

Alannah & Madeline Day 2024

Background & Key Messages

About Alannah & Madeline Day

Alannah & Madeline Day is **Tuesday 17 September 2024** and is the annual fundraising campaign for the Alannah & Madeline Foundation. All donations made between the hours of 8am – 8pm AEST will be doubled up to \$150,000. This means donations will go twice as far in helping children heal, recover and thrive from trauma and violence.

Every child has the right to feel safe, loved and supported. But too many children face extreme violence instead. Without the right support, their trauma can impact every part of their lives.

Supporting Alannah & Madeline Day will alleviate the immediate need of these children by providing a Buddy Bag to them in a moment of urgent need. It will also provide children with the long-term support they need to heal, recover and thrive, such as one-on-one therapy programs.

Right now, 1 in 2 children who need a Buddy Bag are missing out due to a lack of funding. We simply can't meet demand. Your support and commitment can change that.

Key Messages

- Alannah & Madeline Day is on Tuesday 17 September 2024 and aims to help give love, comfort and a Buddy Bag to a child escaping violence.
- Funds raised for Alannah & Madeline Day will provide support to vulnerable children and young people who have experienced violence or trauma to recover, heal, and thrive.
- All donations received between 8 am – 8 pm AEST will be **DOUBLED** – meaning your donation will have double the impact.
- 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 live¹.

¹ Australian Institute of Health and Welfare, Family, domestic and sexual violence data in Australia¹, Canberra, 2021.
<https://www.aihw.gov.au/reports/domestic-violence/family-domestic-sexual-violence-data>





- We know that one in six women and one in 16 men experience violence at the hands of their current or former partner – and that more than half said their child saw or heard the violence².
- 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 by volunteers with items to help meet their immediate material and personal care needs such as toothpaste, PJs, underwear, socks and a soft teddy bear.
- 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.
- Donate now to put a Buddy Bag in the arms of every one of the 11,000 children escaping violence this year.
- By donating on Alannah & Madeline Day, you will help give love, comfort and a Buddy Bag to a child escaping violence.
- Donate today at www.alannahandmadelineday.org.au or call 1300 720 747.

Where does the money go?

- \$55 can provide a Buddy Bag to a child
- \$110 can provide Buddy Bags to TWO children
- \$275 can provide Buddy Bags to FIVE children
- \$550 can provide Buddy Bags to TEN children

² Australian Institute of Health and Welfare, Family, domestic and sexual violence data in Australia', Canberra, 2021.
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Our impact so far

The Alannah & Madeline Foundation has 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

No child should live with trauma.

For more information, please contact:

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The Alannah & Madeline Foundation was founded 26 years ago by Walter Mikac AM, and a small group of volunteers in memory of Walter's young daughters Alannah and Madeline Mikac, aged just six and three, who 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.

www.alannahandmadeline.org.au

