



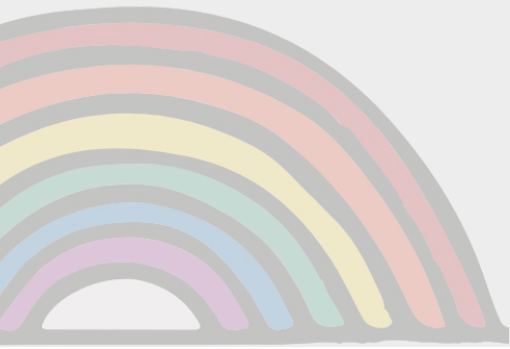
ANNUAL

# REPORT

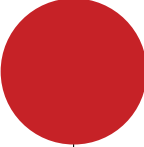



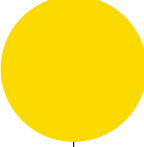

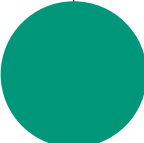
2022/23

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# MEET THE TEAM



**Chair**

Claire Eardley



**Treasurer**

Daniel Papaphotis



Karen Burnett



Mike Barker



Jasmyn Burnett



Dan Sweet



Wendy Pryer



Elizabeth Pinkerton

# MISSION AND VISION

Primarily, Kai-Fella funds free or subsidised Tomorrow Man workshops delivered to schools in Western Australia. We are not limited to this as our only approach. However, currently as a 'grass roots' registered charitable organisation with a custodian of donations, we believe this is the most direct, transparent, and effective way of delivering our mission.

Out of tragedy, we aim to save lives - so, let's change how we talk about suicide. Our mission is to create a positive change for the mental health of the youth of today.

We can end the silence, stop the increasing rate of youth suicide, and empower the youth of Western Australia to live full, powerful and loving lives.

We are disrupting outdated traditional gender stereotypes and helping young men and women define and own their unique story: empowering them to confidently navigate a world of expectations, demands and emotional complexity, creating a healthier life for themselves and the people they love.

We are attempting to reduce the stigma around youth suicide and save young lives by breaking gender stereotypes. We focus on early intervention as the best approach to reducing the rate of youth suicide.

Kai-Fella started our journey as the Kai Eardley Foundation, honouring the life of Kai. Initially, we were focussed on helping young men due to the disturbing trends in male suicide, and outdated 'Aussie Male' stereotypes that don't support emotional development and help young men express their emotions.

In 2020 it became apparent that there was a demand for Kai-Fella to offer young women a similar opportunity to discuss mental health, gender expectations, and the state of womanhood in Australia.

Ultimately, suicide is the leading cause of death for Australians between the ages of 15 and 44 but there is a profound issue with young men committing suicide at higher proportions that needs to be acknowledged and addressed.

# MESSAGE FROM THE CHAIR

As I reflect on the journey we've embarked on since the establishment of Kai Eardley Foundation (Kai-Fella) in 2018, I am filled with gratitude for the unwavering support that has allowed us to grow.

When I lost my son Kai to suicide in July 2016 it was the community support that pulled me through. I woke up the day after the funeral and questioned my purpose here and if it was worth the effort. I realised that if it hadn't been for the support of not only colleagues at work, but my clients who rallied behind them to provide the food for the wake. I realised that I couldn't turn my back on these people, and they were in fact my family. So the upside is that a tragedy will always shed light on those who really do have your back – and for me this was the community at my work.

Our charity evolved by chance. Losing someone you love to suicide is an incredibly tough road to go down. Our collaboration with Tomorrow Man, a Melbourne-based organisation, has been instrumental in our journey. Together, we create spaces where young and old can build emotional strength, engage in meaningful conversations, and forge connections that transcend generational divides. The impact of these workshops is profound, echoing through the lives of those who attend.

In the realm of mental health, the numbers are staggering, painting a vivid picture of the challenges young Australians face. One in seven grapples with a mental health condition, while the prevalence of depressive and anxiety disorders is alarmingly high. The number of deaths by suicide in young Australians is the highest it has been in 10 years, a stark reminder of the urgency of our cause.

This journey is also for Cam and Joey, my other two sons, to show them that life may throw curveballs but we have an option to persevere and conquer the difficult days.

In the last financial year, Kai-Fella has delivered 425 workshops to schools and sporting clubs, positively impacting 11,600 young West Australians.

We believe workshop delivery to be the most transparent and impactful way to utilise the donations we receive, focusing on early intervention to break gender stereotypes and help build emotional muscle.

A friend of mine told me many years ago, that the workshops that we deliver won't change the community in a two-hour session, but we can begin a community change. I think that is the key to success - the strength of the community built around you.

Thank you to the Kai-Fella team, my amazing support network, and our incredible supporters who have allowed my vision to become a reality. My hope is to continue to grow KEF and to make these workshops available in all schools across WA - so there is still plenty of work to be done!

**Claire Eardley**



# TESTIMONIALS

## STUDENTS

“

"Thank you so much, this is the best workshop like this that I've ever done and it is a really valuable experience that I can take with me from now on."

"This was a life-changing experience and I am honestly so grateful for the honesty and kindness the facilitator has shown to all of us in the room. It allowed us to open up to each other more."

"You guys are great, you've made the best and most insightful talks I've ever had in my schooling (which is an awful lot) so keep doing what you do, I appreciate it!"



# TESTIMONIALS

## PARENT

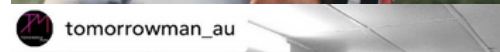
“

I am thrilled this workshop enters schools. I know it really helps the students come together and see each other as equals. It helps the shy kids cope with sitting with someone they don't know too."

## EDUCATOR

"These workshops have been an outstanding success in previous years and all students have found them to be engaging and relevant. All staff who have attended have been impressed by the content and presentation standard of the sessions."

”





# KEY RESULTS & FIGURES

11,600

students

425

workshops

20

regional schools

27

metro schools

1.8K

Instagram  
followers

3.4K

Facebook  
followers



Instagram @tomorrowman\_au

# REGIONAL/METRO SCHOOL BREAKDOWN

## REGIONAL

Across the following regions of WA:

- South West (Margaret River/Busselton Bunbury)
- Bridgetown/Boyup Brook
- Karratha
- Denmark + Mount Barker
- The Wheatbelt (Kulin, Cunderdin, Narrogin)
- And 1 School in the Mid-West (Carnamah)

8

private

12

public

Included in these schools are three Residential Agricultural Colleges - Denmark, Narrogin + Cunderdin

## METRO

14

private

13

public



# 2022/23 KEF EVENTS

22

AUG

Piarras Waters footy club Mental Health Round - \$2105

SEPT

Bunker Bay 300 Gala Dinner - \$30k  
Mackie Cup - \$33.2k

OCT

This is Mental 4000km bike ride - \$23.5k  
Physio Student Society Annual Quiz Night - \$1.5k

NOV

Sean Doyle run challenge - \$5.4k  
Cape to Cape walk fundraiser - \$10.1k

DEC

Leesa and Paul Hogarth donation

23

JAN

The Kai Fella Ball - \$115k

FEB

South 32 Rotto swim fundraiser - \$4k

MARCH

Karen Grimstead Exhibition fundraiser - \$1.5k

APRIL

Luke and Lewis cycle duo \$6k

MAY

Whale and Ale tavern fundraiser \$1.4k

JUNE

HBF Fun Run Kilometres for Kai fundraiser - \$2.9k  
Tradewinds Towel Campaign \$3.3k



# KEY EVENT BREAKDOWN



## THE KAI FELLA BALL 2023

The inaugural Kai Fella Ball, held at Crown Towers on January 14, 2023 was attended by 380 people who raised \$115,000 by bidding on auction items and purchasing raffle tickets.

The Kai Fella Ball importantly highlighted the need for early intervention to help reduce suicide. The money raised will fund 230 Tomorrow People workshops in which 5000 young West Australians can learn how to break stereotypes, build emotional muscle and talk openly.



### 380

attendees

### \$115K

raised



### 230

workshops  
funded

### 5000

young West Aussies  
reached





# MEDIA COVERAGE

**The West Australian** est. 1901

EXCLUSIVE: 190 years of WA through the eyes of The West Australian

WA News | Disaster and Emergency | Mental health | Parenting

## Kai-fella mental health charity chair Claire Eardley is working to stop youth suicide after losing her own son

Claire Sadler | The West Australian  
Wed, 23 August 2023 2:00AM | [+](#)



800-word, two-page spread article in The West Australian

# ACCOLADES



**AOM - Order of Australia Award winner**

Chair Claire Eardley received an AOM medal in January 2022 for repeated service to youth and to the community in the mental health arena via Kai-Fella Foundation.

# ONLINE IMPACT

Figures below reflect a range of areas for the year 2022/23.

## FACEBOOK

10,095

Page and profile visits

↑  
99.3%

## INSTAGRAM

8,632

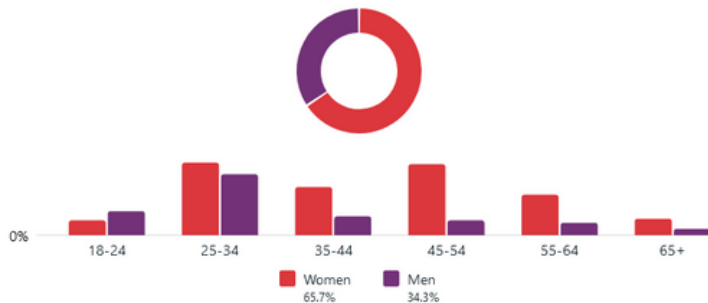
Page and profile visits

↑  
52.2%

Facebook followers ⓘ

3,440

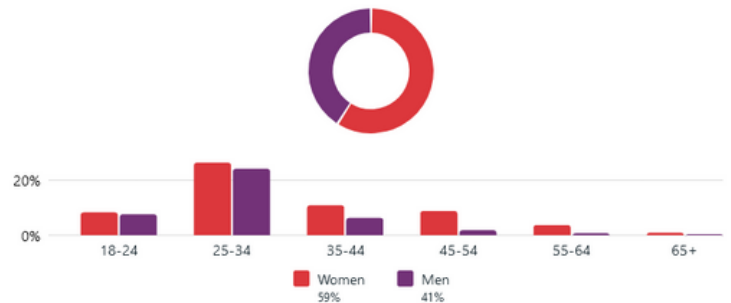
Age & gender ⓘ



Instagram followers ⓘ

1,875

Age & gender ⓘ



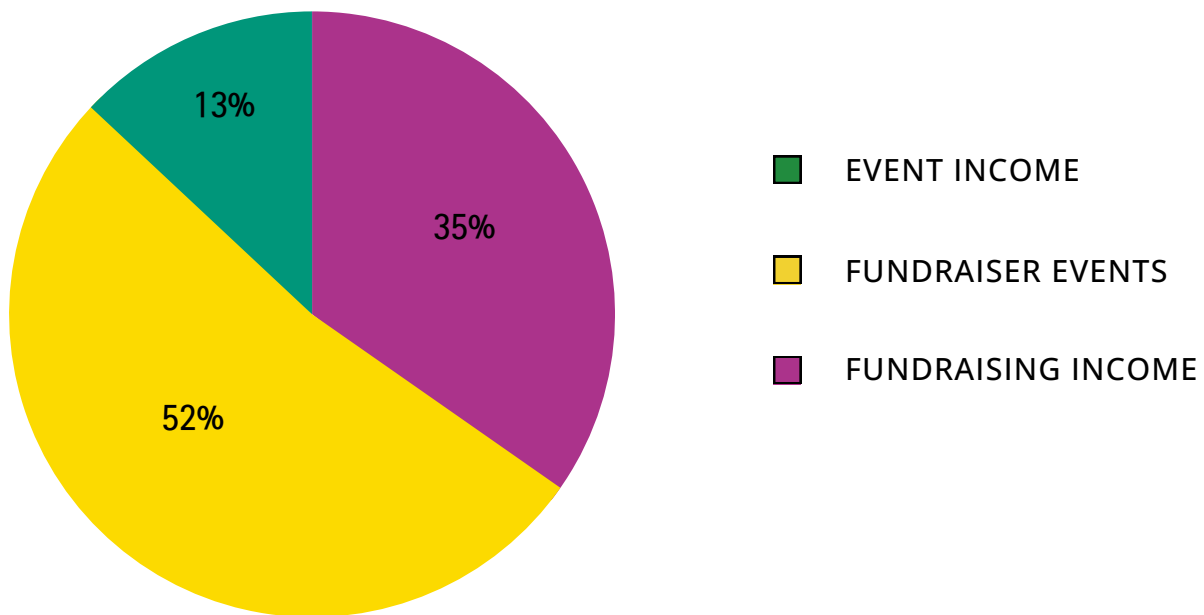
## WEBSITE

Pending site sessions and site session time - comparison % from 21/22

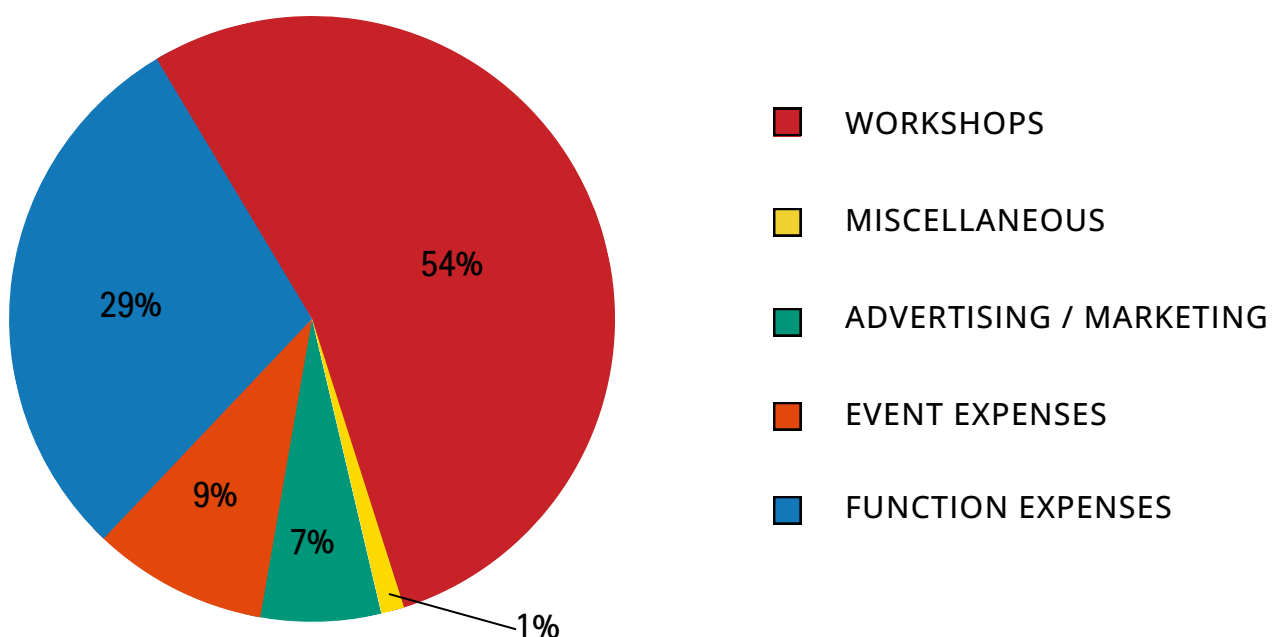
# REVENUE & EXPENDITURE

Revenue generated from fundraising events include external activities such as competitions and other private initiatives

## REVENUE



## EXPENDITURE



# HOW CAN YOU HELP?

- Fundraising events (no matter how big or small!)


Think quiz nights, charity walks, crowdfunding or even bake sales in your workplaces.

- Donations

Kai-Fella is 100% run by volunteers. If you donate to our foundation, your donation will go straight to subsidising workshops run by Tomorrow Man and Tomorrow Woman. For each participant to attend a workshop, it costs \$25 - that's \$25 to make a big difference to someone who may be struggling.

- Advocate for a workshop to come to your school
- Word of Mouth
- Share our socials content - get the word out!

 @kaifellafoundation

 @kaifella

Please help our youth live more fully by donating to the Kai Fella Foundation [www.kaifella.com.au/](http://www.kaifella.com.au/)





# PARTNERS, SPONSORS AND SUPPORTERS

