

GRATITUDE REPORT

July 2022 - June 2023



Celebrating
18 years
supporting
families





Life's Little Treasures Foundation is Australia's foremost charity dedicated to providing tailored information, connection and support to families of babies born premature or sick.

Our goal is to ensure optimal outcomes for families who have gone through the life-changing experience of having a sick or premature baby.

The Foundation's services are available in-hospital —Neonatal Intensive Care Units (NICU) and Special Care Nurseries (SCN)— and in the community when families come home.

Our dedicated team are here to ensure families are not alone and always feel supported on this journey. ♦

we provide:



Programs offering practical and emotional support for families.

Connection opportunities for families when in hospital and when they transition home.

A resolve to increase **community awareness** of the unique issues faced by our families.

Easily accessible and relevant **information**.

Practical **support** in the form of brekkie boxes and financial assistance for those in need.

Pathways for parents to address mental health issues that have emerged due to the stressful circumstances of their child's birth.

Education opportunities for families and healthcare providers who support the families of premature/sick babies.



CEO welcome

Felicia Welstead



2022-2023 has been a successful year for Life's Little Treasures Foundation (LLTF). The foundation hit a huge milestone - 18 years of supporting families - and we celebrated in style with our Birthday Gala held in Melbourne, sponsored by long term partner, Britax.

Baby Bunting raised an astonishing \$550,000 for LLTF by running their 8-week campaign online and instore as part of our annual Walk for Prems fundraiser. This income ensured we could continue our services and grow our team by four, filling key positions to expand our national reach.

We also piloted our Breast Pump Program – presented by our partner, Medela – and together we distributed 144 breast pumps so families in need could continue their breast-feeding journey.

Haakaa continued to sponsor LLTF and supported us through donating product for our Precious Prem packs and for different events and campaigns. They once again supported our Twins and Triplets Tribute Day in February which raises awareness of the challenges families with sick or premature multiples face.

Earlybirds, Bonds and Thread the Word continued to provide beautiful items for our Precious Prem Packs and milestone gifts.



Our wonderful volunteers continue to ensure our hospitals and families are supported by packing, sorting and posting items such as our hospital orders and Precious Prem Packs. The volunteers in our Dads' NICU Connections group provided so many beautiful examples of support to our male carers.

I wish to thank our Board of Directors who volunteer their time to introduce new contacts to LLTF, help raise awareness of our families plight and set our strategic direction.

Lastly, I wish to pay tribute to our amazing LLTF team who always go beyond what is required to support our families on their journey. 💎

Felicia Welstead



“The team at LLTF are incredibly passionate, determined and caring which makes such a difference to lives of families with premature and sick babies.”

FELICIA WELSTEAD, CEO

chair report

Seona Emanuelli



“Our success over the past year has been a testament to our unwavering commitment to providing care and support to premature and sick babies and their families. We have continued to expand our visibility, reaching more families despite visiting restrictions in NICU’s across Australia.”

SEONA EMANUELLI, CHAIR

Our financial stability over the last 12 months has allowed us to fund essential initiatives to sustain and grow LLTF’s visibility and reach.

In the current economic climate raising funding has been difficult however we have been busily optimising our key stakeholders for further funding, exploring grant funding, securing new partnerships and building political relationships.

The infographic on the next page demonstrates how we have been able to help families in the 2022-2023 financial year. I am sure you will agree these figures are truly remarkable. You will see our

distribution of Family Assistance packages and the Brekkie Bar program continue to grow as does the gifting of Precious Prem Packs and milestone gifts. Resources for families continue to be supplied to 149 hospitals across the nation.

I want to express my heartfelt gratitude to our dedicated team, volunteers, donors, and the families we serve. I would also like to acknowledge our Board Directors who have contributed immensely but have decided to leave the position over the last 12 months: Rusty Benson, Daniel Witherington, Simon Fraser and

Chriss Mannix. Thank you for your commitment over the years to LLTF. I also welcome new Board Directors – Sarah Serle, Matthew Levy and Vanessa Border.

In closing, I want to reaffirm our commitment to our mission and the vision of a world where premature and sick babies receive the care and support they deserve. With your continued support, I am confident that we can achieve even greater success in the coming year. Thank you for your trust, dedication, and unwavering support of Life’s Little Treasures Foundation. 💎

2022-2023 EOFY RESULTS



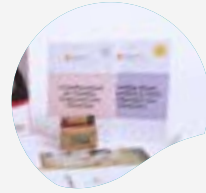
148

hospitals supported



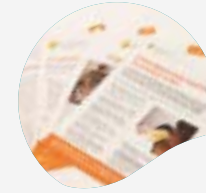
192

families received financial assistance



5050

SCN & NICU guidebooks distributed



11854

tip sheets distributed



2287

'My Colourful Journey' books distributed nationally



878

'My Brave Journey' books distributed nationally



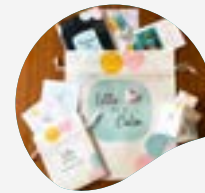
1556

Precious Prem Packs distributed



144

Digital Precious Prem Pack downloads



2526

Little Bags of Calm delivered



21974

Hospital Milestone Gifts distributed



49

weekly NICU Connections sessions delivered to parents and carers in-hospital



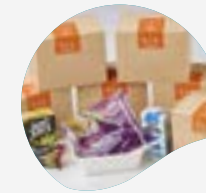
49

weekly NICU Connections sessions delivered to parents at home



51

weekly NICU Connections sessions for Dads delivered



4260

Brekkie Boxes delivered nationally



55

hospitals took part in the Little Readers Read-a-thon



144

Breast Pumps distributed

products and services

LLTF has had a busy year expanding its team with a new State Coordinator - SA/NT, State Coordinator - VIC/TAS, Special Projects Coordinator and Community Liaison Officer. This expansion has enabled us to increase the distribution of resources and raise more awareness of LLTF in the community so we can help families when they need it most.

Through this expansion, we have seen growth across all areas. We saw our NICU Connections online groups continue to be regularly accessed by families in the neonatal units and after they transition home with a total of 1220 participants across our three online support groups.

With COVID restrictions easing for some hospitals around the country, we were able to host 26 in-hospital NICU Connection events in three out of our eight participating hospitals – The Royal Brisbane and Women’s Hospital, The Royal Women’s Hospital (VIC) and Mercy Hospital for Women (VIC).

A special mention must go to our Dads who volunteer and run our NICU Connections events on Wednesday nights for Dads and carers. These are special events on Facebook have been an amazing outlet for Dads and carers in our community.



JESS R
State Coordinator SA/NT



AMY B
Special Projects Coordinator



KATIE H
State Coordinator VIC/TAS



SARAH H
Community Liaison Officer



Maggie Lloyd

“Our expertise lies in our team’s ability to uniquely support our families, both in-hospital and when they transition home, because we too have the lived experience of having a premature or sick baby.”

MAGGIE LLOYD, NATIONAL SERVICES MANAGER

After 10 years of service we said goodbye to Karen Peters as National Products and Services Manager. Karen did so much to develop our products for families and she will be missed. We know as a prem mum she will always be part of our community.

We also said goodbye to Sally McCabe after six years of supporting families with premature and sick babies in the ACT.

We thank both of these amazing women for their dedication and support to Life’s Little Treasures Foundation and our families.



KAREN PETERS



SALLY MCCABE



PRODUCT & SERVICES

We saw significant growth in orders of our Precious Prem Packs with our fabulous warehouse volunteers packing 1556 packs, an increase from 1220 packs the previous year. We also delivered 21,974 gifts to parents in-hospital through our Milestone Gift Giving Program.

Our Brekkie Bar continues to be very well received with the program now available at two new Queensland hospitals with thanks to a generous donor, Sam Johnson and his wife Krystal.

We are now delivering 4260 brekkie boxes, 960 snack boxes and 18 Coles deliveries across 11 hospitals.

Over the last 12 months, LLTF and Medela have been working together on the Breast Pump Program and have provided 144 breast pumps to vulnerable mothers in the NICU and SCN trying to establish and maintain their milk supply. Thanks to the success of the pilot program, we are delighted to announce that Medela has generously agreed to increase its donation to 278 units in 2023-2024.

We'd also like to acknowledge the neonatal nurses who look after our most vulnerable babies and celebrated International Nurses Day by sending out 9130 packets of lollies to Neonatal Units across Australia. 💎



“ It's been an exciting year at Life's Little Treasures Foundation as we continue to support families at 149 hospitals around Australia. With restrictions in hospitals easing, we have been able to do what we do best - providing information, helping families connect and offering practical support. ”

MAGGIE LLOYD, NATIONAL SERVICES MANAGER



hospital spotlight

Royal Brisbane and Women's Hospital



"LLTF provides vital peer support for our patients and their families. The value of being able to talk to someone who understands what they are going through and can completely identify with their experience is immeasurable. The Brekkie Bar and NICU Connections morning teas are great additions to the support network and without them, there would be a gap in the "care" for the families who have babies in our unit. Mel is warm, engaging and committed to the families she speaks to and cares for and we are grateful to be in partnership with LLTF."

KATE COGHILL - CLINICAL NURSE CONSULTANT - GRANTLEY STABLE NEONATAL UNIT, ROYAL BRISBANE AND WOMEN'S HOSPITAL

LLTF has always prioritised the opportunity to provide peer support through NICU Connections to families in the neonatal units. It's a partnership between hospital staff, families and LLTF.

At RBWH, the LLTF team also work closely with the Social Work department to ensure families in need have access to support like our Financial Assistance Packages, Little Bag of Calm and our Going Home Packs. 💎



Below is a summary of how LLTF works with RBWH to deliver informative resources, care packages, practical support and connection opportunities to patients and families.

ROYAL BRISBANE AND WOMEN'S HOSPITAL FY 2022	NO.
FAMILY ASSISTANCE	23
MILESTONE GIFTS	350
A GUIDING HAND BOOKS	227
TIP SHEETS	714
OUR SERVICES FLYER	291
NICU CONNECTIONS FLYER	480
'MY COLOURFUL JOURNEY' AND 'MY BRAVE JOURNEY' SIBLING COLOURING IN BOOKS	198
LITTLE BAG OF CALM	131
100 DAY QUILT PACKS	20
BREAST PUMP PACKS	34
NICU CONNECTIONS MORNING TEA EVENTS	16

partners & supporters

Adriana Gomberg



“At LLTF, we are honoured to have the opportunity to partner and receive support from organisations that are committed to helping us achieve our vision and share our values. Their incredible support, combined with the collaborative nature of our partnerships allow us to amplify the positive impact we have on the lives of families with premature and sick babies.”

ADRIANA GOMBERG, NATIONAL PARTNERSHIPS MANAGER

Principle Partners

LLTF is incredibly proud to call **Baby Bunting** a Principal Partner. Since 2015, the passionate team at Baby Bunting has been with us every step of the way in helping us raise awareness, offering support and funding a diverse range of activities that have a positive impact on our community. Baby Bunting understands the needs of families and the importance of specialised support. Thank you Baby Bunting team, we are so grateful for everything you do for our families. A special thanks to previous CEO Matt Spencer and current CEO Mark Teperson and Sue Dawson and her fabulous marketing team.

“We are so proud to continue to support Life’s Little Treasures in making meaningful changes to the lives of families of sick and premature babies.

The resources, information and most importantly community and friendship LLTF’s provides is so fundamental to families navigating the most difficult period in their lives. We’re committed to broadening

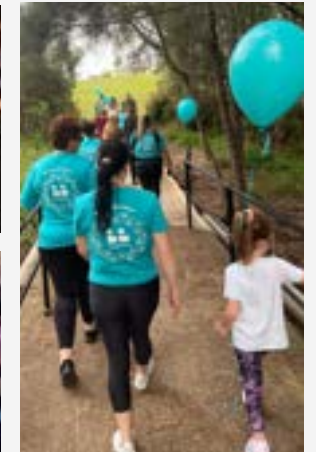
awareness and raising funds for this important issue.

We understand that our mission to support new parents and growing families doesn’t just start or end with products and services, but is about going on the journey with parents—no matter what season they’re in. We look forward to continuing to collaborate with LLTF to help Australian families through the first few years of parenthood.

We’ve seen first-hand how community donations and participation has made a difference in the way LLTF operates and their ability to provide resources, aid and community to families around Australia with sick and premature babies.

A big thank you to everybody who helped us support this incredible cause and we look forward to continuing to contribute to Life’s Little Treasures Foundation’s mission.”

THE BABY BUNTING TEAM



PARTNERS & SUPPORTERS



Major Corporate Partner

Our dedicated Major Partner, **Britax**, has been an unwavering supporter of LLTF for the past six years. Much like LLTF, Britax has played a crucial role in the parenting journey of numerous families, witnessing and contributing to many special milestones along the way. In the year 2022/23, Britax showcased their steadfast commitment to LLTF and our community by serving as the Major Sponsor for our Precious Prem Packs. Their generous contribution included the donation of 1800 Britax Unity Infant Comfort Inserts, a valuable addition to the packs.

We were delighted to welcome Britax back as a Major Sponsor for Walk for Prems 2022 and they played a significant role in celebrating our 18th Birthday milestone as the Gala's Major Sponsor. We extend our heartfelt gratitude to President, Dirk Voller, and his entire team for their tireless support, especially Brendan Danaher, Michelle Wee and Kelly Nguyen.

“The partnership we have with Life’s Little Treasures continues to grow year on year and we are humbled by the opportunity to support this foundation and its courageous community. Seeing the direct impact on families from the products and services provided by the LLTF Team is truly amazing and reminds us why we collaborate – to protect what matters most – our children and our families.”

DIRK VOLLER, PRESIDENT, APAC, BRITAX GROUP



PARTNERS & SUPPORTERS

Corporate Partners



Haakaa is an international brand and has a range of innovative and practical products that provide excellent, accessible options to all families, including those of premature babies. As a family-owned organisation that perfectly encapsulates our tagline #familieshelpingfamilies, we were thrilled to continue our wonderful partnership with Haakaa for a second year.

As the Major Sponsor for Walk for Prems 2022, the Haakaa team demonstrated their commitment by walking in Auckland in solidarity with families participating virtually and provided their award-winning products at the Melbourne walk. Haakaa generously donates products to our Precious Prem Packs. It's been inspirational to collaborate with such an amazing team led by owner Shu Ting Zhan, Joy Cao and Sophie Bell and we look forward to a long and flourishing partnership in the years to come.

"Children are at the heart of everything we do as a brand - we are excited about this partnership and the opportunity to contribute to a mission that is making a huge difference for so many little ones and the people who love them."

SHU, HAAKAA, FOUNDER



Medela has partnered with LLTF since 2014 and our partnership has only strengthened over the years. Medela has continued to sponsor our Walk for Prems event and provided discount vouchers and breast pads for inclusion in our Precious Prem Packs.

With thanks to Medela, we successfully launched and delivered our new Breast Pump Program, gifting Medela Swing Maxi Double Electric Pumps to families in the NICU.

We thank Jarrod Percy, Vice President, APAC, Margarita Magdalinos, Andrea Campi and Onna Tantri for this wonderful, long-standing partnership.

"You feel like a little fairy godmother sometimes. The mums are in disbelief. We are just so thankful for LLTF and Medela's Breast Pump Program, we really appreciate it."

HEALTH PROFESSIONAL FROM A PARTICIPATING HOSPITAL



We are also honoured and humbled to receive support from:

- Aspire Early Learning and Kindergarten
- Datt Family Foundation
- Gourlay Family Trust
- James N Kirby Foundation
- Relex Solutions
- Stan Perron Charitable Foundation
- Smartgroup Foundation
- Turosi Giving
- The Sentinel Foundation
- The Frances and Harold Abbott Foundation and Equity Trustees
- Thinktank
- VSX Conference
- Allen & Unwin
- Bird & Bird
- Bonds
- Lake Press
- Lander & Rogers Lawyers
- Oricom

We are very grateful for the generous support of our Supporting Partners and Friends and thank:



Earlybirds and Director Lynda Day for donating gorgeous preemie clothing included in our Precious Prem Packs, and raising awareness of prematurity through attaching LLTF swing tags to their clothing range and including LLTF's 'A Guiding Hand' booklet with selected orders.



Thread the Word's custom blankets are handcrafted with love in Australia. Founders Peter and Annie generously donate 1200 blankets that are included in our signature Precious Prems Packs, bringing love and care to premature and sick babies across the country.

marketing & communications

Lily Kresovic



In its 13th year, our flagship event - Walk for Prens - was an astounding success in terms of community engagement and fundraising. Returning to hosting a physical event in each state around the country (while also offering the option for registrants to participate virtually), we had a total of 3,278 sign up to take part - an increase of 39% from the year prior. Although this is lower than pre-COVID registration figures in 2019, we are proud of the number of people who showed their commitment to supporting LLTF, despite many battling mental health issues, financial hardship or going through the prem/sick baby experience in the present moment. Through this campaign, we raised a record \$810,454 with thanks to 2,601 online fundraisers as well as the generosity of our Presenting Partner, Baby Bunting.

“As the nation opened up post-pandemic, we focused in on the importance of connection and looked for ways to bring our community together through our marketing efforts.”

LILY KRESOVIC, MARKETING AND COMMUNICATIONS MANAGER

For the first time since Walk For Prem’s inception, we appointed six families (one per state) to act as ambassadors for the campaign. Taking on the role of spokespeople for LLTF, our ambassadors enabled us to harness the power of storytelling to achieve 59 pieces of media coverage, reaching an audience of over 3.26 million nationwide. They also helped to create a deep sense of community by openly sharing their personal stories and encouraging others to do the same. This helped to generate greater awareness around our Walk For Prens campaign and LLTF more broadly.

Another notable event in the LLTF calendar was World Prematurity Day. On 17 November, we joined the global movement to help raise awareness for the 15 million babies born premature annually worldwide - 26,000 of which are born in Australia each year.



MARKETING & COMMUNICATIONS

While our marketing efforts focused predominantly on educating the wider community around the challenges families face when their baby is born early, we also used this opportunity to re-engage those within our community by celebrating the little treasures who have graduated from neonatal units to go home and honoured those babies born too early to survive. We did this by hosting a luncheon where we brought together families, partners, volunteers and health professionals in a wonderful display of unity as they shared differing perspectives on what World Prematurity Day means to them.

Check out the highlights here: [Life's Little Treasures Foundation - Supporting World Prematurity Day - What does it mean to us? - YouTube](#)

We also sent 250 lapel pins and a pair of tiny booties to parliamentarians across Australia to encourage open dialogue surrounding the challenges of preterm birth with the hopes of garnering more support for families of premature babies. It was wonderful to see many members of parliament posting content across their social channels in support of our cause.

We gifted World Prematurity Day milestone cards to 149 hospitals, asking them to pass these onto families in the neonatal unit so that they can mark this special day and help us in sharing our message. In addition, we also sent gifts packs to hospitals Australia-wide to thank the health professionals who work tirelessly to take such special care of our little treasures.

We are also grateful to the wonderful team at AAMI Park who agreed to light up their landmark in purple in a show of solidarity to help increase awareness and understanding of the impacts of prematurity on families and the wider community. 💎



family stories

Meet our ambassadors



VIC

Sarah, Zoe and James

As our 2022 VIC Ambassadors for Walk for Prems, the Sprigg family know too well how challenging having a premature baby can be. Twins Zoe and James were born at 25 weeks gestation and spent over 100 days in NICU. There were many ups and downs for both twins during this time, but they were eventually able to join their brother, Jack, at home.

“Zoe and James have come a long way since they joined the One Kilo Club. It was such a stressful time for our family but I’m glad we can now give back to LLTF in some way.”

SARAH, MUM TO TWINS, ZOE AND JAMES



WA

Kathryn and Hailey

The Somerfield Family were our WA State Ambassadors for our Walk for Prems fundraiser. Kathryn and James have had a long and challenging journey that has involved multiple miscarriages, before little Hailey was born prematurely at 34 weeks.

“When I saw last year there was a Walk for Prems, I signed up the family straight away. Not only did my husband and I have a prem, but my husband was a premmie baby as well. It helped us to see there was so much support and resources available. Being a part of everything made us so happy to know we are not alone. My little family and I are excited to be walking again this year.”

KATHRYN, MUM TO HAILEY



SA

Monica and Killian

Monica’s son Killian was born at 26 weeks due to PROMM and after spending 83 days in hospital, he was able to go home, in time for his first Christmas.

“He’s been a little fighter since day one, making his entrance face first and crying without any need for resuscitation! Killian spent the whole time in hospital kicking goals and we spent every night filling in our premmie journals (x2) from LLTF. Killian came home on a low level of oxygen due to his stubborn habit of holding his breath and we are so incredibly proud of him. From 840g at birth to almost 3.5kg, Killian is our little treasure.”

MONICA, MUM TO KILLIAN

FAMILY STORIES



QLD

Nicole and Harvey

Harvey was born at 29 weeks at 1497g after a very rough, low fluid pregnancy and PROMM. On his day of birth, Nicole and her husband were told they could put Harvey into palliative care or try an operation (to repair a tracheoesophageal fistula), which he was highly unlikely to survive.

10 months, 8 brain surgeries, 4 abdominal surgeries, 3 ICU stays, a brain infection, COVID and a massive surgery to connect his esophagus to his stomach, Harvey is going from strength to strength.

"The LLTF Walk for Prems takes place a day after Harvey's first birthday this year. It's a way to provide vital funds for family support (like Precious Prem packs and the NICU connections support group) that is vital on journeys like ours. It's also a chance to recognise and celebrate the fighting spirit of many battle warriors and their families."

NICOLE, MUM TO HARVEY



NSW

Natalie and Elsie

Baby Elsie was born at the height of the pandemic after what was a high-risk pregnancy for mum, Natalie. Born at 30 weeks and weighing only 1kg, Elsie faced many complications including respiratory difficulties, multiple ventricular septal defects and a haemangioma over her right temple. She was discharged from hospital on her due date, after spending 69 days in NICU and SCN.

"If I can take away even one ounce of fear, self-doubt or depression for another family by fundraising and trying to help get the word out about this amazing foundation then I am extremely happy, and it is worth every second."

NATALIE, MUM TO ELSIE



ACT

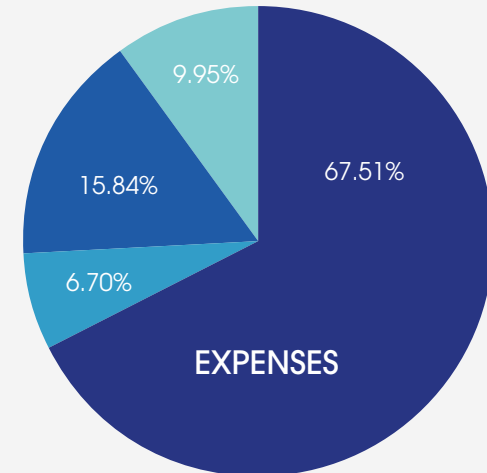
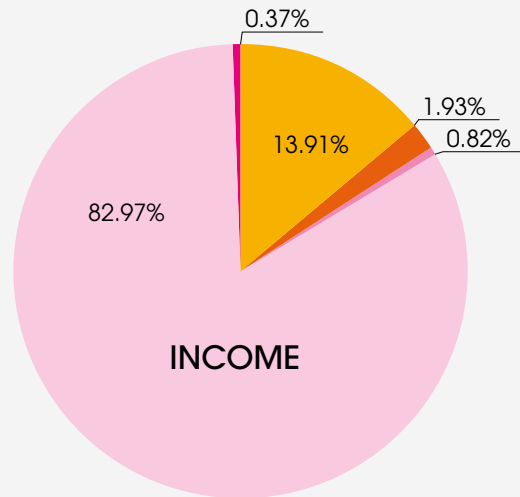
Katrina and Lachlan

Katrina gave birth to twins, Lachlan and Brodie, at just 24 weeks. Unfortunately, Brodie passed away 90 minutes after being born. While Katrina and her husband, Keirran, were mourning the loss of baby Brodie, little Lachlan proved to be a fighter, spending 117 days in NICU, beating all the odds. In January this year, Katrina and Keirran welcomed their rainbow baby, Harlow.

"It's been 4 years and 7 months since we saw our gorgeous boy, Brodie but we know he's watching over us and he's been guiding Lachlan. We have a memorial cabinet in our living room that Lachlan talks to every day. It's definitely not easy being a parent to premature babies with all the expensive therapies but we are more than blessed to have Lachlan here with us today. So, this year, we are walking in honour of our gorgeous boys - Lachlan & Brodie. We may not be able to see Brodie but he will be walking with us for sure."

KATRINA, MUM TO LACHLAN AND ANGEL, BRODIE

financials:



INCOME

 Corporate	\$172,661.00
 Philanthropic Trusts and Foundation	\$24,000.00
 Community Events inc donations	\$1,030,023.00
 Government	\$10,120.00
 Interest Income	\$4,647.00

TOTAL: \$1,241,451.00

EXPENSES

 Support and Service Delivery	\$805,311.00
 Fundraising Costs	\$79,954.00
 Operating Costs	\$188,984.00
 Walk for Prems Costs	\$118,704.00

TOTAL: \$1,192,953.00

FINANCIALS

Balance Sheet As of June 2023

ASSETS	
CURRENT ASSETS	\$629013.00
PROPERTY & EQUIPMENT	\$10789300
TOTAL ASSETS	\$736,906
LIABILITIES	
CURRENT LIABILITIES	\$131,022.00
NON-CURRENT LIABILITIES	\$111,000.00
TOTAL LIABILITIES	\$242,022.00
EQUITY	
DIRECTORS CAPITAL	\$70.00
RETAINED EARNINGS	\$446,316.00
CURRENT YEAR SURPLUS/DEFICIT	\$48,498.00
TOTAL EQUITY	\$494,884.00



1 in 10 babies in Australia

are born premature
(before 37 weeks gestation).

72 babies

are born premature
each day in Australia.



life's little treasures
foundation

Please consider supporting us by donating,
volunteering or fundraising to join us in advocating for
premature and sick babies across Australia.

Life's Little Treasures Foundation,
1/21 Eugene Terrace, Ringwood VIC 3134
T: 1300 697 736
E: contact_us@lifeslittletreasures.org.au
ABN: 94 232 874 269
lifeslittletreasures.org.au

