



Dolly's 
Dream

Impact Report 2024



We are changing lives together

A YEAR OF IMPACT AND PROGRESS

Dolly's Dream is dedicated to creating lasting change for families across Australia. Thanks to you, our amazing supporters, we've been able to expand our reach to provide vital resources for families facing bullying, online safety, and mental health challenges.

Every day, parents, carers, schools, and young people turn to us for guidance and support—whether it's through our Parent Hub, the Beacon App or our Support Line.

We know that trust is earned, and every article, resource, and support service we offer is designed to empower families and build that trust, one step at a time. The stories of those impacted by our work are a testament to the difference we're making in our efforts to change the culture of bullying in Australia and combat its devastating effects.

We couldn't do this without you—our supporters, donors, and partners. Your incredible generosity fuels our work and makes all of this possible. Together, we're creating a future where every young person has the support they need — and kindness and understanding replace bullying in our schools, communities, and online.

With you by our side, we can change the culture of bullying, by addressing the impact of bullying, anxiety, depression and youth suicide.

THANK YOU for your support!



**"THANK YOU
FOR DREAMING
WITH US."**

Kate & Tick Everett

FOUNDERS OF DOLLY'S DREAM



In 2018, our lives changed forever when we lost our beautiful daughter Dolly. From that heartbreak, a powerful movement emerged – **Dolly's Dream**.

Inspired by her spirit and fuelled by hope, we set out on a mission to create a kinder, safer world for every child.

What began as a personal journey has grown into a nationwide movement of kindness and action, driven by the unwavering support of people like you.

Your support has helped grow Dolly's Dream programs and services, empowering families, schools, and communities across Australia to take a stand against bullying and protect children and young people from its harmful effects, both online and offline.

WE ARE INCREDIBLY PROUD OF THE PROGRESS WE'VE MADE TOGETHER.

Tens of thousands of children and young people have now gained the tools to navigate bullying and online challenges through our Anti-Bullying and Digital Safety Workshops. Our Support Line remains open 24/7, meaning that no one has to face their struggles alone, and the expansion of the Beacon App has given families even better resources to protect children in an ever-changing digital world.

THESE ACHIEVEMENTS WOULDN'T BE POSSIBLE WITHOUT YOUR GENEROSITY.

Every dollar raised, every step forward, every life touched and every act of kindness matters. By wearing your 'Dolly' blue, participating in Do It For Dolly Day, and fundraising, you are helping build a kinder world where every child feels supported and protected. As we reflect on years past, we are filled with gratitude and hope.

This is a movement we wish we never had to start, but we are committed to seeing it through. Thank you for standing with us. Together, we are making Dolly's own dream a reality.

We hope you'll join us on Do It For Dolly Day, May 9th 2025 – Going BLUE to End Bullying.

With heartfelt thanks,

Kate & Tick



Our Support Line

A SAFE SPACE TO CHAT

Our Support Line has made an incredible impact thanks to your unwavering support. The Dolly's Dream Support Line, in partnership with Kids Helpline and Parentline, is open 24 hours a day, 365 days a year, offering a lifeline to families needing support. Every call is answered by a qualified counsellor ready to provide advice, guidance, and a listening ear.

In addition to bullying, the Support Line has provided essential support for urgent concerns such as mental health, emotional wellbeing, and suicide-related challenges. Data has shown us the 10 to 14-year-old age group was the most frequent users of this service – a critical time when bullying can deeply impact mental health and self-esteem.

KEY INSIGHT

We're starting to see more young people are choosing webchat as their preferred way to reach out. Whether by phone or webchat, we're continually adapting our services to meet people where they feel most comfortable.

Your commitment to our work helps us continue to provide this vital lifeline to every young person and family in need, no matter how they choose to connect. In 2025, we are exploring ways to ensure our services remain responsive to the evolving needs of young people and their families, including enhancing access to the Support Line by making our website more mobile responsive and improving the user experience for those seeking support. Watch this space!

YOUR SUPPORT IS HELPING REAL FAMILIES...

Mandy* called the Dolly's Dream Support Line, desperately worried about her 11-year-old daughter, who had been bullied at school throughout the year. She didn't want her daughter to face the pain of bullying alone—and thanks to you, she didn't have to.

Our counsellor helped her feel heard and reassured. They explored ways to approach the school about its anti-bullying policies and how to advocate for her daughter and other students. They also discussed introducing counselling gently, in case her daughter needed more support down the track. By the end of the call, Mandy* felt more confident and prepared to support her child. Most importantly, she knew that neither she nor her daughter had to face the situation alone.



DID YOU KNOW:
In 2024 70% of Support Line counselling sessions related to bullying.

Beacon Cyber Safety

THE SWITCHED-ON APP FOR FAMILIES ONLINE

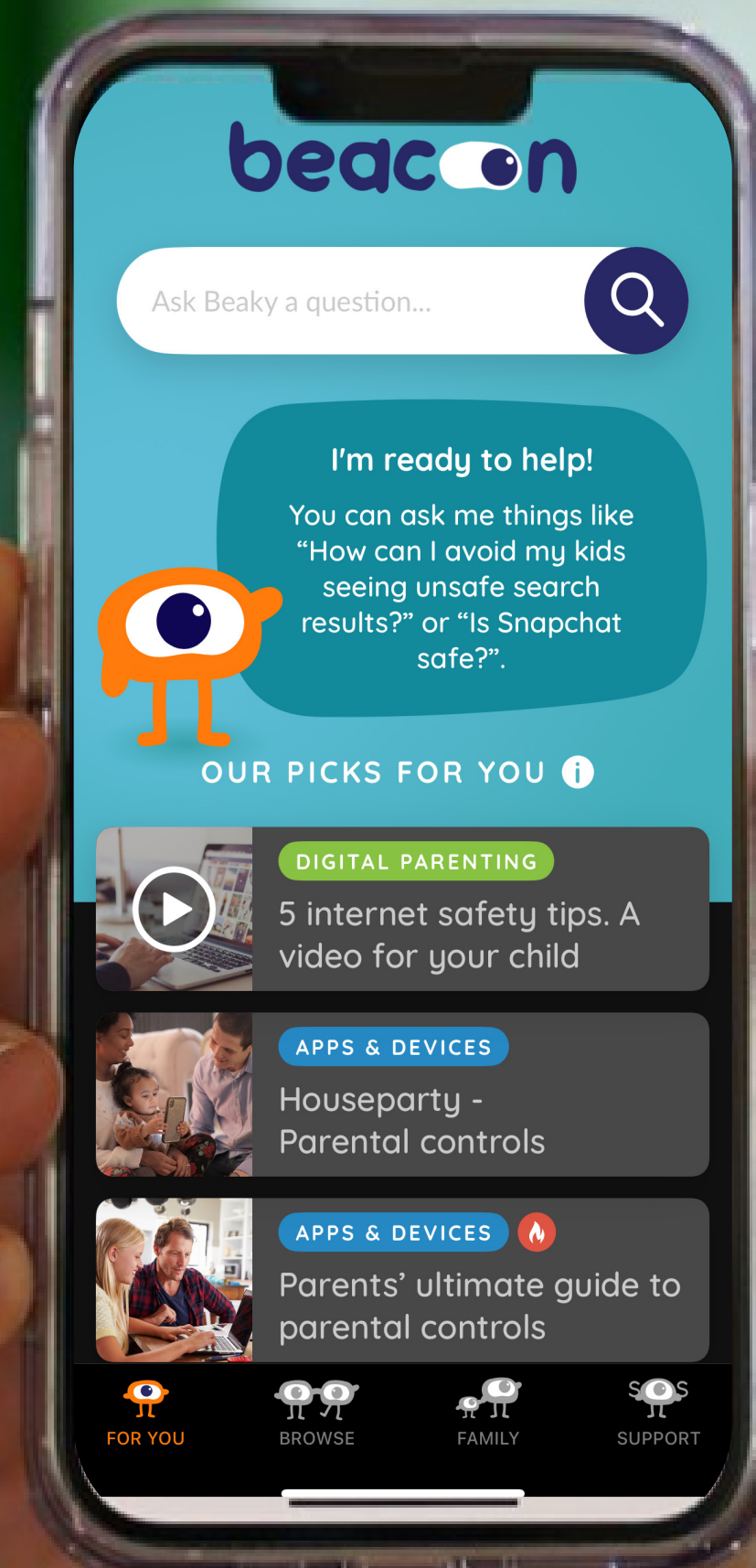
Beacon has become an indispensable tool for families across Australia, empowering parents and carers to navigate the challenges of online safety and digital well-being. Developed with **The Kids Institute** and guided by the **Office of the eSafety Commissioner**, the app delivers trusted, research-backed resources to help protect children from online risks.

Now in its second year with Dolly's Dream, Beacon has been downloaded over 30,000 times. In 2024 alone, the app facilitated over 18,000 sessions, offering families free, practical resources such as articles, videos, and expert advice.

Parents frequently sought guidance on social media platforms like Snapchat, TikTok, YouTube, and Instagram, alongside popular games such as Roblox, Minecraft, Fortnite, and Discord. Articles on digital safety, parental controls, and tips for discussing technology with children were among the most accessed resources.

One stand out feature, the interactive family agreement tool, has helped over 1,500 families set boundaries, establish device-free zones, and engage in meaningful conversations about technology use. Regular updates ensure Beacon stays ahead of emerging online challenges, equipping families to adapt to the ever-evolving digital landscape.

In the coming year, we aim to broaden Beacon's reach, ensuring every Australian parent and carer has access to its invaluable guidance - regardless of their location.



Impact of Engaging with Dolly's Dream

We reached out to our community in 2024 to ask what the most significant change was for them as a result of engaging with Dolly's Dream. We were humbled and heartened by over 200 responses.

APPROXIMATELY 90% OF PEOPLE REPORTED A POSITIVE IMPACT AFTER ENGAGING WITH DOLLY'S DREAM.

Here are some key highlights:

Increased Awareness and Understanding

Mental Health Awareness: Many individuals have gained a better understanding of mental health issues and the importance of addressing them. This awareness has helped reduce feelings of isolation and helplessness.

Bullying Awareness: There is a heightened awareness of the impact of bullying and cyberbullying, leading to more proactive measures to combat these issues.

Empowerment and Support

Community Support: Individuals feel more connected to a supportive community that prioritises mental well-being. This sense of belonging has been crucial in helping people feel less alone.

Empowerment to Speak Up: The encouragement to "speak even if your voice shakes" has empowered many to voice their struggles and seek help, fostering resilience and confidence.

Positive Behavioural Changes

Proactive Engagement: People are more proactive in seeking help and supporting others, creating a ripple effect of positivity and support within their communities.

Educational Initiatives: Many have taken the initiative to educate others about bullying and mental health, using Dolly's Dream as a tool to facilitate important conversations.

Personal Growth and Resilience

Improved Mental Health: Individuals report feeling more informed and equipped to handle challenges, leading to improved mental health and a more positive outlook on life.

Resilience Building: Engaging with Dolly's Dream has taught resilience and provided individuals with coping strategies to navigate difficult situations.

Community and Fundraising Efforts

Fundraising and Advocacy: Many have engaged in fundraising activities and advocacy efforts to support Dolly's Dream, spreading awareness and raising funds to combat bullying and support mental health initiatives.

Dolly's Dream Purpose

In 2018, Kate and Tick Everett started Dolly's Dream to ensure no other families endured what they went through. Survey responses indicate that Dolly's Dream is fulfilling this purpose, with many crediting it for saving their families from walking the same path.

THANK YOU FOR YOUR VALUABLE FEEDBACK.

This is what drives us every day, our valued community. Dolly's Dream will keep fostering a supportive space where people feel empowered, informed, and connected to create real positive change.





Parent Hub: A lifeline for families

A HUB TO HELP FAMILIES NAVIGATE WHAT MATTERS MOST

We believe no parent should have to spend countless hours searching for answers to complex questions about bullying or online safety. Every family deserves access to the right support when they need it most. That's where the Parent Hub comes in, taking on the heavy lifting and providing clear, concise, and trustworthy information so parents can focus on what matters most: helping their children thrive.

The Parent Hub has become a trusted source of guidance and support for families across Australia, offering a carefully curated library of articles on pressing challenges like bullying, online safety, and emotional wellbeing. In 2024 alone, thousands of families turned to the Parent Hub for advice and support. With 12,543 article views, 7,723 unique users, and nearly **96 hours of engagement**, the platform plays an essential role in their lives.

To further support parents in 2025 we're excited to launch Support Hub—a fully redesigned section of our website that will make finding help even easier. The Support Hub will offer an accessible, user-friendly experience tailored to young people, parents, grandparents, carers and friends seeking guidance.

Drawing on insights from partnerships with The Kids Research Institute Australia, the Beacon App, Kids Helpline and the eSafety Commissioner, we aim to provide even more comprehensive, practical guidance on the issues that matter most to families today.

"My mum told me about Dolly's story. I was able to see the similarities in my life and Dolly's story and it helped me to change, find my voice and get the support I needed. And have been able to help others in the same situation and brought awareness to the impact bullying has on teens and young adults." – Teen, age 16

"As parents, we worry about the bullying our children may encounter in today's world. We're committed to equipping them with healthy strategies to navigate these challenges, whether they face bullying themselves or witness it happening to others."

– Dolly's Dream Supporter



OUR MOST VIEWED PARENT HUB ARTICLES OF 2024:

- 4 Ways to Teach Your Kids About Kindness
- 4 Tips for Parents When Your Child is Bullied
- The Use of Deepfakes to Bully: What You Need to Know
- Understanding Bullies: Who They Are and Why They Do It
- The Hidden Harms of Snapchat and How to Reduce Them



Check out the Parent Hub



Dolly's Dream School Workshops

CREATING SAFER SCHOOLS IN 2024

263 schools visited

474 workshops delivered

23,801 children and young people reached

In 2024, we significantly expanded our school workshop program, impacting thousands of young people across Australia. Thanks to the generous support of our donors and partners, we've equipped students with the knowledge and tools needed to thrive in a digital world while promoting a culture of kindness.

This year, we visited 263 schools, delivered 474 workshops, and engaged 23,801 young people, creating deeper connections within school communities and fostering safer, more supportive environments. These accomplishments are a testament to the powerful change we're driving together with your support.

Our workshops on anti-bullying and digital safety are being refined based on valuable feedback from students and teachers, ensuring they remain engaging and age-appropriate. By empowering young people to take ownership of their online behaviours, we are helping them navigate the complexities of digital spaces with confidence.

We are excited about the progress we've made in 2024 and look forward to reaching even more students in the years ahead.

"I always begin the year with Dolly's story and what impact speaking up can have. Some of our students are at a very vulnerable stage in their lives both mentally and socially. As an advocate for positive mental health, promoting Dolly's Dream has allowed students to come to me and share their stories when they previously may not have had to confidence to." - Secondary School Teacher



Youth Mental Health

TRAINING COMMUNITIES TO SUPPORT YOUTH MENTAL HEALTH

Bullying often isolates young people, making them reluctant to seek help and vulnerable to further struggles, especially in regional, rural, and remote communities where there is limited support services. At Dolly's Dream, we are committed to preventing bullying and supporting young people affected by its long-term emotional impact.

We've partnered with communities across Australia to offer free Youth Mental Health First Aid training. This program works with young people to identify and respond to mental health issues, such as anxiety, depression, and self-harm—often worsened by bullying.

"The training was empowering and supportive. Our staff feel more confident in helping students facing mental health challenges, and we've already supported a student in need." - Jodi, Assistant Principal at Nawarddeken Academy.

This year, we trained 312 participants across 26 community groups, including schools, sports clubs, and rural hospitals, with 70% of participants from small rural and remote towns. Feedback has been overwhelmingly positive, with many reporting increased confidence in supporting young people in distress.

We're excited to continue this work, building long-term resilience and empowering communities to support young people and help them speak up when they need it most.

"I know where to get help now and know that bullies online aren't worth my time and to talk to someone before it gets too bad". - Young person, age 18



DO IT FOR Dolly DAY '24

What started in 2019 with just 82 registrations and \$70,000 raised has grown to over **1,500 registrations and \$1.2 million raised in 2024**. It is your generosity and unwavering support that has helped Do It For Dolly Day grow stronger each year.

The incredible generosity of our community of supporters, donors, and partners, has enabled us to expand our anti-bullying and digital safety programs, reaching more schools, young people, families, and communities—especially in rural and remote areas where support is often scarce.

In 2024, people from across Australia joined forces and went Blue To End Bullying! From blue dress-up days to gala balls and workplace bake sales—people united to spark conversations, raise awareness, and fund Dolly's Dream's essential services.

We hope to see everyone on **May 9th 2025, Going BLUE to End Bullying**, once again. Your ongoing support makes a direct, powerful impact, sending a clear message, that no child, young person, or family has to face bullying alone. We will continue to stand together to honour Dolly Everett's legacy and to continue to create real change.

THANK YOU for being a part of this journey & for making a difference, no child should have to go through this alone!

\$1.2+ MILLION
Donations Raised

18,462
Educational Resources
Downloaded

154,738
Website Visits

2.86 MILLION
Social Reach

\$13.6 MILLION
Pro Bono Media
EssenceMediaCom

19.2 MILLION
People Reached

\$62,956
Dolly's Dream
Merch' Sold

13,850
New Followers



Our Supporters

SPREADING KINDNESS THROUGH ACTION AND SUPPORT

We're constantly inspired by the passion and commitment of our supporters, and Darinda and Daniel are shining examples of this dedication. Both have personal experience with bullying and understand the ongoing struggles it causes.

They've proudly flown our flags at events, sparking vital conversations about bullying and mental health. Driven by a commitment to Dolly's Dream, they're making a real difference. As parents, they're determined to empower their children with the tools to navigate bullying and support others facing it.

To further raise awareness and funds Dolly's Dream, they launched **"BUILT TO STAND OUT"**— a project where they're converting a Holden Crewman ute into a unique vehicle to showcase at events, schools, and car shows. Through this initiative, they've engaged local communities and spread vital messages about kindness and mental health.

We're incredibly grateful for Darinda and Daniel's support and are proud to have them as part of the Dolly's Dream community. Thank you for making such a meaningful impact.

CREATING RIPPLES OF COMMUNITY IMPACT

"My three girls have really embraced the idea of fundraising and raising awareness for bullying. They love being involved in spreading the message of kindness and learning the importance of standing up against bullying. It's been a great way for them to contribute and understand how their actions can make a positive difference." – Parent and Dolly's Dream Supporter



Extending our support to isolated communities



This year, thanks to our valued partner AACo, one of Australia's largest agribusinesses, we extended our impact to remote communities through our Kindness in Your Unique Workplace program within AACo's cattle stations.

These tailored sessions focused on workplace culture, bullying prevention, kindness, and emotional well-being, bringing vital support directly to those who need it most in remote locations.

AACo's partnership has been key in helping foster safer, kinder environments in these hard-to-reach areas,

empowering workplace communities and preventing bullying in all its forms. The sessions were designed to address not only the challenges of working in remote environments but also the emotional strain of being separated from family and friends.

"Delivering the Kindness in Your Unique Workplace program was eye-opening. Many young, isolated workers face unique challenges, and the feedback showed how essential support is in fostering connection and emotional well-being in these environments."

– Amy Williams, Program Manager, Dolly's Dream

Our collaboration with AACo has enabled us to foster safer, more compassionate workplace, empowering their communities to take a stand against bullying. This partnership underscores the transformative impact of working together to deliver essential programs to communities that might otherwise lack access to such support. It's thanks to partners like AACo, Dolly's Dream is able to reach every corner of Australia.

THANK YOU AACo for your continued support!



Thank you to our incredible partners

Your support, dedicated teams, and networks allow us to continue extending our reach and amplifying our impact. At Dolly's Dream, we take immense pride in the corporate partnerships we've cultivated over the years, ensuring our resources are accessible to as many people as possible across Australia. The true power of partnerships lies not only in financial support, but in uniting behind a shared mission that raises awareness and provides meaningful support.

Partnering with Dolly's Dream not only helps create safer, kinder communities but also strengthens businesses by fostering meaningful connections, enhancing employee engagement, and building brand trust. We are deeply grateful to each of our partners for their unwavering commitment to ending bullying and creating safer environments for young people across Australia.



"Many of our staff members, both personally and through their families, have been impacted by bullying, which is why they chose Dolly's Dream as our cause. Our involvement has fostered a sense of pride and fulfilment among our employees, leading to increased engagement, improved morale, and higher retention rates."
 — [Essencemediacom](#)



"By collaborating with Dolly's Dream, we aim to raise awareness about the impact of bullying and empower the parents and children in our organisation whether they are employees or clients with the tools they need to combat it."
 — [Inland Petroleum](#)



"By partnering with Dolly's Dream, we are able to provide crucial support and resources that enhance the lives of our customers and employees. This partnership makes the experience of shopping or working with Smiggle far more meaningful."
 — [Smiggle](#)





Dolly's Dream Merchandise

WEAR HOPE: EVERY DOLLY'S DREAM PURCHASE HELPS FIGHT BULLYING!

Imagine a world where every child feels safe, supported, and free from the pain of bullying. By purchasing from the Dolly's Dream merchandise range, you're not just buying a product—you're standing up for children and young people in need.

For years, the Bairnsdale Horse Centre has been a steadfast champion of this cause, with Carlee at the heart of it all. Her unwavering dedication has brought Dolly's Dream to the forefront, inspiring communities across Australia to join the fight against bullying.



"Bairnsdale Horse Centre is proud to be the official Dolly's Dream merchandise provider and since 2018, we've raised over \$736,500 for Dolly's Dream!"

Our partnership has allowed us to help fund initiatives like school workshops in rural, remote, and regional communities, including our own in Bairnsdale, VIC.

Each year we travel around Australia sharing the Dolly's Dream message. From local agricultural shows to rodeos and campdrafts, we meet families and hear powerful stories of resilience and heartbreak due to bullying.

It's an honour to stand with the Dolly's Dream's supporters and we can't wait to see what the future holds for this incredible tribe of supporters. - Carlee Knight, Bairnsdale Horse Centre

Check out the latest Dolly's Dream merch' here



YOU ARE NOT ALONE!

If you or someone you know is struggling with bullying, call the Dolly's Dream Support Line anytime. It's free, confidential & available 24/7.



0488 881 033

OR webchat at

dollysdream.org.au





THANK YOU
for helping us
create a kinder
world, free from
bullying!



Donate here →



All donations of \$2 or more are tax-deductible

Dolly's Dream (ABN 96 514 115 810) sits within the Alannah & Madeline Foundation, which is a registered charity with the Australian Charities and Not for Profits Commission (ACNC) and is endorsed as an Item 1 Deductible Gift Recipient (DGR).

