



alannah & madeline  
foundation

# Alannah & Madeline Day

Tuesday 17 September

Ambassador & Supporter kit



With your valued  
support we can give  
**Buddy Bags**  
to children escaping  
violence.



[alannahandmadelineday.org.au](http://alannahandmadelineday.org.au)

# Thank you for supporting Alannah & Madeline Day 2024

Thank you for supporting Alannah & Madeline Day. By raising awareness, you are helping us make a difference for children and young people affected by violence and trauma.

## About the Alannah & Madeline Foundation

The Alannah & Madeline Foundation was founded 27 years ago by Walter Mikac AM, and a small group of volunteers in memory of Walter's young daughters Alannah and Madeline Mikac, who aged just six and three, tragically lost their lives along with their mother and 32 others at Port Arthur in Tasmania on 28 April 1996.

The Foundation was established with the belief that "all children and young people should be able to live a happy and safe life, free from violence and trauma."

Our mission continues today through our Care, Prevention and Advocacy programs – we fight for their right to be safe, so their future is strong. **We thank you for joining us in this important fight.**



"I wanted to ensure my daughters' names would never be forgotten. I know now that their names are read and spoken around the country and even around the world."

Walter Mikac AM  
Founding Patron  
Alannah & Madeline Foundation

## About Alannah & Madeline Day

In its third year, Alannah & Madeline Day is on **Tuesday 17 September 2024** and is the major fundraising campaign for the Alannah & Madeline Foundation.

Any donation made between the hours of 8am – 8pm AEST will be matched up to the value of \$150,000, so funds donated will go twice as far in helping provide support to vulnerable children and young people experiencing or recovering from trauma.



# Why we need your support

Each year 11,000 Australian children are taken into emergency care because they're at serious risk of harm or have no safe place to live.

These experiences can leave children and young people feeling scared and alone, often placing them in unfamiliar environments and separated from parents and siblings.

We know that many arrive with nothing but the clothes they are wearing and with no other belongings.

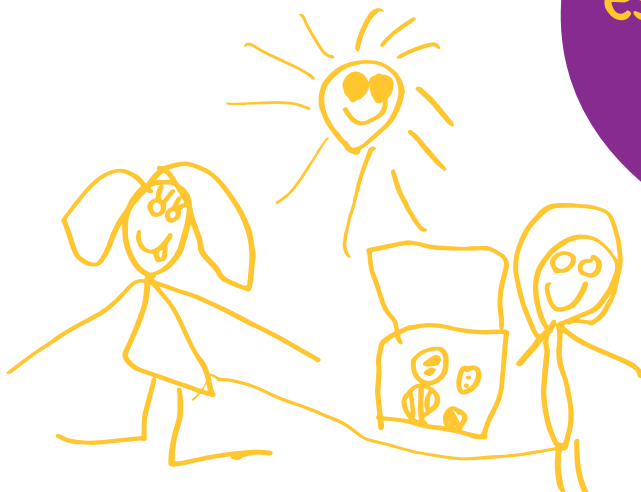


We provide these children and young people with **Buddy Bags**. These are brand new backpacks thoughtfully packed with items to help meet their immediate material and personal care needs.

When they open their **Buddy Bag**, the first thing they see is a teddy bear, followed by essentials from a toothbrush and toothpaste to pajamas, underwear, and socks.

Our **Buddy Bags** provide these vulnerable children and young people with a sense of security and comfort as the first step on their journey to safety and recovery.

**For children in crisis one backpack can mean the world.**



With your help we can help children escaping violence to recover, heal, and thrive.

# About this kit

This kit has been created to assist you – our wonderful ambassadors, influencers and supporters – in sharing information about Alannah & Madeline Day with your loyal followers, friends, family and networks.

The following pages contain content ideas and posts that you can simply copy and paste, or use as inspiration for your own content for your social channels!

With your support, we know you will inspire others to donate to Alannah & Madeline Day and help us change the lives of vulnerable children and young people!

**You can download various social media assets [here](#).**



# Some ideas on what to post

## Caption Suggestions



### In the lead up to Alannah & Madeline Day:

Join me on Alannah & Madeline Day, 17 September, to help children escaping violence.

Every year, 11,000 children enter emergency care with nothing but the clothes on their backs.

Join me in helping the Alannah & Madeline Foundation to raise over \$350,000 to provide Buddy Bags filled with essentials and care. You can help children feel safe, cared for and loved – perhaps for the first time in their lives.

Donate now at [alannahandmadelineday.org.au](http://alannahandmadelineday.org.au)

### On Alannah & Madeline Day:

Today is Alannah & Madeline Day! And on this special day, all donations will be doubled!

Each year, 11,000 Australian children enter emergency care with only the clothes on their back.

Join me in raising vital funds for the Alannah & Madeline Foundation's Buddy Bags program to help vulnerable children feel safe and loved.

A Buddy Bag is packed with essentials like PJs, toiletries and a cuddly teddy to help children on their first days in emergency care.

- \$55 can provide ONE Buddy Bag to a child in need
- \$110 can provide TWO Buddy Bags to siblings escaping violence
- \$275 can provide FIVE Buddy Bags to children who have fled violence
- \$550 can provide TEN Buddy Bags to children who have nothing



## Social tiles and visuals

We have a variety of social media tiles, Instagram story slides, and Instagram GIF Stickers you can use to help get the word out!

Access them [here](#).

To use the Instagram GIF Stickers, upload an Instagram story, navigate to the GIF section, type Alannah & Madeline Day, and choose your favourite.



We love seeing your content ideas come to life and hearing what you have to say, so we welcome you to share your own images and stories too!



Tag us on Instagram at [@alannahmadeline](https://www.instagram.com/alannahmadeline) and include the hashtag [#AlannahAndMadelineDay](https://www.instagram.com/AlannahAndMadelineDay)

# ... and more ideas for sharing!



If you'd like to share a Story, Reel, TikTok or Tweet you can include these key details:

- Alannah & Madeline Day – Tuesday 17 September 2024.
- Donate and help children escaping violence.
- Donate on Alannah & Madeline Day between 8am – 8pm AEST and your donation will be DOUBLED so your contribution will have twice the impact!
- Visit [alannahandmadelineday.org.au](https://alannahandmadelineday.org.au) and donate today!

#AlannahAndMadelineDay

## When to post

Alannah & Madeline Day is on Tuesday 17 September 2024.

We invite you to post any time from Tuesday 10 September, in the week leading up to and on Alannah & Madeline day.

## Links

When posting about Alannah & Madeline Day, please include the following link in your post or bio: [alannahandmadelineday.org.au](https://alannahandmadelineday.org.au)

## @Handles & #Hashtags

We want to see what you are up to, share your content and take the opportunity to say thank you for your support, so don't forget to tag us! Below is a list of our social handles:

- Instagram  
@Alannahmadeline
- Facebook  
@AlannahMadelineFoundation
- Twitter/X  
@alannahmadeline
- LinkedIn  
@Alannah & Madeline Foundation



Don't forget to tag us  
and include the hashtag  
**#AlannahAndMadelineDay**  
so we can see what you  
are up to!

# What is the goal?

For Alannah & Madeline Day 2024, we are aiming to raise \$350,000 to help put a Buddy Bag in the hands of every child in crisis who needs help.

one  
back pack  
can  
mean the   
world

## Where does the money go?

- \$55 can provide ONE Buddy Bag to a child in need
- \$110 can provide TWO Buddy Bags to siblings escaping trauma
- \$275 can provide FIVE Buddy Bags to children who have fled violence
- \$550 can provide TEN Buddy Bags to children who have nothing

## Our impact so far

We have provided over 125,000 Buddy Bags to vulnerable children and young people across Australia as the first step on their journey to safety and recovery.

## Learn more

To learn more about the important work of the Alannah & Madeline Foundation please visit [www.alannahandmadeline.org.au](http://www.alannahandmadeline.org.au)

**Every child has a right to be safe.  
Together, we can make this a reality.**

## Contact Us

If you have any questions about how you can best support Alannah & Madeline Day, please get in touch:

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**Thank you for your support,  
it means the world!**



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