

Annual Report

2024-2025



*Students during our Gotcha4Life Year 6
Transition to High School workshop*

Contents

Acknowledgement of Country	3
Mission and Vision	4
Message from the Chair	5
Message from the CEO	6
Our Impact	7
Program Delivery Snapshot	8
Highlights	12
Board	22
Financial Overview	26
Thank You	27



Acknowledgement of Country

Gotcha4Life acknowledges the Traditional Custodians of the land on which we live, work and connect. We honour the strength and resilience of First Nations peoples and their profound practices in community care and healing.

Guided by the wisdom of Australia's First Peoples, we strive to build culturally respectful mental fitness frameworks that foster strong, connected communities. We pay our respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander people.



Our Mission

is to inspire and enable people to take action to build their mental fitness.

Our Vision

is a suicide-free world where no one worries alone.



“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 Chair

James Wright

The 2024-25 year has been a defining period for Gotcha4Life as the organisation sharpened its focus and strengthened the foundations needed for long-term impact.

The Board's priority throughout the year has been to ensure strong governance and sustainable growth. This has included ongoing attention to financial resilience, risk oversight and organisational capability as Gotcha4Life continues its evolution to a nationally recognised leader in mental fitness.

A key area of progress has been the continued development of our school-based work. The positive independent evaluation of our Mentally Fit Schools pilot affirmed the strength of the program's unique preventative approach and its potential for scale. This evidence has supported the Board's endorsement of the program's expansion across New South Wales, into Queensland, and other states and territories in the coming years.

We also saw important advancements in Gotcha4Life's digital impact. The Mental Fitness Gym App represents a significant step towards creating accessible, everyday tools that complement our in-person work and broaden how communities engage with mental fitness.

The Board recognises the critical role digital innovation will play in reaching more people in Australia and is committed to the ongoing investment in the Gym and its content.

Our partnerships and fundraising initiatives have continued to mature, with long-standing relationships and major community events contributing to both financial sustainability and greater connection with our supporters. These partnerships remain essential to our ability to deliver preventative programs at scale.

Across the organisation, investment in people, culture and systems has strengthened operational readiness and reinforced mental fitness as a lived practice.

On behalf of the Board, I extend our gratitude to our incredible staff, our advisors and ambassadors, our generous partners, donors and supporters. The progress of the past year positions Gotcha4Life strongly for the next phase of growth as we work towards building a mentally fit future for all people of Australia.

James Wright

Chair, Gotcha4Life Foundation



Message from the CEO

Belinda Elworthy



It's exciting to be reflecting on such an impactful year at Gotcha4Life.

Across the organisation, we strengthened the foundations that underpin our prevention-first approach, while continuing to expand the reach and depth of our work through programs, campaigns and partnerships that bring mental fitness into everyday Australian life.

Our work this year reinforced a simple truth: when mental fitness skills are introduced early and practised consistently, they help people navigate pressure, build connection and seek help before challenges escalate.

During the year, our team continued delivering programs that embed these skills into everyday environments, particularly in primary schools, while also expanding access through our Mental Fitness Gym. Alongside delivery, we invested in strengthening our approach to evaluation and organisational capability, ensuring that growth is matched by rigour and accountability. Additionally, our program partners, Tomorrow Man, Tomorrow Woman and Anchor Health delivered impact extensively through their programs with the care and commitment they have always shown.

I am incredibly proud of the professionalism, care and thoughtfulness our team brings to this work. Much of what sustains Gotcha4Life's impact is not always visible - it sits in the relationships we build, the trust we earn, and the consistency of our delivery.

I would like to thank our Board and Advisory Board for their leadership and oversight, and our partners, donors, ambassadors and community supporters for their continued belief in prevention-led approaches to mental health.

Looking ahead, our ambition is clear: to continue making mental fitness an accessible, everyday part of Australian life. Practised early, consistently, and over the long term.

This is mental fitness, for life.

Belinda Elworthy
CEO, Gotcha4Life Foundation



Our Impact This Year



Program Delivery

230

schools
reached

78,675

students
reached

4,618

teachers and
caregivers reached

23,017

people reached
in regional
communities

243

workshops
(non-school)

19,174

people attended
a workshop
(non-school)



"Mental fitness made me feel more confident at school, making me adapt to the school environment. It also helped me develop my friendship and make strong bonds with my parents."

- Marton Public School student

"Great, useful tool - I love that I can pop into the gym anytime and work on my mental fitness. Especially when something unsettling is taking up too much space in my head, it's been really helpful to address that and feel more at ease after doing a check-in and some of the exercises."

- Mental Fitness Gym App user

Mental Fitness Gym

3,957

App
Downloads

49,230

Unique Gym
website visits

3,140

New Gym
members

Mental Fitness in Action

Teachers:

93% identified new classroom opportunities to practise mental fitness right away

Parents:

90% felt better equipped to help their child manage emotions

Students:

4x more likely to demonstrate a clear understanding of mental fitness

*From primary schools participating in FY24-25

The Orange Emus during their Mental Fitness Round



Since 2017:



15,642

sessions delivered



619,977

participants reached





Program Delivery Snapshot



Teachers at St Michael's Thirroul after their Teacher Kickstarter workshop



Mentally Fit Schools

20 school communities

11,899 parents, teachers and students impacted

After receiving overwhelmingly positive feedback from our pilot year, Gotcha4Life's Mentally Fit Schools program entered its second year with fresh momentum - growing from 3 schools to 20 across NSW including both metropolitan and regional communities. This growth reflects strong demand for a prevention-first approach, with schools seeking more sustained, practical approaches than one-off wellbeing initiatives.

In the program's second year, insights from the pilot informed our delivery model and a more comprehensive measurement and evaluation framework, strengthening implementation quality and mental fitness outcomes.

Mentally Fit Schools is designed as a whole-of-school, capacity-building approach to mental fitness. The program supports students, teachers and families to build practical emotional adaptability skills, deepen connections and feel more confident reaching out for support when needed.

Each school receives a tailored mental fitness action plan and partners with a dedicated Gotcha4Life Mental Fitness Educator over a minimum of three years. Alongside in-school implementation, families and teachers are supported through practical resources and workshops that foster a shared language and consistent approach to mental fitness across the entire school community.

Expansion for the 2025 school year prioritised communities where need is greatest and access to wellbeing programs is more limited, including regional areas and targeted delivery across Western Sydney.

Our Impact:

96%

of teachers had increased awareness of mental health

70%

of students now identify their "village" for support at home/school.

93%

of parents felt motivated to support their child's mental fitness.

"One mum talked about school refusal, how frustrating it can be, but shared that she stops and slows down to talk with her child... Hearing another mum's approach was an 'aha' moment for the group. It was shared wisdom from someone actually experiencing it, and it had more impact than any external advice could have." - Gotcha4Life Mental Fitness Educator - observational data from Parent Kickstarter session

"(The program) helped me see the different perspectives of emotions and it helped me open up to the people in my village." - Student

"The facilitator was phenomenal. She just captured our audience. Teachers can be difficult to engage. I could look around and see the staff were very engaged anytime the Gotcha4Life team came out here." - Assistant Principal



Extending Impact

Our external program partners played an important role in delivering workshops to thousands of young people in high schools and communities this year. Through their passion, expertise and commitment, Tomorrow Man, Tomorrow Woman and Anchor Health have helped countless young people build the skills, confidence and connections that support lifelong mental fitness. We are grateful for their partnership and the lasting contribution they have made to our shared goal of a future where mental fitness is mainstream.



Tomorrow Woman

"This has my favourite workshop of all time, and the way you approach with such care and passion as well as an awareness of the safety and respect of the space is really inspiring."

- Tomorrow Man participant

"It was just so oddly nice to just completely open up and talk to a girl who I was never close with and tell her things that I had never told anyone. And the amount of respect, love and support she showed me while I was sobbing was so incredible."

- Tomorrow Woman participant

"The impact was clear - students walked away with practical tools, increased awareness, and a stronger sense of support. This program has been an invaluable addition to our wellbeing education, and we highly recommend it to other schools and communities."

- Anchor Health participant



Tomorrow Man



Anchor Health

Mental Fitness Gym App Launch



In April 2025, Gotcha4Life launched the Mental Fitness Gym app, expanding access to practical, preventative mental fitness tools.

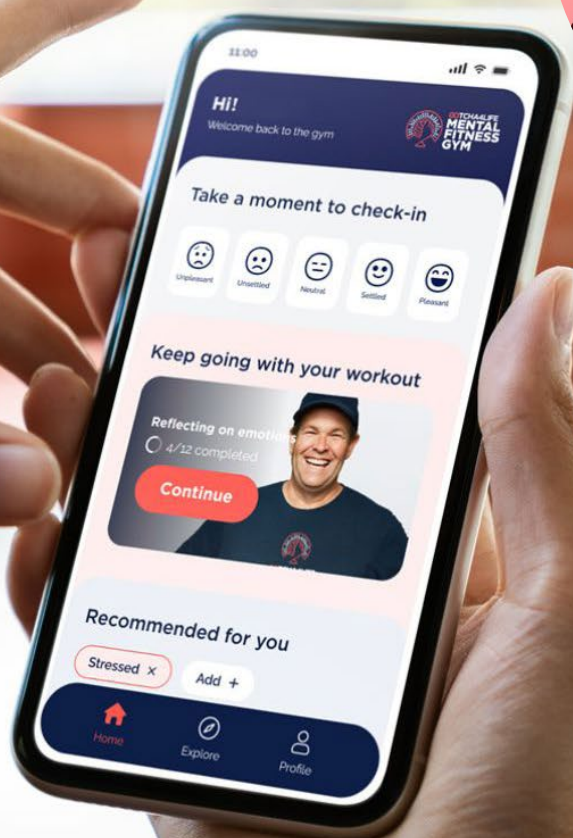
The Mental Fitness Gym was designed to address barriers to accessing support, such as cost, geography and stigma, and consistent habit-building. It makes it easier for people to take small, repeatable actions that strengthen mental fitness over time, with practical tools available whenever and wherever they're needed.

At launch, the app featured more than 100 simple, evidence-based exercises. Additional features include a daily check-in, personalised recommendations, tools to nurture connections, and pathways to professional support when needed.

Thanks to our partners and donors, the Mental Fitness Gym remains completely free, ensuring access to practical, evidence-based mental fitness tools anytime, anywhere.

"Fabulous Resource - I love that you can set daily reminders to access the gym. It is very easy to use and the resources are short and realistic. It is great to have access to the gym whenever needed. It is also helpful to have the options there for additional help if needed."

- Mental Fitness Gym App user





Highlights



A Gotcha4Life Mentally Fit
Schools Assembly



Fundraising Snapshot

Campaigns Driving Awareness Across Australia

Our major fundraising campaigns bring people together from all corners of Australia - in gyms, workplaces, sports fields and communities - to raise awareness and vital funds for mental fitness.

Together, these efforts have helped people connect deeply, ask for help early and look after themselves and their mates.

Chemist Warehouse Men's Health Month 9th year of partnership

Every June for Men's Health Month, Chemist Warehouse stores across Australia rally together to remind men to check in, open up and support each other. From purchasing Men's Care Boxes to wearing mateship bands and in-store donations, staff and customers joined together to support men's mental fitness and create a culture where it's ok to speak up and seek help.

Thank you, Chemist Warehouse, for being with us from the beginning and thank you to all the participating brands including L'oreal and Gillette for your generous support.



Gotcha4Life Cup 4th year | 20,000+ people reached

Every year, the Gotcha4Life Cup unites two iconic NRL teams, the Manly Warringah Sea Eagles and the Sydney Roosters, to champion a powerful mission: let's tackle mental fitness together. This year at Allianz stadium, teammates set aside their onfield rivalry to deliver a united message - reminding us all of the strength in speaking up, checking in, and showing up for our mates, both on and off the field.

Thank you to Shaw and Partners Financial Services (a Manly Warringah Sea Eagle's partner) and Unibet, as part of FDJ United (a Sydney Roosters partner) for bringing this to life.





Mel and Nathan Wellings,
Founders of the 24 Hour Row

24 Hour Row for Mental Fitness

7th year | 60+ teams

On World Suicide Prevention Day, thousands of people rowed for 24 hours in relay, connected by a livestream and united by purpose. Every dollar raised helps deliver mental fitness programs to schools, sports clubs and communities so no one ever has to worry alone during life's ups and downs.

Thank you to valued participation partners, Surf Life Saving NSW and Rowing NSW and the wonderful support from their communities.

"By doing this fundraiser it has not only brought funds to the Gotcha4Life cause, but it has also shone a light to the cause within our community and opened gateways for conversations."

- 24 Hour Row participant

Local Communities Driving Change

We're continually amazed by the people who take time out of their own lives to organise events, bring their communities together and raise funds for mental fitness. It's this generosity that keeps the conversation going and helps create communities where people feel supported to speak up and reach out.

From the inaugural Raft Up 4 Life at the Royal Motor Yacht Club Broken Bay to annual events like Move 4 Mates, the Penrith Ball, Ocean Rockpool Tour, Booralee Big Bash and the Bankstown RSL lunch, communities across the country are making a real difference. We are deeply grateful to everyone who has hosted, supported or helped amplify our work.



80 boats rafted up at Royal Motor Yacht Club Broken Bay's Raft Up 4 Life event



Partner Highlight: Endeavour Group



Since 2023, Endeavour Group has supported Gotcha4Life's mission to build a mentally fit Australia. Through their partnership, Endeavour Group has contributed to the development and launch of the Mental Fitness Gym, helping support ongoing free access for everyone.

Endeavour Group's support goes beyond financial support. Across ALH Hotels and their retail stores, their staff and customers have rallied behind mental fitness in creative, community-driven ways.

Through the Go Pie 4 July promotion across ALH NSW venues, \$3 from every pie sold was donated to Gotcha4Life. Over the past two years, thousands of pies have been enjoyed with the opportunity to connect with a mate, and vital funds raised to keep mental fitness programs running across the country. The initiative is now a regular fixture on the ALH NSW calendar and is a simple, feel-good way for patrons to give back.

Endeavour teams have also formed a national running group, the "Endeavour Group Striders" with over 100 employees taking part in events across Sydney, Melbourne, Brisbane, Adelaide and Perth, raising additional funds and awareness with every step.

Their impact goes deeper inside the business too. In 2024, Endeavour held internal Mental Fitness Kickstarter sessions with several teams across their business, including a moving presentation by Gus Worland to over 40 ALH NSW executive chefs at their Head Chef Development Day.

Endeavour also helped to spread the message of mental fitness to more people in Australia by supporting our Mental Fitness App launch in stores. This media campaign appeared on digital screens in more than 540 stores, reaching an additional 1.8 million people, helping them discover free tools to build their mental fitness.

Partnerships like this show what's possible when a mission becomes part of an organisation. We're so grateful to work with Endeavour's teams and reach even more people around Australia together.



Partnership: Qudos Bank Arena

Since 2023, Qudos Bank Arena has proudly partnered with Gotcha4Life, championing mental fitness for their team and the broader community.

When Qudos Bank Arena staff were asked which social issues mattered most to them, mental health came out on top. In response, they chose Gotcha4Life as one of its official charity partners - a partnership that continues to grow in impact and meaning.

Through their cloaking donations, Qudos Bank Arena has supported Gotcha4Life programs. They've also opened their doors to host events that bring Gotcha4Life's corporate partners together, creating space to learn about and support our Mentally Fit Primary Schools program.

Inside the organisation, staff have taken part in a series of mental fitness workshops, helping their team build their emotional muscles.

Our partnership has seen our Mental Fitness Gym messages shared throughout the arena, reminding thousands of event-goers that it's ok to not be ok and there are free online tools and resources available to help build your mental fitness.

In 2024, Gotcha4Life participated in SpecFest, part of the annual Schools Spectacular event held at Qudos Bank Arena, attended by hundreds of NSW schools. The activation gave students, teachers and parents the chance to learn about our Mentally Fit Primary Schools program and take part in hands-on activities that built confidence, connection and community.

Seeing Gotcha4Life's message reach so many areas of the business highlights just how aligned and impactful this partnership is.





Meet Neale Whitaker

Men's Health Month Ambassador

It only took one conversation for Neale Whitaker, interior design expert and TV host, to know that the Gotcha4Life village was something he wanted to be part of. When he heard founder Gus Worland speak about mental fitness, the message hit home.

"Mental health has played a prominent role in my life, and what struck me about Gotcha4Life was its focus on mental fitness – helping people strengthen their emotional muscles before they reach crisis point." Neale says.

Neale joined our annual Men's Health Month campaign with partners Chemist Warehouse in 2025 after having witnessed the impact of mental

ill-health in his own life and that of his partner. "I want to help destigmatise mental health issues for men and let them know it's absolutely OK to talk about these things," he says.

During Men's Health Month in June, Neale used his platform to spark conversations that encouraged men to check in with themselves and each other. "You can't alienate yourself. You've got to deal with it, talk about it, own the situation and reach out, whether that's to family, friends, colleagues or organisations like Gotcha4Life."

Ambassadors like Neale help Gotcha4Life reach new audiences and for this campaign, inspire men across Australia to take charge of their wellbeing and strengthen their connections.



Reaching More People in Australia with Our Mental Fitness Message

For another exciting year Gotcha4Life partnered with Initiative and UnLtd to deliver an in-kind national media campaign that inspired more people in Australia to take charge of their mental fitness.

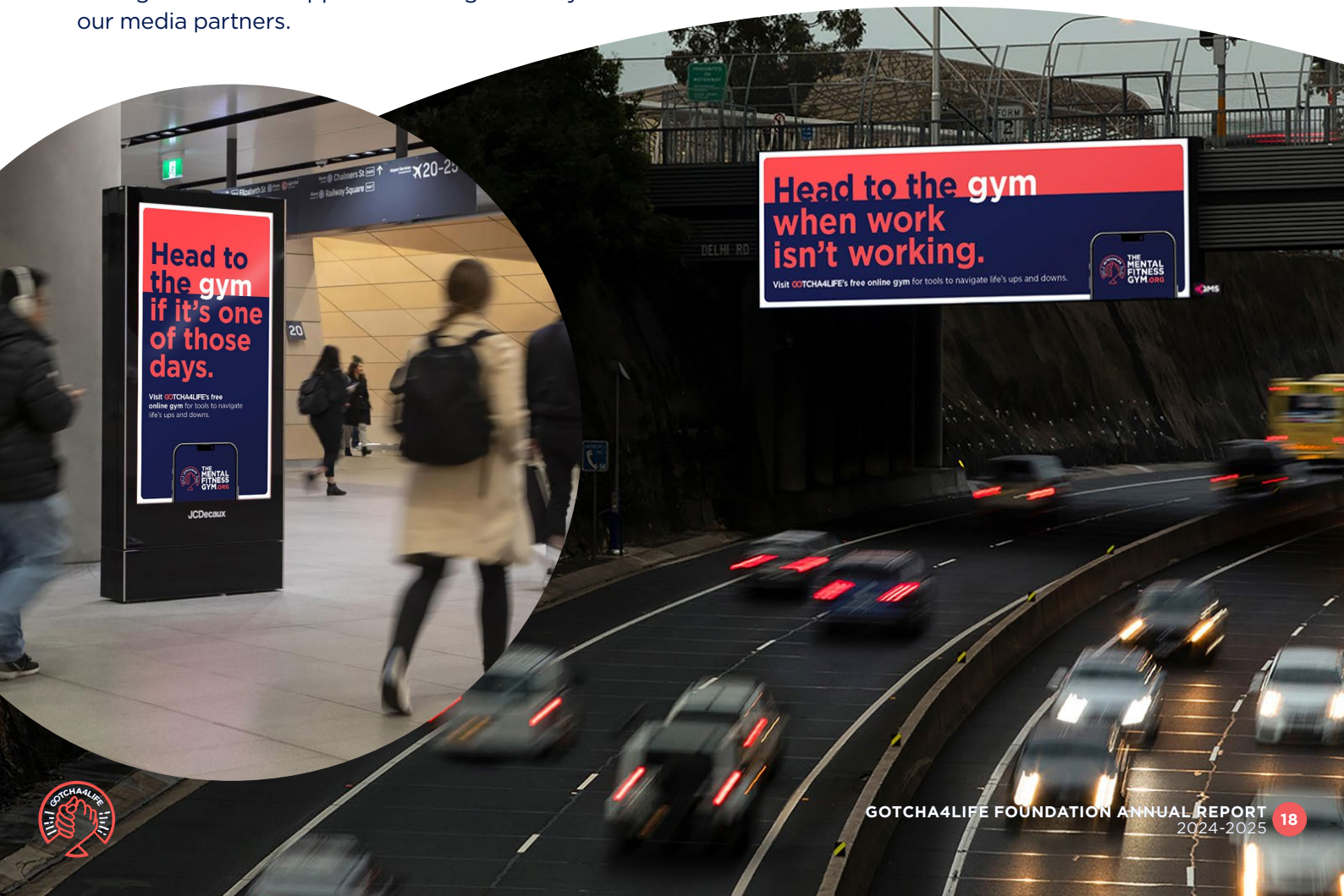
Designed by creative partner ScienceFiction, the campaign aimed to drive awareness and membership to the Gotcha4Life Mental Fitness Gym. By inviting people navigating the ups and downs of everyday life to 'Head to the Gym', the campaign positioned the Mental Fitness Gym as an accessible, practical place to take small steps to build and strengthen mental fitness.

From October 2024 to April 2025, the campaign reached audiences across television, radio, outdoor, digital and podcast platforms, with an incredible \$6 million in total pro-bono media value secured through Initiative's support and the generosity of our media partners.

The campaign featured across major TV networks (Channels 7, 9, 10 and SBS), prime outdoor locations (JCDecaux and oOh!) and leading radio networks (Nova, ARN and Nine). It also appeared across trusted digital channels including Mamamia, Nine, Yahoo and The Guardian.

Through this partnership, Gotcha4Life was able to gain 81,362,678 media impressions with a powerful message: that mental fitness can be built every day through small, intentional actions.

The result was a standout collaboration that amplified awareness of the Mental Fitness Gym and extended Gotcha4Life's reach to new audiences across Australia.



Mental Health Month

Briefing at NSW Government House

In October during Mental Health Month, Gotcha4Life brought together government representatives, mental health experts, and education leaders at NSW Parliament House to showcase the transformative impact of the Mentally Fit Schools initiative and present an ambitious vision: embedding mental fitness in every primary school across NSW.

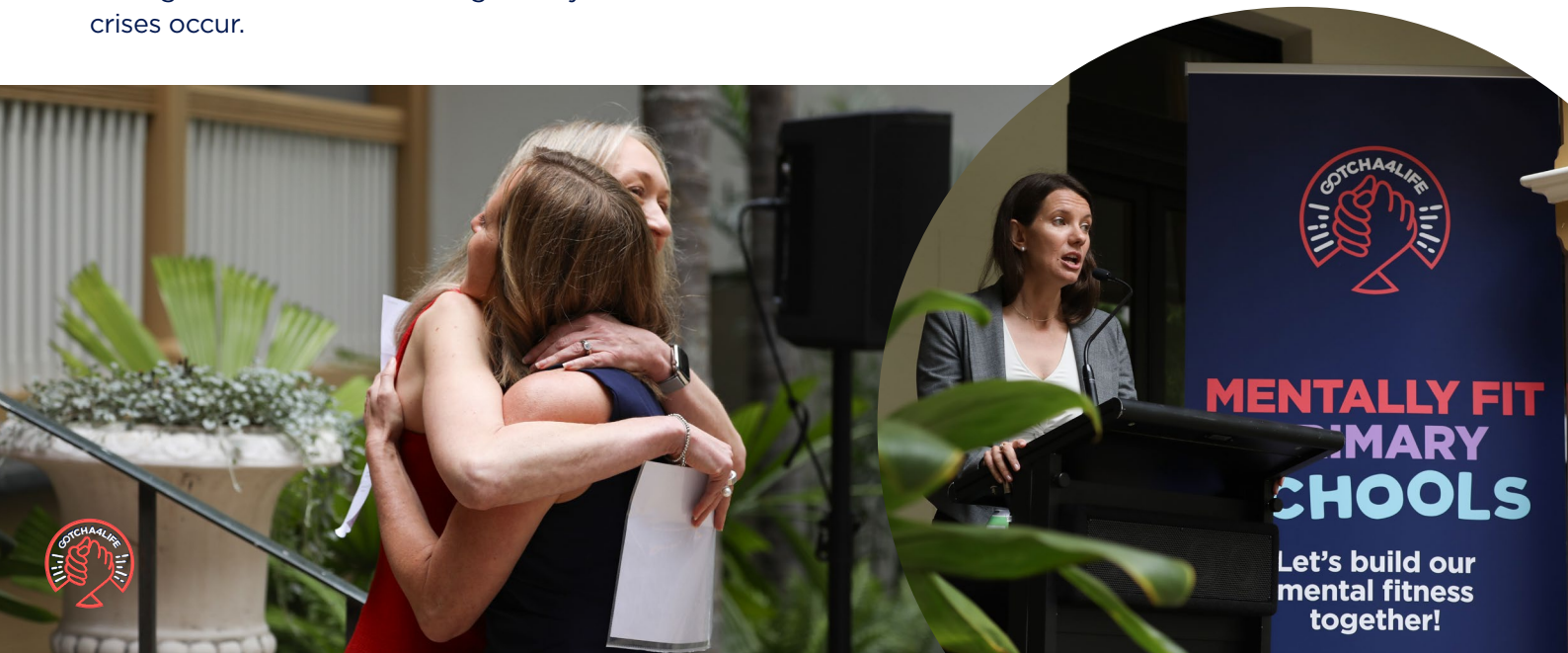
Gotcha4Life CEO, Belinda Elworthy shared in her speech: *“The early impact we’re seeing reinforces why prevention matters. Schools are building a shared understanding of mental fitness, and young people are developing skills they’ll carry with them for life.”*

With mental health challenges increasingly affecting young people in Australia, schools are a critical setting where skills can be taught early - before crises occur.

Minister for Mental Health, Rose Jackson MLC reinforced this message, recognising mental fitness education as essential *“Schools provide a unique and almost universal opportunity for promoting child mental health and wellbeing, which is why programs like Gotcha4Life’s Mentally Fit Primary Schools program can have such a positive impact.”*

Principal Lucy Norrish of Nicholson Street Public School described the initiative as transformational in her own school and shared an example of its impact: “Even though we’re not best mates, you’re still in my village, and it’s my job to look out for you,” said one Year 4 student to a peer - a spontaneous display of empathy that illustrates the program’s effectiveness.

By building mental fitness starting from primary school, the program offers an early, proactive approach to mental health and wellbeing.





Insignia®
Community
Foundation

Partner Highlight:

Insignia Community Foundation

Supporting mental fitness for all people in Australia requires approaches that are culturally informed, respectful and grounded in lived experience. Gotcha4Life recognises First Nations peoples as a priority population in promoting mental health and is dedicated to strengthening the cultural safety and relevance of our work.

With the support of Insignia Community Foundation, Gotcha4Life undertook a focused program of First Nations engagement to listen, learn and reflect on how our organisation can better respond to the needs of Aboriginal and Torres Strait Islander communities. This work was guided by First Nations expertise and has informed meaningful improvements to our cultural capability, internal practices and program design.

Over the year, this included independent cultural capability reviews, tailored learning experiences for staff and Board members, and deeper engagement with the cultural context of the lands on which we work. A shared visual identity for First Nations content was also developed, providing a consistent and respectful way to recognise culture, Country and community across Gotcha4Life platforms.

This partnership represents an important step in an ongoing journey. We are grateful to Insignia Community Foundation for their support in enabling work that strengthens cultural safety, accountability and partnership, and for helping ensure Gotcha4Life's prevention-first approach is informed by the voices and experiences of First Nations peoples.





Financials & Governance



Board of Directors



Gus Worland

Founder, Executive Director

Media personality, documentary maker, mental health advocate

Gus Worland is the founder of Gotcha4Life, driven by a deeply personal loss and a mission to end suicide by building mental fitness. Known for his authentic, relatable style, Gus gets people talking openly about what really matters by breaking down stigma with honesty, humour and heart. Through his storytelling, media work and Gotcha4Life's nationwide programs, Gus empowers individuals, families and communities to connect, support one another, and never worry alone.



James Wright

Chair, Non-Executive Director

Global Chairman Havas PR Global Collective

James Wright is the Global Chairman of Havas PR Global Collective, leading a network of world-class PR and communication agencies. As Chair of Gotcha4Life, James is committed to championing mental fitness and creating a society where open and honest conversations about mental health are embraced and encouraged.



Erin McMullen

Company Secretary

Collaborator with ASX companies and Not-for-Profits

Erin McMullen is an experienced Company Secretary with a strong background in corporate governance and compliance across ASX-listed, unlisted, and private companies. Dedicated to the not-for-profit sector, Erin excels in fostering partnerships with Boards and Executive Management. Erin is passionate about supporting building the foundations of mental fitness in the early years of education.



Curt Zuber

Non-Executive Director

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

Curt Zuber is a seasoned executive with 25 years at Westpac Group, holding senior leadership roles. With governance expertise and charitable work with foundations like Humpty Dumpty and Indigenous Marathon, Curt supports Gotcha4Life's mission to build mental fitness, believing this simple mission can change lives and move us toward our vision of zero suicides.





Mundanara Bayles

Non-Executive Director

Managing Director, BlackCard Cultural Capability Consultancy, host of podcast, Black Magic Woman

Mundanara Bayles is Managing Director of BlackCard, a 100% Aboriginal owned consultancy she co-founded with her great aunt, Dr. Lilla Watson. Host of the award-winning Black Magic Woman podcast and a TEDx presenter, Mundanara is passionate about sharing Aboriginal knowledge and advocating for youth, bringing invaluable expertise to Gotcha4Life.



Matt Graham

Non-Executive Director

Senior Executive with a focus on growth, culture and transformation

Matt Graham, Chief Operating Officer at Allens, has nearly 30 years of experience working with Boards and Executives of major Australian companies. A passionate advocate for mental fitness, Matt values Gotcha4Life's mission to normalise mental fitness conversations, replacing stigma with vulnerability and mateship, and is dedicated to supporting its impactful work.



Danielle Di Pilla

Non-Executive Director

Managing Partner of the CW retail group, Chief People Officer, Chemist Warehouse, Founder DPP Pharmaceuticals

Danielle has been a Managing Partner of the CW retail group since 1999 and currently holds the position of Chief People Officer and Executive Director at Sigma Healthcare, overseeing a workforce of over 24,000 professional and retail employees. Danielle established DPP Pharmaceuticals in 2000 and is the Founder of brands such as Goat Soap which has had international success. Danielle has an active interest in mental health and worked on the Advisory Committee prior to joining the Board in October 2023.



Karl Stefanovic

Non-Executive Director

TV journalist and media personality

Karl Stefanovic is co-host of Nine's TODAY show and a seasoned journalist with over 25 years of television experience. Known for his engaging storytelling and award-winning career, including a Gold Logie - Karl is passionate about Gotcha4Life's mission, believing every Australian child deserves the chance to grow up knowing it's okay to speak up and reach out.



Warren Craig

Non-Executive Director

Australian sports agent representing elite athletes across multiple sports

Warren Craig is one of Australia's most experienced sports agents, has nearly 30 years in athlete management, excelling in sponsorships and brand campaigns. A Chartered Accountant and FIBA Agent, Warren is passionate about Gotcha4Life's mission to help people find their village and foster open, meaningful conversations about mental fitness.

Advisory Board



Dr. Jodie Lowinger

Dr. Jodie Lowinger is a clinical psychologist, bestselling author of 'Mind Strength Method', and founder of The Anxiety Clinic and Mind Strength. An expert in anxiety, mindset and resilience, she supports Gotcha4Life by guiding the development of impactful programs. Jodie is also an international keynote and TEDx speaker.



Maggie Dent

Known as the 'queen of common sense,' Maggie Dent is one of Australia's favourite parenting authors, educators and podcasters. Passionate about resilience and child development, she has written 10 major books and hosts The Good Enough Dad podcast. Maggie is a passionate, positive voice for children of all ages.



Steve Biddulph AM

Steve Biddulph is a renowned author, psychologist, and activist whose best-selling books, including Raising Boys, Raising Girls, and The New Manhood, have shaped modern parenting. A global lecturer on parenting and education, Steve brings his expertise to Gotcha4Life, helping to inform programs that strengthen families and build mental fitness in communities.



Mike Charter

Mike Charter is a Gotcha4Life Co-Founder, Executive Performance Coach, Founder of AVAALER.com and chartered accountant with extensive experience in health and wellness. Mike's passion for total health and personal transformation drives his commitment to helping individuals unlock their full potential and live extraordinary lives.



Kathryn Wightman-Beaven

Kathryn Wightman-Beaven is a social change and impact leader with over 25 years of experience across corporate, public and not-for-profit sectors. Kathryn's belief in Gotcha4Life's commitment to mental fitness inspires her to help individuals build meaning and recognise their unique stories of change.



Dr Justin Coulson

Dr. Justin Coulson is one of Australia's most trusted parenting experts, co-hosting Channel 9's Parental Guidance and founding Happy Families. With a PhD in psychology, he brings deep insight into family dynamics to Gotcha4Life, supporting programs that enhance mental fitness and strengthen connections in schools and communities.



Dr Hannah Korrel

Dr. Hannah Korrel is a Clinical Neuropsychologist and founder of Sydney Neuropsych. Specialising in brain disorders like memory and cognitive challenges, she brings her expertise to Gotcha4Life's Advisory Board, guiding programs with a focus on neuropsychology and best practices. Her advocacy promotes accessible mental health support for individuals and communities.



Mark Holland

Mark Holland is the Head of Asia HF Sales & Distribution at Macquarie Group with over 25 years of investment banking experience. Mark's care for Gotcha4Life and its mission to build a mentally fit community drives his commitment to creating meaningful change through mental fitness advocacy.



Ari Guha

Ari Guha is a values-led leader with over 20 years of experience in senior educational roles in Australia and the UK. Having followed Gotcha4Life's journey from its foundation, Ari felt a deep sense of calling to support the organisation's continued growth and impact.



Lucy Dunn

Lucy has a deep personal connection to Gotcha4Life's mission, shaped by lived experience and personal loss. She played a pivotal role in the establishment of Gotcha4Life's original Board and continues to serve as a dedicated advisor and fundraiser for the organisation.

To our volunteer Board of Directors and Advisory Board, thank you for the time, expertise and care you so generously give to Gotcha4Life. Your commitment, thoughtful leadership and belief in our mission continue to strengthen our Foundation and enable us to create lasting impact for the communities we serve.

Financials

Gotcha4Life continued to strengthen its foundations for long-term impact while investing in the delivery and expansion of preventative mental fitness initiatives throughout FY24/25.

Total revenue for the year was \$4,947,299. While this was lower than the previous year, reflecting the non-recurrence of a significant fundraising initiative, the Foundation delivered strong performance across its other core fundraising activities. Donation revenue increased to \$3,088,985, demonstrating the continued generosity of our supporters and the growing strength of our fundraising capability.

Impact and program expenditure increased from \$2,977,496 to \$3,146,118, reflecting continued investment in the delivery and expansion of

Gotcha4Life's Mentally Fit Schools program, Mental Fitness Gym digital platform and resources, together with investment in external delivery partners. Operating expenses continued to be carefully managed and reduced from \$1,665,438 to \$1,111,831, following a more accurate allocation of delivery-related costs.

As a result, the Foundation recorded a modest net deficit of \$112,137 for the year. With a stronger fundraising base, continued investment in evidence-informed prevention and a disciplined approach to financial management, Gotcha4Life is well positioned to continue expanding its reach and deepening its impact in FY25/26.

Financial Summary Year Ending 30 June

2025

2024

REVENUE

Donations Received	3,088,985	2,309,093
Project, Event and Fundraising Revenue	1,333,671	2,373,247
Grant Funding and Subsidies	423,687	441,054
Interest Income	100,956	53,176
Gain on Disposal of Assets	-	7,769
Total Revenue	4,947,299	5,184,339

EXPENDITURE

Project, Event and Fundraising Costs	801,487	322,399
School and Other Program Costs	3,146,118	2,977,496
Operating Costs	1,111,831	1,665,438

NET RESULT

(112,137)

219,006



Thank You

to our partners, donors and sponsors.

Your generosity reminds us that it takes a village to bring about impactful change, and your commitment makes our mission of a mentally fit future possible.

Foundation Partners



**Shaw
and
Partners**
Financial Services

Corporate Partners



GLENCORE



Major Gifts

- Jeff Bresnahan and Celia Taylor
- The Lewis Foundation
- Mark Willcocks
- Peter Cancro
- The Purnell Foundation
- The Grangers Foundation
- The Tutus McDonagh Foundation

Philanthropic Partners



Clubs



Community Fundraisers

- Antony James
- Emus Rugby Club
- Penrith Ball
- Row to Paradise
- St Albert's College Charity
- The Kaki Lang Project 2025
- Sydney Grammar School

Media and Agency Partners



Event Partners





ABN 82 618 093 762

Gotcha4Life Foundation is a health promotion charity
and endorsed as a Deductible Gift Recipient.
Charity donations of \$2 or more to the Gotcha4Life
Foundation may be tax deductible in Australia.

GOTCHA4LIFE.ORG

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