



# Impact Report

FY21

**WE CARE  
CONNECT**

**2539** children supported with  
full program packs + further  
**700** assisted with smaller packs

**9626**

children helped  
since 2016

**\*65t.**

saved from  
landfill

**121 prams**

**164 cots**

**149 car seats**

**35 bassinets**

**30 high chairs**

**414 birthday gifts**

**204 Back2School**

**2,100 Xmas gifts**

**804 packets of  
nappies**

**\$912,500**

second hand value of the  
amount of items re-homed

**\*254**

Case workers

**\*78**

Support agencies

**8**

Drop off locations

"The items provided a huge relief for them and they reflected their excitement and joy when they went through the bags with the children and were especially touched by the care and effort that went into the packages"  
Local Case worker.

**104,900**

items re-homed

**\$451**

Average value of  
support provided

**\$42**

Average cost to support  
each child



# 95%

of items  
distributed are  
community  
donated

# 49,824

items of children's clothing  
re-homed



# We Care about local kids living in poverty

## OUR PURPOSE

Over 30,000 children live under the poverty line on the Central Coast and Hunter. A statistic that breaks out heart.

So, we're changing the story.

We started in 2016 helping 300 children, five years on, we are supporting close to 3,000 each year. Over this time we have provided practical assistance to over 9,600 children. But it's not enough. There's more work to do.

10,000 children live below the poverty line on the Central Coast and this number is doubled in the Hunter Region.

Our mission: to fundamentally reverse the impact of childhood disadvantage.

## WHY WE DO WHAT WE DO

Young mum-to-be. Seven months pregnant and no family to support her, filling the nursery feels like a distant dream.

Mum and four kids. Have come from interstate escaping domestic violence, leaving all their belongings behind. Living in a small room in a hostel, they now have to rebuild their lives from scratch.

Pensioner Grandparents. Unexpectedly caring for traumatised grandchildren. With no car seats, they cannot even leave the house.

**Sadly, these stories and statistics are far too common in our community.**

**Supporting vulnerable children**



# Chairperson's report

IXXX

xxx

xxxx

xxxx

xxxx

xxxx

xxxx



Donations  
that delight



# CEO's report

XXX

XXX

XXX

XX



Saying no to  
childhood  
poverty and  
disadvantage

WE CARE  
CONNECT



# How we care

We care about making a difference to the lives of these families, to the lives of these kids. Why? Because poverty is more than deprivation – poverty stunts children's emotional and mental development creating a new cycle of poverty.

Together we can change the story on childhood poverty.

## We care.

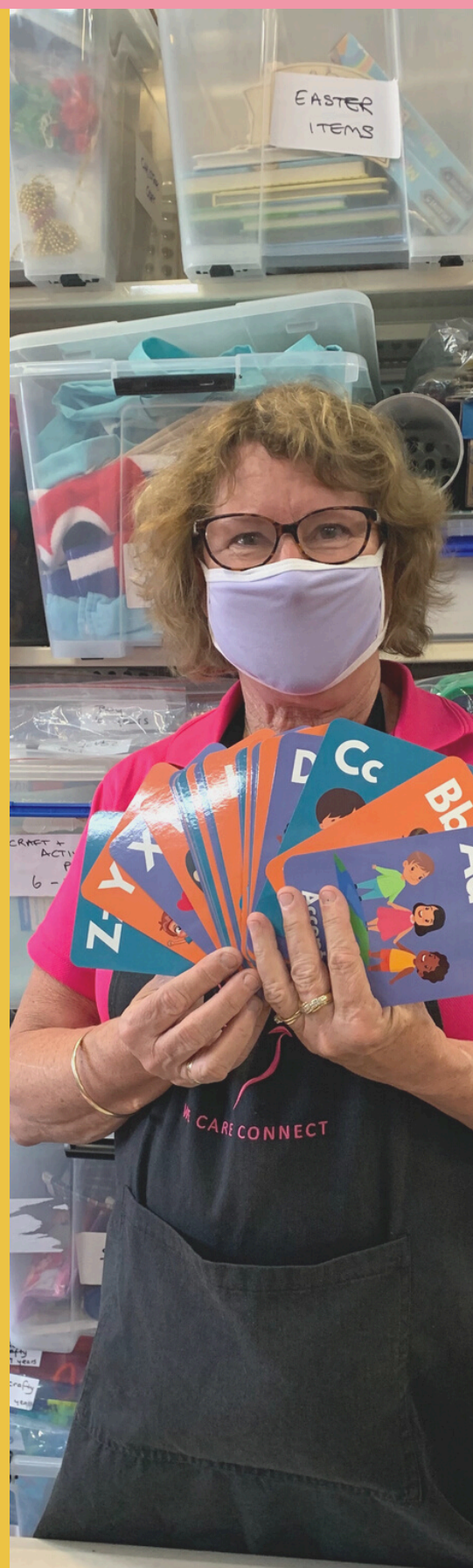
We give donations that make a difference. Our quality standard? "Would I be delighted to receive this for my child?"

## We connect.

Partnering with professional caseworkers from community centres and family support agencies who provide individual requests for the families they are helping.

Our volunteers prepare support packages tailored to the family's needs. Support can include clothes, nappies, bedding, cots, prams, car seats, toys, books and other essential items that families of young children need.

The simple act of giving to families in need is at the heart of everything we do.



# How we help



**These programs distribute community donated items to local children living in social disadvantage.**

**Sleep through the night:** maintenance and distribution of cots, linen and nursery equipment.

**The wheels on the bus:** we re-home prams, car seats and baby carriers to keep families safe, social and mobile.

**Girl power:** Some girls dream of being a doctor, some playing soccer for the Matildas, or some a pop star; this program provides bundles of girls' clothing, books, toys and craft packs so families can spend time playing, caring, and nurturing these dreams.

**Boys will be boys:** We want children to be having fun, playing superheros and riding scooters and bikes - and their clothing takes a toll. Boy bundles include clothing along with balls, cars, books, craft and teddies.



**CHANGE TO BEGIN BRIGHT: Fourth Trimester:** We support mums and families with the essentials they need to set up home with a newborn. Items can include smaller pieces such as baby clothes, swaddles and wraps, nappies, wipes, breast pumps, baby bottles or formula to larger one-off items such as highchairs, baby mats, change tables and nappy bags.

**Youth Connect:** Disadvantaged teenagers are highly susceptible to low self-esteem and social exclusion and this can be a very damaging time. As well as providing urgently needed clothing items, this program provides the important items such as decent shoes, movie passes, headphones, backpacks and internet access.

**Craft Connect:** Bringing craft into the home builds on the fundamental life skills all children should have access to, including fine motor skills, literacy, maths, creativity and bonding.

**Back 2 School**  
**Christmas Program**  
**Community Connect**

**It takes a Village:** This program ranges from everything from covering fuel for volunteers to collect and distribute items; tea, milk, coffee and biscuit expenses to keep our volunteers smiling; aprons and name badges; rent costs to house our items and operational expenses which we try our absolute hardest to keep to a minimum!





# Volunteer highlight



In 2020, long term volunteer Mel King was recognised as one of Westfield Tuggerah's Local Heroes.

As a child, Mel knew what it felt like to go without, so she always goes the extra mile for children and families in need. Mel volunteers for 20 hours a week helping put together packages of clothing, linen and baby items for caseworkers helping disadvantaged local children. She can't help but be touched by the children's stories and takes extra care to include special items that meet individual needs. "It's wonderful when caseworkers tell us their clients are so relieved and overwhelmed on receiving the items we gave them," she says.

As part of the recognition, We Care Connect received a \$10,000 grant that was used to expand our programs to meet the increased need in these difficult times.

Thank you to Westfield for your ongoing support for We Care Connect, including the Christmas Wrapping activity where volunteers wrapped pressies raising over \$2,000 for We Care!

*Westfield*  
**Local Heroes**

## Vote for me

# The We Care Team

Caring. Dedicated. Passionate. And a cup full of joy. That's what makes up our team of volunteers. Our volunteers are the foundation of We Care Connect.

Led by volunteer CEO, Derryck Klarkowski, we have over 40 regular volunteers, their dedication and passion throughout the last 12 months was truly inspiring. Our volunteers collect items, sort, wash and iron, clean, safety check, re-pack items. They liaise with case workers, other volunteers, Board members, funders and supporters alike. We cannot over-emphasise how appreciative we are, without our volunteers, we simply couldn't have the impact and support the large number of families that we do.

As we grow and mature as a charity, the workload and behind the scene operations to keep everything going grows in demand too. This is exacerbated by our ambitious nature to support more children and more children each year. We are hopeful to employ a part time Operations Coordinator in FY22 to support the day-to-day operations to help us grow, develop, maintain consistency, and continue the wonderful community connection that has been established.

## OUR SUPPORTERS

As a grassroots charity, the contributions we receive from businesses, individuals and other organisations are critical for our operations.

Australian Ethical Foundation  
Central Coast Council  
Central Coast Leagues Club  
Colliers Foundation  
Community Capital Foundation  
Doylo  
St George Foundation  
Tucker Foundation  
Westfield Tuggerah  
Wyong Roos Foundation  
Wyong Rugby League Club Group

In Kind Supporters

Good 360

The Nappy Collective

Thread Together

Shoebox Revolution

To our community of fundraisers who've been out organising events, morning teas, Bunnings BBQs and donating to our appeals – thank you.

Thank you to all of our volunteers, supporters and funders

# Impact Report

2019 – 2020

Your  
Nonprofit's  
Name

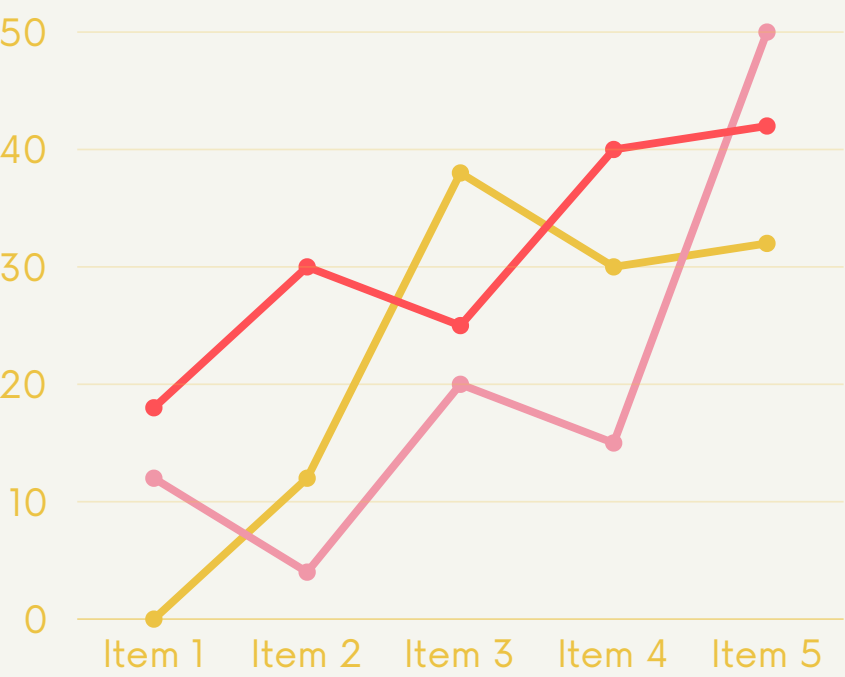


# Chairperson's report

Impact reports cater to a variety of audiences, so it's best to adjust it accordingly. First, identify your target reader. Next, you can shift your focus on what they need to know. For example, your future plans are in the interest of your beneficiaries. Some readers might prefer details like a breakdown of your funding while others, like your trustees, will be more interested in the challenges you encountered and the lessons you learned from them.

## WHAT'S YOUR INFOGRAPHIC TITLE?

Here, you can add a brief line explaining your data.



2%

Readers appreciate accurate information

100

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# Impact Report

2019 - 2020

Your  
Nonprofit's  
Name

# Introduction

An impact report is a way for organizations to communicate the issues they are trying to improve, as well as their strategy on how they facilitated change. It measures the impact that NFPs make in people's lives, focusing on their social or environmental outcomes. It isn't merely a description of the activities undertaken by the organization either, but it also provides the analysis on the results of these activities.

There are several reasons why organizations create impact reports, such as:

Being able to review your projects against your mission and goals  
Improving and implementing changes depending on the results of the report  
Building trust with funders, supporters, and beneficiaries  
Cultivating a culture of learning among similar organizations  
Celebrating the achievements of staff and volunteers

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What should you be including in your impact report? You can start with a brief review of your organization's goals. From there, it's important to take note of the following questions:

- As a Nonprofit, what problem/s are you trying to address?
- How are you addressing it? What projects or steps have you put in place?
- What are the results of your actions?
- How do you measure the success of your actions? How do you know if you've made a difference?
- What challenges did you face? How will you improve your plans?
- Based on your learnings, what steps are you likely to take in the future?

Creating a good impact report means being transparent with your audience. Back up your claims with relevant data. Keep your sentences concise when necessary, but dive into detail when it comes to qualitative and quantitative evidence. Remember: an impact report is a combination of understanding your mission, your work, and your audience, and communicating that clearly with the rest of the world.



# Our Strategy

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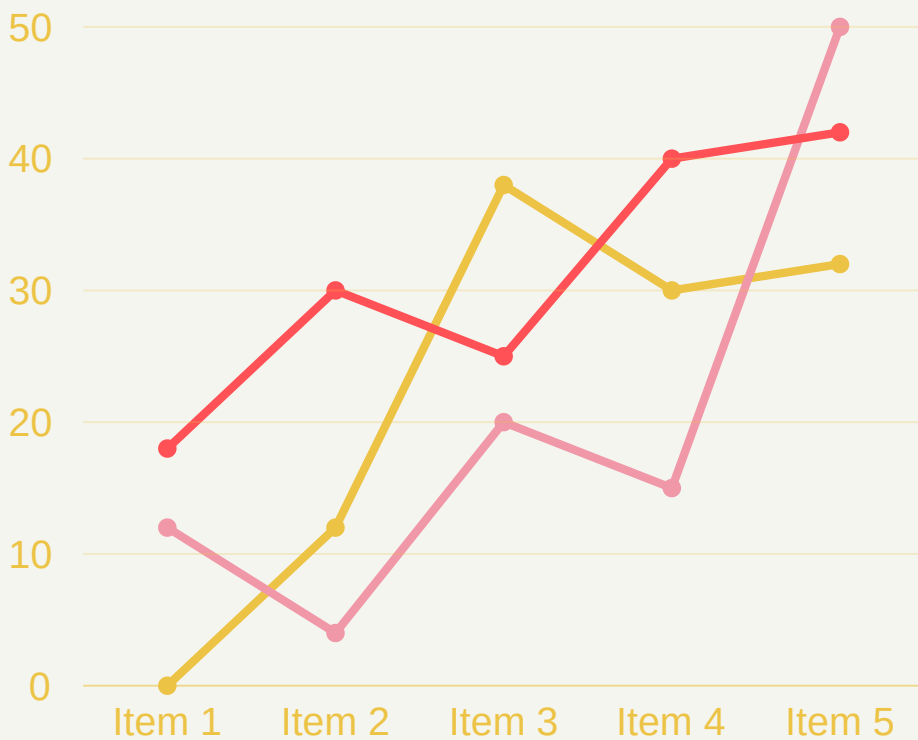
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PROJECTS	DETAILS	OUTCOME
Your project name goes here	Add a few details describing your project's goals	<ul style="list-style-type: none"><li>• What results did you obtain from your project?</li><li>• Write them here.</li></ul>
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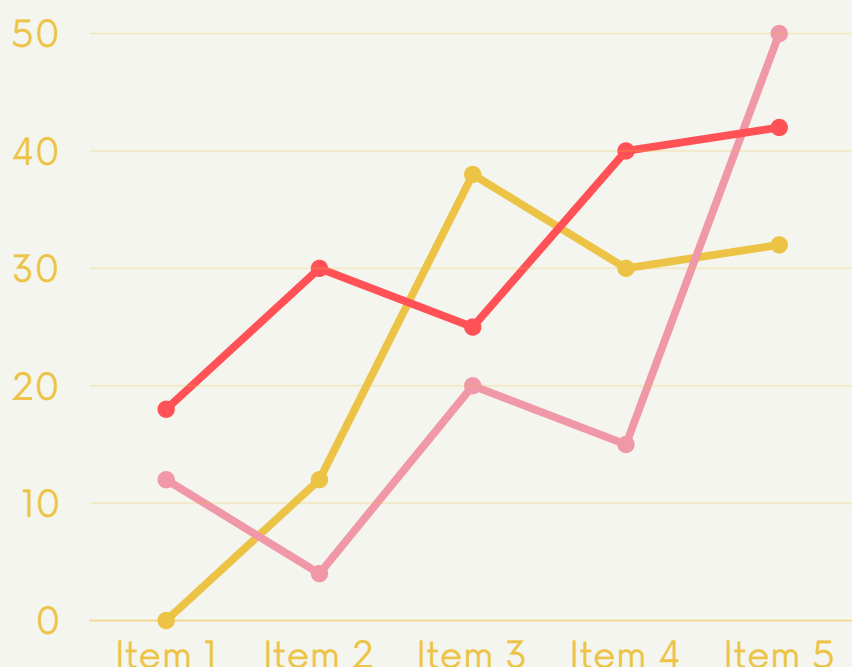
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"I have been blessed to receive a lot of help from your amazing business when my children and i left my ex DV partner. I was in tears when I received all my newborn package off Ashleigh I was so happy and relieved"  
Local mum

"Hi my name is K\*\*, I look after my Great Granddaughter she is 1 year old. I received bags of clothes and baby linen. I just want u to know how much I appreciate the work you do. Beautifully presented , and made with love."  
Local grandmother

"This really touched the family who are going through the unimaginable right now.

The items have been put to very good use and this is one less thing they needed to be worried about. Thank you!"  
Local case worker

"The twin babies are quite small and behind in their gross motor development. Maybe bigger toys that they can grab and play with on the floor. The flooring in the house is terrible come to think of it so a play mat would be ideal."  
Local case worker



# Thank you

It takes a village to  
raise a child

We are a growing  
community of  
passionate, local  
families who say no  
to childhood  
poverty.

Contact us on the  
details below if you  
would like to join our  
village, we'd love to  
hear from you.

We thank you for your  
continued support for  
We Care Connect



**We Care Connect**  
**Central Coast & Hunter, NSW**  
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