



“

FRIENDSHIP IS BORN AT THE MOMENT WHEN ONE PERSON SAYS TO ANOTHER: WHAT? YOU, TOO? I THOUGHT I WAS THE ONLY ONE.

C.S Lewis



**BUILDING MENTAL
FITNESS**

SOCIAL CONNECTION
EMOTIONAL MUSCLE
RESILIENCE

**ANNUAL
REPORT
2019**



TABLE OF CONTENTS

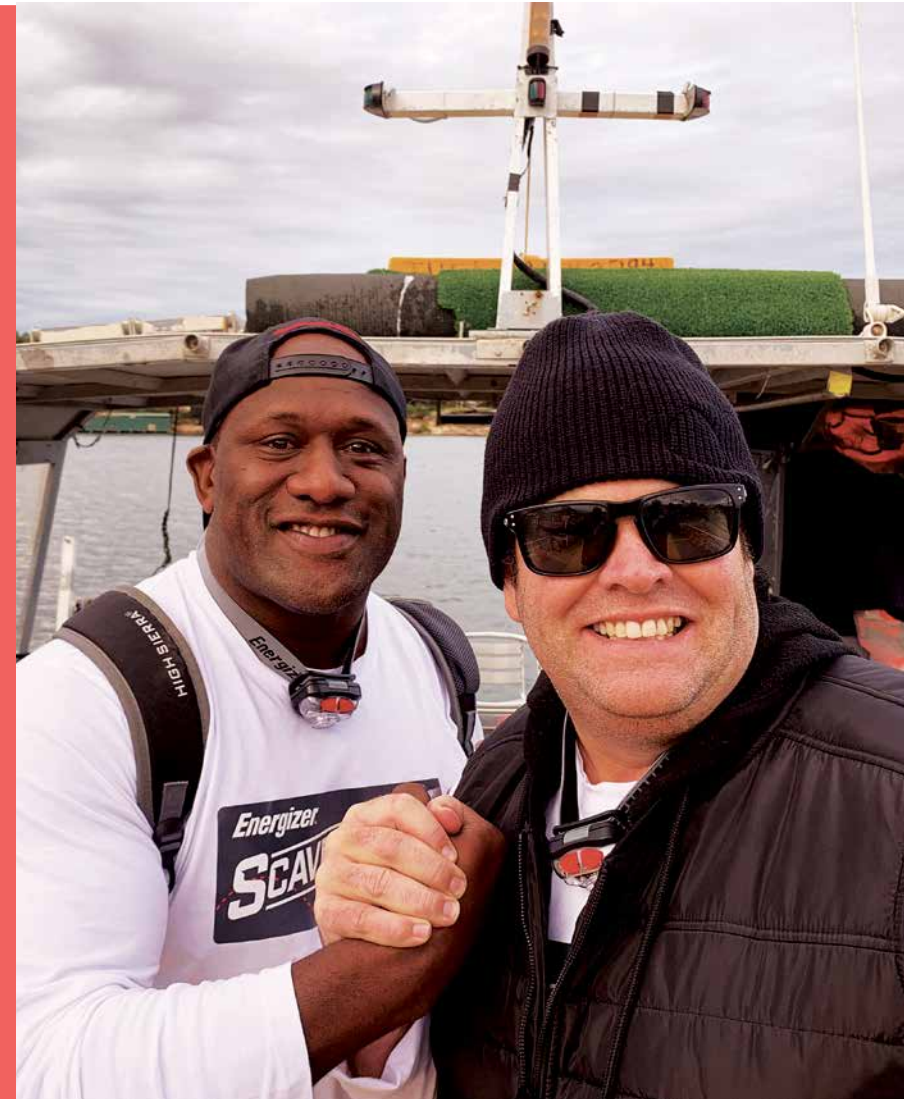
	OUR VISION	4	PROGRAM PARTNER REPORT	20
	OUR MISSION	7	GOTCHA4LIFE GROWTH PLAN	26
	MESSAGE FROM THE CHAIRMAN	8	SUSTAINABLE CULTURAL CHANGE	28
	MESSAGE FROM THE CEO	10	SUMMARY OF 2019 FINANCIAL STATEMENTS	30
	PREVENTION THROUGH CONNECTION	12	FINANCIAL REPORT	31
	THE DRIVING FORCE	14	THANK YOU TO OUR SUPPORTERS	32
	OUR ROLE IN THE MENTAL HEALTH LANDSCAPE	16	OUR AMBASSADORS	34
	RAISING AWARENESS	18		

OUR VISION

“

WE SEE A WORLD WHERE PEOPLE ARE OPEN, HONEST AND SUPPORTIVE IN THEIR RELATIONSHIPS AND COMFORTABLE TO EXPRESS THEMSELVES WHEN THEY ARE NOT OK. WE ENVISAGE A SOCIETY IN WHICH EVERYONE HAS A GOTCHA4LIFE MATE WHO THEY CAN OPEN UP TO, WARTS AND ALL AND RELY ON NO MATTER WHAT.

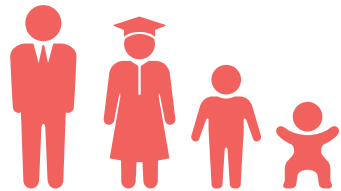
Founder - Gus Worland



WHY GOTCHA4LIFE?

WE DO NOT ACCEPT THAT:

8 people take their lives every day in Australia



The next generation are growing up without the tools required to deal with the adversity that they will inevitably face in their lives

\$9.1BN

of Government funding was spent on treating poor mental health and suicide prevention in 2016/17. We believe greater emphasis should be on the prevention of poor mental health

Loneliness increases the likelihood of mortality by

26.5%

(Holt-Lunstad, 2010)

WHAT DO WE DO?

WE BELIEVE IN 'PREVENTION THROUGH CONNECTION'

Raising awareness of the importance of identifying a close friend in your life, someone you know you can go to and speak openly and honestly to when times are tough. Enabling connection by funding educational workshops, innovative training programs and products that build mental fitness in individuals and communities across Australia, to activate strong, open and binding relationships.

GREAT FRIENDSHIP + MENTAL FITNESS = A FOUNDATION OF RESILIENCE, AN ANTIDOTE TO TOUGH TIMES







OUR MISSION

WITHIN 5 YEARS WE AIM TO

Reduce instances of poor mental health through building mental fitness.

- Everyone in Australia will understand the importance of identifying a close friend in their lives.
- 500,000 people will be benefiting from Mental Fitness Programs to ensure these friendships can be activated when it really counts.
- Attract additional (and more sustainable) funding into the preventative mental health sector.

Help to reduce financial and capacity pressure on the system currently treating poor mental health.

Connect corporate, government, community and non-profits to enable sustainable programs to be delivered into communities year on year.

MESSAGE FROM THE CHAIRMAN



Welcome to my second Chairman's Report! As I said in my first Chairman's report, this won't be a traditional report as I don't know what a traditional report looks like. This will be a Gotcha4Life report - from the heart with meaning and love!

There is nothing in my professional life I am prouder of than Gotcha4Life! I live and breathe the Foundation. It has changed my life and I cannot wait to make it stronger and more successful for the rest of my life. I cannot do it alone and that is what I want to focus on this year. It is the people that make Gotcha4Life tick.

Let's start with our amazing CEO, Tim Hodgson. He is helping build the Foundation for the future with his calm and secure management style.

Vicky, who looks after our Program Partners, lives and breathes the role. Our Program Partners truly believe that Vicky is a part of their team and you can't get a better accolade.

Vanessa, who looks after events, fundraising and socials, is a wonderful person inside and out who runs her side of the Foundation with passion, love and a lot of skill.

Gotcha4Life is a Foundation that is built on the love, passion, heart and the brilliance of my Board and Advisory Board. Without these wonderful friends it simply would not happen.

It's also important to recognise and thank the regular team of volunteers, contractors

and pro bono supporters that help daily, plus the crew that support us on event days. We simply could not do this without you all!

Plus, we are building the team and have a plan to bring on a few more key people to help us scale in the coming years.

Our Program Partners are going from strength to strength, scaling their organisations and increasing the impact they deliver each year. However, it is the introduction of Tomorrow Woman in 2019 that is the biggest change to the Foundation and one I am very excited about. Whilst we started by supporting men and boys, we now have programs that support women and girls, which is a great step forwards for us.

We have identified the great work being done by others in the mental fitness space and we have supported them to grow - Tomorrow Man, Tomorrow Woman, Weave, Rural Outreach Counselling, Man Anchor and Lifeline have received the majority of our distributed funds to date. Additionally we ensure that the message is driven with impact via the great work Tim is developing with our small but dedicated staff. We are building nicely, we are building with a plan, we are building without ego and agenda and we will succeed because we have great people doing great work.

Let me tell you - I love you all so much and I'll never take for granted the work you do to make Gotcha4Life a Foundation that is a leader in helping change, and save, lives of all Aussies. Our clear, simple and honest message is easy to understand and has resonated with the Aussie public.

Gotcha4Life is special. I get daily correspondence telling me we're saving lives, and I know we will continue to do so. I also get daily correspondence in relation to people we have not been able to help. It is emotional and I get the balance wrong at times but like most of us, I am a work in progress.

Someone once said, "Bad things happen when good people do nothing", and not a truer word has been spoken. This is what drives me, and I hope it continues to drive you as we aim to make a significant change in how Aussies view themselves and each other, encouraging them to find that mate and have a chat with gravity. It is simple, but it will help people thrive, and save lives.

I hope this overview of our programs, community work, awareness activities and the financial results for the past year makes you both excited and proud of Gotcha4Life and the progress we have made. This solid foundation will propel us into the future.

MESSAGE FROM THE CEO



My journey into the Not-For-Profit world was slightly accidental, and at the same time a life changing event for me. Having spent 16 years in sports and entertainment marketing, and then investing four years of energy into bringing the Invictus Games to Sydney, I was asked by Gus to be CEO of his very precious, rapidly growing, and hugely impactful Foundation. Gus and I got to know each other well during the Invictus Games, as I badgered him for months to be one of our Ambassadors, which thankfully he accepted. After the Games, I felt very honoured when he asked me to help drive the next phase of Gotcha4Life's journey.

Gotcha4Life is an incredible Foundation, for what it has achieved in such a short time, for the partners that it has attracted, for the reach and awareness that it has garnered, for the funds that it has raised and for the impact it has already driven. But possibly the most striking observation that I have had is the passion and character of the people that Gus has attracted to the Board, Advisory Board, the Gotcha4Life team, corporate and community partners and volunteers. Mike, Gareth and Gus have had a massive first two years.

So, six months into my role as I type, where are we at? Well, FY2018/19 was in every way a success story. Gotcha4Life managed to more than double its revenue in relation to the previous year (\$1.588m), allowing us to commit to more than double the distributions to our Program Partners in FY2019/20 (\$1.4m).

To date our Program Partners have already reached over 32,000 Australians in face-to-face programs, many of whom have been school children in years 10, 11 and 12. Tomorrow Man goes from strength to strength in every Australian state, and now has Tomorrow Woman driving similar impact alongside. Weave's Light Up program is embedding itself now into the curriculum in inner city Sydney schools. Rural Outreach Counselling is becoming a robust organisation with greater capacity in the Riverina region of NSW and Lifeline has now had 42 scholarships taken up to bring in more men as crisis supporters. Vicky has a great update of all the activity starting on page 20.

Community support and participation in the Gotcha4Life movement is one of the most gratifying aspects of our organisation. We start with community, and deliver back to community. I won't steal Vanessa's thunder, she has a wonderful update on page 18.

In the corporate world, we are incredibly lucky to have Chemist Warehouse leading the way for us, and setting the example, as one of our core Founding Partners. Their commitment to activate their community of staff, stores, suppliers and customers led to a phenomenal donation in July 2019. It is a great example for other corporates to follow, as organisations now look to market themselves

to their communities with purpose and real social impact, in an authentic and committed way. There are too many people to thank at Chemist Warehouse, but Ilias and Danni, we love you.

Moving forwards, Gotcha4Life will champion 'Prevention through Connection'. Our drive to attract more funds to Gotcha4Life is to enable us to build the capacity of the best preventative mental health programs in the country, thus reducing instances of poor mental health and we will help coordinate these programs into communities, one by one, to deliver collective impact and long-term sustainable change.

I can certainly feel the potential building every day I spend within Gotcha4Life, and sense we are in for some significant growth to help thousands more Australians in communities across the country.

Finally, thank you to our brilliant Board and Advisory Board, to our many supporters, champions and energetic ambassadors. You are the heartbeat of everything we do. Thank you to everyone at Allan Hall for housing us at such a foundational stage of our growth, we love working with you! Vicky, Vanessa and Ness, you are superstars. To Matt, Michael, Leanne and Alee, your generosity of time to help design, implement, account and govern is appreciated every day.

PREVENTION THROUGH CONNECTION



There is logic to the argument that prevention will help reduce the burden of mental illness placed on individuals, families, communities and corporate Australia.

A recent study by KPMG (Investing to Save - 2018) calculated that over \$12bn is lost through reduced productivity in the workforce due to mental illness. This is via a combination of Absenteeism, Presenteeism and Claims.

Further, in a recent speech for Beyond Blue, Julia Gillard quoted that over 8 million days are lost a year at work through mental illness.

However, Gillard's calculation on the economic cost of poor mental health adds up to \$60bn annually when considering the impact on individuals,

their families, workplaces and the health and welfare systems.

Prevention has a major role to play.

We also know that connection is a powerful force to support prevention.

In a study by Holt-Lunstad in 2010, it was revealed that loneliness and isolation increases the likelihood of early mortality by 26.5% and is comparable to the impact of well-known risk factors such as obesity, plus has a similar negative impact as cigarette smoking.

Incredibly, in Australia, 1 in 3 men aged 30-65 have no social connections and at school age, in a class of 30, on average 7 will be suffering a mental health illness. Two of these will ask for help. Five will suffer in silence.

PREVENTION HAS A MAJOR ROLE TO PLAY

THIS ANNUAL COST
OF POOR MENTAL HEALTH TO
AUSTRALIA'S ECONOMY
EQUATES TO **4%** OF THE
GDP

DEAKIN HEALTH ECONOMICS CLAIM
THAT INVESTMENT INTO MENTAL
HEALTH PREVENTION CAN RESULT
IN POSITIVE RETURNS HELPING TO
PUT DOWNWARD PRESSURE ON
THIS ANNUAL COST.

A KPMG 2018 STUDY, WHICH SUPPORTS THIS CLAIM STATES THAT AN
INVESTMENT OF \$50M INTO PREVENTION AND
EARLY INTERVENTION
COULD ACHIEVE \$442M IN SAVINGS
TO THE NATIONAL ECONOMY, AND AT AN INDIVIDUAL EMPLOYER LEVEL
EVERY \$1 SPENT DRIVING TOWARDS MENTALLY
FIT WORKING ENVIRONMENTS
CAN RETURN \$2.30 TO THE BUSINESS

THE DRIVING **FORCE**



OUR BOARD AND ADVISORY BOARD

Gotcha4Life has vast experience and profile from an array of backgrounds on the Board and Advisory Board, helping to keep Gus and Tim on point, whilst providing a businesslike approach to accelerating the growth of the organisation and its subsequent impact.

“

WE ARE ON A MISSION TO SAVE LIVES, AND OUR BOARD IS IN PLACE TO KEEP US ON POINT, ON TRACK AND ALWAYS ON OUR TOES.

Founder - Gus Worland

Gus Worland

Founder & Chairman of the Board, Radio & TV personality

Sandy Beard

Director, Company Director

Jennifer Cummins

Director, CEO Heiress Films, Film, TV Documentary Producer – Man Up

Peggy Dwyer

Director, Barrister / Lawyer BA LLB (ANU) PHD

Curt Zuber

Director, Group Treasurer for Westpac Banking Corp.

Steve Biddulph

Advisory Board, Australian author and Psychologist

Lucy Dunn

Advisory Board, Mental Health Advocate

Mike Charter

Co-Founder / Advisory Board, International Corporate Executive in the Health & Wealth Industry and Chartered Accountant

Hugh Jackman

Advisory Board, Academy award nominated, Golden Globe & Tony Award winning actor

Jodie Lowinger

Advisory Board, Clinical Psychologist, executive coach, speaker

Gareth Pike

Co-Founder & Advisory Board, Former CEO & Global Marketing Director Gloria Jeans Coffee

Danielle Di Pilla

Advisory Board, Executive of Chemist Warehouse Australia



OUR ROLE IN THE MENTAL HEALTH LANDSCAPE

WE STRIVE TO RAISE
AWARENESS THAT
EACH AND EVERY
ONE OF US CAN HELP
PREVENT INCIDENTS
OF POOR MENTAL
HEALTH, THROUGH THE
CONNECTIONS WE MAKE.
WE HELP DELIVER THE
TOOLS REQUIRED TO
DO SO BY BUILDING
CAPACITY OF THE
BEST MENTAL FITNESS
PROGRAMS
IN AUSTRALIA.

ONE:

RAISING AWARENESS OF GOTCHA4LIFE'S MESSAGE & PREVENTATIVE MENTAL HEALTH SUPPORT

Market: we raise awareness of the positive impact of preventative mental health programs, the need for a GotchaMate for life, and the Mental Fitness tools that exist to help prevent poor mental health.

Fundraise: we attract funds into the sector to be spent on preventative mental health. Our aim is to increase the amount of funds directed into preventative interventions.

Advocate: we advocate for collective impact – collaborative and complementary groups of service providers coming together in communities to help solve the issue collectively.

TWO:

BUILD MENTAL FITNESS

Build Capacity: we evaluate and fund the best organisations in the Mental Fitness space, helping them to build their capacity and reach.

Consultative Support: we support our partners to better shape programs, structure organisationally and seek additional funding..

Co-ordinate efforts: we co-ordinate efforts across service providers within communities, to provide collective impact rather than isolated intervention.

WITHIN A NOT-FOR-PROFIT SECTOR
INCLUDING OVER 54,000 ORGANISATIONS
IN AUSTRALIA, GOTCHA4LIFE ACTS AS AN
ADVOCATE FOR SMALL TO MEDIUM SIZED
ORGANISATIONS THAT HELP BUILD THE
MENTAL FITNESS OF THE NATION.

WE DELIVER TO THE NEEDS OF:

The individual and community



Reducing isolation by building connections and eradicating the stigma of mental health.

The donor

Providing an avenue for their investment into the best local, sustainable and scalable preventative mental health programs, that they may not have heard about. We are therefore a risk management and control mechanism for the donor who wishes to see tangible action and outcomes in their community.



Program Partners

We support the capacity building of small to medium size preventative mental health providers, who are immensely skilled at program creation and facilitation, but often require support to help fundraise and scale.



Sector

We are advocating for and attracting more funding into the preventative mental health sector.

RAISING AWARENESS

We are so fortunate to have grassroots support from the community. In many ways it is the most powerful facet and foundation of everything we do. Whether it is a Bunnings BBQ, the 12 hour Sled Push, a 24 hour swim, a driving rally from Europe to Mongolia, a Sportsman's Lunch in Penrith (with many thanks to the incredible work that Sean Hogan puts in) or a simple gathering in a local sports club, it all acts as a catalyst to spread awareness of Gotcha4Life's mission and help us seed mental fitness programs back into those communities.

Our own Fun Run on the Northern Beaches coincided with inclement weather in March, however, incredibly over 700 people turned out to get drenched to the bone to help us connect, have fun and raise funds. In parallel, in the neighbouring suburb,

our very own Ambassador Andrew Ward delivered a wonderful 24 hour swim called Head Above Water for the first time. Swimming through the night, with waves crashing over the pool at Collaroy, over 500 swimmers swam the equivalent of Sydney to Brisbane to raise \$82k, which is being directed towards programs in the Northern Beaches. A huge thank you to Wardy and his passionate committee for the incredible support.

Finally, we see our Community Champions (those that step up to organise these events) as the absolute heart of the Foundation and we plan to engage them all much more in all our plans in the future. We thank you all, for everything you do.

Vanessa Orr

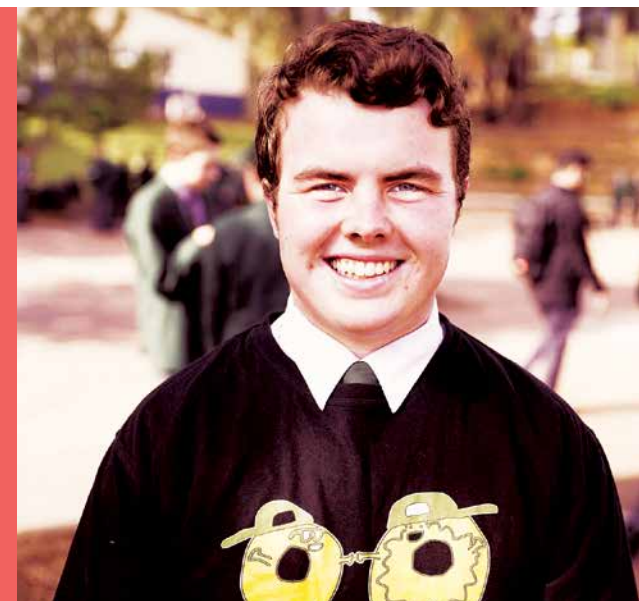
COMMUNITY EVENTS HAVE INCLUDED FOOTBALL CLUB FUNDRAISERS AND JERSEY AUCTIONS, A 24 HOUR ROW, A 12 HOUR SLED PUSH, AND EVEN A GUINNESS WORLD RECORD ATTEMPT FOR THE MOST AMOUNT OF HELMETS WORN IN ONE PLACE.





THERE HAVE BEEN GALA BALLS, TRIVIA NIGHTS, SWIMMING, WATERPOLO AND RUNNING EVENTS. THE FAMOUS BRONUT DAY HAS BEEN HELD TWICE AND WILL CONTINUE SPREADING TO MORE SCHOOLS AND MANY OTHER ACTIVATIONS ALL OVER AUSTRALIA.

THE POWER OF COMMUNITY IS AT THE HEART OF OUR FOUNDATION. WE SEE PEOPLE OF ALL AGES COME TOGETHER AT EVENTS AND THEN AGAIN AT WORKSHOPS OR TRAINING PROGRAMS WE HAVE BEEN ABLE TO PROVIDE BACK TO THE COMMUNITY.



THE CIRCLE OF FUNDRAISING AND PROGRAM DELIVERY IS WHAT IS WORKING AT A PREVENTATIVE LEVEL AND KEEPING OUR TRIBE CONNECTED.

PROGRAM PARTNER REPORT

A photograph showing a group of men in a support group setting. In the foreground, a man with a beard and a grey shirt is seen from the back, looking towards a man in a black shirt. To the right, a bald man in a dark blue long-sleeved shirt is gesturing with his hands while speaking. In the background, other men are seated, some looking towards the speaker. The setting appears to be an indoor space with warm lighting.

75% OF PEOPLE WHO DIE BY
SUICIDE ARE TYPICALLY MALE
AND 25% FEMALES (ABS 2017)



Last year was extraordinarily busy for Gotcha4Life, both in terms of what we achieved within the Gotcha4Life Foundation and across program development and delivery. For the year ending June 2019, we welcome the opportunity to share and reflect on Gotcha4Life's achievements. As always, central to Gotcha4Life is maintaining support and collaborating with our program partners to build mental fitness and the social and emotional resilience required to speak openly and honestly when times are tough.

Through the immense support we receive as a Foundation we are privileged to continue to drive the growth of all program partners and as a result our reach and impact goals

have been exceeded. Quarterly reports and evaluations confirm that the wonderful work being done is having real impact across the country. This in turn demonstrates the continued commitment, enthusiasm and passion to help build mental fitness and wellbeing in mates, families and communities.

Gotcha4Life's priorities as we move forward will include continued support of all the programs we love and that we see having impact on the ground, whilst ensuring we gain a deep understanding and knowledge of the preventative mental health marketplace in Australia. We will source and attract more partners that deliver mental fitness programs, who we

can help to build capacity and scale, allowing delivery into all communities and demographics across the country.

We will communicate and align with partners so that communities receive a coordinated suite of programs based on their specific needs. This will allow us to drive collective impact as an alternative to the many isolated interventions that currently work independently.

Thank you to our amazing partners. Your work is inspirational, life changing and enabling social and emotional shift in behaviour.

Vicky Worland

TOMORROW MAN



Tomorrow Man has facilitated programs within schools, sports clubs, workplace and community environments Australia wide. They work to strengthen emotional muscle, creating training grounds wherever men get together to practice the art of tough conversations. By questioning what it means to be a bloke today, men and boys use their shared experiences and collective wisdom to redefine a healthier version of masculinity for the men of today and tomorrow. They build a network of people who have a supportive connection with each other, that will allow them to live emotionally healthy and rich lives well into the future. These activations take a holistic and hands-on approach to building mental health and wellbeing. This year Tomorrow Man was able to increase staffing numbers and enabled delivery of 497 workshops impacting 19,011 boys

and men across Australia. An outstanding achievement and above predictions, with the new staffing structure in place. Continued support next year will enable increased impact and reach with the introduction of more team members, strengthening organisational structure and the exciting introduction of Tomorrow Woman programs.

91% OF PARTICIPANTS WOULD FEEL MORE CONFIDENT IN REACHING OUT IF THEY WERE STRUGGLING AND NEEDED HELP

WEAVE YOUTH & COMMUNITY SERVICES

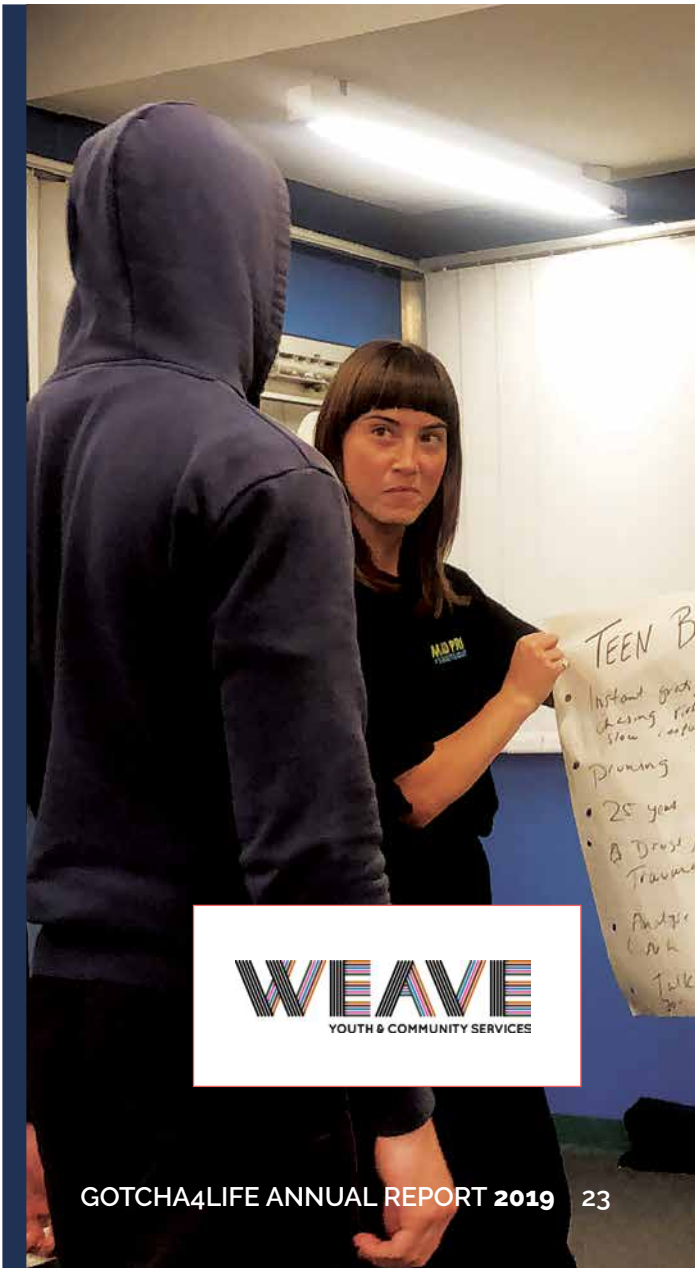
Weave Youth & Community Services' 'Light Up' program is a youth resilience program addressing complex social situations and focusing on real issues helping high school students discover how they can bounce back from hard times and understand it's a natural part of life.

Workshops address a variety of wellbeing topics and sessions aiming to empower young people to reach out for support and to connect to others within the wider community. This year Weave secured additional staff and developed the pilot stage into a more viable model within six schools and juvenile detention centres, allowing 48 workshops to be delivered each term, impacting 100 students. These smaller groups enable a close and consistent approach gaining trust and sustainable

change over the year, unravelling the various wellbeing modules. Feedback has been overwhelmingly positive, and we are excited to increase and support the development of Light Up next year with the introduction of more staff, new schools involved and additional parent and community Light Up workshops.

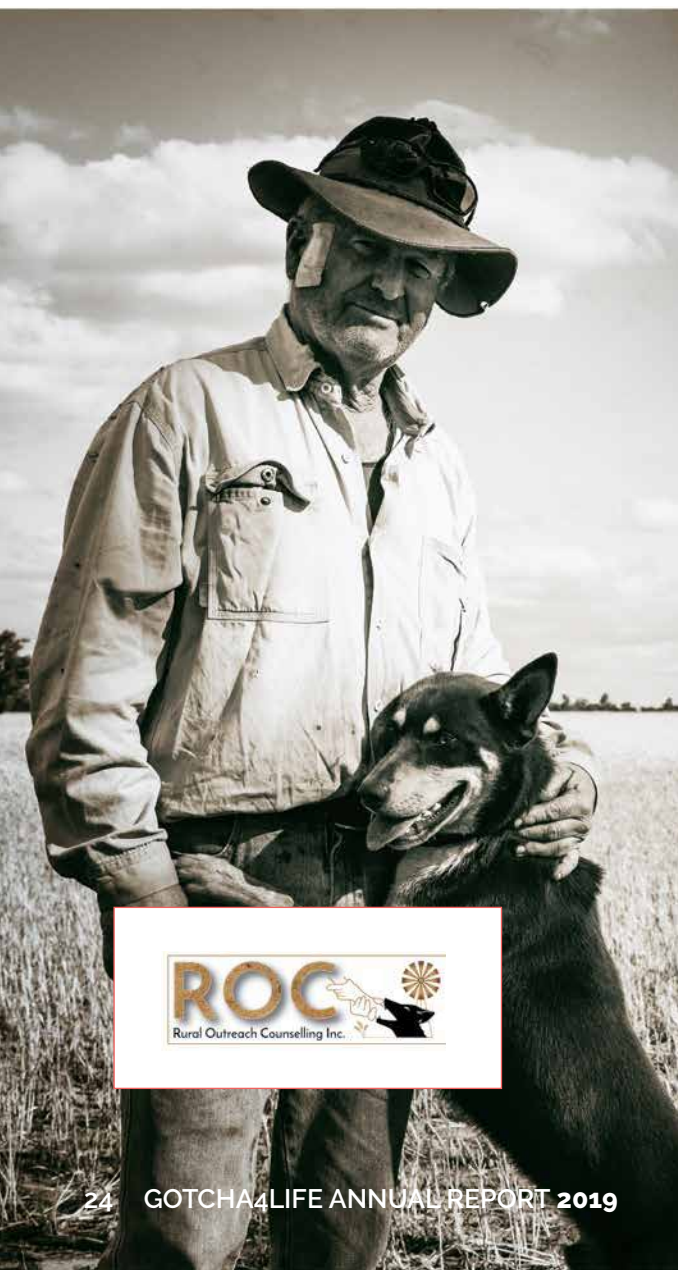
What has been the impact of this program for you?

- Learning I can trust and talk to people
- Better ways to calm down
- Ways to cope with stress
- Learn to love yourself
- Learning new ways to communicate



WEAVE
YOUTH & COMMUNITY SERVICES

RURAL OUTREACH COUNSELLING



Rural Outreach Counselling (ROC) program empowers rural Australians with the tools and skills to acknowledge seeking help as the norm and to significantly reduce suicide and the impact of depression and anxiety in communities throughout regional Australia. The MateKeeper initiative trains people to be confident first responders - to be a listening ear and someone with knowledge of mental health resources and contacts in the region. They encourage people to reach out to help support those who can't or won't present to a general practitioner or other mental health services.

ROC have had an incredibly purposeful year, developing solid foundations, setting clear targets and making substantial progress. They have established permanent office space in Wagga Wagga and welcomed a part-time administrator.

This has resulted in significant impact with the installation of CRM and better capacity to track enquiries, administer clear instructions and create processes behind the QPR online training to support becoming a MateKeeper. This ultimately frees up counsellors to assist face to face crisis calls and mentor MateKeepers. This year has seen over 100 registered MateKeepers recorded in the system, with 47 qualified MateKeepers plus 15 waiting to complete QPR's and 32 completing QPR and ROC training. Additionally, the ROC team have delivered over 21 awareness events and workshops impacting close to 3,250 people across rural NSW. This is an incredible achievement and as this work continues, we are excited to see more MateKeepers established across our rural and regional communities supporting each other during tough times.

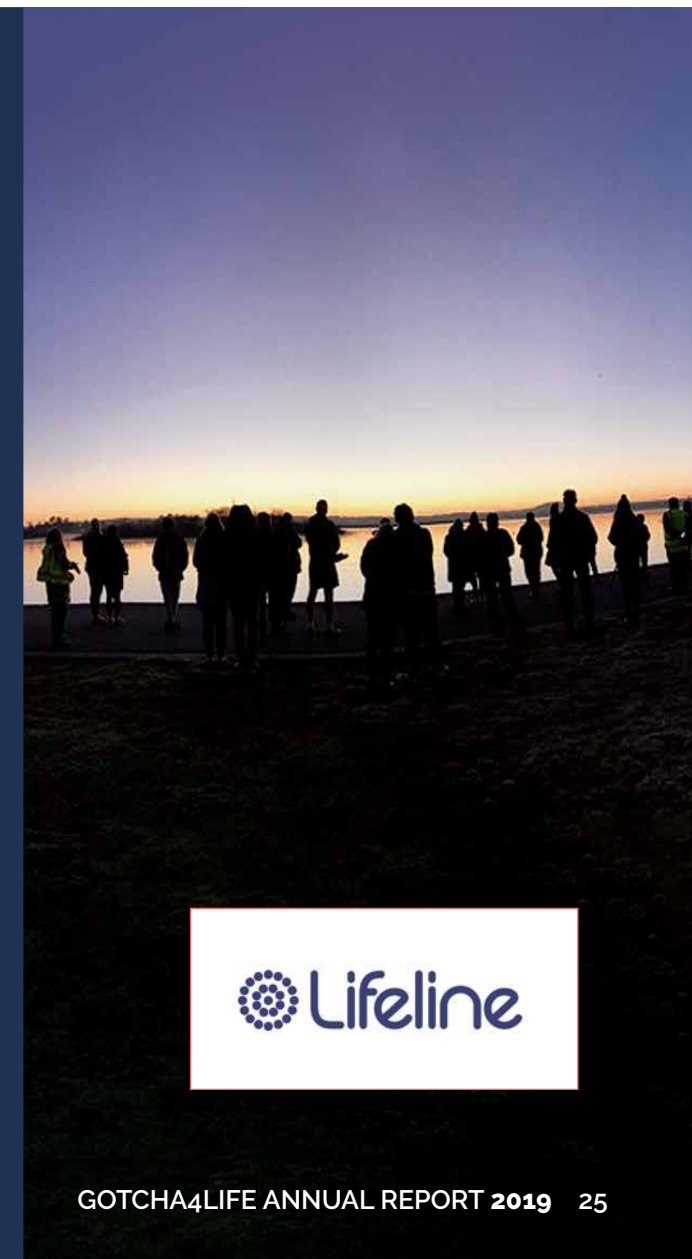
Lifeline Australia (LLA) has benefited from a valuable relationship with Gotcha4Life. The focus of the relationship has been for Gotcha4Life to support LLA with its endeavours to acquire more male Crisis Supporters to provide men with the opportunity to speak with a male CS in their time of crisis. This year LLA received a hugely positive response to male enquiries about volunteering, with just over 40 being successfully accepted to receive the crisis supporter scholarship. Over 80% of participants are located in NSW or VIC with NSW producing more than half of the overall scholarships.

We have however seen an increase in regional locations with a number of new participants in the Central West of NSW, Ballarat and Gippsland VIC. This is a 10% increase on the regional cohort from our last reporting period to 26.5%.

If all applicants successfully complete the training, it will equate to 168 volunteer hours per fortnight or 4,368 volunteer hours a year. There were 504 calls made per fortnight totaling 13,104 calls answered and potential lives saved.

“

THE LIFELINE TRAINING EXPERIENCE HAS BEEN LIFE CHANGING FOR ME. I HAVE LEARNED SO MUCH MORE ABOUT MYSELF AND ABOUT LIFE IN GENERAL. MY LISTENING AND COMMUNICATION SKILLS HAVE INCREASED IMMENSELY. THE WHOLE PROCESS HAS BEEN EXTREMELY CHALLENGING AND EMPOWERING ALL ROLLED INTO ONE. I AM LOOKING FORWARD TO A LIFETIME OF SERVICE ON THE PHONES.



GOTCHA4LIFE GROWTH PLAN



REACH

Increased reach, concentrated within communities of need:

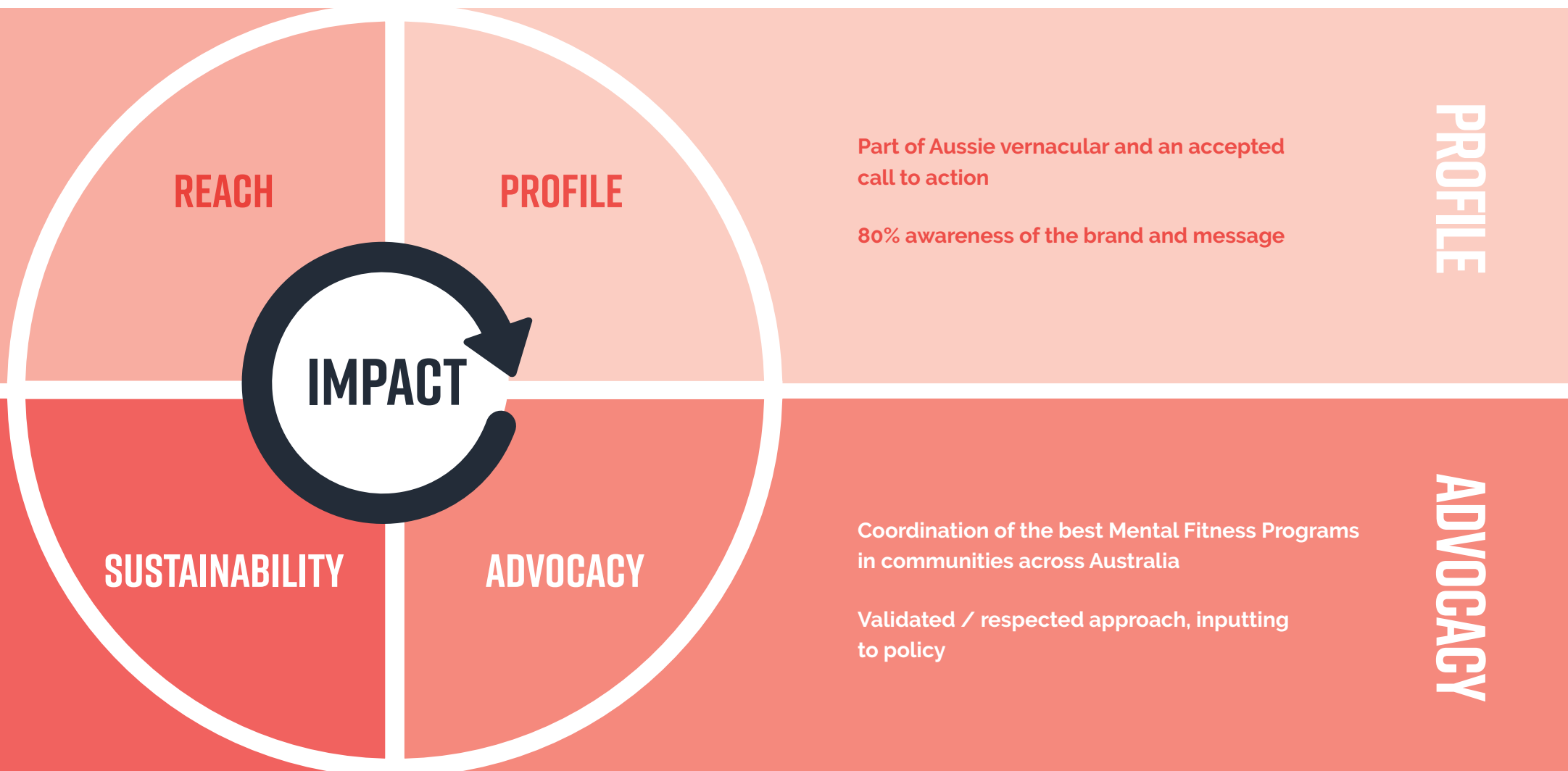
- 500,000 reached through face to face programs
- Measurable impact in the communities that we reach

SUSTAINABILITY

Sustainable revenue, allowing sustainable delivery and measurable impact

\$15m+ pa distributed to Mental Fitness Programs

HOW WE WILL LOOK IN 5 YEARS



SUSTAINABLE CULTURAL CHANGE



THEORY OF CHANGE

TRANSACTION

Funds &
awareness
deliver outputs



TRANSFORM

We transform
individuals &
communities via
sustainable
delivery

TRANSACTION TO TRANSFORMATION

GOTCHA4LIFE CONNECTS COMMUNITIES, CORPORATE, GOVERNMENT AND NOT-FOR-PROFIT TO:

ACTIVITIES	Drive Awareness, Fundraise, Advocate, Market	Build mental fitness, source programs, build capacity, scale up delivery
OUTPUTS	Increase funds into sector, increase awareness of Gotcha4Life message	Increase number and frequency of people receiving face-to-face Mental Fitness Programs
OUTCOMES	Increase saliency and impact of the Gotcha4life message, activate power of collective impact in communities	Positive evaluation responses from Mental Fitness Program attendees
IMPACT	Sustainable revenue, sustainable delivery, measurable impact in every Gotcha4life community	

A photograph of two men shaking hands. The man on the left is older, with grey hair, wearing a blue polo shirt and a black watch. The man on the right is younger, wearing a black t-shirt, and has a tattoo on his left forearm. They are in a bright, indoor setting.

SUMMARY OF 2019 FINANCIAL STATEMENTS

Gotcha4Life Foundation Ltd is an Australian Not-For-Profit organisation in the form of a company limited by guarantee with DGR status under subdivision 30-BA approved under the Income Tax Assessment Act 1997 with effect from 18 May 2017. Being registered under this subdivision allows the entity to deduct a gift made to a fund, authority or institution that is, or is operated by, the entity. It is important for the entity to maintain a gift fund authority for this purpose.

OPERATING REVENUE AND EXPENSES

Since establishment in March 2017 the Foundation continues to grow rapidly, working hard to sustain and develop the bulk of activities related to the Foundations aims and objectives. Gotcha4Life's consolidated operating revenue in 2019 was \$1,589,092, a significant increase from 2018's figure of \$636,000.

Operating Expenses have increased accordingly, predominantly with greater investment into the resource, both internally and externally, to help manage this growth in a responsible fashion.

FINANCIAL REPORT

Gotcha4Life Foundation Limited's operation for the year resulted in a surplus of \$353,136.

Total income for the 2019 financial was \$1,589,092 (2017: \$636,141). This increase is primarily contributed to by additional donations received during the year which had more than doubled the amount received from the previous 2018 financial year.

Furthermore, additional income in the 2019 financial year came from Corporate Sponsorships, Grants and Major donors. Gotcha4Life did not run a gala dinner in the 2019 financial year, hence the reduction in income from Owned Events.

Operating expenses increased predominantly in wages and salaries, marketing expenses and contractor fees.

Our distributions to our Program Partners increased from \$221,440 in the 2018 financial year to \$631,009 in 2019 financial year.

THE TABLE DETAILING THE COMPARISON IS AS FOLLOWS:

INCOME	2018/19	2017/18
Sponsorships	\$301,818	\$0
Donations	\$975,685	\$359,210
Grants	\$77,920	\$0
Major donors	\$125,000	\$0
Owned events	\$80,569	\$228,496
Other	\$28,100	\$48,435
	\$1,589,092	\$636,141
COST OF SALES	\$201,833	\$183,760
Gross Income	\$1,387,259	\$452,381
EXPENDITURE	2018/19	2017/18
Operating costs	\$215,349	\$72,582
Awareness and Education	\$187,765	\$109,214
Distributions to Program Partners	\$631,009	\$221,440
GROSS EXPENDITURE	\$1,034,123	\$403,236
SURPLUS INCOME OVER EXPENDITURE	\$353,136	\$49,145

THANK YOU **TO OUR SUPPORTERS**



**A HEARTFELT
THANK YOU TO ALL
OUR FUNDERS,
DONORS, PARTNERS,
VOLUNTEERS
AND CHAMPIONS.
WITHOUT YOU, WE
COULD NOT DO OUR
WORK. YOU ARE
THE HEARTBEAT OF
EVERYTHING WE DO.
WE GOTCHA4LIFE!**

Allan Hall Business Advisors
 Andrew Ward and everyone at
 Head Above Water
 Andrew Wines
 Anne Epstein
 AON Charitable Foundation
 Bantuan Foundation
 Blackmores
 Brodie Dixon
 Bupa Foundation Limited
 Challenge Works
 Chu Underwriting Agencies Pty Ltd
 Cunninghams
 Chemist Warehouse
 Derni Pty Ltd
 Desolve
 Deus
 Dial Before U Dig

Facebook
 Gilbert + Tobin
 Goodwill Hunting
 Gotcha Wheels tour
 Gresham Charitable Foundation
 Harvey Norman
 Head Above Water
 Heiress Films
 Hornsby Magpies Football Club
 Hornsby RSL
 Jack Morton
 Kai Eardley Fund
 Knox Grammar School
 Leanne Smith
 Louisa Grater
 Lorelle Warren
 Loyal Foundation
 Lyndall Flemming

Manly Rugby Football Club
 Mark Salter
 Matt Graham
 Matthew Doogood
 Mentored
 Mindstar Enterprises Pty Ltd
 Morgans Financial Limited
 Nick Kurtis
 Northern Beaches Council
 One Eighty Avalon
 Packer Family Foundation
 Sean Hogan
 PWC
 Rhino-Rack
 Rose Deo
 Ryan Miles
 Sean Hogan
 Snowy Valleys Council

St Pius College
 Teachers Mutual Bank
 The Fremantle Foundation
 The Penn Foundation
 The Smail Family Foundation
 Triple M Sydney
 Trojan Investment Pty Ltd
 Tumut Bowling & Recreation Club Ltd
 Unilever Australia
 URM
 Wendy Blacker Lawyers
 Veneto Club
 Westpac
 Wyong Wild Cats Baseball

*There are many more hugely
 generous friends who prefer not to
 be mentioned. **We love you too!***

OUR AMBASSADORS



JUDE BOLTON

AFL SYDNEY SWANS
LEGEND, MEDIA GURU &
FAMILY MAN.

BENJI MARSHALL

RUGBY ROYALTY IN AUSTRALIA
& NZ AND FAMILY MAN.



BRETT LEE

FORMER AUSTRALIAN CRICKETER,
MUSICIAN, ACTOR, MEDIA
PERSONALITY & FAMILY MAN.

ANDREW WARD

NORTHERN BEACHES CHAMPION.

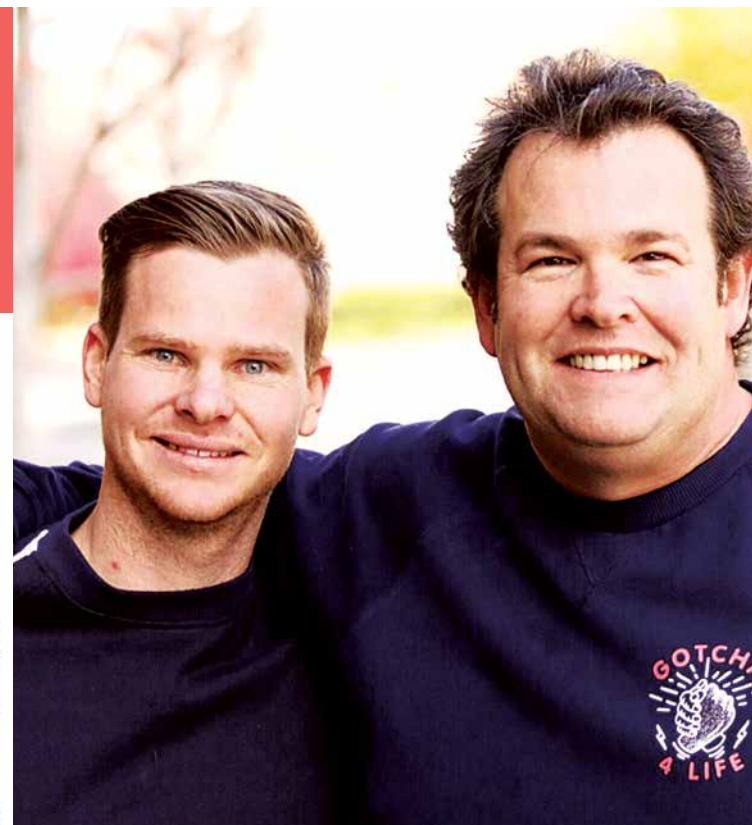
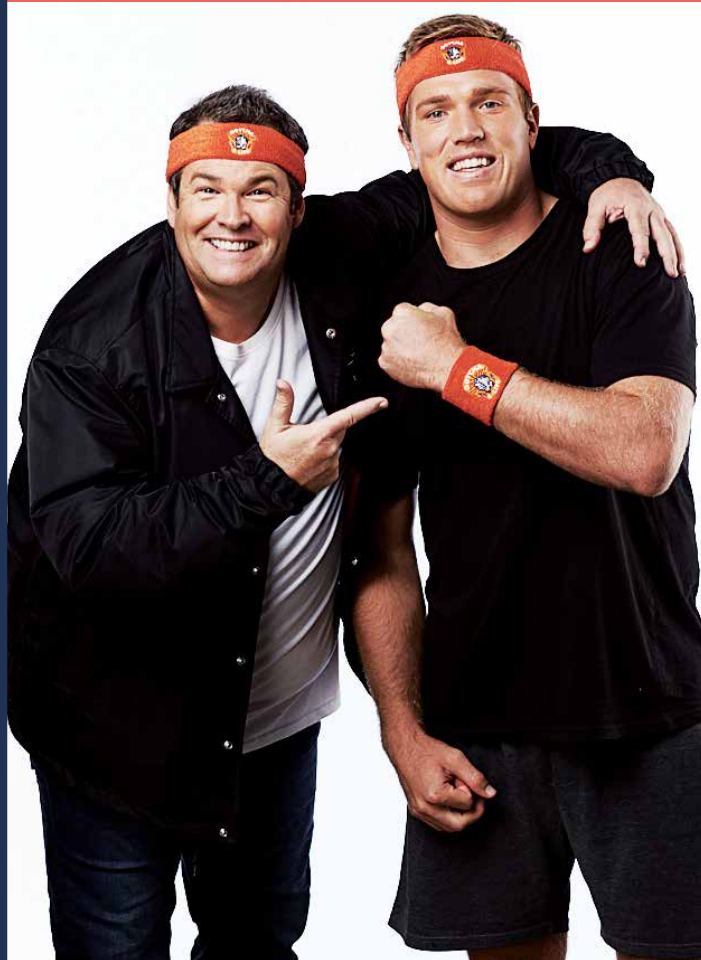




KATH KOSCHEL
NSW CRICKETER & FOUNDER OF
THE KINDNESS FACTORY.

JAKE TRBOJEVIC

KANGAROO, NSW & MANLY SEA EAGLES
PLAYER & A ROLE MODEL.



STEVE SMITH
INSPIRING AUSTRALIAN CRICKETER.



**BUILDING MENTAL
FITNESS**

SOCIAL CONNECTION
EMOTIONAL MUSCLE
RESILIENCE

www.gotcha4life.org