

# Donor Impact Report 2023

Dolly's Dream





*“This is a movement we wish we never had to start... we won't stop until the bullying stops.”*

# Kate & Tick

## Founders of Dolly's Dream



In 2018, we were just a typical outback Australian family, living and working on a remote Northern Territory cattle station. But then, our world fell apart. Our beautiful, cheeky, caring daughter, Dolly, was gone.

It has been nearly six years, and Dolly's Dream, which we set up in honour of our precious girl to ensure that no other family has to go through the same devastation, has gone from strength to strength.

Dolly's Dream has taken us to the halls of Parliament, turned some of the country's most famous monuments blue in honour of Dolly's favourite colour, but most importantly, it mobilised a movement for change.

Every year our tribe roars into life across the country to spread messages of kindness, in a sea of blue and butterflies. We are so proud of what we have achieved in Dolly's name. Providing anti-bullying education across the nation and giving families in crisis somewhere to turn.

We have long hoped for an app as part of Dolly's Dream support services, so we were thrilled to launch our partnership with the Telethon Kids Institute to get Beacon – a free cyber safety app to keep kids safe online – into the hands of parents and carers across Australia, wherever they live.

In 2023 Dolly's Dream continued to deliver anti-bullying and cyber safety workshops to students, parents and teachers in schools across Australia and enabled young people and families who have been affected by bullying to call the Dolly's Dream Support Line 24 hours a day, 7 days a week for free counselling. Additionally we have begun to offer free Mental Health First Aid training to strengthen the capacity of regional, rural and remote communities.

We have come so far, but there is still so much more work to do. We are so grateful to everyone who has stayed on this journey with us and supported us, whether it is by taking part in **Do It For Dolly Day**, utilising our support services, wearing our blue Dolly's Dream merchandise or have just taken some time out of your day to be kind to someone.

Thank you for being a part of this.

*Kate & Tick*



# Supporting Our Community

## Beacon Cyber Safety App

This year, Dolly's Dream partnered with the Telethon Kids Institute to make Beacon, the free cyber safety app, available to parents and carers across the nation. The incidence of cyberbullying is on the rise, and we know that the impact on children and young people is a serious concern for families.

Beacon, a multi-award-winning app based on more than 15 years of cyber safety research and more than 30 years of bullying research conducted by researchers at the Telethon Kids Institute, has been downloaded over 25,000 times since being launched in 2020.

The app has been co-designed with input from parents and carers and backed by cyber safety experts including the Office of the eSafety Commissioner, and provides families with trustworthy, practical resources to help them confidently navigate children's technology use and reduce associated harms.

Families can receive tailored content – including articles, videos and alerts – from a comprehensive library of strategies and tips for addressing challenging issues such as screen time, gaming and cyberbullying. The content is regularly updated in response to changing Australian societal and online trends.

One of the app's most popular features is an interactive tool which helps families to create custom family agreements.

Dolly's parents Kate and Tick Everett said, *"Since starting Dolly's Dream, we have wanted an app in our program offering to further support parents and carers in navigating their way around the online world to help their children. We are excited about partnering with the Telethon Kids Institute on the Beacon app so that we can get this important information and advice into parents' hands across Australia, especially in our rural, regional and remote communities."*

Kate added, *"We don't want other families to ever have to go through the heartache we have experienced. We hope Beacon will continue to provide the support and information to families and communities that we wish we had."*

The Beacon app is free and available now for download for iOS and Android.



Download here

*"We don't want other families to ever have to go through the heartache we have."*

Kate Everett





**We have seen  
over 13,000  
visits to our  
parent hub!**

# Supporting Our Community

## Support Line

We continue to provide a free support line for people who need it most. The Dolly's Dream Support Line is made available through a partnership with Kids Helpline and is now available 24/7 to children and young people as well as their families and carers.

*"I left the call with the counsellor feeling listened to and acknowledged", said a parent who called looking for support for her 10-year-old daughter who was experiencing bullying at school and feeling frustrated and confused about the school's response, "I was able to express how I was feeling about my daughter's experience, and further explore my own feelings, beliefs and values regarding the matter. I was encouraged to consider how I could communicate my worries to the school and advocate for my daughter to receive more support."*

## Parent Hub

Dolly's Dream Parent Hub is our educational resource for parents and carers that is designed to give them practical and actionable advice when dealing with bullying involving their

young people. Parent Hub focuses on a diverse range of topics related to bullying including cyberbullying, gaming, safe and smart use of technology, sexting and many others.

With almost 200 articles on bullying and online safety, we have seen over 13,000 visits to our Parent Hub in 2023. Parent Hub is consistently one of the most highly trafficked pages on our Dolly's Dream website, indicating the content is highly sought after and valued by our audience.

This high level of engagement demonstrates why Dolly's Dream set up the Parent Hub – to ensure that we can support parents and carers by doing the research for you and pulling together the most trusted information about online safety and bullying. We work hard to update Parent Hub regularly, ensuring that we are delivering solutions to problems that are occurring right now.

We look forward to increasing the volume of articles published through Parent Hub in 2024 as we begin to draw insights and content from the team at the Telethon Kids Institute through our partnership on the Beacon App.



# Supporting Our Community

## Workshops

In 2023, we again took our workshops right across Australia delivering 120 workshops to over 7,600 students in 32 schools in almost every state and territory. 72% of workshops were delivered in rural Australia, 8% in regional and 20% in metropolitan areas.

At the beginning of the year, to ensure that our anti-bullying and cyber safety workshops remain relevant for our young audience, we gathered detailed feedback from students and teachers, and updated our workshops for all year levels.

Designed with a high level of engagement and age-appropriate language and context, our workshops aim to equip students with the tools and knowledge to keep themselves safe when using devices and connecting to the internet.

Once again, we have seen this year that with a greater insight into how to keep themselves safe, children and young people take ownership of their behaviours and actions, making the online world a kind and safe place for all. We took careful consideration to ensure the workshops were assessed and evaluated to ensure greatest impact through feedback strategies and continuous improvement. With our Northern Territory School Advisor now on the ground in Darwin, we expect to reach even more schools next year.

*"The first lot of Dolly's Dream workshops were so well received by our community", explained Megan from Wonthaggi Police, "...that we invited them back to deliver another 20 workshops to help keep our kids educated on this sensitive subject".*

## 'Speaking Up' with Tick Everett

In June, Tick Everett and the Dolly's Dream program team delivered our workshops to 600 boys and young men at Farrer Memorial Agricultural High School in Tamworth.

Tick delivered a powerful message to the school during a morning assembly, as he spoke about the importance of speaking up for yourself and your mates, to remember that a joke or banter can quickly cross the line into bullying behaviour and where to go to get support.

The program team then met each year level throughout the day and cemented these messages through scenarios and rich discussions. It was a resounding success. That evening we had 70 families join the Parenting in the Digital Age workshop via Zoom.





# Supporting Our Community

## Mental Health First Aid Training

While bullying is the central focus of Dolly's Dream, the issue of young people's mental health is pivotal to coping with bullying and the other issues we are concerned about including anxiety, depression, and youth suicide.

We know that there is a lack of available mental health services in regional, rural and remote areas of Australia. Due to this, we are working with businesses, schools and sports clubs in these communities to deliver Mental Health First Aid training to help build their capacity in coping with mental health issues.

We offered the courses to our community, and we quickly filled up all of the spots as people reached out to let us know how beneficial the courses would be in their area. From the head of nursing in a rural hospital, to many sporting clubs and schools who don't have a counsellor or wellbeing officer on staff. Of the 25 groups and 200 participants who have signed up, 77% are from small rural towns, 9% from medium rural towns, 5% from large rural towns, 5% from large remote towns and 4% from very remote areas of Australia.

## eSmart Schools Program

After running our eSmart program in Queensland for four years, we are delighted with the outcome that it has had on the 100 schools that were involved as part of a co-funding agreement with the Queensland Government.

Dolly's Dream offered prevention products to provide a supportive and connected school environment and upskill the school community on employing positive online practices.

Some of the benefits that schools reported back on included the eSmart framework bringing all the various areas of the school together as a whole, it offered ideas about how to engage parents into the school post Covid, it up skilled teachers in areas of technology and issues that students are facing today and that the resources were valuable to provide lessons and engage parents.

We hope to continue working with the Queensland Government to make schools a safe place for students both online and in the playground.



**There is a lack of mental health services in regional, rural & remote areas of Australia.**



# Program Collaboration

## School Support in the Northern Territory

Following our successful partnership with the Northern Territory Department of Education to deliver our eSmart schools program, we were delighted this year to continue working together in appointing a Northern Territory School Advisor based in Darwin.

This new role is supporting all Northern Territory schools in building awareness of Dolly's Dream funded activities to assist with the prevention of bullying by providing resources, delivering face-to-face and virtual workshops to students, parents, and teaching staff to introduce the programs, and providing support and encourage changed behaviour towards bullying.

The community in the Northern Territory has been a significant supporter of Dolly's Dream and played an instrumental part in our growth. We are looking forward to working with the school community to help them better manage online risks and bullying so that students feel safe and supported.

*"In my role as the Dolly's Dream School Support Advisor in the Northern Territory", says Donna, "I have received many positive comments. These have included parents and carers expressing the need for this information, with the Beacon App changing the way they interact and support their child, feeling more informed."*

*"The students have been engaged with the content delivered in our workshops and have reflected on the decisions they make when communicating online, feeling empowered by the information to speak up and ask for support if needed. The most positive response has come from the remote area schools. They have been overjoyed that there is a representative that can travel to them, and to get the support they need. As Dolly's Dream is funding the workshops and travel, one school mentioned it is like winning lotto!"*

*"Schools have expressed their gratitude for the tailored solutions that we have been able to provide, assisting them with very confronting issues around bullying both online and in person so that they can support their students moving forward."*



***"Schools have expressed their gratitude for the tailored solutions we have been able to provide..."***






# Do It For Dolly Day '23



This year marked our fifth **Do It For Dolly Day**, the Dolly's Dream annual fundraising and awareness campaign held on the second Friday in May. Every year, we look forward to bringing the community together, spreading kindness and uniting in taking a stand against bullying.

**Thank you to everyone who made this year such a huge success!**

**Fundraising**  
**\$802,625**   
30% increase from 2022


**Earned Media Value**   
**\$1,342,600**  
33% increase from 2022

**Pro bono Media Value**   
**\$15,494,375**  
80% increase from 2022 

**Australian Reach**   
**85%**  
42% increase from 2022

**1070 Activities**   
32% increase from 2022

**Earned Media Mentions**   
**12,220**  
522% increase from 2022

**Earned Media Reach**   
**145.2 Million**  
24% increase from 2022

**5,000 Students Attended Kindness Workshops**   
809% increase from 2022

**68 School Kindness Workshops**   
195% increase from 2022

**Merch' Sales**   
**10,892**  
104% increase from 2022

**60 Light Up Structures**   
73% increase from 2022





# Community

## Community Sports Club Program

We launched the Dolly's Dream Community Sports Club Program (CSCP) after being contacted by sporting clubs on what to do about bullying within their club and on the field.

The CSCP is a way for us to engage with community sports clubs to encourage them to uphold the values and objectives of Dolly's Dream. We are thrilled to have 20 clubs in WA, Qld, NSW, VIC and the NT signed up and commit to a zero tolerance to bullying at the club across basketball, pony clubs, rugby, netball, football, softball and soccer.

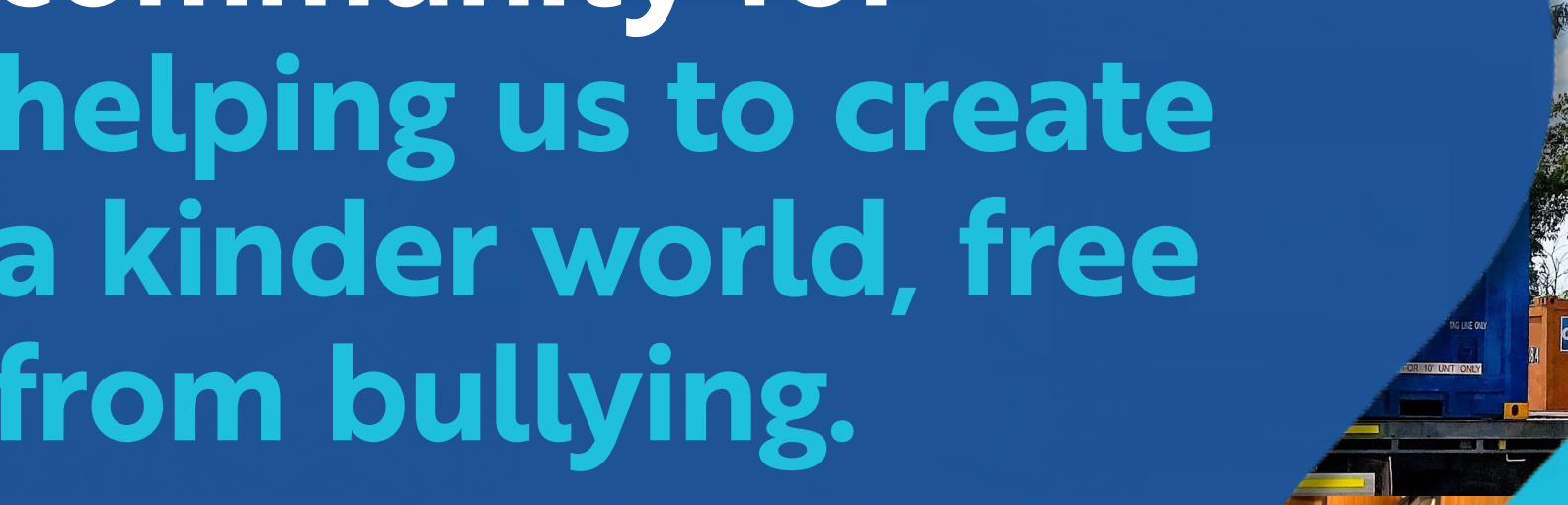
Many of these clubs held a special Dolly's Dream round as part of **Do It For Dolly Day** this year and wore the Dolly's Dream socks.

The Moranbah Miners Junior Rugby League explains, *"As a club, we remain committed to supporting our players and members to prevent bullying and cyberbullying and promote the importance of being kind. We saw the Dolly's Dream Community Sports Club Program and Do It For Dolly Day as the perfect opportunity to unite our community in helping to break the silence around bullying and to contribute to the work of Dolly's Dream."*

*We dedicated one of our Home Games in May to Do It For Dolly Day. Our club purchased the Dolly's Dream branded footy socks for each of our 320 players to wear on the day. We encouraged our coaching staff to have important conversations with their teams about the seriousness of bullying. We also asked our club community to donate online directly to Dolly's Dream.*

*The kids loved their Dolly's Dream branded socks, and both teams wore the socks and connected around preventing bullying. Our Do It For Dolly Day fundraising was also very successful!"*





Thank you to our incredible Dolly's Dream community for helping us to create a kinder world, free from bullying.

Dolly's Dream