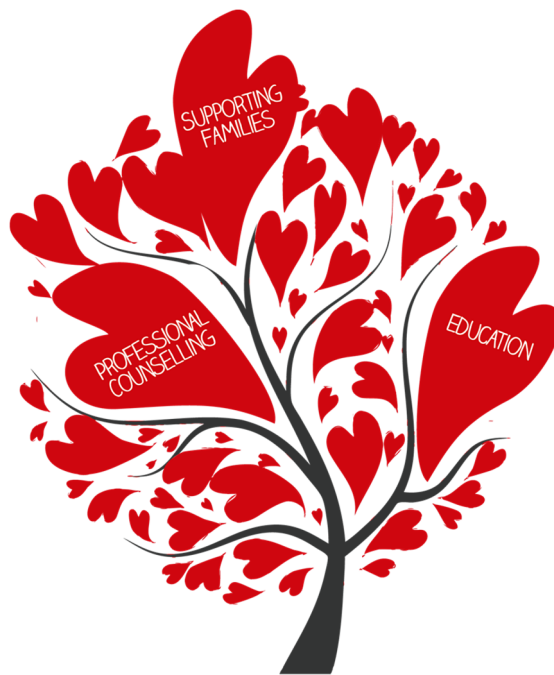




Annual Report 2017/18



Sudden Infant Death Syndrome Association of South Australia Inc

Registered Office

SIDS and Kids South Australia
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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 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, from any cause, not only SIDS.

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

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Our Organisation

Patron

His Excellency Hieu Van Le AO, Governor of South Australia

Our Board

Samantha Mead – Treasurer (1/4/2017 - 12/10/2017); President (13/10/2017 – 31/3/2018)

Helen Shaw - President (1/4/2017 – 12/10/2017); Treasurer (13/10/2017 – 31/3/2018)

Maxine Weber, Secretary

Mark Sheehy, Public Officer

Angela Falkenberg

James Frearson-Lea

Neil O'Reilly

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. 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

Alicen McNaughton, CEO (from 18/12/17)

Ruth Bryan, CEO (to 18/12/17)

Liza Jankowski, Education Manager

Kate Chapley, Fundraising and Events Manager

Dorothy Crosby, Counsellor

Kerrilee Walsingham, Counsellor (to 19/12/17)

Jaylene Fuge-Cuk, Counsellor (from 21/2/18)

Katrina Brown, Administration Officer

Lisa Rugari, Finance Officer

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.

SIDS and Kids SA's annual reporting period is 1 April 2017 to 31 March 2018.

Our auditors are Bentleys SA Pty Ltd, Level 2, 139 Frome Street, ADELAIDE SA 5000

President's Report

As I reflect on what has occurred at SIDS and Kids SA in the 2017-18 year, I am amazed about the work the organisation has managed to achieve. The year saw the SIDS and Kids SA inaugural Red Donut Day. This marked a shift in the way funds were raised for the organisation and it has been a huge success. Red Donut day would not have been possible without the very generous support of Villi's combined with the hard work of the SIDS and Kids SA staff.

The success of Red Donut Day, City to Bay and each of the other important fundraisers supported our education and bereavement services. In education we continue to work tirelessly to promote our Safe Sleeping message. Our organisation's aim from its humble beginnings in 1977, has been to eliminate SIDS and we know that the only way to do that is through education.

Unfortunately, the SIDS and Kids SA education and bereavement services remain free of any ongoing government funding, something we will continue to address.

While over the last 40 years we have seen the reduction in the percentage of child deaths attributed to SIDS we unfortunately still see so many children pass away suddenly and unexpectedly. The impact of this on families is too difficult to express in words, suffice to say that our counselling services have been lifesaving.

The future challenge for the organisation is to ensure that the funds we receive, cover the continuing increase in the need for our services. Rest assured that the Board understands these challenges and will work with our staff to ensure the services of SIDS and Kids SA are available into the future.

In 2017 we farewelled Ruth Bryan and welcomed our new Chief Executive Officer, Alicen McNaughton. Alicen's experience is extensive, and she has the strength of character, compassion and organisational abilities to make the CEO role her own. In the

short time she has been with the organisation she has made a considerable impact and we look forward to working with her over the coming years.

Success in any organisation is not possible without the ongoing commitment of dedicated staff and I thank every one of them for their ongoing commitment and support of our organisation. I would also like to thank all our volunteers including our Board Members, who give their time and expertise freely. We are lucky to have a Board with a diversity of skills, to Helen Shaw – Treasurer, Maxine Weber- Secretary, and Board Members Angela Falkenberg, Mark Sheehy, Neil O'Reilly and James Frearson-Lea, thank you for your ongoing commitment and support.

Samantha Mead

President

CEO's Report

It was with great pleasure that I commenced as CEO in December 2017 with a brief handover from outgoing CEO Ruth Bryan.

It was great to meet Ruth and see first-hand how highly the staff at SIDS and Kids SA had enjoyed her leadership. I look forward to continuing to build and strengthen the organization and thank the staff and Board for the warm welcome they have extended to me.

During 2017/2018, SIDS and Kids SA has continued to rely heavily on the dedication and enthusiasm of our staff, the continuing support of our ever-willing volunteers, and the generous South Australian community who continue to support SIDS and Kids SA, to raise the funds to enable us to deliver our Safe Sleeping education, and free professional bereavement support services.

This reporting period, we were successful in receiving a generous donation of \$31,971 from the Bank SA Foundation which we have used to fund the appointment of a second counsellor for 2-days per week to February

2019. Unfortunately, Kerrilee (our previous casual Counsellor) was not able to remain with the organisation and so we have recruited and welcomed Jaylene into this role, to join Dorothy as SIDS and Kids SA Counsellors.

During the year, we were also successful in receiving a few smaller grants that enabled us to deliver safe sleep education for older carers, hold a Not the Christmas Picnic for the

SIDS and Kids SA community, and establish a Grief and Loss Library at our St Morris office.

Having now established myself in the role of CEO, I look forward to working to further raise the profile of SIDS and Kids SA and ensure that we can continue to provide our valuable services to the South Australian community.

Alicen McNaughton
CEO

Education

The 2017/2018 year has seen continuing working relationships with maternity hospitals, Department of Education and Child Development, Family Day Carers, Child and Family Health and childcare centres and the introduction of some new initiatives and the consolidation of others.

In 2016/2017 we applied to the College of Midwives to have a specifically designed safe sleeping information session for midwives accredited. We received accreditation and 2017/2018 saw a small number of attendees for the sessions. There is definitely room for growth in terms of attendee numbers, but this will depend on our ability to effectively promote and advertise the sessions.

In June 2017, following the positive feedback we received after distributing our grant funded safe infant sleeping resource folders, we produced another 50 folders.

In December 2017 our new CEO, with a focus on business development, was appointed. This has seen a more targeted approach to promoting our safe infant sleeping information sessions. SIDS and Kids SA have initiated discussions with Families SA and DECD Family Day Carers to have a more structured education program implemented with a fee for service model.

Growth of our education arm of the business will require investment of money in terms of extra staff hours and promotion of these services and this has been factored into our budget for 2018/19.

In terms of community events and expos, our staff attended the 2017 Parents, Babies and Children's Expo, which was very successful in terms of the numbers of people visiting our stand. We also experienced great attendances at our daily Safe Sleeping presentations.



Counselling and Bereavement Support

A total of ten groups were held this year for mothers, fathers, and stillbirth families. This included a bereaved mothers' morning tea in May and a candle decorating group prior to Infant Loss Awareness Day in October 2017.

Our Annual Family Picnic for bereaved families was held in November 2017. Thirty-seven people attended this event. A grant was obtained to support funding this event.

We have had two counselling students on placement. Sonia was with us full-time from October 2017 to December 2017, studying Bachelor of Counselling at Tabor College, and Hanelie at the Australian College of Applied Psychology, started with us in January 2018 and continues with us part-time until August 2018.

The following presentations were given during the year:

- Professional development for Nurses at the Women's & Children's Hospital (WCH),
- A lecture to 2nd Year counselling students at Tabor College on grief, loss & trauma, and
- A presentation to staff at Lyall Mc Ewin Hospital.

The launch of a booklet "The first 48 hours" took place in March 2018 at the Women's and Children's Hospital. This booklet provides immediate information to families after the loss of a child in hospital and was compiled as a joint project by the "Therapy Pod" comprising representatives from The Childhood Cancer Association, WCH Paediatric Palliative Care, SIDS and Kids SA and the WCH Art Therapist.

Fundraising and Events

2017/2018 has been a fast-paced and exciting year for SIDS and Kids SA. Driven by increased demand for our services, we have focused on re-energising and diversifying our fundraising activity to raise the funds needed to run our bereavement counselling service and safe sleep education program.

Community Fundraisers

There is no more satisfying fundraiser for us than the one that is initiated by a family who has received support from our counselling service. Even more rewarding is the knowledge that that offer comes as a response to the incredibly high quality of professional counselling that we provide to bereaved families – it is one of the greatest forms of recognition that our counsellors can receive. And perhaps more gratifying again is the great comfort that those families gain from the support offered by friends and family in memory of their child.

Thank you to families and individuals who have supported SIDS and Kids SA.

Volunteers

Many clients and supporters give the precious gift of their time and skills to help SIDS and Kids SA achieve our goals. While it may not be possible to put a dollar figure to their support, it is genuinely priceless.

Rainbow from Rainbow Manion Creative: Thank you again to Rainbow Mannion who created artwork for Red Nose Day. Rainbow's eye-catching designs undoubtedly contributed to raising awareness of the event and added to the fundraising target achieved.

Chris Stone: A special mention should be made of Chris, who turns up religiously every Monday morning to provide whatever support is required by the organisation. She is an absolute gem.

Thank you to all our regular and one-off volunteers – without you we simply couldn't raise the funds that we do for SIDS and Kids SA.

Events and Fundraisers

Red Nose Day – Friday, 30 June 2017

Red Nose Day took on a "hole" new "flavour" this year, with the introduction of delivered Vili's red iced donuts. SIDS and Kids SA took orders of donuts and Vili's Family Bakery produced to order and delivered direct to the customer's door. Red Nose Day stands were held at around 20 shopping centres, selling Red Nose Day stock, and several organisations sold POS boxes of Red nose merchandise or held other fundraising events or activities.



Clipsal Ladies Lunch

Thank you to the Advertiser Foundation, and particularly Angela Condous, for including SIDS and Kids SA as a charity partner for the Adelaide 500 Ladies Luncheon held on Thursday, 1 March 2018. Thank you to FIVEaa, Reef House Resort and Spa, Phil Hoffmann Travel and Elite Picture Framing who donated auction items.



SIDS and Kids SA was, for the second time, selected as the official charity partner for the Australia and New Zealand Institute for Insurance and Finance (ANZIIF) Charity Lunch, held at the Adelaide Convention Centre on 26 May 2017. The biggest social and networking event for the insurance industry in South Australia, the generosity of the 300+ attendees raised \$9726.20 to help us fund our services.

City to Bay

On Sunday, 17 September 2017, 128 runners and walkers participated in the 2017 City to Bay to raise \$18,041.34. Thank you to PUMA, Nippy's, P&A Organic Meats and Henley Beach Foodland who supported this event.



Government House Reception

On 1 November 2017, His Excellency the Honourable Hieu Van Le AC and his wife Mrs Van Le welcomed 90 supporters of SIDS and Kids SA to recognize and celebrate 40 years of service to the South Australian community. Board member Angela Falkenberg was invited to speak and gave a heartfelt speech about the history of the organisation and the contribution we have made to many South Australians.

The recognition of SIDS and Kids SA's contribution to the State was greatly appreciated.



Other Fundraising included:

- Capri Theatre Movie Night - which was generously supported by Ghost Wines, Vili's and Wishart Jewellers.
- Entertainment Books
- The Telethon SA Rivergum Home and Land Lottery
- 2017 Tax Appeal and Christmas Appeal

Grants, Sponsorship & Other Support

Give Back Initiative

In 2017, we applied for Big Picture – Give Back Initiative, \$10,000 worth of marketing/print/design services coordinated by Quisk Design Studio. SIDS and Kids SA was selected from 41 charities that applied. This package could not have come at a better time, with SIDS and Kids SA launching our new major fundraiser “Red Donut Day” in 2018. The resources will be used to create marketing materials and to promote Red Donut Day.

Bank SA Foundation

The Bank SA Foundation granted \$31,971 to support the appointment of a second counsellor for 2-days per week to February 2019.

The Bank SA Foundation also launched a charity promo reel at a Fringe Launch event on 23 February 2018, which was incredibly well received. The Foundation has provided SIDS and Kids SA with a copy of the video which has been shared to Facebook, LinkedIn and embedded on our website.

Other support

Thank you to the following organisations for their contribution, not only financially but in helping us raise awareness of SIDS and Kids SA and our services.

- Golden Grove Lions Club
- St Johns
- Catscratch Design
- Parkside Hotel
- Grill'd Norwood

There are so many people who contribute what they can to help SIDS and Kids SA continue to provide safe sleep education and bereavement counselling. While we cannot list everyone, we appreciate every single contribution, whether it be a \$2 donation, participating in Red Donut Day, volunteering or putting on a morning tea or movie night to raise funds. We are committed to keeping our safe sleep education affordable and our counselling service free, and your support makes this more achievable.