



ANNUAL REPORT

2020

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OUR VISION

“Zero suicide, Simple as that”

“I want a society in which everyone has a Gotcha4Life mate. That go-to person who you can open up to and rely on about anything. A world where we seek help when life gets challenging. Where we can build open and honest relationships and feel comfortable expressing ourselves, no matter what.”

Founder Gus Worland

OUR MISSION

Inspire
1,000,000

men, women and children to identify & make a pledge to their Gotcha4Life mate, to encourage ongoing support & connection.



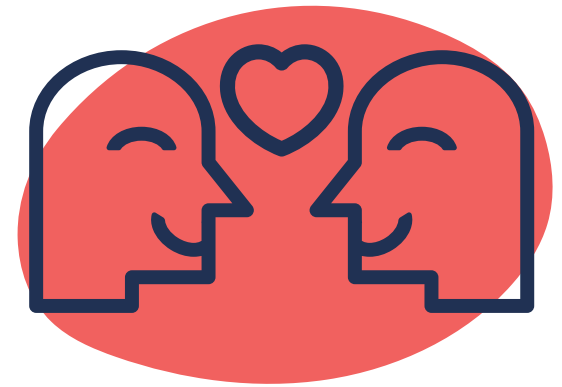
Activate
MENTAL FITNESS PROGRAMS

within the 25-50 Gotcha4Life communities.



Be recognised
AT THE FOREFRONT OF MENTAL FITNESS

Shifting conversations & behaviours around the importance of developing resilience by building emotional muscle to allow meaningful social connections.



Mental fitness is needed now more than ever.

PROUDLY SUPPORTING



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www.sparkup.com.au

CHAIRMAN'S REPORT



Click on the image above to hear Gus' message

TODAY'S REALITY

Due to COVID-19 we are feeling more insecure and isolated than ever with stress, anxiety and depression

GOVERNMENT SUPPORT

and bank deferments to reduce in September

CALLS TO SUPPORT LINES ARE UP BY 25%

while Beyond Blue has seen a 40 per cent leap in calls since before the pandemic*

100,000+ BUSINESSES

to go into liquidation in September

EXPECTATION THAT SUICIDE WILL RISE BY 25%+

in the coming years*

OUR ROLE

*Building Mental Fitness – Emotional Muscle
Social Connection – Resilience*



BUILD MENTAL FITNESS

- **Build mental fitness** in all Australians young and old
- **Fund:** we evaluate and fund the best organisations in the mental fitness space
- **Consult:** we support our partners to better shape programs, structure organisationally, seek additional funding and be accountable for delivery
- **Build capacity:** we fund programs to support their growth and scale, directing this growth to areas of need
- **Coordinate:** we coordinate programs within communities to provide collective impact rather than isolated intervention



RAISE AWARENESS & FUNDS

- **Raising awareness** of the preventative mental health space
- **Market:** we raise awareness of the positive impact of preventative mental health programs, the need for a Gotcha4Life friend, 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 interventions. 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

PREVENTION THROUGH CONNECTION

Gotcha4Life believes that, in an increasingly disconnected world, the key to more positive mental health and fitness in communities across australia is “prevention through connection”

PREVENTION

- Govt spending increases yoy (**\$9.1bn** in '16/'17), but this focuses mainly on treatment not prevention
- **\$12bn** in productivity is lost per year in the workplace, that is 8 million work days pa. **\$60bn** lost when considering the impact on individuals, families and the welfare system
- BUT, investment into prevention saves lives, and has economic benefit. **\$50m** into prevention and early intervention could achieve **\$442m** in savings to the national economy*

CONNECTION

- Loneliness increases the likelihood of early mortality by **26%**, and is comparable to the impact of risk factors such as obesity and cigarette smoking (Holt – Lunstad)
- “Safe connections are fundamental to meaningful and satisfying lives – being able to feel safe with other people is probably the single most important aspect of mental health” (Besel Van Der Kolk)
- “Social isolation and use of avoiding coping strategies” – one of the four key contributing factors to the development of suicidality (Player et al)



CEO'S REPORT



Tim Hodgson, CEO

*“Don’t worry about the world coming to an end today.
It’s already tomorrow in Australia.”* - Charles Schulz, Illustrator

The challenge is, tomorrow has become harder for many people throughout the past year. The toll of drought, fire and COVID-19 can open up the smallest cracks that appear in people’s lives. And whilst many will say proudly and rightly that we are a resilient community, and a nation that supports each other when the times get tough, the reality is that for over 3,000 people each year in Australia, tomorrow is a day to avoid.

As “flattening the curve” entered the daily vernacular and became a community focused goal, at Gotcha4Life we have always had our eye on the spectre of the next very unwelcome curve, that of increasingly poor mental health, anxiety and rising suicide numbers, as predicted by so many. Since our role is prevention, now should be our time to play a major role.

Of course mental health is such a complex space, and it has confounded government organisations, not-for-profits, service providers and the health sector for years. Suicide rates stubbornly remain at well over 8 people every single day, and over 12 people per 100,000, no matter how many funds are thrown at treatment and crisis.

Finally however there seems to be the start of a shift in culture. If you follow a marketing paradigm, you need awareness and education before you can get meaningful action. And there has been some very impactful work around awareness in the past decade or so. Many or most understand now that mental health is a challenge, and one we must open up to.

What we now need to start doing is following up with actionable tools that individuals in communities across the country can build into their daily lives, to support themselves and the loved ones that surround them. We need to build our individual and community based resilience, via the foundation of mental fitness, to reduce instances of poor mental health in the first place. Indeed, we need a Mental Fitness Revolution.

Whilst fundraising has been incredibly challenging, and so much uncertainty remains at time of writing, we are also very proud that we have managed to retain some much needed momentum, increasing our revenue by 45% in the last financial year and affording us the capacity to continue to support our Program Partners throughout the last financial year. This report will give you a sense of the incredible passion and energy that exists in the small but powerful Gotcha4Life team, building collaborations to support rural and regional areas, devising COLIV-19 to support our communities us through the early phases of COVID-19 and bouncing back with numerous community events despite the cancellation of so many.

Our Program Partners have shown similar tenacity by creating online options for schools, communities and corporates alike.

The power of the human spirit to overcome obstacles is a goose bump inducing phenomenon. We must just ensure that more Australians have the mental fitness to tap into this inherent power when adversity strikes, and ensure tomorrow is another gift worth living for.

OUR 2020 FOCUS

RURAL & REGIONAL

In 2020 we will raise funds to help:

ACTIVATE PROGRAMS INTO NEW COMMUNITIES ACROSS RURAL AND REGIONAL AUSTRALIA

BUILD SUSTAINABLE, LONG TERM RELATIONSHIPS

PROVIDE ACCESS TO NEW REVENUE STREAMS TO ALLOW ONGOING DELIVERY

"Our mates in regional Australia have been doing it tough. Drought and fire have ravaged our land and our rural communities. I've seen it with my own eyes, and heard it from those most affected. The mental and emotional impact is huge so we want to help, and ask you to join us. Your financial support will enable us to work with communities to build mental fitness via workshops & training in areas most affected. These communities are shattered, and it's breaking people. It's time to act."

Gus Worland, Founder & Chairman

OUR RURAL & REGIONAL APPROACH

PARTNER

Our NSW Rural and Regional Partners are Landcare NSW, RAMHP and SLS NSW, all providing on the ground connections and knowledge, to trusted local networks, delivery support and local facilities

LISTEN

Alongside Landcare NSW, we are in discussions with Regional Landcare, RAMHP and SLS NSW coordinators to understand the need, desire and potential impact of the Gotcha4Life programs

DESIGN & DELIVER

With these Regional Landcare Coordinators and the support of RAMHP and SLS NSW, we are designing the shape and scale of the delivery of Gotcha4Life funded programs into the community for FY20 – reaching schools, sports clubs and community groups

SUSTAIN

Beyond FY20, we will present the case studies to local funding networks, local and state Govt, other funding parties including relevant corporates, as well as working with the community to build sustainable revenue models allowing for long term delivery

WORKING IN PARTNERSHIP WITH



“The plight of the NSW farmer, and rural communities across the state, has rarely faced such challenges due to the prolonged and extreme drought conditions. Whilst Landcare NSW’s mission is to continue to care for the land and environment, it is the close knit rural communities that we also need to support. We see great value in partnering with Gotcha4Life, alongside RAMHP and SLS NSW, to leverage the connectivity and social capital within our network of 60,000 members across all rural NSW communities. It is so important, now more than ever, to provide access to the Mental Fitness programs and powerful messaging that Gotcha4Life can bring.”

Dr Adrian Zammit – CEO
Landcare NSW

“At RAMHP we identify people in rural and remote NSW who need mental health assistance and connect them to appropriate services and resources. That is why we are excited to partner with Landcare NSW, SLS NSW and Gotcha4Life to provide strong local advice and connection, and the ongoing support services in each area to ensure our collaborative work is long term and sustainable.”

Tessa Caton – Program Manager
RAMHP

“Our mission is to save lives, create great Australians and build better communities, which is why a partnership with Gotcha4Life, working closely and Landcare NSW and RAMHP aligns so well and resonates so powerfully with Surf Life Saving NSW. While surf lifesavers save lives on our beaches, our reach extends back into the community, supporting mental wellbeing through developing our 75,000 members and providing young people with purpose, direction and a sense of achievement through volunteering. Our clubs are the hub and heart of many communities and together we can play a major role in building resilience and connectedness at a local level.”

Steven Pearce – CEO
Surf Life Saving NSW



*Together we can play a major role in building
resilience and connectedness at a local level.*

COMMUNITY FUNDRAISING & ENGAGEMENT

Over the last year, and even with a multitude of challenges, we have seen the ever-expanding Gotcha4Life community once again heavily involved in fundraising and awareness focused activities.

These have played a major role in enabling Gotcha4Life to power mental fitness workshops and training programs in schools, clubs and communities across Australia. The depth and reach of this community involvement reinforces the fact that not only does the Gotcha4Life message resonate within a range of communities, but more importantly it resonates deeply enough that people are motivated to take action, advocate and fundraise on our behalf to build mental fitness.

There have been over 100 community events across the nation with many new communities joining the Gotcha4Life family. We have seen sports club events, all manner of physical challenges being undertaken, country roadshows, city walks and talks and many other creative and impactful activities. Whilst the sheer volume of local champions and events means that we cannot mention them all here, our most ardent and committed community champions have once again made substantial contributions. We have chosen to feature a small number of these campaigns and community champions.

FEATURED COMMUNITY CAMPAIGN

Head Above Water 24 Hour Swimathon

After a stellar first year of this event in 2019, the amazing team, led by Gotcha4Life Ambassador Andrew Ward, were back in 2020 to continue to grow their positive mental fitness impact on Sydney's Northern Beaches community. The event involves swimmers of all abilities, shapes and sizes doing their part to keep lapping for a full 24 hour period at Collaroy Rock Pool. More important than the swimming however, is the camaraderie and community connectivity that this event has fostered.

With COVID lock downs bearing down on them early March, the team and their networks of friends and family pulled out all the stops to ensure that the event took place. Whilst it would have been easy to call it off, the passion of this growing Northern Beaches community shone through and not only did

the event run smoothly but also raised significant funds to take their two year tally to over \$160,000. We look forward to deepening and expanding our relationship with this group of organisers and helping them to further amplify their impact in the future.

FEATURED COMMUNITY CAMPAIGN

Push Up Challenge

In addition to our longer term supporters, we were pleasantly surprised by the level of commitment across many new Gotcha4Life communities around Australia. One in particular that took our breath away was in the ACT. Knockabout tradie Leigh Bryden's campaign started with a simple social media post about a 25-day Pushup Challenge that he was taking on to support mental health. He was particularly interested in bringing awareness to his industry about the importance of connection and having a Gotcha4Life Mate. Instead of nominating people to do the challenge, as is the tradition in these campaigns, Leigh instead nominated businesses to donate. And boy, did they ...

Local concreters, painters, developers and plumbers all came together in support.

Each day, Leigh was seen on Facebook in his living room completing his pushups and each day he called out a business to donate. In all, there were 25 large donations that supported the challenge to net a grand total of over \$40,000 for Gotcha4Life. Despite challenges during COVID these locals still dug deep which really moved us. In his wrap up Leigh commented, "I have said it hundreds of times, that this is not about raising the money but more about spreading the awareness. Hopefully I have made people realise that it is ok to speak up and to make sure you check on your mates and family. The first step is reaching out!"

We look forward to seeing what challenge Leigh comes up with next year and know that he will continue to be a strong voice in his community championing mental fitness.

COMMUNITY FUNDRAISING & ENGAGEMENT

FEATURED COMMUNITY CHAMPIONS

Sean Hogan and John Rix

Sean Hogan along with John Rix from the Penrith Rams Club have tirelessly supported Gotcha4Life all year. The annual Sportsman's Lunch was held in October and grew on the previous year in every way. The Panthers Club ballroom was filled with sport loving fans, all there to hear from guest speakers who included Jude Bolton, MG and our very own Gus Worland with a very meaningful and honest Q & A session. Following this, the Tomorrow Man team gave the audience a taste of what their workshops were all about. The day finished with huge live and silent auction offerings. The Penrith Community really showed how important mental fitness is to them with the event raising **\$115,000**.

With restrictions in place, the annual Rams BBQ and family day was not able to take place during the season as it had the last two years, so instead the two Champions put their creativity to the test and ran a competition for the best designed Gotcha4Life footy jersey. The winner was selected by a prestigious panel of judges, including Hugh Jackman!

Sales reached **\$5,000**. The team then charged out of the gates at the end of the season in the Gotcha4Life jersey to defeat rivals Southern Power and win the 2020 platinum division grand final.

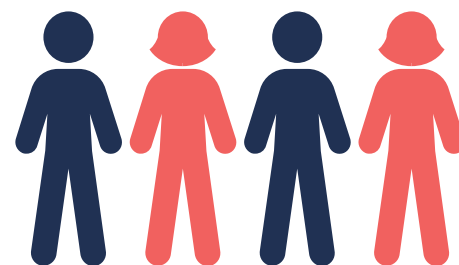
Massive congratulations to Chairman John Rix, Sean Hogan, Rams AFL and the entire community for such a successful year of fundraising, advocating and winning the cup.

Whilst these featured champions and campaigns are notable, they are not alone and a few other honorable mentions must also be made to the Avalon Beach Surf Lifesaving Club who again coordinated the Northern Beaches 24-Hour Row to raise over **\$100,000**, and Mark Avery, who ran 21 half marathons in 21 days and connected with a large national online community to spread the Gotcha4Life message. On a slightly less active front, our community embraced technology to stay connected over the last quarter of the period including Luke Cook who hosted his daily virtual 'Cuppa of Life' breakfast talks, whilst Gus took the many offered opportunities to speak to small and large groups across the country, many of them via digital links.

So, it is with an even larger supporter base and hopefully easing restrictions that we look forward to next year, with many great events planned and several well underway already.

A SNAPSHOT OF THE GOTCHA4LIFE COMMUNITY

21K



SUPPORTERS



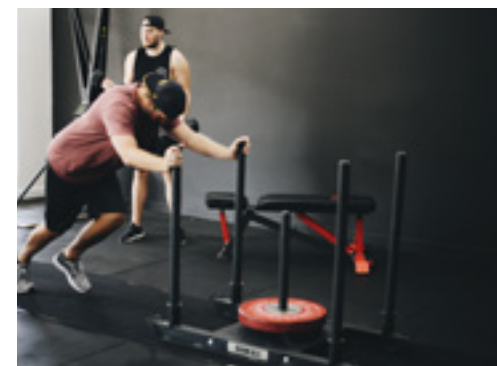
4,000 DONORS

60 COMMUNITY ORGANISATIONS

40 COMMUNITY FUNDRAISERS

15 COMMUNITY CHAMPIONS

COMMUNITY FUNDRAISING & ENGAGEMENT



PROGRAM PARTNERS

What a year. As with much of the world, it was a year in two parts – pre- and post-Covid-19's arrival. Having started off at top speed with all of our program activations locked in and on track, we were hit by a world of uncertainty. Even before the coronavirus pandemic hit, many of our partners were dealing with the significant impact a devastating bushfire season had on rural and regional communities.

In the face of these dual disasters – one national, one global – we continued to support program partners as they pivoted to deliver mental fitness programs in new ways, adapting to create virtual spaces to explore, connect and share how we can look after ourselves, our friends and families during difficult times that saw mental fitness levels run the gamut of stress and distress to crisis.

Despite immense challenges, we are pleased to report that through 850 Gotcha4Life funded programs – workshops, training and presentations – we reached more than 38,000 participants. We are incredibly proud of our program partners and the pace at which they were able to respond, evolve their work, and continue to reach out and provide support so people and communities could stay connected.

The changes to program delivery dictated by social distancing and restrictions on gatherings resulted in a number of positives. Geographical barriers came down as a result of some programs moving online, enabling more people to be reached in more places. This challenging period gave us the opportunity to upskill our teams in virtual facilitation and remote facilitation will no doubt become an integral part of our core offering moving forward.

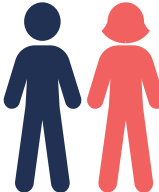
Our program partners worked tirelessly, testing workshops on Zoom with some amazing responses. Some participants found online workshops more conducive to open, honest communication. They said being behind a screen gave them a level of comfort and security that made them more open to sharing than they would have felt comfortable doing in a face-to-face setting. Others found greater levels of intimacy and connection in online workshops because they could look directly at other participants and see their faces on screen, compared to face-to-face workshops where people tend avert their gaze. Participants loved being split into breakout groups on Zoom for the opportunity to share their experience with others going through the same things.

The challenges we faced showed that now more than ever, we need the Gotcha4Life values of prevention through connection; working collaboratively with program partners, communities and strategic partners; and drawing on the collective resilience of supported networks to make this often bumpy ride as healthy as possible. Current research highlights the negative impact isolation can have on mental fitness. Adding a robust digital element to our programs has been vital to ensuring we remain connected as we work on building the emotional muscle of individuals and their communities.

Humans are social beings yet this year was one where social interactions were severely restricted. When social interactions are curtailed, anxiety and depression increases as people worry alone. Powering our program partners to reach out and develop a space for men and women of all ages to learn how to have good solid honest conversations and connect in this challenging world has never felt more relevant.

2019–2020 GOTCHA4LIFE FUNDED WORKSHOPS TRAINING & AWARENESS PRESENTATIONS

NUMBER OF PARTICIPANTS



38,166

NUMBER OF WORKSHOPS/TRAINING



850

PROGRAM PARTNERS

TOMORROW MAN & TOMORROW WOMAN

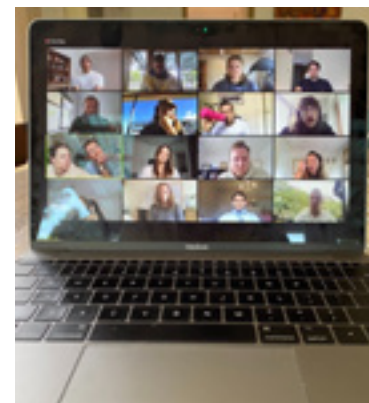
The year started with record workshop numbers up until March, with Tomorrow Man and Tomorrow Woman's growing team delivering right across the country and on target to smash targets. November and December were exceptionally busy months for the team. The nature of the work being delivered was reflective of demand nationwide for both the content and the easygoing, yet impactful, facilitation style that gets cut-through.

With consistent bookings from sporting clubs and communities during this period, the focus shifted towards building out school programs to ensure year group cohorts can hear from Tomorrow Man and Tomorrow Woman several times throughout their schooling. This has led to stronger relationships with both students and staff at many schools where we have ongoing engagements. Continuing the theme of repeated interventions, we also introduced an innovative long-form men's program that includes multiple workshops for sporting clubs, and up to four Blokes Nights modules. This approach will enable sports teams to take their players on a journey to engage in their masculinity in a more robust way, and give communities the opportunity to upskill their people and build mental fitness over a longer period for more lasting benefits compared to a one-off workshop.

The onset of Covid and government restrictions saw us quickly adapt all our workshops from face to face to an innovative online version through the Zoom conferencing platform. This created new ways of connecting as facilitators delivered virtual workshops remotely to students on laptops and tablets in their classrooms.

"I loved that the facilitators made the night feel so comfortable & allowed women to be non-judgmental & just be themselves. We all shared the same desire to step away from the expectations and just be brave, not perfect!" - GATHER participant, 2019

"Knowing there is a wider community of men who want to talk but just don't know how, I'm driven to start the conversations" - Blokes Night participant, 2019



PROGRAM PARTNERS

RURAL OUTREACH COUNSELLING

ROC continued to empower rural and regional Australians with mental health skills to ensure effective support for individuals within their communities during stressful and challenging times. ROC provides a listening ear for communities, offers a place to go for knowledge and resources, and encourages people to reach out and support each other - including those who can't or won't present to a general practitioner or other mental health service.

ROC's Matekeepers initiative encourages help seeking behaviour as the norm to reduce suicide and the impact of depression and anxiety. It has grown not only in the number of participants trained, but in mentor support and better connection of Matekeepers and the work it does. When Covid took hold, ROC purposefully increased vigilance around checking in with MateKeepers and their communities. The feedback was very positive, with people saying it was 'business as normal' on the farm, while parents coped with home schooling the best they could, even in areas that lacked reliable Internet connections. Despite drought, bushfires and coronavirus causing testing times for people 'in the bush', many people saw this as a 'block of time' to knuckle down and work through together. Financial issues and frustration remained the major contributors to stress and anxiety within these communities. On a positive note, ROC found more people were willing to reach out earlier, recognising that now is a good time to ask for help.

ROC used its social platforms to highlight the importance of mateship - the concept that is at the heart of its work. It introduced Iso'Mates', a small campaign to encourage people to connect with anyone they saw less of during times of isolation - friends, family, work colleagues, neighbours, even a local barista. The campaign encouraged people to chat with two Iso'Mates' each day, with even a quick 10-minute check in enough to help stay connected, feel appreciated and even motivated. As Covid-19 restrictions began to ease, ROC responded, reinventing Iso'Mates' as a more permanent campaign, 'Call-a-Mate'.



PROGRAM PARTNERS

MAN ANCHOR

Gotcha4Life funding has helped this relatively new organisation grow and increase its reach and impact from its origins on Sydney's Northern Beaches to now include intra- and interstate delivery.

As an education and awareness provider, Man Anchor believes the key to positive change in the way communities address mental health is through knowledge and practical tools. Empowering individuals with the tools to practice self-care and support their own wellbeing, as well as that of the wider community, is essential in reducing mental health crises and, ultimately, suicide.

As its organisational structure and capacity to deliver workshops has grown, Man Anchor now offers a safe and educational space across both face to face and virtual workshops and training for delivery to community groups, sporting teams and small and large businesses. Programs are designed to reach and educate individuals and all sectors of the community on three key areas - prevention, early intervention and treatment.

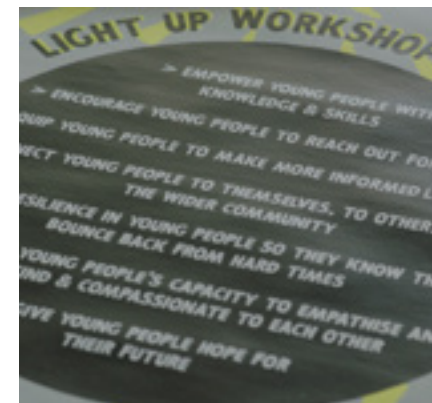


WEAVE YOUTH & COMMUNITY SERVICES

Weave's 'Light Up' youth resilience program addresses complex social situations and focuses on real issues, helping participants discover how they can bounce back from the challenges life throws at us.

Weave continued to deliver support in Sydney's inner city Redfern area through securing links with eight schools and juvenile detention centres. This meant established connections were maintained, while new contacts increased awareness and delivery across the wider community. Smaller group sizes enabled a close and consistent approach, gaining trust and enabling sustainable change over the year and through delivery of various wellbeing modules.

Feedback was overwhelmingly positive and it was exciting to see the continued support and development of the 'Light Up' program over time. Unfortunately, Covid hit the Weave community very hard. The priority was to make sure families were safe and secure and that physical health and wellbeing was maintained. Government restriction meant that some of Weave programs have had to go on hold, but we look forward to picking up the partnership again in 2021.



PROGRAM PARTNERS

LANDCARE, RAMHP & SURF LIFE SAVING NSW

This year we finalised the logistics to formally organise our strategic partnerships with Landcare NSW, RAMHP and Surf Lifesaving NSW to build connections and increase our impact, particularly in rural and regional communities.

The opportunity to work collaboratively with these organisations adds great strength and dimension to our operations within communities and provides a direct introduction into new areas. The firsthand, on-the-ground links and connections the partnerships provide are invaluable in helping to identify, reach out and support specific areas of need and immediate concern.

We have already experienced success in new areas, including Orange, Batemans Bay, Parkes and Forbes Shires in NSW, establishing important and precious relationships with key community links and resources in communities that will help facilitate successful delivery of programs with sustainable impact. This is an exciting development for the foundation and our program partners as we grow our scope through both awareness and delivery.



MATE HELPING MATE PODCAST

We were proud to help Gotcha4Life valued supporter and our great friend Jon Harper (who some of you may remember from the Man Up series) to produce a six-part podcast series on mental health and mateship in the bush - a project that provided vital knowledge, experience and support for communities across Australia.

Hosted by Jon, farmers, locals and health workers shared stories about what works (and what doesn't) for helping people struggling in rural and remote communities. The podcast encouraged individuals touched by mental health issues to take action early, including reaching out to help those who are struggling individuals, with a proactive approach to mental wellbeing key to increasing resilience and achieving better outcomes. Series producer Kayla Robertson and producer Erin Johnson helped Jon pull the series together. 'Mate helping Mate' Facebook and web platforms were developed to promote podcast partners and sponsor content and to promote services in listeners' rural communities.



MARKETING REPORT

A key objective of Gotcha4Life's 2019/20 marketing strategy was to increase awareness and the ability to act on our message i.e. the importance of having a Gotcha4Life mate, someone to talk to when times are tough.

Awareness and education are critical in eliciting this meaningful action and underpinned all campaigns and marketing activities across a variety of platforms and audiences. We worked hard to create and deliver engaging stories, expanding our reach and messaging across new channels, forging new partnerships and evolving creative initiatives to amplify our messaging and support within our communities.

Due to the many challenges that confronted our communities this year we recognised our message was more relevant than ever with the need to reach out, connect and improve resilience around life challenges. This inspired the COLIV-19 campaign which to date has delivered:

- 11m+ impressions
- \$2m+ worth of pro-bono media placement
- First national above-the-line advertising campaign, including:
 - TVC
 - Billboards
 - Shopper Media installations
 - Digital advertising across Channel Nine and owned assets
 - Successful social media hashtag awareness campaign
 - National PR coverage across broadcast, print and digital media

COLIV-19 kickstarted many of our relationships with high-profile media and marketing outlets which are evolving into impactful, pro-bono opportunities to significantly grow the foundation. These include **Nine Network**, **UnLtd**, **Initiative** and **Havas**, raising awareness of Gotcha4Life amongst local media. All these wonderful pro-bono opportunities continue to evolve and will drive greater growth into 2021 and beyond.

SOCIAL MEDIA GROWTH



DEC 2019 - JUNE 2020 SHOWED A
22% INCREASE
ACROSS ALL OWNED DIGITAL PLATFORMS

WEBSITE TRAFFIC



DEC 2019 - JUNE 2020 SAW A
317% INCREASE

OTHER MARKETING CAMPAIGNS INCLUDE

- Chemist Warehouse Men's Health Week campaign
- Face2Face: Conversations with Gus YouTube series
- Ambassador engagement & promotion e.g. Australian Cricketer Steve Smith at school visits
- Focus on emotive content creation with regular blogs, videos, social media and email newsletter schedule

Vanessa Bernardo, Marketing Director

MARKETING REPORT





Mark Avery ran 21 half marathons in 21 days and connected with a large, national online community to spread the Gotcha4Life message.

OUR BOARD & 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.

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

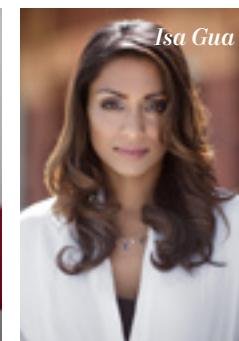
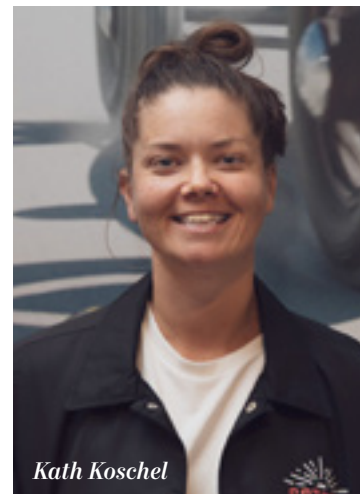
Co-Founder & Advisory Board
Former CEO & Global
Marketing Director Gloria
Jean's Coffees

DANIELLE DI PILLA

Advisory Board
Executive of Chemist
Warehouse Australia



AMBASSADORS



FINANCIAL REPORT

Gotcha4Life Foundation Limited's operation for the year resulted in a surplus of \$59,225.

Gotcha4Life Foundation Ltd is an Australian not for profit organisation 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 donors to tax deduct a gift made to the 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. The following summary of financial information is derived from the audited consolidated statements of activities and of financial position for Gotcha4Life and its affiliates for the year ending June 30, 2020.

OPERATING REVENUE

Since establishment in March 2017 the Foundation has grown far beyond expectations and has worked hard to sustain and develop the bulk of activities related to the Foundation's aims and objectives.

Total income for the 2019-2020 financial year was \$2,297,510 (2019: \$1,589,092). This increase is primarily contributed to by additional activities and donations received during the year. We saw increases in particular in Corporate Donations, Contributions from Major Donors (those in excess of \$25,000) and an increase in donations from various community events who donated their proceeds and help raise further awareness in the broader community.

Gotcha4Life's operating expenses increased predominantly in developing the team, wages and salaries, marketing expenses, contractor fees and continued implementation of our community-based programs. Our distributions to our Program Partners increased from \$631,009 in the 2019 financial year to \$1,283,270 in 2020 financial year.

At year's end, Gotcha4Life's consolidated statement of financial position indicates the Foundation remains well positioned to advance its mission. To create meaningful mateship and strengthen social connection in individuals, families and local communities to improve mental health and end suicide across Australia.

SUMMARY OF FINANCIAL STATEMENTS	2020 (\$)	2019 (\$)
INCOMING		
Sponsorships	65,045	301,818
Donations	1,547,315	1,110,685
Grants	87,391	77,920
Owned events	46,590	80,569
Community and Partnered events	383,725	12,481
Fee for service	56,000	-
Other	111,444	5,619
Total	2,297,510	1,589,092
OUTGOING		
Cost of sales	374,311	201,833
Operating costs	342,568	215,349
Awareness and education	238,136	187,765
Distributions to program partners	1,283,270	631,009
Total	2,238,285	1,235,956
Surplus	59,225	353,136



*Everyone needs a Gotcha4Life mate.
A culture that gets people talking – openly and
without judgment. Breaking down the barriers to
open and honest meaningful conversations helping
people develop the skills and confidence to reach
out, speak up and connect so they feel safe and
supported when life throws challenges their way.*

THANK YOU

*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.*

AIS

AIDAN D'ARCY

ALLAN HALL
BUSINESS ADVISORS

ANDREW WARD AND THE HEAD
ABOVE WATER COMMITTEE

BRODY PETERSEN

BUNNINGS BELROSE

CHALLENGEWORKS

CHEMIST WAREHOUSE

CLAY COOK

CRAIG DODSON

CRICKET NSW

CUBE GYM BROOKVALE

CUNNINGHAMS
REAL ESTATE

DAVID SHARPE

DEGNAN

DESOLVE

FIDDLERS HOTEL

FIDDLERS FISHING CLUB

FIDDLERS GOLF CLUB

FIT STATE OF MIND GYM

F45 BROOKVALE

FLEMMING FAMILY

FLY INTO JULY

FUNLOCKA

GLASS HALF FULL

GROUND DOG DAY

HEAD ABOVE WATER

JAMES MCGRATH

JODY GORMAN

JOHN RIX

KATE BURKE & FAMILY

KATH KOESCHEL

KNOX GRAMMAR SCHOOL

KELLIE STUBBS

LEFAND

LION

LEIGH BRYDEN

LUKE COOK

MARK AVERY

MATES4MENTAL HEALTH

MICHAEL GOSTELOW

MEL WELLINGS

MONGOL RALLY TEAM

MONTY DUNCOMBE

NIKITA SVECHNIKOV

NORTHERN BEACHES COUNCIL

PARRAMATTA MARIST
HIGH SCHOOL

PETER FOWLER

PWC

RICHARD CROOKES
CONSTRUCTION

RYAN TANTI

ST AUGUSTINE'S COLLEGE

SAGE FOUNDATION

SEAN HOGAN

SHAW & PARTNERS

SIMON HAMILTON

STEVE SMITH

TOMAHAWK CHALLENGE

TIM HEWSON

TUMUT BOWLING & RECREATION

UGL

UPTOWN COMMUNICATIONS

WARRINGAH RATS

WESTPAC

OUR SUPPORTERS



