



Annual Report

2021-2022

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Zero Suicides.

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 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



MESSAGE FROM THE FOUNDERS:

Gus & Vicks

As we reflect on the past year, we are filled with immense pride and gratitude for the incredible strides Gotcha4Life has made in promoting mental fitness across Australia. Our journey has been marked by significant milestones, from the expansion of our programs to the deepening of our community engagements and partnerships.

This year, we reached over 89,000 individuals through more than 2,000 mental fitness programs. Each workshop and event has reinforced our belief in the power of human connection and the importance of having a Gotcha4Life mate. We have seen first-hand the positive impact of our work in communities, schools, and workplaces, kickstarting the conversation about the importance of building mental fitness and how to get started, strengthening resilience and encouraging open conversations about mental health.

Our partnerships have been instrumental in amplifying our reach and impact. Collaborations with organisations like Lion and the support of dedicated ambassadors have enabled us to bring our message to new audiences and regions. The remarkable achievements in community fundraising, including the Great Atlantic Row and the Kokoda Trek, underscore the collective commitment to building a mentally fit future.

We remain steadfast in our mission to inspire and enable individuals to take action to build their mental fitness. As we look forward, we are committed to continuing our work with passion and dedication, ensuring no one worries alone. Together, we can achieve a suicide-free world.

Gus and Vicky Worland

FOUNDERS, GOTCHA4LIFE FOUNDATION





89,410
people



2,026
mental fitness
programs



26
partnership
connections



120
community
events

2021-22 Year in Numbers



Impact

PROGRAM DELIVERY



WELCOME TO OUR NEW

Gotcha4Life Presenters



GUS WORLAND
Gotcha4Life Founder, Speaker,
Mental Fitness advocate

Gus gets a room (or a global audience!) laughing, crying, thinking and talking afterwards about a topic others feel uncomfortable speaking about. Gus breaks down barriers with an authentic, honest, interactive conversation delivered in his relaxed, informal, style. What you see is what you get. And what you get is incredible.



HUGO TOOVEY
Australian Army Captain,
Mental Fitness advocate

Before the age of 26, Hugo fought two bouts of cancer. With the second diagnosis he questioned if he could go through it all again physically and mentally and whether he would survive. But through this journey, he found perspective and gratitude. Hugo shares his story of survival and hope with grace and humour. Prepare for tears, laughter and goosebumps.



BONNIE HANCOCK
Dietician, Iron woman,
Mental Fitness advocate

Bonnie became the first, fastest and youngest female to paddle around Australia on a ski at age 32. Eight months in rough seas, surrounded by shark fins required more than physical fitness - she needed courage, grit, mental fitness and support from her village. Bonnie knows how to motivate an audience to navigate the seas of life (without getting wet!)



JAIMEE ROGERS
Sky News Sports & News
Presenter, Mental Fitness
advocate

Not many people can say they've swum the English Channel but Jaimee can. It's the ultimate endurance challenge, pushing mind and body to the limit. Jaimee shares her tale of determination, dedication and dealing with life's many curve balls to inspire others to 'channel' their inner strengths to build their mental fitness.



VICKY WORLAND
Gotcha4Life co-Founder,
Head of Program Management,
Mental Fitness advocate

Vicky has a gift for bringing people together. Her passion for building connections and conversations that change and save lives is the culmination of a lifetime spent teaching, volunteering, problem solving and leading with warmth and empathy. Her calm and reassuring presentation delivery opens doors, hearts and minds to discussing difficult topics - and her quiet message is heard loud and clear.





Broken Hill:

REMOTE PROGRAM DELIVERY

As part of the Towards Zero Suicide Premier's Priority program that aims to reduce the rate of suicide in NSW by 20%, Gotcha4Life in partnership with program partners, Tomorrow Man & Tomorrow Woman, delivered workshops and training to staff and students at Broken Hill High School and Willyama High School for the first time. Broken Hill is particularly underrepresented in community services and faces some of the most pressing socio-economic challenges in the country.

The face-to-face engagement approach tailored to local needs proved highly effective, fostering a sense of connection among participants. This initiative not only addressed immediate mental health needs but also laid the groundwork for sustained community support, emphasising the importance of accessible mental health resources in remote and underserved areas.

"A stand out moment for the team was a workshop at Willyama where we had students talk to body image, disappointing our selves and parents, grieving lost love ones and living with anxiety. All the boys held such space for one another and were absolutely amazing!"

- Facilitator, Tomorrow Man





Armatree:

SUPPORTING GRAIN GROWERS IN RURAL NSW

The grain growing community of Armatree in rural NSW experienced the value of a Gotcha4Life program first-hand in 2021, in partnership with Lion. Our visit was timely. The community had done it tough in recent years, enduring a mouse plague, bushfires, COVID-19 and floods that proved too much for some, with the town devastated by the loss of locals to suicide. The community needed to come together to reflect on how they could support each other.

A crowd of 180, from children to grandparents, gathered to socialise and connect over a meal. They had the chance to hear our Gotcha4Life key messages around mental fitness and ask questions of the expert facilitators, and were encouraged to continue the conversation and support each other after the event.

"What you just got me to practise, was something I've always wanted to say. Without you maybe I never would have said it."

- Grain Grower, NSW



2021-22 PROGRAMS

This past year has been exceptionally dynamic for Gotcha4Life. As we return to a post-COVID environment, our face-to-face reconnections across the country have amplified our impact and strengthened our community bonds. Our achievements within the Foundation have marked substantial growth and progress, reflecting our unwavering commitment to our mission. Our dedication to supporting and collaborating with our program partners has been central to our success. Positive program evaluation highlights the profound positive effects our programs have had nationwide. Looking ahead, Gotcha4Life will prioritise expanding impactful programs, deepening our understanding of the preventative mental health landscape, partnering with organisations to build capacity for widespread delivery, and tailoring programs to community-specific needs, fostering collective impact. We extend our heartfelt thanks to our incredible partners. Your dedication is inspirational and life-changing, driving social and emotional transformation.

VICKY WORLAND
Program Director, Gotcha4Life

HIGHLIGHT FROM MAN ANCHOR:

A significant highlight from Man Anchor was the delivery of NSW Government supported Gatekeeper training to more than 200 people across the Far West, North West and South of the state. The aim of these activities is to develop core skills, knowledge and confidence in people to identify, talk and support those who are struggling with mental health issues or in suicidal crisis.

HIGHLIGHTS FROM TOMORROW MAN / TOMORROW WOMAN (TMTW):

Even amidst lockdowns & restrictions, a particular standout moment was recently through the Great Southern region of WA, where the team spent five days engaging with the vibrant communities of Mount Barker, Denmark, and beyond.



MENTAL FITNESS PROGRAM REACH

Total:

2,026 workshops
89,410 IOPs

G4L:

114 workshops
40,393 IOPs

TM & TW:

1,198 workshops
36,339 IOPs

Man Anchor:

296 workshops
9,413 IOPs

ROC & Weave:

418 workshops
3,265 IOPs



Community

ENGAGEMENT AND FUNDRAISING



The Great Atlantic Row:

5000 KMS ACROSS THE OCEAN

After 37 days, 4 hours, and 37 minutes, the Shaw and Partners Atlantic crew completed the 5000 km race across the Atlantic Ocean, raising \$200,000 for Gotcha4Life programs in Australia. This challenging journey underscored the importance of mental and physical resilience, and the funds raised will support more Australians in finding their Gotcha4Life mate.

"We are so proud to have supported such an important cause on this journey. The row across the Atlantic was gruelling and put our physical and mental strength to the test daily. We know so many Aussies with mental illness are doing it tougher than us and we hope this money helps more Australians find their Gotcha4Life mate"

- Shaw and Partners Atlantic crew



Kokoda Trek:

MATESHIP AND LEGACY

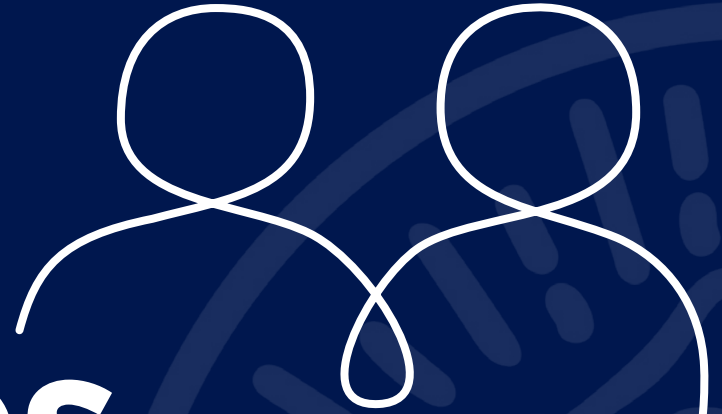
After two years of postponements due to COVID-19, the Mates 4 Mental Health Team from Como-Jannali JRLFC finally completed the challenge in 9 gruelling days experiencing every sort of mud there is. Trekking the Kokoda trail is a monumental test of physical and mental fitness. This crew created a bond like no other, having each others' backs when they struggled along the way.

Mates 4 Mental Health was established through Como footy club (rugby league) after losing a member, a young dad, to suicide in 2018. It was then that the footy club community decided that action was needed, and decided to implement a full wellbeing program. They've been running Gotcha4Life programs annually ever since.

An emotional ending at the memorial to fallen ANZAC soldiers reminded the team about the importance of mateship and having each other's backs. Thank you for Mates 4 Mental Health for raising \$100,000 for mental fitness in Australia.



Partnerships



Mateship Miles:

ON THE ROAD FOR MENTAL FITNESS

Award-winning journalist, Today Show anchor and Gotcha4Life Ambassador, Karl Stefanovic hit the road between Melbourne and Sydney in April 2022 with Gotcha4Life Founder, Gus Worland to raise awareness about mental fitness. Focusing on towns that have been affected by poor mental health, COVID-19, the mouse plague, fires and floods to kickstart important conversations around meaningful mateship and community resilience.

Having a presence in these towns on this journey meant so much to locals who came along to chat. One local turning up just because he knew that Gotcha4Life were in town, opened up about his struggles and the team were able to assist him to get the right support that he needed.

Gotcha4Life Program Partners Man Anchor and Tomorrow Man also joined Gus and Karl to help communities open up and be vulnerable about the challenges they've faced.

Special thanks to community champion Jo Murrell from Anglicare Snowy Monaro for her tireless advocating for mental fitness.



Boys do Cry:

CHANGING THE STIGMA AROUND MALE MENTAL HEALTH

Gotcha4Life proudly launched the “BOYS DO CRY” campaign on International Men’s Day November 2021, transforming The Cure’s iconic song into a powerful anthem for men’s mental health. Spearheaded by creative agency The Hallway’s Simon Lee in partnership with The University of Melbourne, this groundbreaking initiative boldly challenged societal norms that have long discouraged men from expressing vulnerability. The campaign featured a moving music video, captivating posters, extensive outdoor advertising, engaging radio spots, and widespread community engagement, all centered around the resonant message, “When the going gets tough, get talking.”

Highlighting the critical importance of mental health, “BOYS DO CRY” encouraged men across Australia to reach out for support, thereby aiming to reduce the alarming male suicide rates. By fostering a culture of openness and connection, this campaign has made significant strides in reshaping perceptions of masculinity and promoting mental fitness. The collective effort has not only raised awareness but also inspired action, marking a pivotal moment in the journey towards better mental health for all.

Releasing as both a music video – produced by Good Oil and directed by Tom Campbell – and a single, ‘BOYS DO CRY’ is the brainchild of independent advertising agency The Hallway, created in partnership with The University of Melbourne’s Centre for Mental Health, mental fitness foundation Gotcha4Life and Heiress Films, the team behind the Gus Worland-hosted ABC TV series Man Up, with support from media, marketing and creative social purpose organisation, UnLtd and media agency Initiative.

Watch Boys Do Cry [here](#).



“We know that 75% of all suicides are by males, and that one of the things that may be influencing this is the pressure society places on boys and men to be self-reliant and solve problems by themselves. Our work is challenging some of these traditional masculine norms and looking at whether this may help to bring down the male suicide rate.”

- Professor Jane Pirkis, Uni of Melbourne

PARTNERSHIP SPOTLIGHT:

Lion

Gotcha4Life and Lion breweries have formed a powerful partnership to promote mental fitness across Australia. Since 2020, we have collaborated to deliver evidence-based programs that enhance social connectedness and open communication. Gotcha4Life's workshops, led by Gus, Vicky and the team and supported by Lion's community investment strategy, have reached diverse groups, from sports clubs in WA to regional communities in NSW.

Key initiatives include the "Building Mental Fitness" event with NRL legends, Stop for Safety, the Armatree activation in rural NSW and the impactful "Let's Talk" workshops, which empower participants to engage in meaningful conversations about mental health.

This partnership has facilitated vital discussions, ensuring no one worries alone, and has driven real, measurable contributions to mental resilience and wellbeing.

Together, Gotcha4Life and Lion are making strides towards their shared vision of zero suicides, highlighting the crucial role of community support in mental health.



LION

"That was incredibly powerful, I felt very respected and supported by my colleagues"

"I'm not the only one going through struggles in life. It's ok to speak up!"

"Important to acknowledge the people around you that are your biggest support. Open up and help others"



Financials

AND GOVERNANCE



Our Board

BOARD OF DIRECTORS

GUS WORLAND

**Founder,
Executive Director**

Media personality,
documentary maker,
mental health advocate.

PEGGY DWYER

Director

Barrister / Lawyer
BA LLB (ANU) PhD.

SANDY BEARD

Director

Executive Chairman,
Hancock & Gore.

JENNIFER CUMMINS

Director

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

CURT ZUBER

Non-Executive Director

Consultant, Ex-Westpac
Bank Treasurer, Acting
Chief Executive Officer -
Westpac Institutional Bank
at Westpac Banking.

ADVISORY BOARD

DANIELLE DI PILLA

Executive of Chemist
Warehouse Australia.

DR. JODIE LOWINGER

Clinical Psychologist,
Anxiety & Resilience
Expert.

MIKE CHARTER

International Corporate
Executive in the Helath
7 Wellness Industry &
Chartered Accountant.

HUGH JACKMAN

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

LUCY DUNN

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

STEVE BIDDULPH

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



Financials

Gotcha4Life experienced both financial challenges and significant achievements in 2021-2022. The year was marked by a strategic focus on broadening our reach and impact through enhanced program delivery and the development of new partnerships, resulting in a remarkable increase in overall revenue and a significant increase in investment in program delivery.

Total income for FY 2021-2022 increased by 29.7% YoY. This growth was driven by substantial increases in donations and revenue from projects, events, and fundraising. Corporate donations also saw a notable rise.

Operating expenses increased due to investments in media, consultancy, and staffing to support the growing scale of operations. Investment in program delivery increased by 91% in FY 2021-2022, in line with the strategic priority to broaden reach and impact. The number of program sessions delivered nationwide more than doubled, reaching 89,410 people in FY 2021-2022 compared to 60,000 in FY 2020-2021.

As we look ahead, our focus will be on optimising our fundraising strategies, enhancing program delivery, and continuing to forge strong partnerships. We are dedicated to maintaining financial stability while expanding our impact. The strategic investments made in FY 2021-2022 lay a solid foundation for future growth, ensuring that we can continue to inspire and enable Australians to build their mental fitness and work towards a suicide-free future.

Summary of Financial Statements	2021-2022	2020-2021
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INCOME		
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Donations Received	1,870,295	1,494,992
Project, Event and Fundraising Revenue	2,169,709	1,511,474
Interest Income	502	691
Government Grants and Subsidies	52,209	147,500
Total Revenue	4,092,715	3,154,657

EXPENDITURE		
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Project, Event and Fundraising Costs	57,017	65,666
Program Costs	1,917,628	1,002,147
Operating Costs	1,319,072	1,060,133
Surplus	798,998	1,026,711



Thank You

TO OUR INCREDIBLE PARTNERS
AND SUPPORTERS.

Dimi Papadatos

Sean Hogan

Tony Gray

Earl Evans

Matt Penfold

Sam Horsley and the Atlantic Row team

The Fox Family Foundation

EVENTS

Shire Bright Night

Mid-Winter Dinner

Renown Sports Club

Head Above Water





ABN 82 618 093 762

Gotcha4Life Foundation is a registered health promotion charity
Charity donations of \$2 or more to the Gotcha4Life Foundation may be tax deductible in Australia

GOTCHA4LIFE.ORG

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