



Annual Report 2016/17



**Sudden Infant Death Syndrome Association of
South Australia Inc**

Registered Office

SIDS and Kids South Australia

415 Magill Rd

ST MORRIS SA 5068

adelaide@sidsandkids.org

P: 8332 1066

ABN: 98 016 505 688

Mission

The primary objective of SIDS and Kids SA is to support families who experience the sudden and unexpected death of their baby or child during pregnancy, birth, infancy and childhood, through the provision of bereavement support, education, advocacy and the promotion of research.

We deliver on our mission through providing a 24 hour, 365 days a year crisis outreach service as well as ongoing bereavement support for families following the sudden and unexpected death of an infant or young child from conception to 6 years. We also provide safe sleeping education to the South Australian Community in an effort to prevent death from unsafe sleeping environments.



What we do

The Sudden Infant Death Syndrome Association of South Australia Inc, trading as SIDS and Kids SA, was formed by a group of parents in October 1977. The main aim was to raise funds for research and to support bereaved families whose infants had died from Cot Death now known as Sudden Infant Death Syndrome.

Research led to evidence based education programs which significantly reduced the risk of SIDS and allowed our organisation to broaden its charter to provide support for families who experience the sudden and unexpected death of a child during pregnancy, infancy and childhood, up to six years of age.

Our education programs now encompass sleeping baby safely from birth up to one year of age.

Contents

Our Organisation	3
Presidents Report	4
CEO's Report	5
Education Report	6
Counselling and Bereavement Support Report	7
Fundraising and Events Report	8

Our Organisation

Patron

His Excellency Hieu Van Le AO, Governor of South Australia

Our Board

Helen Shaw, President

Samantha Mead, Treasurer

Maxine Weber, Secretary

Mark Sheehy, Public Officer

Angela Falkenberg

Steve Formosa (resigned July 2016)

James Frearson-Lea (joined November 2016)

Neil O'Reilly (joined November 2016)

Our Operation

The Directors are responsible for the performance of the organisation in both the short and longer term and seek to balance these sometimes competing objectives in the best interest of the organisation as a whole. Their focus is to ensure the organisation is properly managed and that it remains committed to supporting families who experience the death of their baby or child through the provision of bereavement support, education, advocacy and the promotion of research. The Board draws on relevant corporate governance best practice principles to assist it to contribute to the charitable performance of the organisation. Day to day management of the organisation's affairs and implementation of corporate strategy and policy initiatives are delegated by the Board to the Chief Executive Officer.

Our Staff

Ruth Bryan, Chief Executive Officer

Kate Chapley, Fundraising and Events Manager

Dorothy Crosby, Counsellor

Kerrilee Walsingham, Counsellor

Liza Jankowski, Education Manager

Katrina Brown, Administration Officer

Lisa Rugari, Finance Officer (Contractor)

Our Life Members

Dr Susan Beal

Dean Edgecombe

Judy Hoffmann

Neidra Hill

Margaret Higgins

Maxine Weber

Trevor Brodie

Gerry Blackshaw

Our Ambassador

Ellie Brown



Financials

In accordance with our constitution, our financials are audited annually. Our auditors are Bentleys SA Pty Ltd, Level 2, 139 Frome Street, ADELAIDE SA 5000



From the President

It is my pleasure to present the annual report for SIDS and Kids SA.

Each financial year has its challenges to ensure we meet the needs of the SA community and to continue to provide the highly valued education and bereavement services without Government funding. Again, this year we have seen increased referral for bereavement services and education services.

I would like to thank Maxine Weber, our President until the AGM held in 2016, the Board of Directors and Ruth Bryan our CEO for her dedication and continued enthusiasm.

Ruth has implemented many new systems to streamline services, launching our new website and ensure activities are cost effective. Ruth has continued to support our talented team and increased the number of volunteers and recruited a new Fundraising and Events Manager.

The Board would like to thank Steve Formosa for his contribution to the SIDS & Kids SA Board and wish him well in his future endeavors.

We are delighted to have James Frearson-Lea and Neil O'Reilly join the Board this year. They bring many skills to our Board and are both providing invaluable contributions to our Board.

Red Nose day was again a great event this year generating much needed awareness and funds to support our activities. We trialed running our shopping centre fundraisers over two long weekends instead of just one, and whilst our volunteers were stretched our fundraising efforts were boosted. Thank you to everyone who participated.

The Board, CEO and the team have commenced the planning process for our future success. The Strategic Plan is now in draft and we plan to work on our Business Plan to implement this over the next year.

I would like to thank everyone for their superb efforts.

Helen Shaw

President

From the CEO

2017 marks the 40th anniversary of SIDS and Kids SA operations and as I reflect upon our humble beginnings with a group of dedicated bereaved parents seeking to find answers as to why their precious baby died suddenly and unexpectedly, and provide support to each other, it is remarkable to see the impact we have had on the families of South Australia over this period.

This year we received a bequest from Miss Patricia Dawn Lambden, which is the first time that anyone can recall such a generous gesture being made to SIDS and Kids SA. We had no known links or affiliation with Miss Lambden, but gratefully received part proceeds of her estate.

We farewelled Jaylee Cooper from the organisation and wished her well in her new challenge with Novita. Kate Chapley joined as Fundraising and Events Manager and has brought fresh vision and new ideas in our fundraising ventures.

In last year's report I committed to seek out grant opportunities to support the great work we do and I'm very pleased to report that we were successful in receiving almost \$70,000 in grants for projects, including a brand new Toyota Corolla for our Counsellors to use from the SA Government.

I continue to be inspired by the enthusiasm and dedication of our staff who support the families of South Australia with first class Safe Sleeping education, and compassionate, professional bereavement support services. We rely heavily on the dedication and enthusiasm of our fundraising and events team, and the continuing support of our ever-willing volunteers to assist with our events. Thank you. For each dollar raised or donated we are grateful, and will never take for granted the generous support you provide to us.

Simon Sinek once quoted "The ability of a group of people to do remarkable things hinges on how well those people pull together as a team'. Without a doubt, the team of staff and volunteers of SIDS and Kids SA achieves truly remarkable things.

We are planning great things for the coming year and look forward to sharing them with you.

Ruth Bryan

CEO



Education

The 2016/2017 year has seen continuing relationships with stakeholders such as maternity hospitals, Department of Education and Child Development and Child and Family Health but 2016/2017 has seen a significant increase in the number of childcare presentations conducted. This is likely to continue through to 2017/2018. Relationships built with the key stakeholders in this area (Australian Childcare Alliance SA, Community Children's Centres SA and Stepping Stone SA) has resulted in a big uptake of our safe infant sleeping information sessions for childcare professionals.

In terms of community events and expos, I attended the Parents, Babies and Children's expo and the Shine for Indie community event. Both were very successful in terms of the numbers of people visiting our stand and the expo saw great attendances at our daily safe sleeping presentations.



Fast Facts for 2016/17

Total number of presentations = 62 (46 in 2015/2016)

Total number of attendees = 825 (847 in 2015/2016)

Total number of enquiries = 319 (345 in 2015/2016)

Total number of leaflets supplied = 39 594 (53 075 in 2015/2016)

Total number of Expos attended = 1 expo 3 days in total (2 expo 6 days in total 2015/2016)

Total number of Community Events = 1

Feedback

"Liza came across as passionate about what she was presenting. Her obvious knowledge was a great asset in keeping the team engaged" **Karen, Childcare Educator**

"Thank you so much for the session you ran yesterday. It has stimulated much conversation"
Sherree, Midwife

"I thought it was a fantastic presentation. Very valuable information and definitely gives us an opportunity to revisit some of our policies and practices"
Sharon, Childcare Educator

"The session was excellent and my husband and I thought the delivery was excellent. We both liked the way the facts were presented and it was left open for us to now make our informed decisions. We will highly recommend to others"
Expectant Parents

"An educator rang me to say how much she got out of the course and how confident she feels and she has already made changes and is now thinking with a fresh mind. Training was clear, concise and very easy to understand"
Rachel, Family Day Care Coordinator



Counselling and Bereavement Support

A total of 19 groups were held this year for Mothers, Fathers, and Twins families including groups for mothers bereaved by stillbirth. This also included a bereaved Mothers morning tea in May, a Father's Day evening in September and candle making workshop prior to Infant loss awareness day in October.

This year the annual family picnic for bereaved families was attended by 25 people in November.

We also supported the placement of a student studying a Masters in Counselling at the University of Adelaide.

Four presentations were given during the year. One to a child care centre following the death of a child that attended the centre and another to Midwives at University of SA. The third lecture provided was to 2nd year counselling students at Tabor College on grief and loss, and the fourth presentation was professional development for Neonatal Nurses at the Women's & Children's Hospital.

The brochure "The First 48 Hours" has been developed further with other agencies in South Australia to provide immediate information to families after the loss of a child in hospital.

Annual report statistics April 2016 - March 2017

Total number of referrals received: 98
Anniversary cards sent to families: 183
Father's Day cards: 175
Mother's Day cards: 183
Memorial service held in June 2016: 100 attended



Fundraising and Events

An ever-increasing demand for our Safe Sleep education programs and bereavement counselling service means that SIDS and Kids SA must continue to identify new opportunities for fundraising, to maintain and grow existing fundraising activities and to develop new channels for raising awareness of SIDS and Kids SA and its services.



SIDS and Kids SA Events 2016/17



The Australia and New Zealand Institute for Insurance and Finance chose SIDS and Kids SA as the official charity partner for their Charity Lunch in May 2016. The biggest social and networking event for the insurance industry in South Australia, the generosity of the 300+ attendees raised \$8,557.51 to help us fund our services. Thank you to Lisa McAskill and Lucy Cornes for presenting and to our team of volunteers for running raffles and auctions.

Thank you also to bereaved parent Kirsty Owens for nominating SIDS and Kids SA as the charity partner. The opportunity to piggyback off existing events is priceless, creating awareness of what we do to a new audience and expanding the scope of our fundraising. SIDS and Kids SA has limited resources to run events – being given the opportunity to fundraise at an event run by another organisation is of incredible value to us.



Movie Night

Over 300 people attended to watch “Ab Fab” and just over \$7,500 was raised, primarily through raffles and bar.



2016 Red Nose Day

Red Nose Day remains our major fundraising and awareness raising event of the year.

The 2016 Red Nose Day raised \$51,232.64 gross.

- 22 Shopping Centres raised over \$25,000 (over 2 weeks).
- Four highest fundraising schools raised over \$4,500 between them.
- POS Box orders were about a third of the 2016's orders and raised around \$10,000.

Media:

- \$7,500 CSA and interview on FiveAA
- Advertiser article – Darren and Tilly Green were interviewed about the loss of Marlow May
- Fresh FM interview
- Regional Papers: The Plains Producer, The Weekender Herald and The Bunyip.



2016 Tax Appeal

Tax Appeal information was sent to over 2,000 people. \$3,400 was raised.

2016 City to Bay



The 2016 City to Bay was once again a very successful fundraiser for SIDS and Kids SA, with just over 300 participants raising \$31,824.01.

Thank you to all participants and to breakfast sponsors Foodland Frewville, Nippys, Moo Premium Products, Rapid Relief Team, B.d Farm Paris Creek and Tip Top.

A special mention, and thank you, to Shaun Plummer (Hicrete Roofing) whose team raised \$3,500 and to Team Indie Rose who finished in the TOP 10 Charity Fundraisers for the whole Event, raising close to \$12,000. Such an incredible effort, thank you.

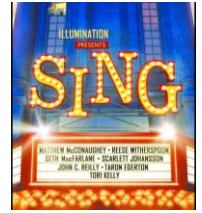
2016 Christmas Appeal

The 2016 Christmas Appeal raised \$4,856.29.

Thank you to all donors and to the Green family who allowed us to use their story about the loss of their daughter, Marlowe May, full-term stillbirth, 18 months ago.

Family Movie Day

214 people watched “Sing” at the inaugural Family Movie Day in January 2017. \$2,616.14 was raised and at least 25 new families were introduced to SIDS and Kids SA.



Thank you to Kat Brown for managing most of this fundraiser in the absence of a Fundraising and Events Manager.

Quiz Night

After two sell out years, the Quiz Night was moved to the Thebarton Community Centre to accommodate additional guests.

Thank you to major sponsor **Doctors on South** and to the nine round sponsors.

Thank you also to various companies and individuals who made donations, with a special thanks to Ghost **Wines**.

310 people attended and \$17,667.68 was raised.



Entertainment Books

SIDS and Kids SA again sold Entertainment Books to raise funds. Our supporters got behind this fundraiser wholeheartedly, with \$1965.45 being raised.

Community Fundraising

It is only with the support of our communities that SIDS and Kids SA can continue to run our Safe Sleep Education programs and free bereavement counselling service. Usually bereaved parents or their friends and family hold fundraisers to honour the memory of their child. As SIDS and Kids SA has a very small staff, any amount raised by a Community Fundraiser is appreciated – from the local childcare centre who raises \$100 to the social club that raises amounts in the thousands of dollars.

Fundraising will always be paramount to the service provision we are able to provide for the SA Community. We are committed to maintaining our existing relationships and further developing our relationships with the community.

- Fritz's 40th – a donation to SIDS and Kids SA in lieu of gifts raised \$2,442.
- 7 year old Tayla raised \$762 by cutting her hair.
- The Australasian Corrosion Association donated \$1,440 from their Social Club activities
- A bereaved family fundraised in memory of their son, Kyle Cassius Farrimond, and raised a total of \$1,200 through EveryDay Hero Donations, Red Nose Collections and Ten Pin Bowling Club Donations.
- A Quiz Night and school fundraiser was held by a bereaved parent, Jennifer Kennison in honour of her son Enzo. She raised an incredible \$2,135.
- The Cruiser Club again made a fantastic fundraising effort and handed over a cheque for \$1,150 at their AGM.

Corporate Support

SIDS and Kids SA is grateful for the partnerships with organisations who provided in kind support.

Our new website launched in March thanks to the incredible support of Poloko Marketing and Mobius. Tim and Adam spent hours finetuning the website to make it user friendly and a tool that SIDS and Kids SA can use to communicate with our stakeholders. We would also like to thank bereaved mum Rainbow of Rainbow Creative for her incredible graphic design work for the website and leading into the 2017 Red Nose Day.

Marbig and Verbatim donated product for our Childcare Safe Sleep folders, which are now available for Childcare Centres to purchase at the very reasonable price of \$50.



Other News

Ambassador

Ellie Brown, Face of Fashion on the Field at Adelaide Cup 2017, interior designer, Social Media Superstar and partner of Crows Captain Taylor "Tex" Walker accepted the position of SIDS and Kids SA Ambassador in February.

Reported in Advertiser.



Looking back on the 2016/2017 financial year, we are humbled by the support that we have received from our wide supporter base. Our fundraising allows us to continue to run our Safe Sleep education programs and free Bereavement Counselling services. But the sheer volume of people involved in community and corporate fundraising for SIDS and Kids SA and volunteering in our office and for our events is an acknowledgement by the community of the value of these services.

"Thank you" is completely inadequate, but from the bottom of our hearts, Thank You.

