



ANNUAL REPORT





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OUR VISION

Zero Suicides.
Simple as that.

Gotcha4Life is an Australian mental fitness not-for-profit taking action to engage, empower and educate to end suicide.



OUR MISSION

PREVENTION THROUGH CONNECTION

"I want a society in which everyone has a Gotcha4Life mate. That go-to person who you can open up to and rely on for 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."

Gus Worland, Founder

WE POWER PROGRAMS THAT ENGAGE, EDUCATE & EMPOWER TO END SUICIDE

We know we are all stronger together. That's why meaningful connections, conversations and mateship are at the heart of all our programs. We create a culture that gets people talking – openly and without judgment. We break down the barriers to having open and honest, meaningful conversations. We help 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.



Engage



Educate



Empower

FOUNDER'S REPORT



What a strange time we have lived through.

We have learnt the hard way how social isolation affects us as a society and the impact that it has on our mental fitness and the way we interact with our loved ones.

Throughout the pandemic we have witnessed more and more Australians taking the time to get in touch with their mates, family members and others in their village. What this tells us is that we all intuitively know what to do - but we don't always have the tools to do it easily or effectively. We don't always know how to get past the banter or the response of "I'm fine". It has never been more important to have a conversation of gravity, and tell people that you love them.

So the fact that over the last year we have been able to reach over 60,000 Australians to provide them with the training and tools to have these conversations is hugely encouraging.

And so despite the significant challenges posed by COVID-19 and the trauma of the bushfires over the last 12 months, I have been extremely proud to watch Gotcha4Life grow and adapt to reflect the changing needs of our communities. Virtual take up of our programs has been strong and we are proud of our participation numbers. We have a team that is extremely knowledgeable and capable and able to help us to grow even further.

In 2021-2022 we hope to see more face to face connections with people in rural and remote places, and open and honest conversations about important things, so no one worries alone.

If you do one thing today - take action to tell a friend that you love them, and why. Start a healthier chat and go beyond the banter.

All my love on behalf of the whole team.

Gus

2021 STRATEGIC OVERVIEW

In developing the major focus areas and budget for FY22 we have applied a simple strategic approach that aligns with our mission of achieving zero suicides.

WHY WE WERE FOUNDED

To deliver our mental fitness message in a truly impactful and meaningful way to as big an audience as we can.

“

I'd love to have a thousand Tom Harkins

OUR DIFFERENCE & CURRENT SUCCESS

Our product is currently differentiated from others in the sector for the simple reason that we have a fresh narrative for every day mental health that resonates with the everyman/woman.

“

Mental health without the white coat

OUR PRIMARY FOCUS FOR FY22

MAXIMISE PROGRAMS

To deliver as many programs as we can and reach as many participants as we can whilst still retaining the quality and impact.

BECOME TRULY NATIONAL

Deliver in new geographies and to new audience types.

ENABLERS

PRIORITISE FUNDING IN EVERYTHING WE DO

Brand awareness – To facilitate support acquisition.

Supporter Retention – Inspire and thank our incredible supporters every step of the way.

Conversion – Maximise all potential funding sources with a preference for untied and sustainable funding.

MAINTAIN PROGRAM DEMAND

We currently have more demand than supply but must identify new geographies and audiences to maintain this demand.

PROVIDE PROOF OF SOCIAL IMPACT

Research and measure impact to quantify quality and social value of program model.

GENERAL MANAGER'S REPORT

The past year has, for many of us, provided an opportunity to rethink our values, consider what really matters, and decide how we want to move forward with our lives when the disruption of the pandemic subsides. At Gotcha4Life, we have been undertaking many of the same considerations. As we concluded the year, we reached a point where our mission now has greater clarity than perhaps ever before.



As a young organisation, we have grown relatively quickly. Like many cause-based organisations, this growth has been powered by passion, emotion, personal energy and pure community goodwill. It has also meant that some parts of our organisation leapt ahead of others, and while our vision was incredibly clear, our path to reach it was less so.

Even before Gotcha4Life was formed, our founder Gus said he'd love to have a thousand facilitators like the inspirational Tom Harkin, founder of Tomorrow Man. We kept returning to that vision as we examined

the best way forward. Gotcha4Life had always been about putting those who can best inspire, teach, guide, and support in front of those that may need it – whether that be at that moment, in the future, for themselves or for those that they love. So, it was clear the delivery of programs facilitated by these inspirational leaders is what should sit at the heart of everything we do. Reaching more people in the most impactful way will be our primary metric.

With this as our path, we set out to build maturity, stability, capability and capacity. Within our program delivery function, we have embarked on our first social impact measurement research project. We have, together with our carefully selected program delivery partners, integrated our program components to ensure they leverage and amplify impact at every touch point.

Community and community fundraising has always been the heart and soul of our organisation, and we have continued to invest time, emotion and support in those who do the same for us. We have also developed a dedicated community fundraising platform to support these endeavours and make it easier and more fulfilling to fundraise for Gotcha4Life. We have been fortunate enough that these thousands of benefactors have continued to contribute generously.

Alongside this philanthropic revenue raising, we have sought to develop a funding stream that offers greater certainty, that is more within our control, and sustainable. It became clear to us that our program products were becoming more sought after by private enterprise. Our relatable narrative around 'mental fitness' resonated broadly in this sector and partnering opportunities were increasingly presenting themselves. This led us to launch a social enterprise component to Gotcha4Life, where we make our programs available to these clients at a commercial market rate and use the funds to supplement our philanthropic funding sources. While in many ways this was similar to what had been delivered previously, the ability to view our offering through a different lens meant we could market our products more effectively. The expansion of reach – both to existing and new audiences – is an added bonus of this part of our model.

In addition to the critical funding functions, significant capability uplift in areas such as governance, reporting, technology and many other foundational aspects has contributed to our organisation moving up the maturity curve. This has resulted in a 50% increase in program reach, and confidence that this growth will not only continue, but be sustainable, into the future.

Simon Hamilton

The background is a dark blue gradient. On the left, there is a faint, circular logo featuring a stylized sun with rays and a hand holding a heart. On the right, there is a faint, blue-tinted image of a group of people, including a woman in the foreground and a man behind her, all looking down at something out of frame.

“

Like many cause-based organisations, our growth has been powered by passion, emotion, personal energy and pure community goodwill.

Simon Hamilton
General Manager

PROGRAMS

Programs are at the heart of everything we do at Gotcha4Life. We want people to take action to learn how to have open, honest and vulnerable conversations with gravity. Our programs give our audiences the tools.

Gotcha4Life operates within the preventative mental fitness space. In the same way exercise is important to build good physical health, we believe everyone needs to take action to build their mental fitness too. One way to do that is by finding a Gotcha4Life mate - a person you can speak to on a deeper level that goes beyond mere friendly chat and banter. We believe the more people there are with a Gotcha4Life mate, the fewer people there will be left to worry alone, and that this will help reduce the suicide rate. Our preventative programs aren't about mental illness. We want to help people learn to avoid poor mental health by recognising the warning signs when they're 'just not feeling right' - and by taking action to deal with those feelings as they arise, before they get worse.

We deliver our programs to schools, councils, businesses and sports clubs.

Our model works sequentially to engage, then empower, then educate participants.

We have the best Program Partners in Australia. Each organisation has a unique approach that immediately engages their audiences in a different kind of conversation that is pertinent to them. It is a powerful thing to experience. You can feel room 'change' during delivery of a workshop and participants come away with a new perspective on mateship and mental fitness.

PHASE

DELIVERY

ENGAGE & PREPARE

PRESENTATION
Gotcha4Life

EDUCATE & ACT

WORKSHOPS
Tomorrow Man
Tomorrow Women
Tomorrow People

EMPOWER & MAINTAIN

TRAINING
Man Anchor
Surf Life Saving NSW
RAMPH
ROC

RETAIN

COMMUNITY RESOURCES
REMAINING AFTER
PROGRAM DELIVERY
Mental Health First Aiders
ROC Matekeepers and
Communication with
Care trainees

KEY DELIVERY METRICS FOR 20/21

1,100 PROGRAM
SESSIONS

60,000 PROGRAM
PARTICIPANTS

35% OF PARTICIPANTS FROM
RURAL, REGIONAL AND
REMOTE LOCATIONS

**WA
& SA** PROGRAMS
IN NEW
GEOGRAPHIES

30% OF DELIVERY VIA
VIRTUAL PLATFORMS

PROGRAM PARTNERS

TOMORROW MAN TOMORROW WOMAN

Tomorrow Man and Tomorrow Woman deliver workshops around Australia to people of all ages. These workshops disrupt outdated traditional gender stereotypes and help participants define and 'own' their unique story. They enable people to confidently navigate a world of expectations, demands and emotional complexity, to create a healthier life for themselves and the people they love. Humans of all genders are dealing with an overly-wired world that lacks human connection. Pressures from the mainstream media, social platforms, family, peers and the opposite sex can be confusing. Conflicting messages and expectations come at us from all angles.



Man Anchor is a grassroots mental health and well-being movement that provides mental health education workshops for businesses, schools, and community groups around Australia. Founder and CEO Steve Gamble aims to promote a better understanding of mental health issues and how to deal with them through connection, education and training.



In rural Australia Gotcha4Life works with local 'Matekeepers' Rural Outreach Counselling (ROC). ROC is a community-minded mental health charity working out of the Riverina region of New South Wales. ROC aims to significantly reduce the impact of depression and anxiety in rural families and communities throughout regional Australia. This aim is achieved by reaching out proactively with help and support to those who can't, or won't, present to a general practitioner (GP) or existing mental health services.

Through ROC MateKeepers and qualified counsellors circulating within the community, support is provided to at-risk individuals via networking, connections, and relationships formed by reaching out. MateKeepers are everyday people in our community who are proactive in reaching out to those struggling with mental health issues.



Weave is a not-for-profit organisation that provides a way up and a way forward supporting children, young people, families and communities facing complex situations. Kool Kids works with children, young people and families who face complex social issues such as poverty, family breakdown and mental health issues that are symptomatic of systemic disadvantage and intergenerational trauma. Almost all (95%) of the children and young people who are part of the Kool Kids Program are Aboriginal and/or Torres Strait Islander. The program is grounded in holistic practice that supports Aboriginal people on their individual and collective healing journeys. Gotcha4Life funding helps support organisational costs as well as the Kool Kids program.

COMMUNITY FUNDRAISING & ENGAGEMENT

In 2021, our community fundraisers collectively raised more than \$700,000 across more than 100 events that saw thousands of people from across Australian communities come together to generate funds for Gotcha4Life. That would be an incredible achievement in normal circumstances.

Against the background of COVID-19, it was truly phenomenal. We are extremely fortunate and grateful to have this level of support and we thank each and every person in our amazing village.

SPOTLIGHT 24 HOUR ROW 2021

Now in its third year, the 24 Hour Row welcomed 18 surf life saving clubs from across NSW and QLD with hundreds rowers taking part. We were extremely thankful to be presented with the result of their combined efforts - \$108,000, which will be used to deliver programs in these communities.

**"The Gotcha4Life 24 Hour Row.
What a magnificent event!"**

In my (almost) 40 years of membership, I have never seen Coogee Surf Club (NSW) come together as one, as it did, that weekend.

And all to support the Mental Fitness Charity, Gotcha4Life, whose aim is to raise awareness for Mental Health, building Mental Resilience and Fitness, and of course, suicide prevention.

The 24 Hour Row served a few purposes for us at Coogee.

- We were able to raise some money for a cause close to our hearts.
- It brought us ALL together.
- It got us physically fit

But, more importantly...

- It got us all talking, and asking each other:
How are you doing, mentally?

Coogee (NSW) SLSC can't wait for next year!



COMMUNITY FUNDRAISING & ENGAGEMENT

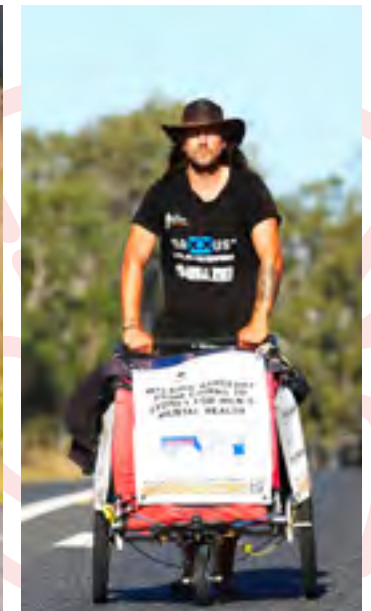
COMMUNITY CHAMPION ANTON NOOTENBOOM

The Barefoot Dutchman

Anton recently completed an epic **3,019km journey** - walking barefoot from Cairns to Manly in 163 days. Along the way, **he broke two Guinness World Records, raised \$57,771**, and connected with thousands of people as he share his story.

"Now more than ever we need to show each other that we are there for each other. We need to show people that are struggling that they are not alone. We need to show that vulnerability is not a weakness but your biggest strength."

Anton will be joining the Gotcha4Life family in 2022 as a presenter, telling his story and connecting with Gotcha4Life's mission.



THE STATS

116

COMMUNITY
EVENTS RAISED
MORE THAN
\$700K

328

INDIVIDUAL
DONORS
CONTRIBUTING
\$222,000

30

CHAMPIONS

STRATEGIC PARTNERSHIPS

CORPORATE

Gotcha4Life has been fortunate to have always benefited from a small number of meaningful and valuable strategic partnerships with commercial enterprises. These partnerships have been largely philanthropic, with our partners generously donating to fundraising campaigns or sponsoring fundraising events. Most notable among these long term partners are **Chemist Warehouse, Shaw and Partners Financial Services, and Westpac**. Over the course of the past year, we have invested resourcing and attention to both deepen our existing partnerships and add many new ones.

The major focus for these new partnerships has been a shift away from purely philanthropic relationships to arrangements where partners fund specific programs on a fee-for-service-style basis. These programs may be for the partners' own staff. In many cases, they are corporate social responsibility (CSR) initiatives that fund community programs in a location or for a group to which the partner has links. In an era where corporate partnerships are increasingly assessed with metrics such as return on investment, our ability to provide meaningful and impactful services is resonating strongly with our partners. Even in the short time that we have been providing these sorts of initiatives, we have seen many of our partners shift from simply wanting a standalone keynote presentation from Gus, to requesting our full program to achieve a deeper, sustainable positive social impact. These partners include Lion, Hansen Yuncken and PwC.

"Our ability to provide meaningful and impactful services is resonating strongly with our partners."

The year also saw a significant number of relationships starting to build with many more potential partners. Organisations in a number of industries and sectors with which we resonate have reached out for support. This includes construction, hotel groups, telecommunications and energy service providers, and with corporates struggling to support their teams through traditional 'employee assistance programs'.

This outlook saw us forecast a **400% increase in corporate funding** tied to programs in the 2021/22 financial year, without any drop off in the philanthropic component of our other partnerships.

GOVERNMENT

Gotcha4Life was awarded a **NSW State Government funding grant** at the end of the financial year for a comprehensive rural and regional program to be delivered in 2021/22. The details were still being finalised at time of writing, but the program will see significant reach into parts of the state that have been hit hard by floods, fire and drought in recent years.

MARKETING & COMMUNICATIONS

Over the course of the last year, and with a renewed focus on our core mission of delivering mental fitness programs to all Australians, the priority for Gotcha4Life's marketing and communications has been to deliver a clear and consistent message that focuses on action rather than simply awareness.

With so many mental health focused not-for-profits, events and messages in the market, coupled with the coverage discussing the impact of the pandemic, awareness about mental health has never been higher. That is important, but we believe awareness alone is not enough. Our ability to communicate with Australians so that they feel compelled to take action is critical. We have undertaken a number of foundational initiatives over the past year to invest in our ability to achieve this.

We have implemented a new customer relationship management system that ensures we have a better understanding of what our supporters want to hear from us. We have refined our visual brand to focus on encouraging action. We have relaunched our website with a broader range of content that allows communities and individuals to easily understand what programs we offer, and how to get support if they need it. We have launched a community fundraising hub that allows our many hundreds of fundraising supporters to easily start their own fundraising initiatives while providing them with extensive support, tools and tips.

Whilst many of these foundational initiatives will deliver positive results in the next year and on an ongoing basis, we have seen many positive metrics emerging already. In the second half of the financial year, we recorded a **70% increase in email subscribers** and a **30% increase in the number of supporters** who follow Gotcha4Life on social media.

We are also pleased to note that our website revisions resonated with our audience. Important metrics such as how long people spend on our website, how often they return, and how often they access our resource pages are all performing at a very strong level and significantly up compared to previous periods.

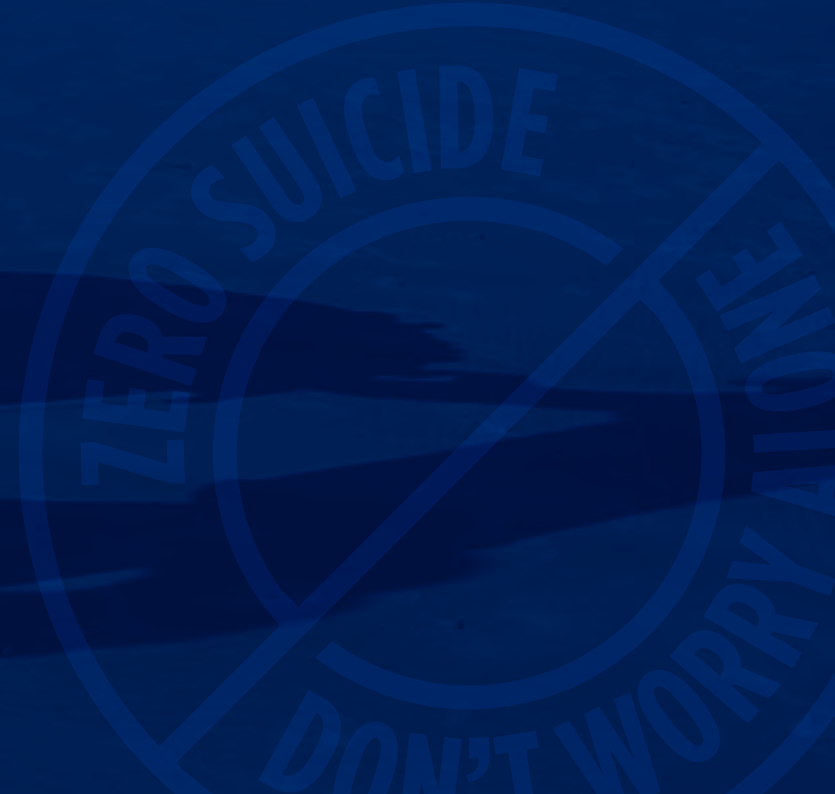
With these foundations in place, we will continue to focus on our programs and taking action over the coming year, but we will also be able to start providing more detail around how funds are deployed and the social impact results that are being delivered.



A person wearing a cap and a t-shirt with 'STC FOUNDATION' and 'ADVENTURE' logos is riding a bicycle on a paved path. A banner on the back of the bicycle reads 'WALK FROM CANNIS TO MEN'S MENTAL HEALTH' and 'STC FOUNDATION'. The background shows a body of water and distant hills. The entire image has a blue tint.

“

We have implemented a new customer relationship management system that ensures we have a better understanding of what our supporters want.



OUR BOARD

BOARD OF DIRECTORS

Sandy Beard

CHAIR

Director and investor in numerous ASX Listed and private companies. Founding Chairman of Newport Surf Club's high-performance sport racing Academy.

Curt Zuber

DIRECTOR

Treasurer for Westpac Banking Corporation.

Peggy Dwyer

DIRECTOR

Barrister / Lawyer BA LLB (ANU) PhD

Gus Worland

FOUNDER / DIRECTOR

Media Personality, Co-Host of Triple M's Dead Set Legends program.

Jennifer Cummins

DIRECTOR

CEO Heiress Films. Film, TV Documentary Producer - Man Up.

ADVISORY BOARD

Danielle Di Pilla

Executive of Chemist Warehouse Australia.

Hugh Jackman

Academy Award, Golden Globe, and Tony Award-winning actor.

Dr. Jodie Lowinger

Clinical Psychologist, Anxiety & Resilience Expert.

Lucy Dunn

After losing her father to suicide, Lucy has been active in raising funds for mental health and suicide prevention.

Mike Charter

International Corporate Executive in the Health & Wellness Industry & Chartered Accountant.

Steve Biddulph

Psychologist & Author of Raising Boys, The New Manhood, Raising Girls, and 10 Things Girls Need Most.

FINANCES

The financial position of the organisation was further strengthened and stabilized during the 2020/21 financial year. Given the ongoing pandemic, tight economic conditions and general financial uncertainty this was a notable achievement and one that sets the organisation up to be significantly more sustainable and able to absorb future changes in the funding environment.

Of most significance and impact was the better than forecast income result which saw a more diversified range of income sources. Previous investment and effort to develop products that are fit for purpose and meet the needs of both community and corporate audiences have been highly successful and resulted in a year on year 400% increase in fee for service income. Similarly grant income was successfully increased by over 400% to make up 15% of total income. Additionally, community and corporate philanthropic channels were almost universally expanded to deliver strong income results from donations and fundraising. All of these channels combined to deliver a 30% increase in overall income.

The forecast tighter funding conditions resulted in a planned reduction in cost of sales and program partner distributions as compared to the previous year. This reduction amounted to direct expenditure that was reduced by 34%. Whilst this had the potential to lessen the volume and reach of program delivery, the close working relationship that we have with our program partners and the level of flexibility that this provides the organization meant that reach was in fact still able to be increased significantly despite the lower spend. There will however be a requirement for a year of reinvestment in the following year to ensure capacity can ramp up in future years.

Offsetting this reduced cost of sales and program partner spending was an increase in operating expenditure. This was a result of a year of internal capacity and capability building which was required to allow the organization to move up the maturity curve. Most notable of this was investment in strategic and program resourcing after a period where this had been scaled back in anticipation of reduced funds. This investment means that the organization is well placed from a people, systems and process perspective to leverage the anticipated improved funding environment in the 2021/22 financial year.

Overall these factors resulted in a very positive net surplus of over \$900,000 which was over \$500,000 better than budget and ensures that the organization has a strong reserve to invest in future growth of social impact.

SUMMARY OF FINANCIAL STATEMENTS

2021 (\$)

2020 (\$)

INCOMING

Sponsorships	151,377	65,045
Donations	1,505,052	1,547,315
Grants	422,080	87,391
Owned events	296	46,590
Community and Partnered events	599,207	383,725
Fee for service	207,471	56,000
Other	168,233	111,444
Total	3,053,716	2,297,510

OUTGOING

Cost of sales	54,172	374,311
Operating costs	1,004,585	580,704
Distributions to program partners	1,019,367	1,283,270
Total	2,078,124	2,238,285

Surplus	975,592	59,225
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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.

Adam Crawford
Aidan Brecknell
Andrew Godden
Andrew Ward
Angela Hill
APS Foundation
Aussie Pacific
Australian Turf Club
Anton Nootenboom
The Barefoot Dutchman
Bayard Foundation
Benji Marshall
Bloomberg Philanthropies
Boyce Accountants
Bryson Schafer
Cameron Merchant
ChallengeWorks
Chemist Warehouse
Deborah Hatter
Degnan Constructions
Dimi Papadatos
Earl Evans
Emu Plains Junior Rugby League
Football Club

Emus Rugby Club Orange
F45
Fan in the Stand
FITSOM
Brad Fittler
Geronimo
Gow Street Recycling Centre
Hallway
Harry McBryde
Head Above Water
Initiative
Jake Trbojevic
James Tedesco
Jess Watkins
Jim Stewart
Jodie Lowinger
John Holland
Jordan Jeffrey
Josh Bliss
Jude Bolton
Justin Ryan
Karl Stefanovic
Kath Koschel

Kellie and Matt Stubbs,
Gareth Hughes from
Mates 4 Mental Health
Kinross College
Knox Grammar School
Lachie Bruce
Lefand Group Building and
Facility Management
Leigh Bryden
Lion
Luke Cook
Mark Avery
Mathew Stephenson
Matt Graham
Mel and Nathan Wellings
Mitch Hannigan
Mothers of Boys Fundraising Community
Network 10
Nine Network Australia
NSW Rugby League
Origin Energy
Parramatta Marist Brothers High School
Penrith Rams
PricewaterhouseCoopers

Rural Adversity Mental Health Program
Ray Pearse
Red Havas
Robson Doors
Sean Hogan
Shannon Moroney
Shaw and Partners Financial Services
St Hilliers
St Ignatius College Community
The Barn
The Edward Alexander Foundation
The Fox Family Foundation
The Wines Family Foundation
Triple M
Tumut Rugby League club
Unlimited
Vodafone Foundation Australia
Wendell Sailor
Westfield
Westpac
Xavier College

