



## Our Impact

### Educating parents

- Establishment of Parent Hub with over 45,000 visitors
- Creation of 47 articles, seven fact sheets and 11 videos by online safety and bullying experts
- 3,000 articles published in 160 regional newspapers as part of the weekly column 'On a Kinder Note' with a potential reach of up to two million per article.

### Helping schools

- Multi-year funding agreements reached with Northern Territory and Queensland state governments
- 100 schools currently taking part in eSmart
- 98 professional development sessions delivered to schools.

### Delivering workshops

- 153 cyber safety and anti-bullying workshops delivered
- Ten community resilience workshops delivered as part of a Federal Government grant to support drought affected communities
- An estimated 6,000 people have taken part in a Dolly's Dream workshop.

### Developing online skills

- 13,600 Digital Licences have been redeemed
- A further 300 families have taken part in the DigiPledge
- A corporate wellbeing package promoting the DigiPledge as a staff wellness product has been launched.

### Raising awareness

- More than 11 million Australians have heard Dolly's story
- 4,200 media mentions in 2020 with an advertising equivalent value of \$18.5m
- More than 200,000 social media followers.

### Inspiring people

- More than 900 Dolly's Dream community events held
- More than a million people have seen the 'Are Your Words Doing Damage Video'
- Thousands of students have taken part in Dolly's Dream classroom kindness activities.

### Partnering for impact

- Grant agreements entered into with the Queensland State Government, Northern Territory Government and Federal Government's Prime Minister's Office for over 1 million dollars' worth of activities in multiple regional locations over multiple years
- Partnering with social purpose media organisation UnLtd to raise awareness at an audited non-monetary value of more than \$7.5m.

### Supporting communities

- Established the Dolly's Dream Support Line to bring mental health support to rural communities, young people and parents.