

Bill Bozinis and son George share a special momer

Very Special Kids Annual Report 2016-17

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Children's hospice and family support

When a child is diagnosed with a life-threatening condition, a family's world is turned upside down. It is the beginning of a journey that is unpredictable and full of challenges.

To meet our vision and purpose, Very Special Kids cares for children with life-threatening conditions by providing a children's hospice and professional support services to families.

The free-of-charge services are provided to more than 900 families and are unique according to their personal needs. Our care is available from the point of diagnosis all the way through to recovery or bereavement. Sadly, many of the children we care for will not reach adulthood.

In addition to the children's hospice and main office in Malvern, Very Special Kids is committed to providing family support within the community across Victoria through offices in Brunswick, Ballarat, Bendigo, Hastings, Shepparton, Torquay, Traralgon and Port Fairy.

Recent research shows there are at least 2,000 Victorian children who would qualify for the services that we offer – meaning that there is significant unmet need. Very Special Kids is committed to providing services to more families across Victoria.

We have opened a new regional office in Bendigo and increased our levels of nursing staff to allow more children to receive care at our children's hospice.

However, we can't care for these children and families all on our own. It will cost more than \$7.6 million this year to operate Very Special Kids and we rely substantially on the generous support of the community.

Our connections with the community are both varied and vital to the success of Very Special Kids. With the Victorian government providing just over a quarter of our funding, we need to raise a further \$5.5 million in the coming year through the support of corporate and community fundraising and donations.

These vital funds will allow Very Special Kids to continue our important work to care for children with life-threatening conditions and their families.



Respect by recognising the individual, welcoming diversity and nurturing choice **Collaboration** by building connections, strengthening relationships and partnering

Community by creating supportive relationships and a sense of belonging

Compassion by being welcoming and showing warmth, hope and empathy

Learning by enhancing and sharing our skills, experiences, knowledge and wisdor

Integrity by acting ethically, honestly, fairly and with accountability

Vision, purpose and values

Our vision

All families of children with life-threatening conditions are able to access quality services that meet their needs.

Our purpose

Very Special Kids supports families throughout their experience of caring for children with life-threatening conditions, from diagnosis through to recovery or bereavement.



Chairman and CEO's report

Very Special Kids' ability to continue to support children and families was strengthened in the last year by gaining control of our Malvern site.

Through actions of the Federal and State Governments, funds were donated that led to the partial purchase of 321 Glenferrie Road, where our administration and family support teams are based and Australia's first children's hospice is located. In July 2017 we celebrated this milestone with attendance from The Hon Greg Hunt, Federal Minister for Health and The Hon Kelly O'Dwyer, Federal Member for Higgins. Very Special Kids now has security of tenure and we can plan for the long term. We are extremely grateful for the wonderful support of both the Federal and State Governments.

Quality, Safety and Service Enhancements

In late 2016 Very Special Kids successfully undertook a review against the National Safety and Quality Health Service Standards. In 2018 a full site audit will again be undertaken to ensure we remain Australia's only independently accredited children's hospice.

We will continue to focus efforts on how we can keep providing support to children with behavioural management considerations within the hospice, ensuring we also maintain a safe environment for all.

Two new support services will be offered to families in 2017-18 thanks to new grants and a partnership with the Royal Flying Doctor Service. A new transport assistance service for families to access respite will be trialled over the next two years for regional families who reside a great distance from Malvern. In addition to our existing music and art therapies, we have also been awarded funds over the next three years to add physiotherapy for children during their stay.

Raising funds through events

Events that generate significant operating funds and also provide opportunity for our families and community supporters to engage with Very Special Kids have been a strength of the organisation; this continued during the last year. The 24 Hour Treadmill Challenge broke all previous fundraising records raising \$842,188 and was supported by 46 teams and 1,056 participants.

Two new events have been added to the calendar which generated valuable revenue and created the opportunity to engage with more stakeholders. The Ladies' Lunch was held in March in replacement of our Mother's Day Lunch and was attended by 164 guests, thanks to the Royal South Yarra Lawn Tennis Club's support. In May the first Autumn Classic cycling event was held on our front lawn with 28 riders competing in a virtual cycling race to raise funds and become the inaugural winners of this new event.

We continued to generate strong revenue and awareness through our Piggy Bank Appeal, Fashion Sales and annual Fair. Approximately 75% of our annual operating costs were derived through fundraising events, corporate support and individual donations. We will continue to strengthen our existing fundraising activities next year and look to incorporate new events to help fund our ongoing service to over 900 families.

Valuable Volunteers

A critical attribute of Very Special Kids is the support we receive from over 1,000 volunteers. Each year volunteers assist with supporting children in the hospice, families in their home, hospital visits, coordination of our events and fundraising activities, and with maintenance of our garden/property. In 2016-17 our volunteer numbers grew and we received over 26,640 hours of support. Without this we simply couldn't afford to maintain our current level of service.

In May we held a volunteer appreciation evening to acknowledge the support from volunteers where awards were given to dozens of individuals who had reached milestone years of service. We wish to thank all volunteers for their ongoing devotion.

Financial Result

Last year Very Special Kids was challenged with raising approximately \$7.5 million to cover the costs of operations and services to children and families. Despite this challenge we managed to generate a \$216,192 surplus for the year ending June 2017.

We would like to thank our numerous individual, community and corporate partners and also acknowledge the work of staff and the management team who balanced multiple needs, requests and fundraising hurdles, to sustain a financially responsible position during the year.

The future

To build on our success in 2016-17, the Board and Management Team are working on many major initiatives in 2017-18 which include:

- Undertaking a hospice upgrade scoping project and assessment of recommendations.
- Responding to the increasing requests for end-of-life support.
- Reviewing data collection and reporting activity, including our information management system, to better measure the provision of the family support team and its impact.
- Development of a five year fundraising strategy.
- Development of a Diversity Access Plan.

Thank you

Very Special Kids benefits from the generosity of many sectors across Victoria, and the dedication of our staff together with the leadership of our managers and the Board are sincerely appreciated.

During the past year two leaders moved on to new career opportunities and we want to acknowledge the contribution of Daniel Petrillo (Marketing and Communications Manager) and Andrew Cole (General Manager – Fundraising & Communications) for their many years of exceptional service.

Our individual donors, community partners and corporate supporters continue to provide important financial and in-kind support. In 2016-17 we welcomed new significant support from Coles and increased support from Chain Reaction. We are forever grateful for the strong and supportive partnership from the Victorian Government and Cabrini Health which remains critical to our ongoing service provision, as well as Seven Network, ALH Group and Commonwealth Bank for their support of the important Piggy Bank Appeal.

Peter Polson, Chairman Michael Wasley, CEO

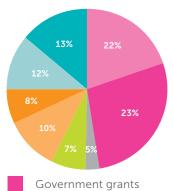
Chairman Peter Polson & Chief Executive Officer Michael Wasley

Funding to gain ownership of our Malvern property increases our security and allows us to plan for the long term.





Diversified sources of income



- Special & community events
- Piggy Bank Appeal
- Trusts & Foundations
- Corporate fundraising
- Bequests & major donations
- General donations
- Investment income

Rise in number of hospice admissions







Granted ownership of Malvern property by government



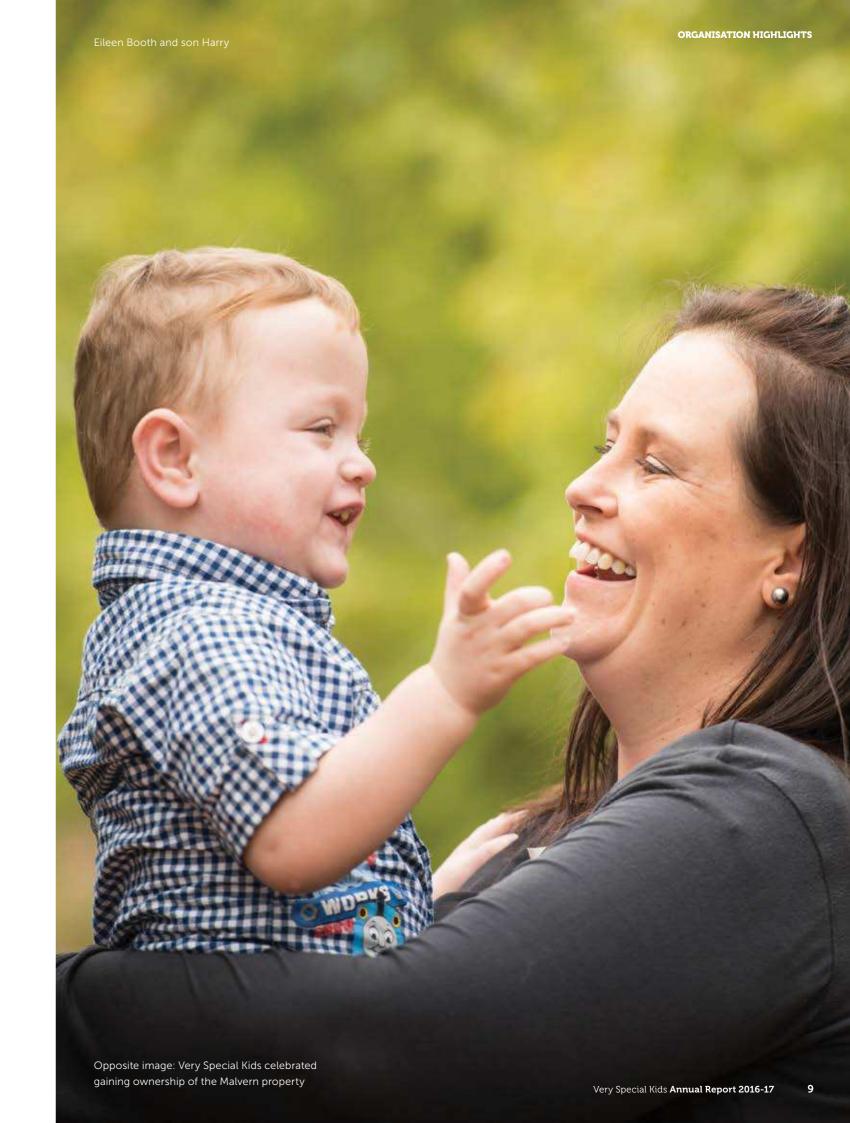
Hospice admissions increased by 11%







Number of nights stayed at onsite family accommodation increased by 12%



Supporting the whole family

Ten-year-old Emma is a very cheeky girl who loves swimming, giving cuddles and playing on the swings, but she also requires 24-hour care and assistance for all her basic needs.

Emma had her first seizure at only seven weeks of age and was later diagnosed with Lennox-Gastaut Syndrome, a rare type of uncontrolled epilepsy. Emma is non-verbal, is fed through a tube and can have up to 40 seizures on any given day.

Emma's mum Jenny has become her full-time carer and father Rodney and 14-year-old brother Jarrod do all they can to help.

Very Special Kids Hospice

Very Special Kids provides a range of support services to the McKee family. They know that when Emma comes to stay at our children's hospice, she is safe and in good hands, giving them time for activities and much needed respite several times a year.

"In the early years I never felt like I could leave her, but we finally realised we couldn't do it all alone. Now Emma loves the hospice and we feel comfortable leaving her there, knowing she is safe and with good people. It gives us a break from the day-to-day routine with Emma and allows us to spend more quality time with Jarrod" said Jenny.

Family Support Services

The McKee family receive emotional support and guidance from Simon, their Family Support Practitioner, who regularly checks in. They have also attended family activity days and coffee mornings where they can meet other families facing similar challenges.

"Simon has been a fantastic support to the whole family, and it's become invaluable. For me, it's great to just get things off my chest and know he's there to listen. That's really important for me because you can become isolated when you have a special child. If we didn't have the support of Very Special Kids I don't think I'd be able to support the family in any way, it definitely helps put it all in perspective" said Jenny.

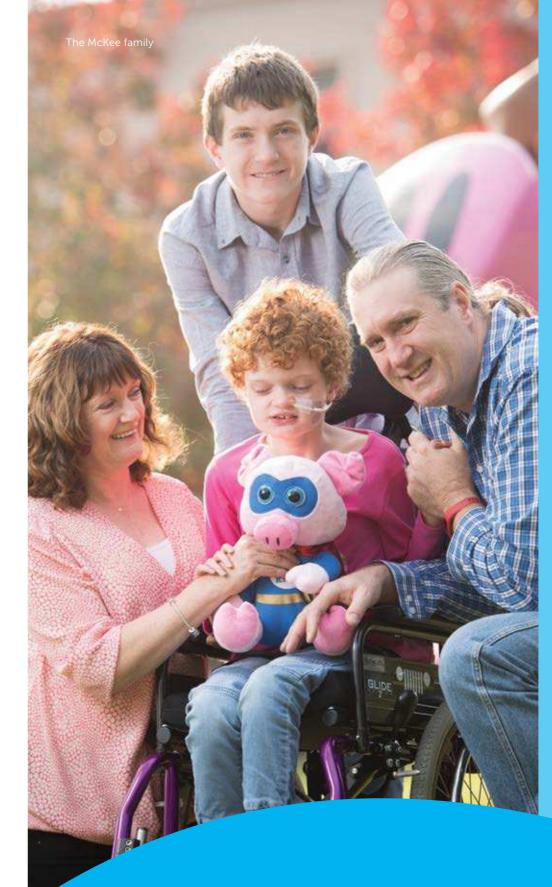
Sibling Program

Having a sister with a life-threatening condition can also be hard for Jarrod.

"It affects me a lot of the time. It's just a constant worry about when her next seizure will be, and when she does I find it so hard to stand there and watch it, I don't like that there is nothing I can do to help" said Jarrod.

Jarrod attends Adolescent Sibling Days and camps through Very Special Kids and finds them really helpful as he doesn't usually like to share exactly how he's feeling with his friends. "It's great to be around people who are in the same boat as you, it's just comforting to know you are not alone. They are also really fun and I've made new friends."

The McKee family is exceptionally grateful for every day they have with Emma, as well as Very Special Kids and the support provided to their entire family. As Jenny explained "it is an incredible privilege to have this service available, it really is special and I don't know what we'd do without it."



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If we didn't have the support of Very Special Kids I don't think I'd be able to support the family in any way, it definitely helps put it all in perspective.

Jenny McKee

snons

families supported

2,401
bed nights of hospice care

545
hospice admissions

the children died

1,035
nights stayed
in Family
Accommodation

343
trained family volunteers

1,098 family support home visits

6,002
family support phone & Skype sessions



Victoria's only children's hospice

Very Special Kids Hospice provides a 24-hour specialist service so that families who have a child with a life-threatening condition can access planned and emergency respite or end-of-life care.

Up to eight children can be accommodated at the hospice at any one time. If parents want to stay close by, they can do so in the recently-renovated family accommodation provided onsite.

The hospice is bright and colourful – a place of enjoyment for children who are facing many difficult challenges. It is a home-away-from-home that features gardens, a music therapy room, a multi-sensory room, fun-filled school holiday programs and weekend activities.

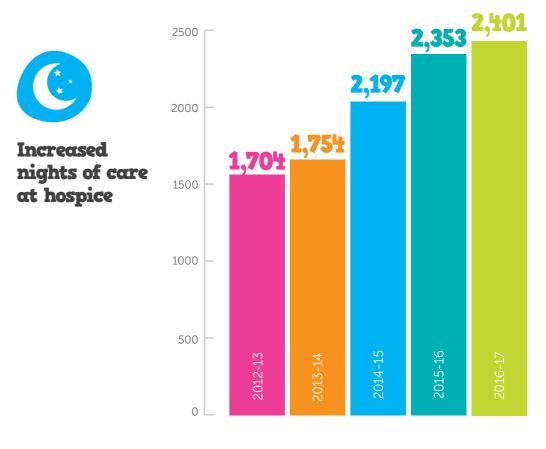
The Art Therapy and Music Therapy programs provide a safe space for children to express themselves and gain a sense of autonomy in a world where they have none. The programs provide the opportunity for communication, choice and control regardless of the child's level of functioning.

The multi-sensory room is a special environment designed to create a stimulating yet calming atmosphere for children with a variety of medical conditions.

Most importantly, the families of these children know they will be taken care of by the highly-experienced and dedicated team of Registered Nurses, Personal Care Practitioners, therapists and volunteers.

Very Special Kids Hospice makes it possible for families to recharge their own batteries or spend time with their other children. It is also a place where children can receive end-of-life care in peaceful surroundings.

Demand for the service continues to grow with the number of bed nights stayed **increasing by 36%** over the past three years.



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Very Special Kids Annual Report 2016-17



Family support services

Our Family Support Team provides expert care to more than 900 families across metropolitan and regional Victoria by offering the following services:

Emotional support and counselling from a dedicated Family Support Practitioner. An experienced clinician assists with strategies and resources to help manage the adjustments in their family life.

Sibling support programs that help children who have a brother or sister with a life-threatening condition by meeting other siblings for peer support, explore their own emotions and enhance self-esteem.

Family activities where parents and children meet other families experiencing similar challenges.
Activities include camps, family fun days, coffee mornings and the annual Christmas Party.

Holiday cottages at Glen Osmond Farm in Woodend, which are purpose-built and can sleep up to eight people in three bedrooms. A rustic wooden barn is also available for play and entertainment.

Trained family service volunteers support families in the home, at Very Special Kids Hospice or Royal Children's Hospital.

Bereavement program including counselling, annual parents retreat, peer activities, sibling days, annual Remembrance Day, anniversary cards and Continuing Links newsletter.

Caring for bereaved families

Contradicting the natural cycle of life, the death of a child can be the most profound loss for a family.

Our Bereavement Support Program builds continuing links with these families through a range of activities that aim to create a safe and affirming space for families to explore the impact of a child's death on their lives.

Developed in consultation with bereaved families, the program provides a range of activities designed to meet the individual needs of each family.

Emotional support and counselling from a qualified Family Support Practitioner is provided by combining face-to-face, telephone and Skype communication.

Weekend camps and school holiday activities are offered to bereaved siblings in different aged groups – primary school or adolescent siblings.

Bereaved parents have the opportunity to meet and share experiences through an annual weekend retreat and regular networking meetings.

Very Special Kids also hosts an annual Remembrance Day ceremony for all bereaved families to remember and celebrate the lives of children that have died.





Providing expert care at the end of a child's life

After discovering the devastating news that their one-year-old girl Lily wouldn't have much longer to live, parents Kirsty and Aaron McConnell had to consider where they wanted her to be when she died.

During a time of confusion and stress when nothing seemed to make sense, the McConnell's turned to Very Special Kids and stayed in our Family Accommodation where Lily died peacefully.

In addition to providing families with respite care, Very Special Kids Hospice also provides medical care at the end of a child's life, in a home-like environment with support from a dedicated team of nurses and carers. Families can stay in the onsite Family Accommodation either with their child staying nearby in the hospice or in the same accommodation as them.

The support for every family is different, and we work with families to make the last days of their child's life special in their own way, give advice on planning for what comes next, and offer ongoing support.

After Lily was born her parents noticed she was failing to reach her milestones and something wasn't right. Kirsty explained "our GP referred us to a paediatrician who ran a series of blood tests. After seeing countless doctors we eventually found out she tested positive to Spinal Muscular Atrophy (SMA) Type 1, the most severe type. That same day, we were also told we probably weren't ever going to bring her home."

As the disease progressed, Lily's muscles became weaker, including her chest. After spending a challenging month in ICU, Lily's breathing improved and, although her condition was still terminal, she was able to go home.

The McConnell's then turned to Very Special Kids after what Kirsty described as 'a wakeup call'.

"One night at home Lily was struggling to breathe and we had to wait more than two hours for a nurse to come and administer strong medication for her. It was horrible waiting and watching her suffer. As soon as we came to stay at Very Special Kids, we realised how much better it was. It was a huge relief knowing we had that immediate level of care with nurses next door in the hospice. Having Lily stay with us in Family Accommodation meant we could spend time with her and operate as a family.

The nurses would come and go but we'd still do normal things as if we were at home like cooking and having family and friends visit whenever we wanted. The best thing was the security of knowing help was next door.

Our other daughter Eliza was also with us and the nurses would play and engage her in the art and music activities happening in the hospice. We didn't have to worry about Eliza which meant we were able to spend more time with Lily and make those last few days a lot less stressful."

When the time came to say goodbye to Lily, Kirsty described the moment as heartbreaking but peaceful.



"It all happened so quickly but she was very calm and comfortable. Very Special Kids allowed us to do whatever we needed. After an hour of holding her, Aaron and I decided to take her to the hospice and place her in the special room.

The next day, we had family visit to say their goodbyes and our Family Support Practitioner Edwina was with us the whole time, supporting the entire family. Edwina also provided information about funeral directors and helped us make decisions when everything seemed foggy.

We didn't leave Very Special Kids until Lily left. It was comforting to know she was in the next building and we weren't ready to go until she did. Very Special Kids were so supportive the whole two weeks we stayed, I can't speak highly enough of the services.

For me, it was so important being able to utilise my time just being a mum instead of worrying about medication – I could leave all of that to the nurses. Because in those final moments that's what matters and that's what your child needs you to be, a mum."





As soon as we came to stay at Very Special Kids, we realised how much better it was. It was a huge relief knowing we had that immediate level of care with nurses next door in the hospice.

Lily and her family

















Highest quality of care

At Very Special Kids our highest priority is delivering safe and high quality services that meet the needs of the families we care for.

To achieve this high level of quality care, we are committed to:

- Employing the best people to provide the best quality care – our professional team of registered nurses, doctors, Family Support Practitioners and personal care workers are highly skilled, qualified and supportive
- Continuously striving to improve the services we deliver – we are accredited against the same clinical standards as hospitals and health services across the country
- Involving our families in the development, planning and analysis of services
- Ensuring our risk management and governance systems comply with best practice

Family feedback leads the way

Increasing the involvement of families in the design and delivery of their own health care leads to improved quality and safety of services and better outcomes.

Over the last year family satisfaction surveys were completed with positive results demonstrating that:

- 97% of respondents believe that the care shown to them by Family Support program staff was excellent (75%) or very good (22%)
- 95% of respondents who used the hospice were highly satisfied or satisfied with the care provided to their child, whilst the remaining 5% were partially satisfied. No families were dissatisfied with their child's stay

Our family satisfaction surveys also gave families the opportunity to make suggestions about any improvements they would like to see. As a result of this feedback we made some key changes including:

- Better training our nursing and personal care staff in the use of PODD communication books to improve their ability to communicate with non-verbal children staying in the hospice
- Increasing volunteer support in the hospice to ensure children are engaged and entertained during their stay
- Commencing a project to transition to electronic forms and reduce the administrative burden on families completing admission paperwork

Infection control

At Very Special Kids we monitor our rate of hand hygiene compliance as this is the single most important practice for prevention of infection whilst children are staying in the hospice.

Hand hygiene practices in the hospice have improved substantially over the last two years, with our most recent data demonstrating an average compliance rate of 85%, compared to Hand Hygiene Australia's national health service benchmark of 80%.

Other changes we've made to improve infection control at Very Special Kids include:

- Employment of a dedicated Infection Prevention and Control Coordinator
- Implementation of an improved Staff Immunisation Program
- Engagement of a new cleaning contractor with clinical cleaning expertise
- Implementation of an infection control education program and survey for families using the hospice

In the words of families supported by Very Special Kids:

"Nothing could improve how we have been looked after. We are so grateful for everything! Everyone we have met at Very Special Kids are all wonderful at what they do."

"The hospice is an invaluable resource for us and the staff are professional, experienced and caring."

"I have received great support, and really would have been lost without it. Our Family Support Practitioner has given more support to us than any other organisation we have been associated with."

"Our daughter loves everybody at the hospice and I know I can enjoy my break knowing she is happy, relaxed and having fun. I don't know what we would do without Very Special Kids." "(Very Special Kids) are my family. Well, better than my family - they are my connection with my child."

"Our volunteer is fantastic and has made such a difference to our lives. She loves the children and they love her and she goes out of her way to be helpful at the times I really need it."

"I felt confident leaving my child (at the hospice) as the staff were caring, friendly and compassionate. They understood my child's needs."

"(It's great) having someone to talk to that is supportive and caring, and also gives good advice about services that helps make the journey a little less difficult."



Family Support Practitioner Edwina Hargreaves provides quidance for the Jeremiah family Family Service Volunteers assist in different ways: in the family home; when the child is admitted to hospital; when the child is at Very Special Kids Hospice; and by participating in program activities, such as Sibling Days. Every Family Service Volunteer completes extensive training to equip them with the skills and knowledge needed to support families who have a child with a life-threatening condition.

Friends Volunteers are involved in areas such as fundraising, administration, gardening and maintenance. Friends Volunteers organise events throughout the year, including the annual Fair and also play a major role in the Piggy Bank Appeal by visiting Victorian communities on the Piggy Trails. The role of temporary and corporate volunteers is to provide administration and practical fundraising support.

One of these volunteers is Mary Connell, who has generously given her time to Very Special Kids since 2014 as both a Family Services Volunteer and a Friends Volunteer.

Family Services Volunteer

Mary has been linked with the Grills family since 2015. She supports the family in their home, visiting every Thursday, with the main focus being spending time with six-year-old Abbey, who has an undiagnosed neurological condition. As a retired nurse and mid-wife she likes that she can spend quality time with someone in need, rather than be their health professional.

I can't see myself not volunteering with Very Special Kids anymore, I have made so many strong connections through doing so.

"I certainly enjoy volunteering with the family, I really love spending time with Abbey. I have become quite attached to her and her younger five-year-old brother Jacob. I know their mother Claire really appreciates the break she gets when I am there with them" said Mary.

Although Mary started out as a Friends Volunteer, she knew volunteering in the home is what would suit her best explaining "I knew right from the beginning I wanted to do something that was hands on. Which is why the Family Services Volunteering is perfect for me, I get a lot of satisfaction in doing that. I feel like I am making a difference and being helpful."

Mary also regularly attends Sibling Days to assist the Family Support Team and spend time with other children, and also provides emergency cover when needed.

Friends Volunteer

Mary spent her first year volunteering with Very Special Kids through fundraising activities like the Fashion Sale, Fair as well as administration duties like mail outs. She enjoyed the time she spent doing this and especially meeting other volunteers.

Mary explains that being able to have a choice in which area you volunteer in is extremely valuable. "We have the option and choice with Very Special Kids to do the volunteering role that suits us. It's broad and Very Special Kids is great because it offers you the opportunity to do hands on work and you receive excellent training to prepare for it."

Very Special Kids is extremely grateful for its volunteers and the time they contribute.



272
Friends
Volunteers

120
Temporary
Volunteers

292
Corporate
Volunteers

26,640
hours of volunteer support



Raising funds to support children and their families

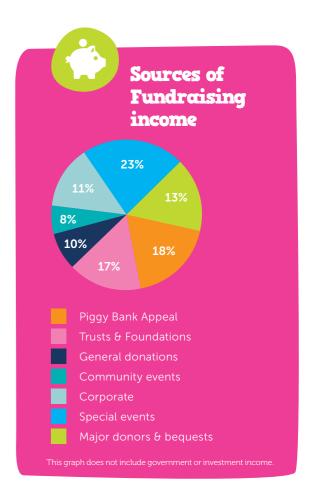
It will cost \$7.6 million this year for Very Special Kids to care for children with life-threatening conditions and support their families free-of-charge.

With government funding covering approximately a quarter of this amount, the generosity of individual donors, the business community, philanthropic trusts and foundations and community groups will be needed to raise a further \$5.5 million this financial year.

There are many different ways our supporters help Very Special Kids from making a donation, getting involved in our appeals and events, making a gift in kind or contributing through a range of other fundraising activities.

While we rely heavily on financial donations, gifts in kind are often just as valuable to ensure we can operate with reduced costs and last financial year almost \$1 million was contributed this way. A wide range of goods and services can be given as gifts in kind, such as trades and resources, printing and advertising, products and auction items and professional services.

We are supported by more than 270 regular Friends Volunteers and hundreds more corporate volunteers each year. Donating your time as a volunteer to support our fundraising events and activities also helps us raise money while keeping costs at a minimum.







Improving services through a successful partnership

For more than a decade, Viva Energy Australia has supported Very Special Kids through a variety of different initiatives that have improved access and services for families.

Viva Energy Australia is committed to facilitating positive social change through community partnership and engaging their employees in volunteering.

2016 saw the largest donation from Viva Energy to date with a large-scale maintenance project raising over \$120,000 for Very Special Kids. Involving over 1,000 staff at Viva Energy's Geelong Refinery and a number of suppliers and contractors, the initiative was a true reflection of Viva Energy's commitment to supporting the community.

For each day there were zero safety incidents during the 60-day maintenance project, Viva Energy made a minimum \$2,000 donation to Very Special Kids.

Viva Energy's Community Manager Jo Powell explained "our project team, including contractors wanted an incentive to reach that goal of zero safety incidents. The incentive to raise funds really engaged the entire team and everyone embraced the fact that Very Special Kids was our chosen charity."

The funds received from Viva Energy provided 15 families in the Geelong region with a full 12 months of services from Very Special Kids. This includes 24-hour specialist nursing care at Very Special Kids Hospice and year round support from a trained Family Support Practitioner.

"Being able to give to Very Special Kids is a way for our business to be involved in the local community and to help deliver an important service in our community."

For the past two years, Viva Energy have also participated in the 24 Hour Treadmill Challenge by forming a team and working together to raise funds.

"The team love it, just the other day our Head of Marketing was raving about how great the 24 Hour Treadmill Challenge was, and how much it inspires team bonding. It's so good to connect employees and engage them from an employer's perspective" said Jo.

Viva Energy also coordinate an effective workplace giving program with staff contributing small but regular donations through their pay, translating to significant annual income for Very Special Kids.

"Our Double My Donation Program, is a great way for staff and the business to give to community organisations that they are passionate about. It is an important mechanism for engaging employees and fostering a sense of community in our business."

By providing free-of-charge care for children and families, Very Special Kids relies heavily on the support and generosity of the community. We are extremely thankful for the support of Viva Energy which helps us to continue providing a high level of services.

In the last year, Viva Energy Australia have helped Very Special Kids in the following ways:



Provided

15
families
with 12 months
of services

Engaged
1,000
staff
suppliers and contractors

Contributed \$1,587 in workplace giving

Raised \$8,531 through the 24 Hour Treadmill Challenge Pledged
\$1,250
by attending
The Footy Fever
Debate





Our major appeal and special events

Very Special Kids has a calendar of engaging fundraising events and a major appeal that helps us raise much-needed funds for the children and families we support.

Corporate and team events

Held in May our **24 Hour Treadmill Challenge** is a team event where more than 1,200 participants come together to keep 34 treadmills in continuous motion for 24 hours. It is a great way for corporate teams and like-minded people to come together and take on the challenge to raise funds for children with life-threatening conditions.

The **Autumn Classic** virtual cycling race was held for the first time in May 2017. Held at the grounds of Very Special Kids, 28 riders participated on their own bikes on an indoor trainer via software that 'talked' to their bike. The first event was a great success with a lot of lycra and competition for a cause.

The **Footy Fever Debate** is a humorous and sometimes fiery discussion between high-profile football personalities. Held in the MCC Members Dining Room overlooking the MCG, the debate entertains more than 400 corporate guests while they enjoy a gourmet breakfast. Presented by Seven News, the Footy Fever Debate has recently featured John Deeks, Matthew Richardson, Cameron Ling, Sam Lane and Michael Felgate.

Community-focused special events

Held in November on the beautiful grounds of Very Special Kids, the annual **Fair** is a shopping experience, a great day out for the whole family and it's all for a wonderful cause. The Fair has a vast array of homemade goods, fresh produce, crafts and homewares that make perfect Christmas gifts. Younger members of the family will also enjoy performances and activities such as meeting Santa and his elves.

The Very Special Kids **Fashion Sale** in June and November provides fashionistas and bargain hunters with an opportunity to enjoy retail therapy that's good for the wallet and heart. Clothing donated from Australian brands is on sale at up to 90% off the retail price.



Piggy Bank Appeal

Since it commenced in 1998, the **Piggy Bank Appeal** has raised more than \$18 million by bringing

together businesses, community groups, volunteers and whole towns during the month of September.

Five giant piggy banks, each stretching to three metres in height and weighing in at 700 kilograms, travel around Victoria with a team of dedicated volunteers to raise \$1 million for children with lifethreatening conditions. ALH Group venues and Commonwealth Bank branches create an extensive network across Victoria to hold fundraising events, sell merchandise and collect community donations.

Many other businesses also get involved by displaying the novel piggy bank collection units and the piggy merchandise boxes full of bright colourful goods. Organisations and groups create fundraising events like barbeques, raffles, footy themed days, morning teas or movie nights.

24 Hour Treadmill Challenge











2014

2015

2016

\$873,253



Christmas lights brighten up more than just a street

Husband and wife team Robert van Stokrom and Leonie Hill have been supporting Very Special Kids for over two years by holding an annual Christmas light display at their family home in Beaumaris.

What once started out as a personal project and one string of lights, grew over an eight year period turning into something more special and spectacular.

Robert and Leonie's display began to attract more and more people every year, reaching up to 4,000 visitors last year, causing several traffic jams in their street, that were completely understood by their supportive neighbours!

In 2015, after becoming acquainted with Very Special Kids when Robert was Chair of the Art Cabriolet, they decided to encourage people to donate to view the display.

"We went down to have a tour of the hospice, and we decided there wasn't a better organisation to support" said Leonie.

The Christmas lights started with their love of Christmas, family and bringing people together and Robert believes this aligns with Very Special Kids perfectly, explaining that "thousands of people come to see the lights every year now and people associate Christmas with children so it's a great opportunity to talk about what Very Special Kids does."

Over the last two years, Robert and Leonie have raised over \$14,000 through their Christmas light display which is a testament to their hard work. Robert is also the CEO of DFP Recruitment, and participated in our 24 Hour Treadmill Challenge this year alongside Leonie and his colleagues, raising almost \$42,000.

"When we do the lights it's like our private efforts, but it was nice to be involved in the corporate fundraising for Very Special Kids too and meet other like-minded supporters. I walked into the treadmill marquee and got tears in my eyes instantly, the atmosphere was truly amazing.

People like to work for companies that show social responsibility, so they got behind Robert, and every person that participated has already committed to be there next year too. We also had several clients come and show their support and they enjoyed being involved in such a worthy cause" said Leonie.

Every year Robert and Leonie hold an opening night where they turn on the lights for the first time, on the first Saturday in December at 9pm. People come from all around the region and are happy to make a donation to support Very Special Kids whilst they are there.

"It creates a great sense of community, which aligns itself with Very Special Kids having such a strong community focus too" said Robert.

"We want to thank the staff that help and support us. It's not a one way relationship, Very Special Kids are so supportive and gracious, and have really embraced our idea. This is our contribution, involving ourselves with the lights and the 24 Hour Treadmill Challenge. It really does create a wonderful sense of community and it's a real pleasure for us to be a part of it. Thank you to the family, friends and neighbours who help us each year and provide joy to so many through the display" said Leonie.

We went down to have a tour of the hospice, and we decided there wasn't a better organisation to support





Show your support

In addition to our appeals and events, there are many other ways that you can support Very Special Kids so we can continue to provide our services to families free-of-charge.

Become a corporate supporter

Very Special Kids works with corporate partners to develop collaborative, long-term relationships that are great for both the business and Very Special Kids. Corporate partnerships include sponsorships, fundraising events, cause-related marketing, workplace giving donations, staff volunteering and in-kind support.

Major gift or bequest

Making a significant gift or bequest in your Will is of immense benefit to Very Special Kids. A major gift or bequest has the capacity to make a genuine impact on our operations and can be directed to a range of our services.

Make regular donations

Giving a regular monthly, quarterly or yearly donation can make an active, long-lasting contribution, as regular donations improve Very Special Kids' ability to plan services and programs in advance. Donations are debited directly from your credit card or bank account and one annual receipt is produced at the end of each financial year, keeping administrative costs to a minimum.

Provide a gift in-kind

While we appreciate financial donations, gifts in kind are just as valuable to ensure that Very Special Kids can operate with reduced costs. A wide range of goods and services can be given as gifts in kind, such as trades and resources to improve our facilities for families, printing and advertising to promote our appeals, products and auction items for fundraising events, and professional services such as business expertise.

Request a gift in lieu

More and more people are choosing to ask friends and family to make a donation to Very Special Kids in lieu of a gift for their birthday, anniversary, in memory, bar mitzvah, Christmas or other celebrations. All guests who donate on behalf of your special occasion will be sent a thank you letter and gift card.

Hold your own fundraising event

There are many ways to hold your own fundraising activity for Very Special Kids, such as running a promotion through your business or by organising a fundraising event with family and friends. Fundraising events are only limited by your imagination and can include fun runs, challenge events, trivia nights, food and wine functions, movie nights, concerts or fashion shows.

Trusts and Foundations

Very Special Kids is grateful for the generous support of Trusts and Foundations. These donations fund many of our core programs, such as care at our children's hospice, music therapy, adolescent weekends, sibling support programs and school holiday activities.

Give your time as a volunteer

The programs and support services provided to families would not be possible without the generosity and energy of volunteers. You can choose to volunteer directly with children and families by becoming a trained Family Support Volunteer, assist with fundraising and administration as a Friends Volunteer or help out on special projects as a Corporate Volunteer.



www.vsk.org.au

Mail a cheque or money order payable to Very Special Kids, 321 Glenferrie Road, Malvern, Victoria, 3144.

Phone: Call 03 9804 6222 to make a credit card donation over the phone.

DONATE \$5 NOW Text FAMILY to 0455 021 021 to help children with life-threatening conditions Very Special Kids Annual Report 2016-17

Volunteers and Commonwealth Bank branch staff

raise funds for the Piggy Bank Appeal



Major Supporters













































Piggy Bank Appeal Major Partners

















The kindness and generosity of the business community, individual supporters, trusts and foundations is vital in funding the work of Very Special Kids.

Supporters who contributed over \$5,000

Corporate supporters

Services 1300Smiles Ltd Protiviti ALH Group Rapid Relief Team Allbeau Pty Ltd Seacret Direct TANK Foundation AMP Foundation Anglo Italian Concrete The Ascott Limited **AusNet Services** Toyota - SRO Australia Post Toyota Financial BSH Home Appliances Services Bupa Australia Turi Foods Cabrini Health **UGL** Limited CMC Property Services Viva Energy Australia Coles Services We-ef Coles Wood Group PSN Commonwealth Bank - Staff Social & Charity Individual supporters Club (Vic) Inc Andrew Wallace-Commonwealth Bank Barnett Cover-More Insurance Bernard & Janet Services Pty Ltd Cummins Bob Glindemann Daimler Truck & Bus Bruce Mathieson Jnr **DFP** Recruitment Services Chelsea Wearne **Edge Loyalty** Chris Coombs Ernst & Young Chryssa Anagnostou Escala Partners Clive & Jenny Batrouney Financial Coaching Craig Shearn Pty Ltd David Lyall Guild Group Estate of the late Daryl Horizon Storm PTY Giles Howard Limited George & Julia Hicks Icon Group Gerald Milana Interlease Company Goldsmith Family Pty Ltd Grace Scoleri Inverloch Lotto Hector Walker **JBWere** Ian & Kristeen Urquhart Jellis Craig Foundation John & Jenny Fast Jemena Kirsten McConnell Kay & Burton (Bayside P/L) Lvnette Swan KPMG Margaret Brown Mawson Group Margarete Steffens Meltwater Peter McCann Mercedes-Benz Toorak Peter & Elaine Kempen

National Australia Bank

Chartered Accountants

Navy Health

OHM Australia

Orange Business

Australian Communities Foundation Barr Family Foundation Bell Charitable Fund Bertalli Family Foundation Brian M Davis Charitable Foundation Campbell Foundation Chain Reaction Challenge Foundation CMV FOUNDATION Crown Resorts Foundation Dorman Family Foundation Feenstra Family Foundation Gandel Philanthropy Mazda Foundation Limited Norman, Mavis & Graeme Waters Perpetual Charitable Trust Packer Family Foundation PAF Paul Family Foundation Percy Baxter Charitable Perpetual Charitable Fund Pethard Tarax Charitable Pierce Armstrong Trust **PwC Foundation Trust** STAF - Norma Foster Perpetual Gift

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The Johnstone Family

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The Miller Foundation

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The Andrew and

Geraldine Buxton

The Barbara Luree

Parker Foundation

Foundation

Foundation

Trust

Stephen McGowan

Trusts & Foundations

Araluen Foundation

Sue Hadden

Wendy Walles

Foundation Supporters Australian Chinese **Events Committee** Bicycle Network Citipower Powercon Delia Group Dream Drives Melbourne East Malvern Community Bank Frankston RSL Into Blinds Keilor East RSL Lauriston Girls' School Neroli Padfield Old England Hotel Prahran Market Robert & Leonie Van Stokrom Rotary Club of Altona City Rotary Club of Ballarat Royal Hotel Solar Bright International P/L The Flinders Challenge Upstream Foundation Walk For Phil Westend Market Hotel **ALH Group venues**

Westgarth

The William Buckland

Albion Charles Hotel Bayswater Hotel Burvale Hotel Commercial Hotel -Werribee Gateway Hotel Manningham Hotel Seaford Hotel Shoppingtown Hotel York On Lilydale

Gift in Kind supporters

Advent Print Media ALH Group Bridged Group Pty Ltd City of Stonnington Corrs Chambers Daimler Truck & Bus Gavin Blue Photography Grace Hanes Group Hokey Curator John & Jenny Fast KPMG Lifestyle Brands International Lifestyle Rewards Make It Happen Muse Navy Health NOVOFIT Penfold Mazda Rapid Relief Team SASS Clothing Pty Ltd Seven Network (Operations) Limited smoothfm 91.5 Sussan Group The Art Cabriolet The Just Group Toyota Motor Corporation Australia Ltd WTFN Entertainment

Piggy Bank Appeal Supporting Partners

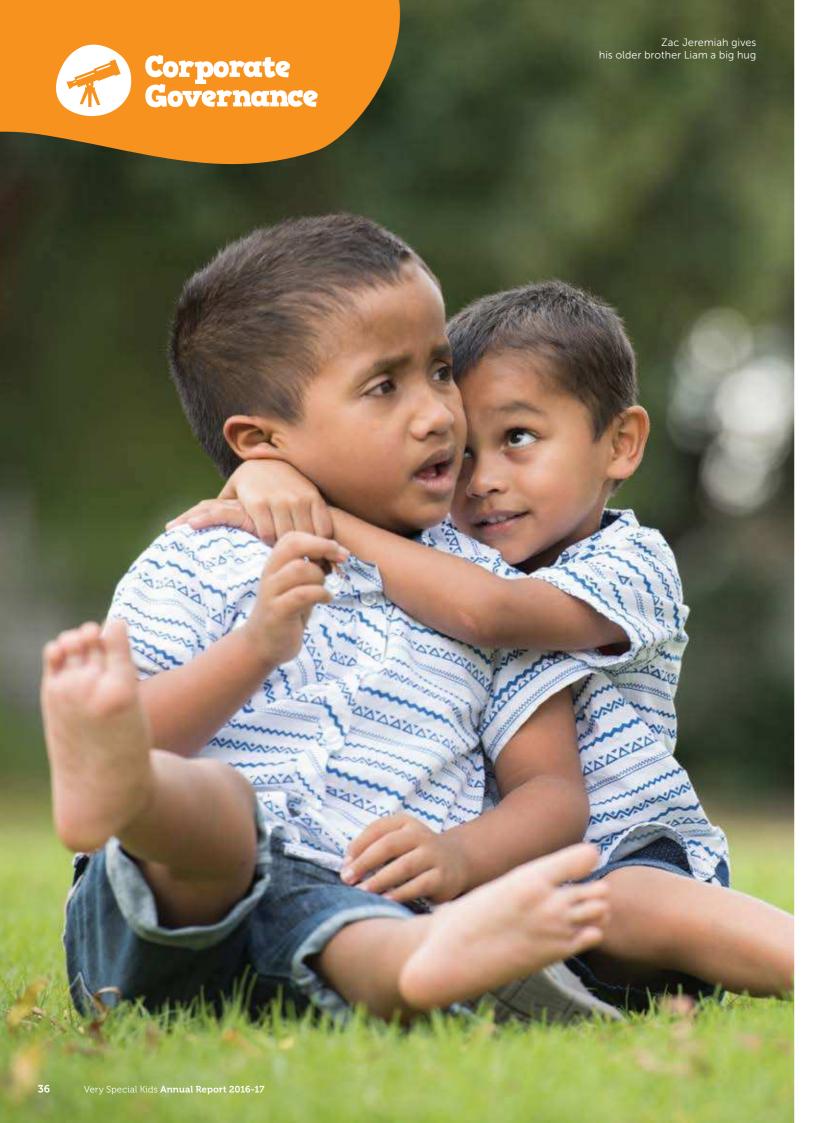








Very Special Kids Annual Report 2016-17



Future directions

The future direction of Very Special Kids is defined by the 2015-18 Strategic Plan. Over the last 12 months we have made great progress against each of our five strategic priority areas.

Some of our achievements have included:

STRATEGIC PRIORITIES

- Maintaining accreditation against the National Safety and Quality Health Service Standards
- Securing funding in collaboration with the Royal Flying Doctor Service to assist rural and regional families to access the hospice more easily
- Instigating a feasibility study to identify infrastructure improvements to the hospice
- Ensuring compliance with the new Child Safe Standards
- Securing funding to support the engagement of a part time physiotherapist in the hospice
- Implementing a clinical supervision program for our nursing staff
- Expanding our volunteer training program into areas of regional Victoria
- Implementing a new evaluation system to better understand the needs of our families and assess how well we meet these needs
- Commencing work to better recognise diversity and improve the inclusiveness of our services
- Strengthening the security of family and organisational information, and reducing the risk of cyber attack

As we move into the last year of our current Strategic Plan, we have started thinking towards the future and will begin work on the development of a new plan to lead us into 2019 and beyond.

All families of children with life-threatening conditions are able to access quality services that meet their needs

Very Special Kids supports families throughout their experience of caring for children with life-threatening conditions, from diagnosis through to recovery or bereavement

Very Special Kids will maintain and build its national leadership position in children's hospice and family support services by:

1. Supporting families better 2. Serving more families in need

3. Securing a financially sustainable future

Optimise safety
& service delivery

Ensure sustainability
& define the future

Ensure sustainability
& define the future

Build the
Very Special Kids brand

Strengthen engagement & capability of the team

Enhance evidence-based quality improvement



Very Special Kids Board



Peter Polson, Chair B.Comm, MBL

Peter holds a Bachelor of Commerce degree from the Witwatersrand University in South Africa and a Master of Business Leadership from the University of South Africa, and has completed the Harvard Management Development Program.

He is a highly experienced, nonexecutive director, who spent his executive career in the financial services industry. He emigrated from South Africa to Australia in 1987 to join National Mutual. Peter joined the Colonial group in 1994 prior to its acquisition by the Commonwealth Bank (CBA). He retired from his role of Group Executive, Investment and Insurance Services at the CBA in 2002. Since 2003 he has been a non-executive director and is currently chairman of Challenger Financial Services Limited, Challenger Life Limited, IDP **Education Pty Limited and Avant** Insurance Limited.

Peter joined the Board and was appointed Chairman in May 2012.



Joanna Birdseye
B.Social Work, GAICD

Joanna is a Senior Manager in the Victorian Department of Health and Human Services. She has a broad range of experience over 25 years across the human services and health portfolios and has undertaken a range of project management and policy roles within government, in the areas of Health, Mental Health, Disability, Housing and Child Protection.

Joanna contributes direct experience and understanding of the service system and working within the public sector with a range of stakeholders.

Joanna joined the Board in 2007.



Dr Doug Bryan MBBS, FRACP, FAFRM

Doug is a Consultant Physician in Paediatric and Rehabilitation Medicine, Senior Paediatrician Royal Children's Hospital Complex Care Hub and Executive Sponsor Specialist Programs. He has an extensive background as a paediatrician, with a particular focus on acute health and the interface between acute and community health.

He was a founder of RCH@ Home and the RCH Complex Care Service and incorporated the children with complex care into a multidisciplinary program. In 2001 he was a founder of the Victorian Paediatric Palliative Care Program. Doug was also a founder of the Royal Children's Hospital Education Institute.

Doug joined the Board in 2008.



Hisham El-Ansary
B.Ec, MBA, FCPA, FAICD

Hisham is Bupa Australia & New Zealand's Chief Financial Officer (CFO) and is also responsible for leading strategy and business development. He joined Bupa as CFO in 2008 where he played a key role in the integration of MBF and the acquisition and establishment of a number of new subsidiary health companies. Following a period as Bupa's strategy and development director, he then went on to serve for four years as Managing Director of Bupa Health Services, overseeing the company's dental, optical, health coaching and medical assessment services across 240 locations.

Prior to joining Bupa, Hisham was CFO of department store, Myer. Over the past 30 years, he has held senior executive roles in a variety of industries including retail, energy, aviation and construction.

Hisham joined the Board in 2012.



Professor
Sharon Goldfield
MBBS, FAFPHM, FRACP, PhD

Sharon is a community paediatrician and public health physician. She is Deputy Director of the Royal Children's Hospital's Centre for Community Health and co-leads the child health policy, equity and translational research group at the Murdoch Children's Research Institute.

She has 10 years' experience in the Victorian Government Departments of Education and Health. Sharon is a passionate advocate for children and is a member of several national and state committees that focus on children's issues.

Sharon joined the Board in 2004 and is the Chair of the Clinical Risk and Governance Board subcommittee.



Rhys Jewell LLB, B Com

Rhys is a Partner in the Taxation Group at national law firm Corrs Chambers Westgarth. He specialises in tax issues associated with large and complex transactions with a particular emphasis on mergers and acquisitions, corporate restructures, infrastructure projects (public private partnerships) and capital raisings.

Rhys actively works with probono and other clients in the charitable and not-for-profit sectors and advises on, and has implemented, the establishment and restructure of entities operating in those sectors including liaising with the Australian Charities and Not-for-profits Commission and the Australian Taxation Office in relation to obtaining and maintaining their relevant registrations and endorsements.

Rhys joined the Board in 2015.



Very Special Kids Board



Heidi Roberts LLB (Hons), M Bus (Human Resource Management and Industrial Relations)

Heidi is a Partner in the Workplace Relations Group of Corrs Chambers Westgarth. An expert in employment and industrial law, she has extensive experience in the provision of industrial relations and general human resources advice for clients in both the public and private sectors.

She has been seconded to work directly with a number of clients as a human resources or industrial relations manager. For a number of years, Heidi was responsible for coordinating Corrs' national pro-bono practice and is now the partner for Diversity and Inclusion.

Heidi joined the Board in 2011.



Wendy Thorpe

BA (French), B Bus (Accounting), Grad Dip Applied Finance and Investment, Advanced Management Program 172 (Harvard), FFin, GAICD

Wendy is an experienced Company Director and Senior Executive who retired as Group Executive, Operations for AMP in December 2016 and also held other senior executive roles in Operations and IT with AXA and ANZ including COO and CIO of AXA.

Wendy is a current Director of AMP Bank Ltd, Chair of On-Line Education Services and a member of Chief Executive Women. She also previously served as a member of the Swinburne University Council for 9 years.

Wendy joined the Board in 2011 and is the Chair of the Finance, Risk and Audit Board subcommittee.



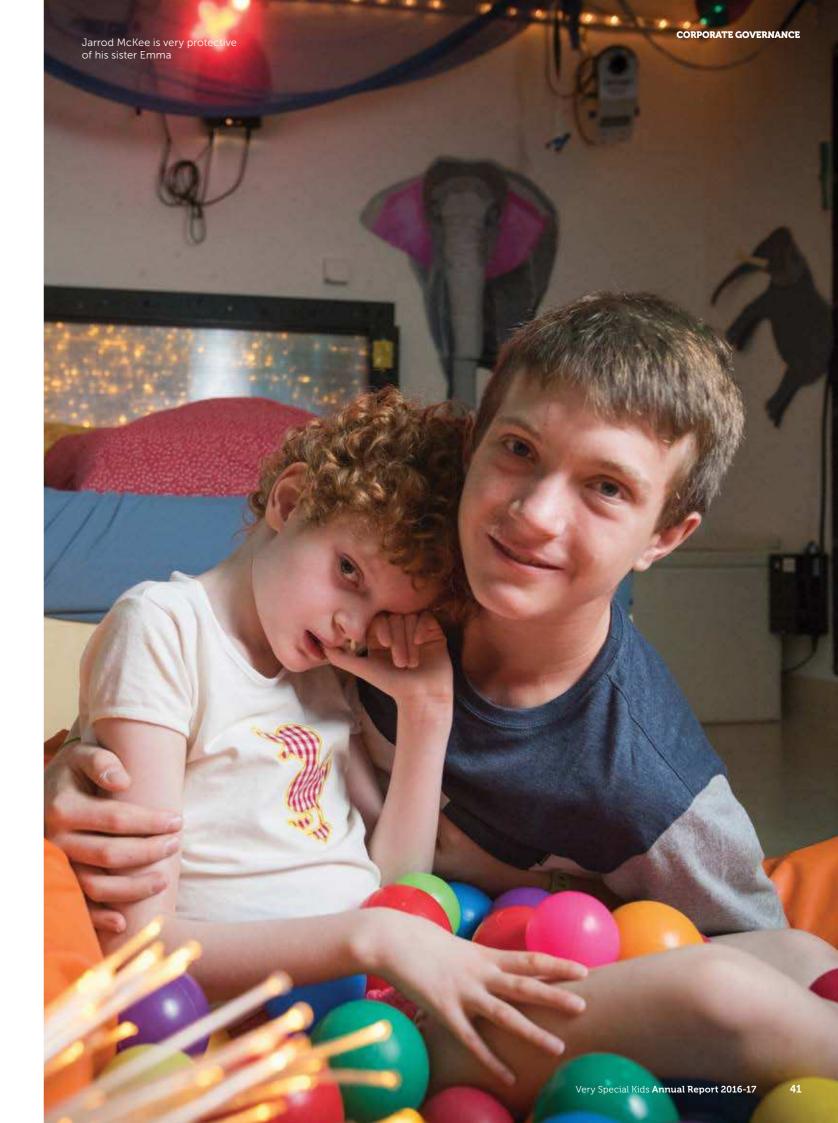
Michael Wasley
Chief Executive Officer
BSc PGDipRehab MBA, GAICD

Michael has more than two decades experience in the not-for profit sector. He has significant business leadership experience, after spending the past 14 years as a senior executive.

Michael spent 20 years with Karingal Inc, a large provider of disability services in Victoria. As Executive Director of Karingal's Employment & Training Services division, MatchWorks, Michael oversaw numerous procurement and growth phases that resulted in MatchWorks becoming one of the top five largest employment providers in Australia.

He has held many voluntary positions in the past twenty years, and is currently President of the council at Carranballac College.

Michael commenced as Chief Executive Officer in May 2016.





Working at Very Special Kids

budget to targeted individual development for each

a safe, positive, engaging workplace for employees

range of initiatives that respond to their needs.

Staff describe the culture as being caring,

employee. Our health and wellbeing program provides

and we survey our people annually to help us identify a

compassionate, committed, team-orientated, flexible,

Very Special Kids employs 99 staff over nine locations throughout Victoria, with each and every employee helping to make a valuable difference to the families we support.

We are a multidisciplinary workforce with five teams – Family Support Services, Hospice, Fundraising, Corporate and Marketing and Communications. We have a continual focus on building a purpose-focused and values-driven culture that delivers excellence in services for families.

Very Special Kids invests in our people with continuous learning and we allocate 1.5% of our annual salary

collaborative, inclusive and passionate.

Employee recognition through annual peer-nominated awards



Learning opportunities targeting development needs of each individual



Flexible work practices to enable employees to achieve their full potential in the workplace in addition to balancing work and personal responsibilities



Wellbeing program to encourage mental and physical health

of staff are proud to work at Very Special Kids

of staff get a sense of accomplishment from their work

of staff feel on balance Very Special Kids is a 'truly great place to work'





Who we are

Who we are

Board

Peter Polson (Chair) Joanna Birdseye Dr Doug Bryan Hisham El-Ansary Dr Sharon Goldfield Rhys Jewell Heidi Roberts Wendy Thorpe

Patron

Sister Margaret Noone, AM IBVM

Executive Management Committee

Michael Wasley - Chief Executive Officer Kara Briggs - General Manager, Planning and Improvement

Rebecca Cowan - General Manager, Fundraising and

Communications Rachel Ficinus - Family Support

Team Manager Katrina Hall - Human Resources

and OHS Manager

Richard Hanson - Business Manager

Sue Kearney - Hospice Manager

Finance, Risk and Audit Committee

Wendy Thorpe (Chair) Hisham El-Ansary Richard Hanson Rhys Jewell Heidi Roberts Michael Wasley

Clinical Risk and Governance Committee

Dr Sharon Goldfeld (Chair) Dr Simon Cohen Kara Briggs Janet Cowling Sharon Cutrale Rachel Ficinus Sue Kearney

Family Advisory Committee

Joanna Birdseye Kara Briggs Shelley Brown Rachel Ficinus Alex Gaythorpe Sue Kearney Kelly Lloyd Daniel Parnell Carley Preston Donna Sweetnam Martina Turner Michael Wasley

Foundation Committee Gavin Slater (Chair)

Therese Wilems

Neville Azzopardi David Chin Phil Endersbee Glenn Garmody Renee Garner David Gibbs Alan Guest Adisa Hubanic Matthew Koce Andrew Macmillan Narelle Malone Paul McCann Andrew Perry Jacqui Pirone Sharon Stynes David Szeleczky

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Justin Whitford

Rod Bennett Prof Glenn Bowes Jane Fenton, AM Paula Fox David C Jones, AO, OBE, KSJ Connie Kimberley Roger Nicholson, OAM Sister Margaret Noone, AM IBVM Andrew Penn

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Maureen O'Keefe-Anders

Dr John Rogers Wendy Swift Jim Wilson

Members

Rod Bennett Joanna Birdseye Prof Glenn Bowes Dr Doug Bryan Libby Clarke Hisham El-Ansary Jane Fenton, AM Paula Fox Dr Susie Gibb Dr Sharon Goldfield Sue Harlow Sister Margaret Hine Peter Jackson Rhys Jewell David C Jones, AO, OBE, KSJ Terence Keefe Connie Kimberley

John Paul Whitbread

Dawn McKenzie Roger Nicholson, OAM Sister Margaret Noone, AM IBVM Andrew Penn Peter Polson Heidi Roberts Wendy Thorpe Julie Trigg

Shirley Lloyd

Employee service recognition milestones

15 years

Rebecca Coleman

5 years

Jessica Birnbaum Amanda Farrelly Mei Goh Lauren Kemp Lillian Purdam Jacinta Sonego

Jane Baker -

Very Special Employee Awards 2016-17

Makes it Happen Award Carole Burton -Positive Energy Award Svetlana Bykovec -Award for Excellence Kevin Carlin -Quiet Achiever Award Janet Cowling -Keen Collaborator/Mentor Award Angela Flood -Award for Excellence Catherine Haldane -Most Inspirational Award

Adisa Hubanic -Positive Energy Award Kristi Ingrilli -Award for Excellence Kavitha Krishnan -Bright Spark Award Isabel Munoz -Rising Star Award Gillian Newham -Quiet Achiever Award Sharon Stynes - Keen Collaborator/Mentor Award

Volunteer service recognition 25+ years

Jill Lowe

Steven Rosewarne

20+ years

Libby Clarke Norm Gibbs Shirley Graham

15+ years

Fay Campbell Julie Cascone **Brad Crewe** Jane Dickenson Andrea Johnson Jennifer Keat Sandra Lewis Brian Milnes Mary Nicholls

Joanna Birdseye

10+ years

Sue Clifford Judy Curnow Katy De Valle Bruce Emmerson Roslyn Ferres Barbara Knell Jessica Marshman Linda Miller Caroline Savage Jan Silk Ray Sneddon Kay Sutherland Kate Wright

Inaugural Community Service Award - ART4KIDS Sally Coles

Isobel Edgoose Efstra Dalaveris Gayle Goldsmith Regina Hona Anne Hope Jill Lowe Bev Jennings Cheryl McNamara Lynn O'Sullivan Jan Pannam June Woods Kate Wright

Fay Campbell

* Information current at date of publishing on 25 October 2017



Caring for children and families across Victoria

Main Office and Very Special Kids Hospice

Malvern Vic 3144 **Phone:** 03 9804 6222

Free call: 1800 888 875

Brunswick

Phone: 03 9388 0759

Peninsula

Hastings Vic 3915 **Phone:** 0417 151 096

Barwon

86 South Coast Highway **Phone:** 03 5261 5544 | 0400 007 693

South Western

Phone: 0428 393 162

Grampians

34 Victoria Street **Phone:** 0457 727 505

Loddon Mallee

52 Derwent Drive Long Gully Vic 3550 Phone: 0428 240 031

Hume

23 Alexandra Street

Phone: 03 58225 3760 | 0408 583 378

Gippsland

34 Kay Street **Phone:** 03 5174 9279



Very Special Kids

321 Glenferrie Road Malvern Vic 3144 Phone: 03 9804 6222 Fax: 03 9822 1252 Free call: 1800 888 875

Web: vsk.org.au Email: mail@vsk.org.au ABN: 86 109 832 091