre (MCEC) for a full day of, family-friendly fun in support of the Good Friday Appeal.

From colourful carnival rides (thanks to Action Events) and the ever-popular Teddy Bear Hospital (supported by the University of Melbourne) to the energetic Sporting Zone, interactive family fun activities, dazzling classic cars and the Woolworths zone including the performance stage, there was truly something for everyone to enjoy.

We are incredibly grateful to the City of Melbourne for its ongoing support and to MCEC for generously hosting the event for the 11th consecutive year. A heartfelt thank you also goes to the 70 activity groups and performers who brought the event to life, and to the thousands of families who came along to make memories and contribute to this important cause.

This year's event was delivered in collaboration with our new event partner, We Are Phoenix, whose creativity and hard work helped make Kids Day Out 2025 such a special experience for all.

TEDDY BEAR HOSPITAL

Established in 2009, the Teddy Bear Hospital (TBH) is run by passionate medical students from the University of Melbourne with the support of The Royal Children's Hospital Department of Paediatrics. Each year, this much-loved initiative helps children feel more comfortable in healthcare environments by role-playing medical scenarios with their cherished teddy bears and soft toys.

In 2025, the Teddy Bear Hospital returned to the Melbourne Convention and Exhibition Centre, once again stretching across two bustling levels. Over 1,450 University of Melbourne students volunteered their time and care to treat more than 4,000 young patients and their beloved teddies in a welcoming, play-based medical setting.

Thanks to the continued generosity of the community, the Teddy Bear Hospital raised \$83,853 in 2025, bringing the total raised since its first check-up in 2012 to an incredible \$628,463.

We extend our deepest thanks to VISY for providing the hospital infrastructure, to Aviation Rescue for supplying their ever-popular emergency service bears and raising \$27,094, and to the wonderful team at Build-A-Bear, who once again donated through the sale of their special teddy bears and community contributions, raising \$16,221.





KIDS DAY OUT AND ABOUT

This year, families had the opportunity to support the Good Friday Appeal while enjoying a fun day out across a range of exciting venues and activities as part of our Kids Day Out and About campaign.

A number of generous partners donated a portion of their ticket sales, helping to raise funds. Thank you to Animal Land for their incredible contribution of \$44,349, as well as Melbourne Skydeck (\$12,200) and Xtraordinary Events (\$5,600) for their valued support.

We're also grateful to GoBoat, Cube Town, THE LUME, Melbourne Kids Yoga, Riverland Group, and the Action Events Berwick Easter Show for taking part in this growing initiative.

Together, these wonderful partners raised \$75,000, while bringing joy to families and children across Victoria.

RACING

The Good Friday Appeal's strong ties to racing began in 1931, when journalists from The Sporting Globe raised 427 pounds to help save the children's hospital. This legacy of generosity continues today.

Racing Victoria - In its 6th year of support, Racing Victoria, Country Racing Victoria race days in Echuca and Cranbourne, and Southside Racing raised \$140,000 in 2025, bringing their total to \$622,050.

Victoria Racing Club (VRC) - VRC raised a record \$112,000 in 2025, bringing their overall total to \$194,000. Highlights included a Guard of Honour on Crown Oaks Day, and successful Raffles at the Crown Oaks Club lunch and during the Autumn Carnival.

Greyhound Racing Victoria (GRV) raised an impressive \$90,532 this year thanks to the clubs hosting a range of community events and race days in Healesville, Geelong, and Warragul. GRV also raised funds through rehoming greyhounds during National Adoption Month in April.

PUBS ACROSS VICTORIA

For over 70 years, pubs have played a vital role in the Good Friday Appeal community, raising funds through donations, collections, and events. This year, through the Pubs with Purpose campaign, saw over 160 pubs across Victoria raise over \$500,000. Generous contributors included Drysdale Hotel (\$36K), National Hotel Clunes (\$18K), The Pine Grove Hotel (\$10K), and Welshpool Hotel Motel (\$10K).

AHA VIC Pub members saw 61 pubs raise \$131,357. Additionally, 80 ALH group hotels held the annual \$2 Parma Week, raising \$23,970, while Nikakis Hospitality raised \$10K through a one-day parma and burger fundraiser.

A huge thank you to all the pubs, their staff, and customers for their continued support and dedication to raising vital funds for the Good Friday Appeal.



OUR SUPPORTERS

CADBURY

This year marks \$2.1M and 24 years of fundraising and donations from Cadbury Mondelez. Along with their \$100,000 donation, Cadbury donated thousands of delicious easter eggs for GFA Volunteers and RCH Staff, bringing smiles to everyone on the day. For the past two years Cadbury's donation has funded the purchase of a Retcam for both the RCH and the Latrobe Regional Health Service through the RCH/GFA regional funding initiative. Retcam is a tool used in screening for eye disease in newborns, for the families being looked after by Latrobe Regional Health, this means they will not have to travel to the city for this treatment.



DECJUBA FOUNDATION

The DECJUBA Foundation believes that everyone deserves AMAZING with 1% from every DECJUBA sale going to helping those in need and creating real, sustainable change. This is the 4th year of \$200,000 in support, totalling an incredible \$800,000 from the DECJUBA Foundation. This donation contributes funding to The Melbourne Campus Mental Health Strategy, a multi-year strategy that is making strides in transforming child and youth mental health care.



COSTCO

Costco has been raising funds since 2010 through their four Melbourne warehouses. In addition to Costco's workplace giving program, the Epping, Moorabbin and Ringwood warehouses raised funds through in-store activities and donations at registers. The Epping warehouse was very proud to present a cheque of \$295,370 which contributes to over \$1.3M from Costco in their 15th year of fundraising.



HUNKY DORY

This year marks the 12th year that the incredible team at Hunky Dory have been supporting the Good Friday Appeal. In the two weeks leading up to Good Friday, Hunky Dory donated \$1 from every potato cake sold along with in store activities which raised \$30,244.

FUNLAB - ARCHIE BROTHERS

Thank you to Funlab for their generous contribution of \$100,000 to the Good Friday Appeal. Through Archie Brothers Cirque Electriq, \$1 from every kids party booking will be donated.

JOSH'S EGGS

Thank you to Josh's Eggs for their annual Rainbow Chocolate Easter Eggs sale, donating 50c from each sale, and delighting families by bringing chickens to Kids Day Out.



QATAR AIRWAYS

Thank you to Qatar Airways for their generous support over the last five years with a generous donation of \$80,000 each year as well as supplying a fabulous prize for the GFA Raffle. This year's donation brings Qatar Airways' contribution to \$400,000 in total, and the multi ticket prize of a Return ticket for 2 to Europe flying Business Class means over 75% of Raffle tickets sold are 5 or more!

BAMBI MINI CO + CHEMIST WAREHOUSE

For the 4th year, Matt, and GFA Ambassador, Nicky Verrocchi, gave back to the RCH for the care of their now thriving son, Raffi, through the proceeds of another amazing Bambi Mini Co sock campaign.

Socks were available for purchase in Chemist Warehouse stores with proceeds going to the GFA. Customers also donated generously at the cash registers and the 400 strong Run with Raffi team at Run for the Kids, along with sock sales raised an incredible \$175,000. This totals over \$770,000 raised since 2021.

BUNNINGS

A heartfelt thank you to the Bunnings store teams, volunteers and customers who helped or enjoyed a snag in bread or a hot drink to support the Good Friday Appeal. On April 12 this year, the iconic Bunnings Sausage Sizzle in Victoria and Tasmania was dedicated to the Appeal, with store members, GFA volunteers and even some Channel 7 personalities getting on the tongs and serving up over 40,000 sausages on the day!

In addition, throughout April, 10 cents from every hot drink in a specially designed coffee cup sold in one of their Vic and Tas cafes was donated to the Appeal, along with proceeds from their supplier golf day. An incredible \$225,000 was raised.

EMPOWER AUSTRALIA

We are incredibly grateful to Empower Australia for their generous support, raising \$322,000 in 2025. Their community's dedication over the past four years has now contributed more than \$1 million to help sick kids and their families.

NAB

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



OUR SUPPORTERS



RAFFLE

Thanks to the generosity of our prize donors, this year's Raffle prize pool totalled \$252,851. Raising nearly \$1.1 million, the GFA Raffle is again in the top 10 fundraising activities which contributed to this year's amazing tally. Thank you to our incredibly supportive prize donors for their continued support. Mazda have supported the raffle for 13 years and this year donated a CX-80. Majestic Caravans have provided over a million dollars' worth of caravans over 20 years of outstanding support.

We are very grateful to all our prize partners; TEMPUR Australia for their Queen Bedroom Package, Masseur Health Co' Remedial Deluxe+® Massage Chair, Telstra for a tech pack, Crown Resorts Foundation for two night's accommodation at a Crown Towers property, and Woolworths for five \$1,000 WISH gift cards.

A special thank you to Qatar Airways for donating two European Business Class flights valued at \$30,000 for the fourth year, alongside 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 \$500,000 through dress up days, bake sales and sporting challenges.

In 2025, the iCAN Challenge saw 450 students from five schools walk up to 50km from St Kilda to Frankston, raising an incredible \$290,587 - beating their 2023 total by nearly \$65,000.

Students from Elisabeth Murdoch College, Langwarrin Primary, Woodlands Primary, Langwarrin Park Primary, and Pearcedale Primary walked 25–50km with a fundraising goal of \$500 each and smashed expectations. They were joined on the day by, Education Minister Ben Carroll, GFA Chairman Penny Fowler and Executive Director Rebecca Cowan.

This amazing iCAN Challenge has raised nearly \$1 million, with the Elisabeth Murdoch College proudly marking 10 years of support.





SPORTS

Sporting clubs across Victoria once again showed their heart for the Good Friday Appeal in 2025.

In addition to the iconic SuperClash between North Melbourne and Carlton, a range of sporting clubs and codes threw their support behind the cause.

The Melbourne Ice and Melbourne Mustangs exhibition match was a major highlight, raising an outstanding \$32,509 through ticket sales and guernsey auctions.

Western United FC joined as a new supporter, hosting a Superhero Round across both A-League men's and women's matches and raising \$10,000 through raffles and signed guernseys.

We also thank Melbourne Storm, Melbourne City FC, Melbourne United, and Auskick for lending their support through various activities and matchday initiatives.

LITTLE ATHLETICS VICTORIA

Each year, Little Athletics Victoria rallies its community to support the Good Friday Appeal, and 2025 saw a record-breaking effort with 29 centres and regions raising an incredible \$45,476.

This year's standout was the Bacchus Marsh Little Athletics community, who raised an outstanding \$9,430. Their members completed 227 laps of the track - a total of 90.8 kilometres - over five hours, showing incredible stamina in helping sick kids and their families.

From Relayathons to centre-based fundraising initiatives, young athletes across Victoria continue to demonstrate the spirit of giving and community.

Little Athletics Victoria has proudly supported the Good Friday Appeal for over 50 years, contributing more than \$1 million in that time. We are so grateful to every centre, athlete, volunteer and supporter for their continued commitment.



REGIONAL FUNDRAISING

AREA MANAGER HIGHLIGHTS

Across Victoria and Southern NSW, regional communities once again proved just how powerful generosity can be. In 2025, they raised a phenomenal \$5,428,009 for the Good Friday Appeal - demonstrating the deep-rooted commitment that these regions have shown for generations.

Our incredible volunteers collected donations at 343 intersections across the state, with long-time supporters and new communities alike turning out in force. Amongst our most heart-warming stories were towns marking major milestones: Casterton celebrated 80 years, Wangaratta marked 50 years and surpassed a \$3 million total, while Colac achieved a double milestone - 50 years of fundraising and crossing the \$1 million mark.

We also welcomed two new communities to the fold this year - Patchewollock and Port Campbell - highlighting that the spirit of giving continues to grow.

Our small towns with big hearts made a massive impact. Berriwillock, population just 180, raised an astonishing \$52,000 through their annual pub auction with 63 enthusiastic bidders.

The Willaura community hosted its annual Fish 'n Chip Luncheon, serving over 260 meals. The event was a resounding success, featuring a lively games afternoon with face painting, a firewood auction, and a raffle.

Maffra saw one of the most memorable fundraising moments of the year. Local CFA treasurer Phil Hawking shaved off his beard of over 50 years, prompting an outpouring of donations. What began as a \$10,000 target quickly turned into \$26,062 raised - a testament to the community's support.

San Remo combined the efforts of the CFA, the San Remo Hotel, and local businesses to raise over \$65,000 through door knocking, a community walk, auctions, raffles, and the 9th annual Jim's Bait and Tackle Fishing Competition, which alone brought in \$3,640 in entry fees - all donated to the Appeal.

Traralgon's Community Family Fun Day drew families to enjoy live music, BBQs, classic cars and games, contributing to an impressive \$80,757 raised by the community.

Over on Phillip Island, a pyjama party disco at the Bowling Club contributed \$6,700 to their fundraising total.

In Pomonal, population 356, visitors attended a unique car exhibition by Jim Leithhead, raising more than \$60,000.

Lakes Entrance celebrated their 50 years of fundraising by raising over \$36,000 and beat last year's record by \$1,000.



From small towns to regional hubs, we are incredibly grateful to every fundraiser, volunteer, business and supporter who made 2025 such a success. Your passion and commitment continue to change lives at the RCH.

COLLECTION GROUPS

COLLECTION GROUPS

We are incredibly grateful to our dedicated Metropolitan Collection Groups, whose tireless efforts and generosity play a vital role in the success of the Good Friday Appeal each year. In 2025, we saw the support of 60 active Collection Groups, who conducted over 250 intersection collections across Melbourne, door knocked across 40 council areas, and coordinated more than 90 venue collections.

These groups are powered by volunteers who give up their time not just on Good Friday, but throughout the year—organising, collecting, and rallying their communities. Many have supported the Appeal for decades, showing extraordinary dedication. Their collective efforts this year raised an outstanding \$965,804.

PIED PIPERS

In 2025, Pied Pipers marked their 56th year of fundraising for the Good Friday Appeal, having raised over \$9.1 million in total. This year, they raised \$165,154, with a significant contribution from the sale of Grand Final Football posters at the MCG. In addition to intersection collections, Pied Pipers partners with Yarra Valley Grammar and St. Kevin's College to organise a massive door-knocking initiative on Good Friday. This year, over 600 students participated in collecting funds, raising \$47,745. Thank you to the Pied Pipers and all the volunteers for such incredible support.

UNCLE BOBS CLUB

Uncle Bob's Club (UBC) marked an incredible 83 years of fundraising for the Good Friday Appeal this year. Founded in January 1942 by four men at the Riversdale Hotel in Hawthorn, the club began with a simple mission: to raise funds for The Royal Children's Hospital. With a membership fee of one shilling a week, known as a "bob," UBC quickly grew, expanding across regional Victoria. Over the years, they have raised more than \$13.6 million, with an impressive \$200,083 raised in 2025 alone. Thank you UBC, for your dedication to supporting the RCH and children's health.

FREEMASONS VIC

Freemasons supported the Good Friday Appeal through Gala evenings, matched donations, and volunteering. Over 200 volunteers came together to assist with Bunnings activities. This year marks the beginning of an ongoing partnership, with \$79,924 raised. A special thanks to Clifton Hill Lodge for their Gala evening, which featured a raffle, live and silent auctions, and a line dancing lesson.



COMMUNITY FUNDRAISING



COMMUNITY FUNDRAISING

The incredible individual fundraisers supporting the GFA were bursting with creativity and passion, turning bold ideas into impactful action. From unique challenges to community-driven events, their dedication is making a real difference and inspiring others to join the cause.

JAKOB'S DAY

The Glaven family has been fundraising for Good Friday Appeal and supporting the RCH in memory of their founders, Lou & Anna, son Jakob, who sadly passed away at RCH at just 9 months old.

This year, the annual golf day held at Mt Derrimot Golf Club, celebrated their 19th year of fundraising, and together raised \$53,302. This fantastic effort takes the total donation amount from Jakob's Day to over \$1 million! Congratulations on this amazing achievement.

EASTERN 80

In 2025, Norman Orr and the Warburton Advancement League celebrated 10 years of fundraising for the Good Friday Appeal. Each year Norman organises the Eastern80, a charity bike ride and walk along the Lilydale - Warburton Rail Trail. Participants take part in a 50 or 80km bike ride, or a 9km walk, before finishing at the Alpine Hotel in Warburton for an afternoon of activities, raffles and a well deserved happy hour!

This year the event raised \$23,000, taking their overall donation total to over \$100,000. Norman and his family proudly presented their cheque this year dressed in their infamous Hawaiian shirts.

KRUZE 4 KIDS

The Annual Kruze4Kids car show and family day in Sunbury celebrated its 14th year of fundraising. Over 1,000 vehicles were on display amongst market stalls and live music in one of Melbourne's biggest motor shows, run by Alan and Vera Radclyffe.

The event was created with their son Bradley, a past patient of RCH, who passed away in 2020. The event continues to run in his legacy, and has raised over \$200,000 since it began. In 2025, Alan and Vera were able to donate a record amount of \$45,272.



THEA'S 500KM CHALLENGE

12 year old Thea challenged herself to raise money for the RCH by water skiing 500 kilometres, on a single ski.

Thea lives in Colac, 152km south-west of Melbourne, but chose the Mildura 100 course to complete, five times. She began skiing at 7:30am and finished at 5pm when she ran out of daylight, but not before she'd ticked off her last kilometre.

Although Thea had her appendix removed only 3 weeks before the event, she recovered from the 500km ski with only some pain in her knee. Thea was able to raise over \$17,000 for the Good Friday Appeal.



MONT ALBERT CRICKET CLUB

Hosted at Mont Albert Cricket Club, Simon Dalrymple has been organising a Charity Cricket Game to fundraise for the Appeal, in memory of Hamish Jenkinson, who lost his battle with a rare genetic condition in 2015. This year, the game raised \$10,039, taking the event's running total to over \$23,259 in just three years.

MAROONDAH VOLLEY-ATHON

Maroondah Volleyball celebrated their fifth year of fundraising for the Good Friday Appeal in 2025, by hosting a 24-hour Volley-a-thon. One of their 8 courts was dedicated to non-stop Volleyball, raising an amazing \$25,432 for the Appeal!



BENJI'S FUNDRAISER

In May 2024, Benji and his family learned that he has Duchenne Muscular Dystrophy. The RCH became more familiar to the family as they spent time with the nurses, specialists and allied health therapists for Benji's condition.

A short conversation between his parents sparked Benji's Good Friday Appeal online fundraiser, and within a week had smashed its goal of \$2,500. Dominic & Victoria upped the target to \$5,000, and again their community smashed it. The support from their Cobram/Barooga community shone through as a total of \$10,526 was raised!



FUNDRAISING WITH FLAIR

Western Bulldogs player Rory Lobb and Melbourne content creator Bianca in Melbourne both found creative ways to support the 2025 Good Friday Appeal. Rory went viral after painting our mascot Welbie into his hair, launching a fundraising page that raised \$3,100. Meanwhile, Bianca, who shares her love for Melbourne with over 288,000 Instagram followers, offered a custom map of her favourite local spots to anyone who donated. Her clever campaign raised more than \$8,500.



CHAMPIONS



VOLUNTEERS

One of the stand out qualities of the Good Friday Appeal volunteers is their dedication, with many returning year on year and building lasting friendships while supporting The Royal Children's Hospital.

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.



AMBASSADORS

In 2025 the Appeal was supported by our fantastic group of Ambassadors who help us in spreading awareness and encouraging donations. Our Ambassador group this year was made up of social media creators, sports stars, TV personalities and more!

Thank you to Luke & Sassy Scott, Tayla Broad, Kishwar Chowdhury, Jasminetxo, Mama Mila, Khanh Ong, Jordan Ablett, Peter Mitchell, Rebecca Maddern, Ash Pollard, Lucy Durack, Tom Stewart, Josh Murray, Ben Brown, Carly Findlay, Bella Eddey, Hayden & Carlee Clements, Jean Mitchell and Nicky Verrocchi for your involvement.

Whether they're sharing the GFA story on their social media, creating content with patients, or getting involved in the phone room on Good Friday, Ambassadors help to promote the Appeal and encourage donations.

Our Ambassadors are supported by Good Friends who also use their platforms to raise awareness. Our Good Friends this year included Mikayla Crisp, Lyndall Grace, Bianca Ling, Emma Vosti, The Haddad Family, and more.

OUR WHY



TED'S STORY

Fifteen-year-old Ted, from Horsham in regional Victoria, has never let anything hold him back. Born with a rare congenital condition that meant he had no shin bones, knees, or ankles. His parents, Abbie and Peter, made the decision to have both his legs amputated when he was just one year old – a choice that gave him the best shot at an independent life.

Since receiving his first pair of prosthetic legs at the age of two, Ted has embraced every challenge with incredible resilience. Now, having worn through 14 sets of prosthetic limbs, he's taking a new and exciting step forward – trialling advanced 'robot legs' with microprocessor knees.

The new legs were fitted by the expert prosthetics team at The Royal Children's Hospital, use smart sensors to adapt to Ted's movement. The technology allows him to stand for longer, carry heavy school bags more easily, and navigate stairs with a smooth, natural motion – even sitting down is now safer and more stable.

"These new legs will open up more opportunities for Ted in everyday life and as he enters the workforce," said Meleita Finnigan, a prosthetist and orthotist at RCH.

Ted, who loves swimming, basketball, biking and weight training, takes it all in his stride. "This is my life, and I just get on with it," he says. "The biggest issue is people assuming I have issues. I've got the same stresses as any teenager – just none related to my disability."

With a cupboard full of prosthetic legs from over the years – many decorated with childhood favourites like Spider-Man and Sonic – Ted sees his journey as a symbol of growth. "It's the passage of life," he says. "It's a symbol of my learning and changing and growing."

Ted and his family credit The Royal Children's Hospital for giving him the freedom to live a full and active life. "They're the reason I get to be a normal teenager," he says.



Feel Young, Live Healthy



PRINCIPAL PARTNERS



SUPPORTING PARTNERS



Note: all figures correct at time of printing, May 2025.

Thank you to Herald Sun photographer, Jake Nowakowski for the patient images shown on the front and back covers.



goodFridayappeal
THE ROYAL CHILDREN'S HOSPITAL