



good Friday appeal
THE ROYAL CHILDREN'S HOSPITAL

95 YEARS
FOR THE love OF OUR KIDS

2026 COMMUNITY REPORT

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 and compassion of Victorians. In 2026, that spirit was on full display, with a record-breaking \$25,268,485 raised for The Royal Children's Hospital – an incredible achievement made

possible by families, volunteers, community groups and businesses across the state.

At a time when cost-of-living pressures continue to affect so many, we are deeply grateful for every contribution, whether it came from school fundraisers, footy raffles, tin shaking, community events or major corporate support. Your commitment to our hospital and to the care of sick children is something we never take for granted.

The funds raised through the 2026 Good Friday Appeal will directly support life-changing advancements at the RCH – from world-leading research and advanced medical equipment to new facilities and highly specialised

clinicians who deliver exceptional care every day. This year's fundraising will also support critical projects such as cutting-edge genomic research and improved neonatal transport equipment, ensuring our youngest and most vulnerable patients receive the safest and best possible care.

At The Royal Children's Hospital, we are constantly striving to redefine excellence in paediatric care, research and learning. With the continued backing of the Good Friday Appeal and the remarkable generosity of the Victorian community, we promise to keep pushing the boundaries of what's possible for children and families, now and into the future.

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



In the 95th year of the Good Friday Appeal, we witnessed an incredible community unite to raise a remarkable \$25,268,485 for The Royal Children's Hospital (RCH). This extraordinary generosity, coming from families, community groups, schools, sporting clubs, businesses both large and small, and the Federal and Victorian Governments, highlighted what the RCH means to so many.

We extend our thanks to our Principal Partners, the Herald Sun and Channel 7, whose long standing commitment has been vital in sharing the impactful stories of the RCH's life changing work and the community's support. Our other media partners including 3AW, Ace Radio Network, Nova and Smooth FM, QMS Media, and GAWK Outdoor also provided invaluable support to inspire the community to support this important cause.

Our much loved events connected the community across the state and beyond. The Herald Sun/Transurban Run for the Kids celebrated its 20th year with 30,000 participants, while Kids Day Out hosted tens of thousands of visitors enjoying a fun family festival supported by the City of Melbourne and held at the Melbourne Convention and Exhibition Centre (MCEC). MCEC also hosted the Channel 7 Telethon broadcast, the phone room, supported by Telstra, and the Money Counting Room, facilitating these very special traditions.

The incredible goodwill and commitment shown across the state was evident. Fundraisers included 9yo Samuel from Ballarat who collected cans from the community as his baby brother was an RCH patient; young Daisy from Lilydale who made a stall at her local cricket club and sold sweets and treats; John and his Vietnam Veteran Workshop Warriors who carved wooden Easter Bunnies to

sell at their local Bunnings BBQs and "Shaggers Shave" in Wangaratta where our fundraiser cut off his dreadlocks for the first time in 13 years.

We celebrated the CFA's 75th year fundraising for the appeal, as they raised over \$2.1M along with the amazing support from our Area Managers where regional Victoria and Southern NSW raised over \$5.9M. The RCH Auxiliaries supported in their 104th year to raise over \$1.6M along with Uncle Bobs Club, Pied Pipers, Freemasons Vic, collection groups, and thousands of dedicated volunteers.

Our valued partners provided immense support, including Henley and Villawood Properties with the Charity House, Woolworths, Bunnings, DEJUBA Foundation, Bambi Mini Co, Chemist Warehouse, Cadbury, Costco, Little Athletics, Empower Australia, ALH and Hunky Dory. We also thank our raffle partners for the amazing donated prizes including Majestic Caravans, Mazda, Tempur Australia, Hurtigruten, Masseur Health Co., Woolworths, Telstra, Crown Resorts Foundation, Ampol and Qatar Airways.

Sporting codes rallied behind the Appeal, including the AFL Superclash game between North Melbourne FC and Carlton FC, Racing Victoria, Victoria Racing Club, Country Racing Victoria, Southside Racing, Greyhound Racing Victoria, Melbourne Ice, and Melbourne Mustangs Ice Hockey.

Thank you to Ollie and Alissa, our Faces of the Appeal, and their families, as well as the many other families who bravely shared their stories.

The generosity of this year's support will directly benefit countless families by funding 30 vital projects at the RCH. This includes state of the art equipment, research, specialised training, and life-changing care.

Furthermore, \$3 million will be distributed to 30 regional paediatric health services. This funding will support equipment and training, taking the RCH excellence into the regions so that families can access the care they need closer to home.

Over 95 years, the Good Friday Appeal has now raised more than \$517 million. Thank you for your unwavering support, every dollar donated makes a difference.



Penny Fowler AM
CHAIRMAN



Rebecca Cowan
EXECUTIVE DIRECTOR

2026 IN NUMBERS

FUNDING 30 PROJECTS AT THE RCH

PATIENT AND FAMILY CENTRED CARE	Hospital Wide Art Therapy Program
	Implementing a Vascular Access Specialist Team
	Comfort Kids Program
	RCH TV Program for Patients and Families
	Child Life Therapy
	Child Life Therapy in the ED
	The Family Hub Indoor Play Space
	Health Literacy
	Melbourne Children's Campus Mental Health Strategy
	Chronic Illness Peer Support (ChIPS) program
EDUCATION AND TRAINING	Virtual Care Program
	Oncology Navigation
	GFA Leadership Academy
	A Learning Hospital: The Education Hub
	Uncle Bobs Neuromuscular Fellowship
	Travelling Scholarships
	Allied Health Research Capacity Development
	Allied Health Educational Scholarships
	Nursing Educational Scholarships
	Professor of Paediatric Emergency Medicine
RESEARCH	GEMStone Study
	The Melbourne Children's Trials Centre
	Clinician Scientist Fellows
	Murdoch Children's Research Institute (MCRI) ongoing research
	Neuroscience Advanced Clinical Imaging Service
	Creating evidence for telehealth-delivered neurodevelopmental assessments
	PROGRESS: Paediatric Oncology Grant for Research and Trials
EQUIPMENT AND TECHNOLOGY	MR PET Imaging: Advancing World-Leading Care
	MRI Compatible Neonatal Transport Ventilators
	RETCAM - two additional digital retinal cameras to detect eye conditions in newborns
REGIONAL FUNDING	\$3 million in funding for Regional Health Services <i>see pages 8-9</i>

111,613



TICKETS SOLD



14,000



\$1.1

MILLION

IN PHONE DONATIONS

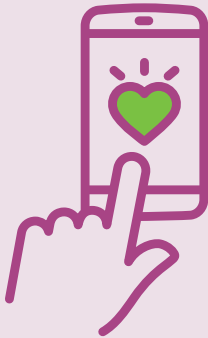
336

INTERSECTION COLLECTIONS

ON GOOD FRIDAY

TOTAL RAISED \$25,268,485

1,358



COMMUNITY
FUNDRAISING
PAGES

**\$3.1
MILLION**

**\$5.9
MILLION**



**80+ ACTIVITY
GROUPS AT**



**4600 TEDDIES
TREATED**

THANKS TO OUR TOP SUPPORTERS:

Regional Victoria & Southern NSW	\$5,929,934
CFA	\$2,150,000
Federal Government	\$2,000,000
RCH Auxiliaries	\$1,659,278
Herald Sun / Transurban Run for the Kids	\$1,320,000
Henley & Villawood Charity House	\$1,212,000
Woolworths	\$1,000,149
Victorian Government	\$1,000,000
Metro Collection Groups & Fire Brigades	\$942,004
Superclash	\$337,162
Bunnings	\$225,000
DECJUBA Foundation	\$200,000
Empower Australia	\$201,815
Herald Sun AFL Premiership Poster	\$195,929
Bambi Mini Co + Chemist Warehouse	\$175,000
Uncle Bobs Club	\$170,084
Pied Pipers	\$156,689
Freemasons Vic	\$155,000
Costco	\$153,623
Racing Victoria	\$150,000
Victoria Racing Club	\$123,540
3AW	\$119,934
AFL	\$100,000
Cadbury Mondelez	\$100,000



OUR IMPACT



Dr Eppie Yiu, Paediatric Neurologist
Co-Lead of the GEMStone Study

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, equipment & technology and patient and family centred care.

RETCAM

RETCAMs are specialised digital cameras that capture detailed images of the retina, enabling clinicians to detect and monitor eye disease in newborns, infants and children, including Retinopathy of Prematurity (ROP).

The RCH will soon have two additional RETCAMs to detect serious eye conditions earlier and more reliably. These cameras are vital for identifying ROP, which can affect premature babies when retinal blood vessels do not develop properly. Without early diagnosis and treatment, ROP can lead to permanent vision loss or blindness, yet with timely screening this outcome is often preventable.

The hospital relies on RETCAM technology for high-resolution images that support fast, accurate assessments. Support from the GFA in 2023 enabled an upgrade to the first camera. Demand has grown, and with only one device previously available, multiple teams often had to share, creating delays in time-critical assessments. Adding two more RETCAMs means no child's care is postponed because the camera is in use.

The new cameras will support the Newborn Intensive Care Unit and strengthen services across the hospital, including Emergency, ocular oncology, surgery, forensic medicine and outpatient clinics. Strategically located for rapid deployment and integrated into routine assessments, they will help clinicians intervene as soon as damage is detected, safeguarding sight for vulnerable children and giving premature babies healthy vision.

GEMSTONE STUDY

The Genetics Evaluation for Management and Support of low tone (GEMStone) study is a project to improve rapid genomic testing for infants with hypotonia (low muscle tone). Hypotonia can signal many different conditions affecting the brain, nerves or muscles, which makes diagnosis complex. Currently, only about half of affected babies receive a clear diagnosis, leaving families facing uncertainty and often invasive tests.

GEMStone will use fast-turnaround genomic sequencing to find answers sooner, aiming to deliver results in as little as three weeks. Earlier diagnosis can reduce the need for MRIs or muscle biopsies, guide targeted care and referrals, and give families clearer information about outlook and support, even when a specific therapy is not yet available.

Over the next two years, the RCH plans to enrol around 80 babies in the study, working alongside world-leading partners including Boston Children's Hospital, SickKids Toronto and Great Ormond Street Hospital. By sharing expertise and data, the team will refine testing, improve interpretation and accelerate benefits for patients.

Initiatives like GEMStone keep the RCH at the forefront of paediatric genomics, turning cutting-edge science into practical answers for families. This investment will spare babies unnecessary procedures, shorten the path to diagnosis and help clinicians deliver the best care.



HOSPITAL WIDE ART THERAPY

Thanks to the Good Friday Appeal, the RCH will significantly expand its hospital-wide art therapy program so more children and families can access essential emotional support alongside medical care. Art therapy gives children and young people a safe way to express and process feelings through creativity and artmaking. When words are hard to find, making art can reduce anxiety and distress, ease pain, and improve mood and overall quality of life. It also helps children feel a greater sense of comfort during an overwhelming hospital experience.

Currently offered in select areas, including for children facing cancer, the need extends across the hospital. Many children and young people, including those with a wide range of illnesses, disabilities, experiences of trauma and life-limiting conditions, benefit from therapeutic creative support tailored to their age, interests and background.

With this investment, the program will nearly double in size, employing additional art therapists across wards, clinics and family spaces. The expansion is expected to support around 3,000 children and young people each year, embedding art therapy into everyday care so clinicians can offer practical coping strategies, moments of calm and opportunities for self-expression when they are needed most. This strengthens the hospital's commitment to caring for the whole child, recognising that healing involves emotional wellbeing as well as physical recovery.



PAEDIATRIC ONCOLOGY GRANT

The Children's Cancer Centre at the RCH is expanding access to innovative treatments by accelerating clinical research through the Paediatric Oncology Grant for Research Excellence and Trials Support (PROGRESS), thanks to donations this year. PROGRESS unites experts across the Melbourne Children's Campus, including the Murdoch Children's Research Institute and The University of Melbourne, to open trials faster and translate discoveries into care.

Trial capacity has grown, including Australia's first paediatric teletrials model so families can receive parts of their care closer to home. Hospital-led studies, including psycho-oncology, are widening access to supportive care and emerging therapies. Today, nearly every newly diagnosed child benefits from research, gaining earlier access to cutting-edge medicines and care. Continued investment will expand trials, accelerate discoveries and improve outcomes, helping more children to thrive.

These are just a few of the projects the Good Friday Appeal is funding this year. Other projects include:

- MRI Compatible Neonatal Transport Ventilators
- The Family Hub Indoor Playspace
- Oncology Navigation
- MR PET Imaging
- Health Literacy
- Neurosurgical Equipment
- The Education Hub

More info: www.goodfridayappeal.com.au/your-impact

OUR IMPACT ACROSS



BRINGING CARE CLOSER TO HOME

In February 2026, the Good Friday Appeal together with The Royal Children's Hospital announced an additional \$3 million in funding going to regional Victoria. This significant investment will be shared across more than 30 regional health services. Following this announcement, we were delighted once again by the incredible regional support this year, with communities across regional Victoria and southern New South Wales raising a remarkable \$5,929,934 for the 95th Good Friday Appeal.

\$8.5 MILLION OVER THREE YEARS

- Since 2024, the GFA, in collaboration with the RCH, has allocated more than \$8.5 million in funding to regional Victoria.
- Parkville is a long way from Peshurst or Paynesville, and the objective is for every child and family to receive the best possible care regardless of where they live.
- This investment will support critical projects such as upgrading lifesaving equipment, offering additional training, and providing scholarships for healthcare professionals.
- The 2026 funding is distributed equitably, providing \$600,000 to each of the five regional health services across the state.

FUNDED EQUIPMENT SAVED TALLULAH

When Tallulah was just two weeks old, she was rushed to Ballarat Base Hospital with a rapid heart rhythm, struggling to breathe. Her parents, Anthony and Matilda, knew something was terribly wrong as her heart was beating abnormally fast - a condition known as supraventricular tachycardia (SVT). By the time they arrived, Tallulah's body was beginning to shut down.

In the emergency department, Tallulah was immediately placed in a specialised infant resuscitation cot - lifesaving equipment funded directly by the Good Friday Appeal. The medical team was able to stabilise her breathing and "reset" her heart before transferring her to the RCH for further cardiology care.

Today, Tallulah is a happy, thriving one-year-old who is back home in regional Victoria with her family. For her Dad, Anthony, the impact of the Good Friday Appeal's regional funding is personal and profound: "The resuscitation cot helped save Tallulah's life."



VICTORIA

2026 REGIONAL IMPACT: WHAT THE \$3 MILLION OF FUNDING SUPPORTS

Barwon South West

- Funding will supply essential equipment for newborn and infant care, including a modern ventilator, to support stabilisation locally and reduce the need for transfers.
- Investments in education include nursing scholarships, neonatal resuscitation education, and trauma-informed care training to help health services respond to the changing needs of children and young people across the region.

Grampians

- Contributions will help create a designated patient family accommodation room, offered at no or low cost to reduce the financial and emotional burden on families travelling to Ballarat for hospital care.
- The region will acquire cutting-edge equipment, including a neonatal resuscitation cot, resuscitation mannequin, infant hip examiner trainer, and a VR device for paediatric procedures.

Loddon Mallee

- A new Allied Health-led triage service and post-diagnosis navigator in Bendigo Health will help children with learning and behavioural challenges access the right assessments and therapy sooner.
- Mildura Base Public Hospital will establish a new Outreach Hub, bringing paediatricians, allied health,

and family support services together in one location to improve local access.

Hume

- Albury Wodonga Health will implement a three-year staged plan to grow paediatric outpatient services, utilising new clinics and telehealth options to reduce travel for families.
- Goulburn Valley Health staff will complete Advanced Paediatric Life Support and PIPER emergency training to improve care for critically ill children.

Gippsland

- Central Gippsland Health Service will establish a new multidisciplinary eating disorder clinic, bringing together paediatricians, dietitians, social workers, and physiotherapists.
- The region will receive a dedicated telehealth station for emergencies and new mobile video consultation equipment to make telehealth more interactive and family-friendly.

These highlights represent just a portion of the exciting initiatives underway. Read about all 30+ funded projects at our regional info hub:

www.goodfridayappeal.com.au/regional/



PRINCIPAL PARTNERS

In its 95th year, the Good Friday Appeal continues to thrive thanks to the powerful storytelling of our Principal Partners, the Herald Sun and Channel Seven.

Herald Sun

In 2026, the Herald Sun, The Weekly Times and the Geelong Advertiser once again delivered powerful storytelling across print, digital and video - shining a light on the experiences of young patients and the dedication of their families. We thank the editorial teams, along with journalists, photographers and videographers on the ground, for their commitment to capturing the real and often emotional stories inside The Royal Children's Hospital.

Across all platforms, this work continues to share the impact of community support and the life-changing care made possible through fundraising for the hospital.

This year also marked another successful Herald Sun-Transurban Run for the Kids, which raised an incredible \$1.32 million, taking the total raised over the past 20 years to more than \$25.4 million. The event once again brought together thousands of participants across Melbourne in support of The Royal Children's Hospital.

We also thank the Herald Sun team for their continued support of the annual Mark Knight AFL Premiership Poster. In 2025, poster sales raised \$195,929, bringing the total contribution since its inception to more than \$8.2 million through this much-loved tradition.





A huge thank you to the entire Channel Seven team for their passion, creativity, and the commitment required to deliver a full day of live TV from 10am to midnight which is the Good Friday Appeal Telethon. Channel Seven once again connected the community to the Good Friday Appeal in an unforgettable way.

The 2026 Good Friday Appeal Telethon marked a major milestone for the network, returning to the Melbourne Convention and Exhibition Centre (MCEC) for the first time since 2019 and bringing the broadcast back under one roof. This highly anticipated return created an exciting atmosphere, uniting presenters, performers, donors, and families in a powerful celebration of generosity. Fans could also watch the Day Telethon being broadcast live and meet the stars at the Seven Fan Zone. Meanwhile, live crosses to Kids Day Out and regional fundraisers connected the community to what was happening all over the state and beyond.

At night the show hosted live entertainment from Cosentino, Rob Mills, Michael Paynter, Ronan Keating, Cirque du Soleil, with a couple of snakes and even a Koala making an appearance. Channel 7 personalities gave up their time to appear on numerous panels and read out donations as the tally climbed throughout the night. Congratulations and thanks to Larry Emdur, the night Telethon Host who marked 20 years of involvement this year.

Marking the 69th year of the broadcast, the event once again showcased the extraordinary commitment of the Channel Seven news, production, and on-air teams. Across the lead-up and on the day, crews beautifully captured emotional stories from the RCH through to regional Victoria, highlighting the life-changing impact of community support.



MEDIA PARTNERS

3AW

3AW shared patient stories through the campaign and on Good Friday, 3AW broadcast from the RCH during the day before moving to the phone room in the evening. For the second year, 3AW ran a week-long campaign with real-time donations, live interviews and money-can't-buy auctions. A behind-the-scenes experience with Tom Elliott topped the bids at \$26,000, contributing to a total of \$119,935, directed to fund RETCAM at The Royal Children's Hospital. Thanks to the businesses who donated: Hotel Care Foundation (\$12,000), Chemist Warehouse (\$10,000), Greyhound Racing Victoria (\$10,000), Herald Sun (\$10,000) and NAB (\$10,000). Since 2018, 3AW and its listeners have raised \$2.15 million.

ACE RADIO

Thank you to the ACE Radio network for their ongoing support in their 10th year of partnership with the Good Friday Appeal in 2026. Their commitment to sharing the stories of local patients, regional fundraisers and community impact continues to play an important role in connecting audiences with the Appeal. Their live broadcast from the RCH on Appeal Day remains a key highlight, helping bring regional communities across Victoria into the heart of the action and inspiring generosity across the state.

NOVA ENTERTAINMENT

Marking 10 years of support this year, Nova and Smooth FM supported the 2026 Good Friday Appeal across their networks, promoting the Raffle, Kids Day Out, and encouraging listeners to get involved during Appeal Week. On Good Friday, Smoothfm's family-friendly activities at the MCEC were incredibly popular, raising over \$4,700. Thank you to Nova and Smooth, your continued support helps amplify the Appeal's reach and engage new audiences across Melbourne.

QMS

QMS continued their valued partnership for a fourth consecutive year, helping to drive awareness and inspire donations through their powerful digital out-of-home network. Their generous media support ensured the 2026 campaign reached Victorians across metro locations, with this year's Appeal ambassadors Ollie and Alissa featured prominently across high-impact sites.

GAWK

Gawk Outdoor has supported the Good Friday Appeal over the past year, amplifying the campaign across regional Victoria through its digital billboard network. Their support ensures families, businesses and communities outside



metropolitan Melbourne can see how their contributions make a difference at the RCH and at their local paediatric health service. Gawk's regional network has also enabled tailored messaging across key communities, including bespoke messages to local towns.

OUR WHY



OUR THANKS TO ALISSA AND OLIVER AND THEIR FAMILIES

In our 95th year, we are reminded that our purpose remains centered on children like our Faces of the Appeal, as well as the 750,000 children and families who visit the RCH each year. Oliver (7) and Alissa (4) reflect the courage, resilience and hope at the heart of every story behind the Appeal, helping Victorians connect with the impact of world-class care. Their families - Oliver with Dad Darcy, Mum Jacinta and her partner Jeremy, and Alissa with Mum Liana, Dad Nicholas and baby brother Preston - generously shared their stories with media, visited supporters and fundraisers and rallied community support right across Victoria.

Both families went above and beyond. Oliver championed community fundraisers and partner activations including the Bunnings sausage sizzle, CFA, Woolworths and Run for the Kids, bringing people together to give. Alissa lent her energy to Uncle Bobs Club, LaManna, VRC and the Charity House campaign, inspiring donations and shining a light on the care that changes children's lives. Both families were also guests of the Crown Resorts Foundation. From early starts to late finishes, they showed up with kindness, resilience and good humour.

Oliver's health journey has included ongoing care at the RCH Cardiology Clinic for a heart condition, with regular monitoring and treatment to support his growth, energy and everyday life. He and his family know the hospital well, and their advocacy this year reflected the confidence they have in the expert teams who walk alongside them through check-ups, procedures and the milestones that matter.



Alissa lives with Langerhans Cell Histiocytosis (LCH), a rare condition involving an over-production of immune cells that can affect skin, bone and other organs. Under the guidance of RCH specialists, her treatment plan has included careful monitoring and targeted therapies tailored to her age and needs, with the goal of controlling the disease and protecting her development. Her positivity and resilience have remained a constant source of inspiration throughout the campaign.

Thank you, Oliver and Alissa, and to your families, for opening your lives to the community and helping unite Victorians. Your commitment made this year's Appeal stronger, and your impact

will be felt by families across the state.

75 YEARS OF CFA



In CFA's 75th year supporting the Good Friday Appeal, an ambitious goal to raise more than \$2 million for the first time was set and delivered, raising an incredible \$2,150,000. This milestone brings the partnership's lifetime fundraising total to more than \$43 million for The Royal Children's Hospital.

Across Victoria, 225 brigades took part on Good Friday, with more than a thousand CFA volunteers taking to the streets on foot and by fire truck, rattling tins and collecting donations in their communities. Their presence remains one of the most visible and enduring traditions of the Appeal, connecting directly with Victorians in towns and suburbs across the state.

The milestone year reflects CFA's deep and ongoing commitment to community service. From early morning collections through to local engagement across the day, brigades played a vital role in bringing the Appeal to life at a grassroots level. Even in communities impacted by bushfires earlier in the year, volunteers showed up to give back - a powerful testament to the resilience and generosity that defines the CFA.



For many volunteers, the Appeal is a long-standing tradition. Mark Carter, Area Manager for Gisborne and a CFA brigade member, has been organising local fundraising for 20 years. His brigade involves the local Scouts and Cubs who take mini buses around town and still does the old fashioned door knock.

"For us it is a special tradition and some of our members have been involved for more than 50 years," Mark says. "Seeing what comes through at the end of the day and knowing it goes to such a fantastic place is so rewarding."

That sense of history was brought to life by the Donald Fire Brigade, which re-enacted its original fundraising journey from 75 years ago. Travelling toward Melbourne in a 1926 T-Model Ford, they stopped in towns including Bridgewater and Gisborne to collect donations along the way - just as the brigade first did in support of the Appeal in 1951.



CFA's contribution extends beyond fundraising alone. Brigades are woven throughout the Appeal, forming a Guard of Honour to welcome the Faces of the Appeal at launch, supporting activations at Kids Day Out, and delivering the final cheque at the Evening Telethon - this year complete with a balloon fire truck.

As one of the Appeal's earliest and most enduring supporters, CFA's long-standing partnership remains a powerful example of community spirit in action - bringing together volunteers and communities across Victoria each year to support sick children and their families.

RUN FOR THE KIDS



CELEBRATING 20 YEARS OF RUN FOR THE KIDS

A crowd of 30,000 filled Melbourne's streets in March for the 2026 Herald Sun/Transurban Run for the Kids, celebrating the 20th anniversary of one of the city's most iconic community events in support of the RCH. Marking two decades of generosity and community spirit, this milestone year honoured the families, volunteers and partners who have made Run for the Kids a Good Friday tradition.



Herald Sun | Transurban
RUN for the **KIDS**

SUNDAY, MARCH 29, 2026
runforthekids.com.au

From the early morning light, participants of all ages and abilities came together with energy and purpose - running, walking and wheeling their way along the two popular courses: 4.7km over the Bolte Bridge or 14.4km through the Domain Tunnel, an experience only open to the public once a year.

The event brought together a vibrant cross-section of the community, from families with young children perched on shoulders to dedicated runners chasing personal bests. Many embraced the spirit of the day, dressing as superheroes including Spider-Man, Superman and Wonder Woman in honour of the brave children cared for by the hospital. For some, the event is an annual tradition; for others, a meaningful way to run in tribute or memory.

This year's event raised an incredible \$1.32 million, contributing to more than \$25.4 million raised over the past 20 years. The milestone event highlighted the enduring generosity of participants, volunteers and partners, including the ongoing support of Transurban who donated \$120,000 this year. In 2026, funds

raised will support the RCH Vascular Access Specialist Team in its second year and regional funding.



MAJOR PARTNERS



WOOLWORTHS

Woolworths continues to be a vital and long-standing supporter of the Good Friday Appeal, with committed teams and generous customers helping raise funds through a wide range of initiatives including in-store donations, token sales, round-ups at checkout, sales of the Mark Knight AFL Premiership Poster, and activations at Kids Day Out.

Across Victoria, store teams once again went above and beyond to promote the Appeal, finding creative and engaging ways to encourage token sales and spark conversations with customers. Shoppers responded strongly, with participation and generosity evident in communities large and small, reinforcing Woolworths' role as a key everyday touchpoint for the Appeal.

At Kids Day Out, Woolworths was a major supporter, hosting the Woolworths Performance Stage with a full day of entertainment, as well as providing face painters, Smoothie Bikes, and the ever-popular "Josh's Rainbow Eggs" hen pen - all of which proved a huge hit with children and families throughout the day. Woolworths also generously donated all items for the sausage sizzle, which raised over \$6,000 and added to the day's community spirit.

In 2026, an incredible \$1,000,149 was raised, bringing Woolworths' total contribution to more than \$30.8 million over 39 years of support. These funds help deliver vital child-focused therapy programs that reduce anxiety and distress for patients during their hospital experience, including Child Life Therapy (in wards and the Emergency Department), Comfort Kids, Be Positive and Hospital Lingo programs.

JOSH'S RAINBOW EGGS

Josh's delicious rainbow speckled chocolate eggs once again delighted customers in Woolworths, giving us permission to buy as many as possible with 50 cents from each egg sold going to the Good Friday Appeal. For the first time, Josh's real Rainbow Eggs also supported with 20 cents from each 700gm dozen carton also being donated to the GFA. This amounts to almost \$42,000 donated this year.

The Josh's Rainbow Egg Hen Pen at Kids Day Out is a must visit destination, with littlies cuddling hens all day.

Josh is also a very worthy GFA Ambassador who encourages other businesses to do good. Thank you Josh, Tamsyn and of course all of your wonderful hens!





CHARITY HOUSE

A record-breaking \$1,212,000 was raised for The Royal Children's Hospital at the 2026 Good Friday Appeal Charity House auction in the Alamora Community in Melbourne's west, exceeding last year's result and delivering another outstanding outcome for the annual initiative.

The 7-star energy-efficient, double-storey home - built by Henley Homes on land donated by Villawood Properties in Tarneit - was sold to a local family following strong bidding interest. The home features five bedrooms, multiple living areas, a home theatre, study and premium finishes, and was sold fully furnished.

This year marked Henley's 47th home built for the Good Friday Appeal, contributing to more than \$22.7 million raised across 34 years. Villawood Properties donated the land in their 17th year of support, with volunteer tradespeople and suppliers supporting the build alongside Henley's team. The winning family has a special connection to The Royal Children's Hospital, with one of their daughters born there, adding a meaningful personal link to the auction.

Thank you to Henley Homes, Villawood Properties and the many trades and suppliers involved for their extraordinary generosity, craftsmanship and continued commitment to supporting sick children and their families.

Villawood Properties Executive Director Rory Costelloe said the final sale price was \$61,500 higher than 2025's result, continuing the strong legacy of this important initiative.

"We believe it's such a good thing to do - the right thing to do, and if we manage to save one baby's life, then it makes it all worth it," said Rob Bowen, Henley Director.



RCH AUXILIARIES

Thank you to The Royal Children's Hospital Auxiliaries who raised \$1,659,278 this year, and have now raised over \$50 million in support of sick kids at the RCH over the past 104 years.

Made up of more than 50 Auxiliary groups and over 400 dedicated members across Victoria, the Auxiliaries continue to demonstrate remarkable commitment, passion and innovation in their fundraising efforts year-round.

First established in 1922 by Miss Mary Guthrie in response to concerns about the hospital's financial capacity, they remain the Appeal's longest standing supporters and a vital part of the RCH community.

It was wonderful to see so many Auxiliaries at Kids Day Out, including the Cancer Crusaders Auxiliary, Smile Auxiliary and Templestowe Yarra Valley Auxiliary raising over \$40,000 on the day.

This year, President Tiffany Lucas and Madge Tate Service Award recipient and President of the Geelong Auxiliary, Jan Crockart, presented the cheque on behalf of the RCH Auxiliaries, reflecting more than a century of unwavering support for the hospital and the Good Friday Appeal.





SUPERCLASH

The annual SuperClash game brought North Melbourne and Carlton footy fans together for a day to watch their teams battle it out and raise funds - all in support of the Good Friday Appeal. The 2026 SuperClash game was a record breaking year with \$337,162 raised. Since 2017 this game has now contributed over \$2.6M to the Good Friday Appeal.

\$80,000 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 Latrobe Health Services, Mazda and 13Cabs who also contributed to the overall total. NMFC players also contributed \$10,000 with both NMFC and Carlton FC auctions raising over \$18,000.

RCH patients, families and staff were once again celebrated as the real super heroes in the reverse guard of honour which included Faces of the Appeal Ollie and Alissa, SuperClash ambassadors Parker & Paisley from NMFC and Mae from CFC. The crowd also welcomed 3 yr old Augie and his family who participated in a special pre game moment where Augie was able to ring the bell after being cancer free for a year.

Viewers outside of Marvel were also able to participate and support by securing a place in the inaugural Virtual Guard of Honour, which raised over \$68,000. A special thank you to McDonald's for their contribution of \$50,000 and the AFL's donation of \$100,000.

GOVERNMENT DONATIONS

In 2026, the Victorian Government continued its long-standing support of the Good Friday Appeal with a \$1 million contribution. The Federal Government also reaffirmed its commitment with a \$2 million donation. The Federal Government's contribution will support initiatives across health literacy and regional access to care, helping ensure families across Victoria are better connected to vital health information and services.

On the day of the Appeal, the Deputy Prime Minister, Richard Marles, and Victorian Premier, Jacinta Allan, both visited the phone room as they took calls and spoke directly with donors, adding their support to the extraordinary generosity shown by the community.



EVENT PARTNERS



MCEC

Melbourne Convention and Exhibition Centre (MCEC) once again played a pivotal role in bringing the Good Friday Appeal to life, marking 12 years of generous partnership. From hosting Kids Day Out to supporting the return of the Channel 7 Telethon, as well as the phone room and money counting room, MCEC continues to provide the home for one of Victoria's most significant community events.

MCEC's pastry team doubled last year's showpiece, creating 40 metres of house-baked hot cross buns - 6,000 in total - that sold out within hours. Led by Executive Pastry Chef Alessandro Bartesaghi, 12 pastry chefs spent 48 hours preparing the much-loved treats.

MCEC Chief Executive Natalie O'Brien AM reflected on the significance of the day, highlighting the pride in opening the venue to families for such a meaningful cause.

The Appeal is incredibly grateful for MCEC's ongoing support and expertise across venue hire, technology, catering and event delivery.



CITY OF MELBOURNE

The Good Friday Appeal thanks the City of Melbourne for its ongoing support of Kids Day Out. This free family event brings thousands of visitors into the city each year and has become a much-loved Good Friday tradition. The City of Melbourne's support helps ensure the event remains accessible, vibrant and welcoming for families, reflecting the strong community spirit of Melbourne.

This year the City of Melbourne provided invaluable promotional channels to help the Appeal get the word out about Kids Day Out. Billboards on the iconic Young and Jackson's Hotel and at Moomba encouraged visitation, as did the very effective what's on live listing.



TELSTRA

For more than 80 years, Telstra has played a vital role in connecting thousands of donors with the Good Friday Appeal. From its beginnings in 1945 with a manual switchboard to today's sophisticated, technology-enabled operation, Telstra's support has helped support one of the Appeal's most critical fundraising channels.

At the heart of this partnership is the Telstra-powered Phone Room - a one-day contact centre where more than 300 volunteers came together to answer 6,788 calls from generous Australians wanting to give. Backed by Telstra's technology and expertise, the phone room remains a high-performing hub, this year managing a surge of donations within just a few hours.

Telstra's contribution extends far beyond Appeal day. Their team works tirelessly behind the scenes in the lead-up to ensure systems are in place and running seamlessly, provides on-the-day technical support, and continues to assist post-event to ensure every donation is captured and processed.

As we continue to celebrate this remarkable long-standing partnership, we thank Telstra's dedicated teams for their expertise and innovation.

EVENTS

KIDS DAY OUT

Thousands of families transformed the Melbourne Convention and Exhibition Centre (MCEC) into a vibrant hub of entertainment and generosity for Kids Day Out 2026. This beloved annual event delivered another spectacular festival of activities, uniting the community for an unforgettable experience 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 first ever Kids Day Out Games supported by Bunnings, and a dazzling display of classic cars - including the Batmobile - there was truly something for everyone to enjoy. Visitors were also treated to the thrill of the Channel 7 live broadcast open for public viewing directly from the MCEC foyer, alongside the interactive Channel 7 Fan Zone. And, of course, the Woolworths performance stage was once again a huge hit!

We are incredibly grateful to the City of Melbourne for its ongoing support and to the MCEC for generously hosting the event for the 12th consecutive year. A heartfelt thank you also goes to the 83 activity groups and performers who brought the event to life, helping raise an incredible \$382,000. Thank you to the thousands of families who came along to make memories and contribute to this important cause.

Thank you to our event partner, We Are Phoenix, whose support helped make Kids Day Out 2026 such a special experience for all.





TEDDY BEAR HOSPITAL

Established in 2009, the Teddy Bear Hospital has been a beloved fixture of the Good Friday Appeal. Driven by dedicated medical students from the University of Melbourne and supported by the RCH Department of Paediatrics, the initiative works to ease children's anxieties around healthcare. By treating their favourite soft toys in a fun, simulated medical environment, kids learn that visiting the doctor doesn't have to be a scary experience.

In 2026, the Teddy Bear Hospital returned to the Melbourne Convention and Exhibition Centre for another bustling and joyous event. Dedicated University of Melbourne student volunteers treated approximately 4,600 young patients and their beloved teddies in a welcoming, play-based medical setting - marking what is possibly the highest attendance in the event's history!

Thanks to the incredible and continued generosity of the community, the 2026 Teddy Bear Hospital raised an impressive \$70,584 (a fantastic increase from the previous Good Friday event). When adding this to the 2025 Winter Checkup total of \$24,452, the Teddy Bear Hospital has now raised \$723,499.85 since 2012.

Thank you also to VISY for providing the hospital infrastructure, to Aviation Rescue Fire Fighting Service for supplying the ever-popular emergency service bears and Bunnings for donating over 300 Beau Bears.



OUR SUPPORTERS

CADBURY

This year marks 25 years of support by Cadbury, over this time they have helped raise and donate more than \$2.3 million dollars, supporting vital care for kids across Victoria. They also bring joy to thousands more through donating chocolate easter treats to GFA volunteers and RCH staff. They help regional communities raise vital funds too, through supply of delicious Easter Hampers for raffles and auctions. The Cadbury Bunny visits the wards at Easter time and brings so much joy to kids and their families. The 2026 donation will contribute to funding a RETCAM at the RCH.



BAMBI MINI CO + CHEMIST WAREHOUSE

For Nicky and Matt Verrocchi, giving back is second nature. In their fifth year of support, Bambi Mini Co's Charity Socks campaign with Chemist Warehouse has raised more than \$175,000.

This year the campaign went global for the first time, with socks sold across Australia and New Zealand supporting local causes in each region. In Victoria, proceeds will help establish an Oncology Navigation Service at the RCH.

The initiative was also embraced by local schools including Trinity Grammar and Ruyton Girls School, who incorporated the socks into their own fundraising efforts.

More than 400 CW Run Club members also took part in the 20th Run for the Kids, with Nicky and Matt training for the long course before joining their children, Raffi and Flossie, on the short course on event day. In total an incredible \$946,396 has been raised to date.

COSTCO

Costco has been raising funds since 2010 through their four Melbourne warehouses. In addition to Costco's workplace giving program, Epping, Moorabbin, Ardeer and Ringwood warehouses raised funds through in-store activities and donations at registers. The Epping warehouse was very proud to present a cheque of \$153,623 which contributes to over \$1.4M from Costco over the past 16 years.



HUNKY DORY

2026 marks the 13th year that Hunky Dory Fish & Chips has been supporting the Good Friday Appeal. In this time over \$288,000 has been donated. Hunky Dory rallied the community through a series of fundraising initiatives including donating \$1 from every tasty potato cake sold to the Good Friday Appeal. This year \$34,288 was raised.



BUNNINGS

On March 28 this year, everyone's favourite weekend ritual also became an incredible fundraiser. Proceeds from every Bunnings Reds Run sausage sizzle along with \$1 from every hot cross bun sold in Bunnings cafes at all stores across Victoria and Tasmania were donated to the Good Friday Appeal.

Bunnings also sponsored the inaugural Kids Day Out Games at Kids Day Out; a sporting zone with over 11 sporting activities to try, with little athletes climbing the podium to receive a certificate and special pin. Also at KDO, through Bunnings' partnership with the NBL, aspiring artists could try some sneaker art on the giant sneaker in the MEC foyer and 300 Beau Bears were donated to the Teddy Bear Hospital. A total of \$225,000 this year brings Bunnings' support of the GFA to \$750,000 over 4 years.



DECJUBA FOUNDATION

2026 marks the 5th year and an incredible \$1 Million donated by the DECJUBA Foundation to the RCH's Mental Health Project, which has impacted over 600,000 people. This support has been transformational, revolutionising the RCH's approach to mental health care for children, young people, and their families, elevating the standard of support through workforce education, and implementing robust impact measurement checks.

In addition, DECJUBA team members volunteer on Appeal Day on the phones during the Telethon, DECJUBA also dresses our Ambassadors and in the past has designed a very successful scrubs range for staff at the RCH.

1% of every sale at DECJUBA goes to the DECJUBA Foundation and in the past five years this commitment to giving back has helped positively impact over 25 million lives.

NAB

NAB has been a longtime supporter of the Appeal, providing advice and most importantly, 500 eftpos machines which are sent all over the state to our regional fundraisers to use in their fundraising activities as well as being used by local fundraisers and the GFA team.

This year, NAB also sponsored a pilot campaign - the GFA Schools Challenge - where a select number of schools were invited to a workshop held at the RCH, followed by a tour. Over \$23k was raised by these schools with Haileybury and Wesley College named joint winners of the fundraising challenge, with judging based on funds raised, creativity and school involvement.



CHAMPIONS OF GIVING

RACING

The Good Friday Appeal's strong ties to racing began in 1931. To save the children's hospital from imminent closure, Sporting Globe journalists organised a charity football match between Flemington and Caulfield jockeys. Raising £427, this historic event sparked a proud tradition of giving between the racing community and the Appeal that continues to thrive today.

Racing Victoria (RV): Racing Victoria, alongside Country Racing Victoria and Southside Racing continued their incredible support for the kids, donating an impressive \$150,000 to the 2026 Good Friday Appeal total. This takes RV's support for the kids to \$772,000 over the last 8 years. Ballarat Turf Club hosted an Appeal Race Day and in the lead up to Good Friday, Living Legend Apache Cat and his best friend Apache Kitten also made a visit to the RCH, delighting patients and parents alike.

Victoria Racing Club (VRC): Marking its fourth year of fundraising, the VRC achieved a record-breaking result in 2026, raising \$123,539. This brings their total contribution since 2023 to over \$316,000. As the official community partner for the Flemington Autumn Carnival and Crown Oaks Day, the VRC hosted raffles, silent auctions, and a moving Reverse Guard of Honour on Oaks Day featuring RCH patients, families, and staff. The Crown Resorts Foundation generously amplified this special moment by donating \$500 for every jockey who participated.

Greyhound Racing Victoria (GRV): A proud supporter for many years, Greyhound Racing Victoria raised over \$60,000 in 2026, pushing their overall historic contribution to an amazing \$519,000. Throughout March, GRV clubs across the state hosted various fundraising events and raffles, with GRV stepping up to match the total amount raised by the clubs.

PUBS WITH PURPOSE

Pubs have long been the heart of their communities. In 2026, we celebrated 80 years since the very first Good Friday Appeal collection tin was placed on the counter at The George Hotel in South Melbourne. Honouring this milestone, The George hosted a "Kick off for the Kids" AFL event with Channel 7 footy experts, Herald Sun Journalists and AFL legends including Kevin Sheedy, raising a fantastic \$14,500.

Across the state, the generosity continued to flow: ALH Group celebrated 20 years of support, raising \$24,000 through their Parma Week campaign.

The Pine Grove Hotel raised an incredible \$37,398 by hosting a massive family fun day in Upper Beaconsfield, complete with silent auctions, kids' activities, and the 'Piney Boys' bravely shaving their heads.

Thanks to support from Australian Hotels Association (AHA).





GOOD FRIDAY GIVING

Good Friday Giving brings together generous retailers and attractions across Victoria to support the Appeal. Whether it's donating a percentage of sales, rounding up at the checkout, creating special products, or hosting incredible family events, these local businesses made a massive impact in 2026:

LaManna: Celebrating over 10 years of support, LaManna raised a record-breaking \$85,000! They achieved this incredible total by donating all proceeds from their special Bueno Lamingtons and hosting an Easter Family Festa.

Animal Land Children's Farm: Raised over \$53,000 at their annual Good Friday event. This year's magical "Snow White's Happily Ever After Egg Hunt" theme delighted families with Easter activities, market stalls, and prizes.

Funfields: Throughout the month of March, Funfields donated \$1 for every thrill-seeker who rode the Gravity Wave or Supernova, sliding their way to an incredible \$20,000 donation.

Pelligra Cakes: Hosted their 8th annual Cannoli Appeal, generously donating 50% from every one of the 4,200 delicious cannoli sold on Good Friday to raise \$12,000.

Puffing Billy: The iconic railway donated 50% of proceeds from all ticket sales and bookings on Good Friday, contributing a wonderful \$8,887 to the cause.

APPEAL SHOP LAUNCHES

In 2026 we launched our merchandise range for the first time, opening the online Shop with a Welbie plushie, a GFA cap and tote, enamel pins and a 95th anniversary tea towel. Items were also available at Kids Day Out and remain on sale online, giving supporters an easy way to show their support and spread the word.



FROM TREADMILLS TO TV MOMENTS

In its first year supporting the Appeal, Accent Group brought strong energy and enthusiasm to Kids Day Out, with more than 30 team members taking part in a "Step Up for the Kids" treadmill challenge on Good Friday. Two teams went head-to-head in a fun fundraising competition while proudly wearing Accent Group footwear and apparel brands, engaging crowds throughout the day and raising close to \$40,000 for the Appeal.

This year's Evening Telethon also featured the much-anticipated "What's in the Box" segment, with Channel 7 talent nervously taking on surprise challenges. Beyond the entertainment, businesses delivered outstanding support: Boost Juice raised over \$16,000 through its signature drinks campaign, Australian IT Group contributed \$20,000 by donating a portion of monthly IT services, and O'Brien Real Estate offices united to raise \$35,000.



OUR SUPPORTERS



RAFFLE

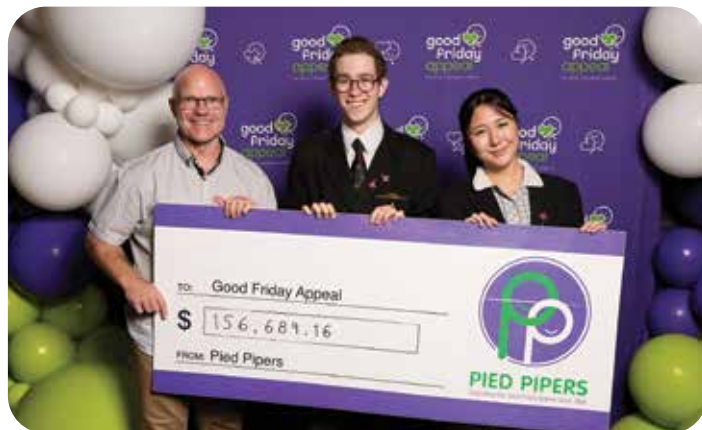
Thanks to the generosity of our prize partners, the 2026 Good Friday Appeal Raffle featured a prize pool of over \$280,000 across 14 incredible prizes. The Raffle once again played a key role in fundraising, attracting strong community participation and support.

We are deeply grateful to all prize donors for their continued generosity and commitment to the Appeal. This year's prize pool was led by Majestic Caravans, donating a Majestic Knight SLE 18'6 Caravan, and Mazda, providing a CX-80 D50e Touring Mild Hybrid. Additional major prizes included a Tempur Bedroom Package, a Hurtigruten 15-day all-inclusive winter voyage to Norway's North Cape, and a Masseur Massage Chair.

Supporting prizes included a \$10,000 Telstra Your Choice Pack, \$10,000 Ampol cash, and a luxurious Crown Resorts Foundation getaway. Rounding out the prize pool were five \$1,000 Woolworths Everyday WISH Gift Cards, with Qatar Airways also generously contributing two return business class flights valued at \$30,000 for the multi ticket prize.

The 2026 Raffle achieved a record result, with 111,613 tickets sold - the highest in its history - and, for the first time, raising over \$1 million in ticket sales.

Now a much-loved tradition within the Appeal, the Raffle continues to grow each year through the extraordinary generosity of partners and the strong support of the community.



SCHOOLS

Philanthropic values begin in childhood, with schools across Victoria consistently supporting the Good Friday Appeal through bake sales, BBQs, dress-up days and active challenges to raise funds for other children.

In 2026, schools raised close to \$300,000, with the following highlights showcasing their outstanding efforts.

Yarra Valley Grammar conducted its annual Good Friday door knock with more than 600 students, working alongside the Pied Pipers collection group to raise \$36,887. Pied Pipers also engaged Loreto Mandeville Hall, St Kevin's College, Mernda Central College, and Kew, Balwyn and Banyule Primary Schools.

Wesley College raised \$8,526 through its "Making Every Friday a Good Friday" campaign, including weekly casual days, sausage sizzles and "odd socks" days.

Haileybury raised \$13,453 through a whole-school effort across its Melbourne campuses and Pangea Online (ELC-Year 12), including coin trails, Easter hampers, free dress days, a senior school BBQ and a walk-a-thon, supported by the wider community.

Crekside K-9 College has raised funds for at least 15 years, this year students and teachers created a fun day filled with music, performances, and market stalls, raising \$8,173 and bringing their overall total to over \$70k.

Arnolds Creek Primary School once again involved the whole school community to raise \$5,704.





iCAN CHALLENGE

The Wantirna College iCAN Challenge raised \$80,795 in 2026, with 104 students, staff and parents walking 50km from St Kilda to Frankston along the bay foreshore in a single day. Months of preparation, training and teamwork built towards the challenge on 1 April. The event brought the school community together in support of the Good Friday Appeal, turning months of effort into meaningful fundraising impact for the RCH.

“Many people within our community have a personal connection to The Royal Children’s Hospital, which is why this event resonates with so many, and why it gets bigger each year” said Principal Carrie Wallis.

LITTLE ATHLETICS VICTORIA

Little Athletics has been a proud partner of the Appeal for 54 years, with more than \$1.4 million raised over that time.

In 2026, Little Athletics centres across the state raised an outstanding \$85,412 - almost double their 2025 total. Centres brought the energy through creative fundraising events including the much-loved relay-a-thon, tuck shop proceeds, BBQs and Friday Night Fries, showcasing the enthusiasm and spirit of young athletes and their families.

We thank the 41 fundraising centres across Victoria, and all the children and families involved, for their incredible effort and continued support.



ICE HOCKEY SELL OUT SUCCESS

The annual ice hockey derby between the Melbourne Ice and the Melbourne Mustangs drew a passionate, sell-out crowd to O’Brien Icehouse. Fans threw their full support behind the Good Friday Appeal, getting involved through raffle ticket purchases and fierce bidding in the special guernsey auction. Combined with proceeds from ticket sales, the action-packed event raised a fantastic \$45,054.

SPORTING CODES

In addition to the SuperClash, the racing industry and Ice Hockey derby match there were many other sporting codes backing the Good Friday Appeal.

Melbourne United invited RCH patients to be involved in the High 5 tunnel and hosted an auction of signed jerseys and a signed basketball.

Melbourne Storm were back again fundraising within the club and hosting a money can’t buy auction. In addition they invited RCH patients and families to their captain’s run where they were able to spend time with their sporting heroes.

We also thank Cricket Victoria, Melbourne Renegades, Melbourne Mavericks and Melbourne Victory who hosted activities on Kids Day Out in the Sporting Zone.



REGIONAL FUNDRAISING

AREA MANAGER HIGHLIGHTS

This year regional communities across Victoria and Southern NSW outdid themselves raising a record-breaking \$5,929,934, a staggering result that demonstrates the deep-rooted commitment these regions have for the RCH.

With 24 new Area Managers joining the family and 8 new towns appearing on the Tally Board, including places like Aireys Inlet, Apollo Bay, Lara, and Jack River-Binginwarri, the spirit of giving continues to reach new corners of the state. This year we worked with 221 Area Managers and 229 towns on the Regional Tally Board.

This year was a season of historic milestones. We celebrated 19 towns reaching their 50th year of fundraising. Thank you to Jeparit, Gisborne, Koroit, Riddells Creek, Pyramid Hill, Stanhope, Charlton, Marysville, Warburton, Willaura, Edenhope, Mooroopna, Myrtleford, Marnoo, Euroa, Port Fairy, Nyah, Rupanyup, and Portland.

Echuca/Moama and Torquay reached their \$3 million milestones while Devenish Dookie & District, Stawell, Hamilton, and Corryong joined the million dollar club. On the leaderboard, Albury-Wodonga took the crown for regional towns with \$268,457 raised.

Other milestones include Hopetoun marking 70 years of support, Morwell 65, with Mortlake and Birchip marking 55 years of generosity.

Moe organised a 24 hr Relay Run on March 21, with participants who ran/walked all through the day and night, taking naps in campchairs and cars in between, raising close to \$19,000 in their 55th year of support.

Phillip Island communities hosted a two-week festival packed with craft, golf, bowling, mini golf, trivia and a massive "Good Friday on the Lawn" event raising just over \$60,000.

Torquay Lions Club left no stone unturned this year, raising a phenomenal \$86,243 and smashing their previous record. As "masters of the grill" with over 10 sausage sizzles and a constant presence in the Surf Coast Times, their relentless dedication ensured the Appeal remained front and centre for the entire region.

Howlong celebrated their 10 years of collecting with their famous Community Car Wash at the football oval with kids even bringing their pushbikes to be hosed down, helping the town raise a fantastic \$16,354.

Garvoc raised over \$30,000 on the day with a massive auction featuring a wide array of donated local goods and services.



Jack River and Binginwarri made their debut on the regional tally board with a Family Fun Day that drew a crowd of 300 and was packed with activities including a crop maze, live entertainment, a shared community feast, a major raffle and a live auction featuring practical prizes for the local agricultural community. The towns raised \$16,500 on the day.

Port Campbell organised their inaugural Hats and High Tea event on Good Friday. The event featured a hat parade, vintage-themed décor, more than 50 attendees, delicious food and of course tea. The event alone raised \$6,266.

Nhill boasted a packed calendar of fundraising events for the Good Friday Appeal, including a Salad Luncheon, Finger Food Function and a Country Music Concert. On Good Friday, they kept the momentum going with a sausage sizzle, raffle and the crowd-favourite Rabbit Poo Lotto - raising an outstanding \$22,343.

Devenish Dookie & District officially hit the \$1 million milestone this year, a feat built on a jam-packed year-round calendar including a sheep drive, cattle auction, golf day, barefoot bowls, an online goods and services auction and meat raffles at the pub, culminating in a Show 'n' Shine and Music Day, drawing car and bike enthusiasts from across the state.

Condah marked their 15-year milestone with a spectacular Car Show and an auction at the Condah Hotel featuring everything from fresh crayfish to 34 tonnes of crushed limestone, raising an incredible \$35,188.

Yarragon smashed records with \$61,281 thanks to a 50-prize Monster Raffle.

Dimboola reached their \$200,000 milestone this year, raising \$19,379 through a day full of community events. The town's famous all-ages Easter Egg Hunt and the fan-favorite Gopher (mobility scooter) Run were major hits, alongside a visit from tiny goats that kept the festive spirit high for a great cause.

Tungamah came together for their much-loved tradition of yabby races, where a one-clawed yabby defied the odds to take out first place and the community raised \$26,468.

Donald has a long and proud connection to the Good Friday Appeal, with the Donald Fire Brigade marking 75 years of fundraising this year travelling to the Money Counting Room in their iconic 1926 T-Model Ford fire truck, collecting donations from towns along the way. The town also continues its unique tradition at the Donald Hotel, where patrons toss money up to the ceiling in the hope it will stick, with CFA members collecting \$4,660 raised this year.



COMMUNITY FUNDRAISING



COMMUNITY FUNDRAISING

The Good Friday Appeal's individual fundraisers brought extraordinary commitment and energy to 2026, turning bold ideas into meaningful action. From personal challenges to community-led events, their efforts raised vital funds while inspiring others to get involved and support the cause.

JAKOB'S DAY

2026 marked the 20th and final year of fundraising for the Glavan family, who have raised more than \$1.1 million in support of the Good Friday Appeal. Through an annual golf day and a social night at the St Andrews Hotel in Fitzroy, Lou, Anna, Irena, Adam and their extended family and friends have built a lasting legacy in honour of their son and brother Jakob, who was cared for at the RCH.

Their efforts have been supported over many years by sponsors, friends and community partners, including the St Albans Dinamo Soccer Club, which continues to host its popular burger night fundraiser. The Good Friday Appeal thanks the Glavan family for two decades of extraordinary generosity and commitment, and wishes them a well-earned break ahead.

RHINO'S WALK

Rhino completed an extraordinary 24-hour walking challenge, originally aiming to raise \$2,500 but finishing with an incredible \$13,830 for the Appeal. Inspired by his daughter's experience with cancer at age three - and her recovery, now thriving at 15 - Ryan turned his gratitude into action. He rallied his local football, cricket and RSL clubs to support the effort, turning a personal journey into a powerful community fundraiser.



TITAN PREMIX

Titan Premix raised an outstanding \$60,118 for the Good Friday Appeal by wrapping a concrete truck in GFA branding, including a QR code for easy donations, and taking it out across Melbourne as a moving fundraising platform. The initiative was supported by strong social media engagement, with the team sharing updates across Instagram and encouraging their wider community and networks to get involved and donate.

TEAM JENKINS DAY

Team Jenkins set out to support the RCH after their daughter became a patient, managing ongoing hospital visits while also fundraising. What began as a simple idea to share with family and friends quickly grew, with social media posts and messages helping rally strong community support. Through their efforts, Team Jenkins raised an incredible \$8,502 for the Appeal.

DISCIPLES OF INK

Disciples of Ink hosted their annual GFA Tattoo Flash Day in 2026, continuing a much-loved tradition that began in 2022. Doors open at 9am on Good Friday, with the team tattooing through until late evening as they work through every ticket. All materials, time and services are donated, alongside a raffle supported by local businesses, helping create a full day of community energy and fundraising.

With the RCH close to their hearts - their middle daughter is a current outpatient - the initiative is deeply personal. To date, Disciples of Ink has raised \$40,965 for the Appeal, including \$7,742 in 2026, turning their craft into a meaningful way of giving back.

THE BIG BUZZ

The Big Buzz began as a small idea between three friends, including one student currently undergoing treatment at the RCH, who wanted to raise awareness and support through a head-shave fundraiser. What started as a backyard idea quickly grew, with their classmates taking the lead and expanding it into a much larger school-wide initiative.

More than 100 boys took part, each committing to raise a minimum of \$100 to participate in the shave, with the event supported by a local barber and hairdressing students. All hair clippings were donated for recycling, adding an extra layer of impact. In total, The Big Buzz raised an incredible \$42,596 for the Good Friday Appeal.



KICK FOR A CAUSE

Kick for a Cause marked its fourth year in 2026, with Jeongisin Taekwondo raising \$6,612 through their annual "Kick for Sick Kids" challenge. On Good Friday, students and families completed a 10km kicking relay from their studio to the RCH, demonstrating extraordinary determination and community spirit.

The initiative was started after the Business owner's son, Harlen, became a patient at RCH and received a life-saving liver transplant. The event continues to honour his journey and give back to the hospital that saved his life.



BURPEES FOR A CAUSE

Burpees for a Cause returned in 2026 with an even bigger challenge, building on last year's 5,000 pull-ups fundraiser. This year, the team committed to completing one burpee for every dollar donated, turning community support into a high-energy physical challenge. The small but determined group raised an impressive \$7,369.

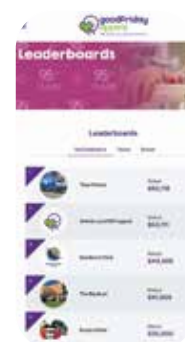
ESME'S BRAVE HEART

Esme's Brave Heart Fundraiser began with an initial goal of \$800, as she and her family weren't sure what might be possible. As a current RCH patient, Esme shared her story with friends and family using her fundraising page and blog updates, quickly building momentum through the Good Friday Appeal platform.

In 2026, the fundraiser raised an incredible \$8,446. The family chose to give back in recognition of the life-saving care Esme has received at the RCH, and the world-class treatment they want to see continue in the future.



Our heartfelt thanks to each and every community fundraiser - 1,356 online fundraisers raised over \$3 million in donations for the 2026 Appeal.



COLLECTION GROUPS

COLLECTION GROUPS

Collecting \$943,369 reflects the power of 56 dedicated groups of volunteers united by a shared commitment to improving care for sick children.

The GFA thanks each collection group volunteer who makes this a standout part of the Good Friday Appeal, stepping out in all conditions - rain, hail or shine. This year's result is over \$86,000 higher than in 2025, showing the determination of our groups to achieve the best outcome for the Hospital. One of our groups, pictured here, the 22 Engineer Regiment & Friends, organised fundraising events, such as raffles and a lunch to supplement their total and positively engage their local communities.

UNCLE BOBS CLUB

Uncle Bobs Club marks 84 years of community support and 78 years supporting the Good Friday Appeal. In 2026, the organisation raised an incredible \$170,084, bringing its lifetime contribution to over \$13.7 million since 1948. Funds raised continue to support travelling scholarships, equipment and fellowships for medical professionals.

This year also saw the return of the iconic Barrow Push from Sorrento to Safety Beach, a signature event of the Peninsula Group's fundraising efforts. First featuring longtime supporter the late Dame Elisabeth Murdoch, the wheelbarrow tradition remains at the heart of the campaign. GFA Chairman Penny Fowler, Dame Elisabeth's granddaughter, recreated the iconic photo of her granny in support of this important legacy across generations.

PIED PIPERS

The Pied Pipers began in 1969 when a group of friends formed a social and fundraising club to support The Royal Children's Hospital. Their first collection contributed \$3,675 to the 1970 Appeal, marking the start of a legacy that has now raised more than \$9.2 million for the Appeal.

In 2026, the group contributed \$156,689 through intersection collections, fundraising initiatives, Grand Final poster sales and long-standing school partnerships. This included the continued support of Yarra Valley Grammar which once again mobilised more than 600 students and parents to doorknock on Good Friday, raising \$36,887.

FREEMASONS VIC

For the second year, Freemasons Victoria united its 233 lodges and more than 7,500 members across the state in a coordinated fundraising campaign for the Appeal. Through donations, fundraising and volunteering - including support from the Freemasons Foundation - the group raised \$155,000, with more than 20 members also volunteering at Kids Day Out to run the popular BBQ throughout the day. Funds raised will support regional RCH projects, including new equipment and staff training across Barwon South West, Grampians, Gippsland, Loddon Mallee and Hume health services.



VOLUNTEERS



VOLUNTEERS

Volunteers are at the heart of the Good Friday Appeal, with many returning year after year and building lasting friendships while supporting the RCH. We extend our sincere thanks to everyone who generously gave their time, skills and energy to make the 2026 Appeal possible.

From Regional Area Managers, community and collection groups, schools and sporting organisations, to the thousands of volunteers who shook tins, took donations over the phones, supported events and worked tirelessly behind the scenes - we thank you, your contribution is invaluable.

It was a delight to thank John Borne, a volunteer of 67 years in the Money Counting Room, on Good Friday.



AMBASSADORS



AMBASSADORS

In 2026, the Appeal was proudly supported by a group of Ambassadors who helped raise awareness, share stories and encourage donations across the community. Leading the way were Luke & Sassy Scott, who played a significant role throughout the campaign, including launching a Drippa clothing range with all proceeds donated to the Appeal, recording their podcast at the RCH, and appearing on the Telethon.

We also thank Chantel Mila, Kishwar Chowdhury, Nicky Verrocchi, Josh Murray, Jean Mitchell, Jasmine Txo, Tom Stewart, Ben Brown, Lucy Durack, Hayden & Carlee Clements, Peter Mitchell, Rebecca Maddern, Zoe Paulo and Carly Findlay for their support and involvement in helping share the Appeal's messages.

Alongside our Ambassadors, a network of Good Friends, including Bianca in Melbourne, continued to champion the Appeal through digital platforms and social channels, helping to extend our reach and inspire generosity across the community.



PRINCIPAL PARTNERS



SUPPORTING PARTNERS



Note: all figures correct at time of printing, May 2026.
Thank you to Herald Sun photographer, Jason Edwards for the cover image.

