



MENTORSHIP

MAGIC

Impact Report 2024





IGNITING THE POTENTIAL OF KIDS IN CARE

Creating positive and lasting connections for children and young people in out-of-home care (OOHC) by empowering them with learning, life skills and confidence

Acknowledgement of First Australians

Here is the land and here is the sky.
Here are my friends and here am I.
We thank the Aboriginal people for the land on which we live and play, and we promise to take care of it, every single day.

We acknowledge the traditional custodians of the lands on which our Foundation is located and where we conduct our business.

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JOINT MESSAGE

*BRONWYN SHEEHAN OAM, FOUNDER AND CEO
& FIONA MURDOCH, BOARD CHAIR*

Over the last 12 months, we have witnessed the transformative power of our work in action. Thanks to the support of all our stakeholders, we have reached new milestones, empowered more lives, and created lasting change in our community. Every story shared in this report is a testament to what we can achieve together.

Over the last year we have been focusing on the PACE framework. This framework is a powerful way to articulate the essence of our Program, focusing on core human values that guide interactions and support. We have implemented an attitude of PACE, throughout our Foundation.

PLAYFULNESS emphasises the importance of having fun. It's about celebrating each child's uniqueness and creating an environment where despite facing challenges, the child can relax, laugh and find joy in life. Elements of play and fun are critical for children, and can also diffuse difficult or tense situations.

ACCEPTANCE highlights the significance of being fully present with someone, especially during their most intense emotional experiences. It's about understanding that, at times, the most impactful support is simply being there - offering a safe, non-judgmental space where they can feel supported without needing to change their situation.

CURIOSITY reflects a desire to understand the children we support without judgment. It's about engaging with the children in a way that values their experiences and perspectives, without needing to have all the answers, but to kindly and simply wonder "why".

EMPATHY is the foundation of our work. It's the ability to truly feel and understand the challenges and difficulties the children in our Program face. Through understanding the feelings that underly an action, mentors show compassion and kindness to the child, validating their emotions. This approach fosters deep connections and trust between the mentor and the child.





Together, these elements create a holistic approach that not only supports but celebrates the individuals we work with, creating a deep sense of connection and understanding.

The bonds we see forming between each child and their Pyjama Angel are nothing short of magical. The children's acceptance of their mentors and the trust they place in them is something we deeply cherish. We are profoundly grateful to these young ones for sharing their challenges, fears and dreams with their Pyjama Angels each week.

From the bottom of our hearts, we want to honour the resilience and bravery of these incredible children and young people. Thank you for allowing us into your world, and for trusting us to walk this journey with you.

Together, we are creating brighter futures, one meaningful connection at a time.



Bronwyn Sheehan

Bronwyn Sheehan OAM,
Founder and CEO

Fiona Murdoch

Fiona Murdoch,
Board Chair



THE CHALLENGE



BREAKING THE CYCLE OF DISADVANTAGE

For over 20 years, The Pyjama Foundation has been dedicated to breaking the cycle of disadvantage faced by children and young people in OOHC.

Our mission is to empower these children to overcome systemic inequities and shape brighter futures.

Children in care often carry the weight of profound trauma. The separation from their families alone can be deeply distressing, compounded by experiences such as physical, emotional, or sexual abuse, exposure to domestic violence, or neglect. Many have been denied the care, support, and guidance essential for healthy development, growth, and learning.

Through our Programs, we strive to offer the stability and nurturing they need to heal, grow, and thrive.

Over their lifetime children and young people nationally in care are at greater risk of:

- Poor educational outcomes – 92% are below the reading level by age seven
- Experiencing homelessness and/or housing instability
- Experiencing significantly higher rates of mental illness compared to the general population including displaying suicidal behaviour
- Experiencing unemployment and/or underemployment
- Developing substance abuse issues
- Becoming involved in the youth criminal justice system
- Experiencing early parenthood



EVERY HOUR, TWO VULNERABLE CHILDREN ENTER THE FOSTER SYSTEM IN AUSTRALIA

There are currently over 45,000 children living in OOHC in Australia. Since 2017, the number of children in OOHC has increased— a jump of more than seven percent.



57% COMPLETE YEAR 12 (OR EQUIVALENT)

of young care leavers (aged 18–25) complete Year 12 or equivalent, compared to 85% nationally, highlighting the educational challenges faced by those in OOHC.

(Create Foundation, April 2023).



35% END UP HOMELESS AFTER THEY TURN 18

of young people in state care end up homeless after they turn 18. Within one year, 50% of state care leavers will be unemployed, in jail, homeless or have become a new parent.

(Kids under Cover, Youth Homelessness: the Facts and Stats).



40.8% IN YOUTH DETENTION LINKED TO CHILD PROTECTION

of children in youth detention had involvement with the child protection system. This means young people in youth detention are 19 times more likely to have been in care than the general population.

(AIHW 2016, cited in the 2018 Family and Child Commission report).

CHILD AT THE CENTRE

Our Programs are designed to place the needs of children and young people at the forefront, in alignment with the [United Nations Convention on the Rights of the Child \(UNCRC\)](#), which emphasises every child’s right to express their views on matters impacting them. The UNCRC articulates essential rights owed to every child, including the right to education, protection, development, and to be heard and respected.

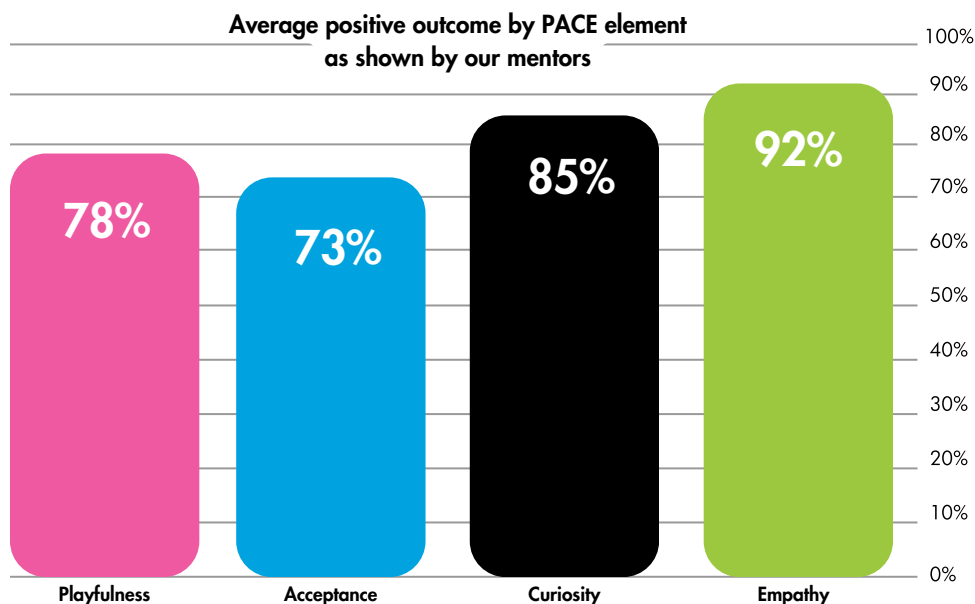
In our organisation, these rights are foundational, as we work with some of the most vulnerable and marginalised children—those in foster care. These children often face unique challenges, and their rights can be overlooked or inadequately met. By advocating for these rights, the Foundation strives to ensure that the children we support have access to transformative opportunities, such as educational assistance, consistent mentorship, and the chance to build essential skills and confidence.

Additionally, the UNCRC reinforces the principles that drive the Foundation’s use of the PACE framework: **Playfulness** aligns with every child’s right to leisure, play, and cultural engagement. **Acceptance and Empathy** honour the child’s need for emotional support, recognition, and understanding. **Curiosity** supports a child’s right to learn and grow in a safe and nurturing environment.

Through a relational approach characterised by PACE—children feel empowered, connected, and motivated to strengthen their literacy skills, confidence, and love of learning.

Our Love of Learning Program integrates the PACE framework to nurture the whole child and build trusting relationships with adults. This approach encourages children to reflect on their thoughts and behaviours while highlighting their strengths. Through listening, understanding and connecting, Pyjama Angel mentors embed empathy, helping children develop essential life skills.

The graph below shows the types of activities conducted, reflecting how PACE is seamlessly woven into our Programs to support children and young people in reaching their full potential.



PART OF THE SOLUTION

The Pyjama Foundation's flagship Programs, Love of Learning (LOL) and Teen Life Skills (TLS), harness the extraordinary dedication of volunteer mentors, called Pyjama Angels. These compassionate individuals are carefully recruited, screened, trained, and supported to make a lasting impact on young people in OOHC. Each week, they spend invaluable one-on-one time fostering academic achievement, personal development, and resilience—unlocking the transformative “power of an hour.”

Through activities like shared reading, educational games, and hands-on skill-building, Pyjama Angels create a safe, inspiring space for children to thrive. More than mentors, they become a source of stability, encouragement, and a catalyst for a lifelong love of learning.

Grounded in research, our approach shows that consistent mentoring can profoundly shift life trajectories for children in care—driving measurable improvements in education, confidence, and future opportunities. Together, we're empowering brighter futures, one visit at a time.

*EXTERNAL REVIEW CONDUCTED BY
QUT'S AUSTRALIAN CENTRE FOR
PHILANTHROPY AND NONPROFIT STUDIES*

The project was conducted in 2022-2023 with ethics approval from QUT's ethics committee (approval no. 5066).

QUT's Australian Centre for Philanthropy and Nonprofit Studies was requested by The Pyjama Foundation to review the effectiveness of The Love of Learning Program.



QUT researchers used an appreciative enquiry approach to:

1. Review the theory of change underpinning the Love of Learning Program.
2. Explore how the Program has been designed and is managed.
3. Identify the Program's distinctive approach to supporting children in OOHC.
4. Evaluate if the Program is using a trauma-informed and child-centred approach.

BEING TRAUMA-INFORMED AND EVIDENCE-BASED

The distinctive approach to breaking the cycle of disadvantage lies in fostering a meaningful, positive, and caring relationship between each child and their Pyjama Angel mentor, alongside a unique, carefully crafted process that facilitates this bond.

Once potential volunteers are screened and assessed for suitability, The Pyjama Foundation's comprehensive training Program prepares committed, adaptable individuals who are fully equipped to support their mentee. This training emphasises a trauma-informed approach, ensuring volunteers are both motivated and well-prepared to understand and respond to the unique needs of children in care.

Through a rigorous recruitment, screening, training, and support process, The Pyjama Foundation equips Pyjama Angels with the skills to make a lasting, positive impact. Providing a child in care with a mentor is potentially critical for their wellbeing and developmental needs.



TRAUMA-INFORMED

The Foundation has identified three trauma-informed principles which form the basis of the Programs. They are:

- **Safe and Supported** - We promote physical and psychological safety, and people are supported to utilise the resources and supports available to them.
- **Connected** - We purposefully nurture positive relationships so people can work together, co-create and collaborate to achieve shared goals.
- **Empowered** - We support diversity, equity and inclusion so people feel empowered, ask for feedback, learn, adapt and innovate.

EVIDENCE-BASED

At The Pyjama Foundation, our commitment to being evidence-based means actively integrating the latest research and proven strategies to enhance children's literacy, social, and emotional competencies. We also place a strong emphasis on continuously gathering our own evidence to evaluate the impact of our Programs.

This ongoing assessment informs and refines the approach to recruiting, training, and supporting volunteer mentors, ensuring that our practices remain both effective and responsive to the evolving needs of the children we serve.



Four principles The Pyjama Foundation is using to create the optimal conditions for children to experience positive change:



A committed mentor

The recruitment, screening, and training of committed and adaptable volunteers who effectively understand their role.



Thoughtful matching

A thoughtfully managed process for matching children and mentors, with ongoing support, monitoring, and evaluation.



Positive mentoring relationship

A trauma-informed approach where children are engaged in learning through the positive and caring relationship that they develop with their mentor.



Individualised child-centred activities

Activities that are individualised and focus on children being given empowerment, voice, and choice. Regular feedback mechanisms for mentors, foster carers, and children.

OUR IMPACT

FROM SEPTEMBER 2023 - AUGUST 2024



1,744

Number of children and young people mentored



829

Number of volunteers trained



1,460

Number of Pyjama Angel volunteer applications



1,810

Hours of support to volunteer mentors



3,686

Support calls and communications with Pyjama Angels



56,216

Hours of support to children and young people



13,791

Hours of Pyjama Angel time with carers



225

Number of participants in our Teen Life Skills workshops

HOW DO PYJAMA ANGELS SPEND THEIR VISITS?

Pyjama Angels inspire and empower the children and young people they support through a wide range of fun and engaging activities.



84%

reported working on literacy skills



81%

worked on activities that build a sense of self and self-awareness



47%

worked on numeracy skills



53%

worked on health and fitness



51%

worked on social science



66%

worked on motor skills



60%

worked on the arts



76%

worked on social skills

MEASURING OUR IMPACT

For the last five years the Foundation has worked with **QUT** and more recently the Haines Centre for Strategic Management to develop a Theory of Change and an Impact Measurement Framework.

This allows the Foundation to make informed decisions about programs and using the findings to demonstrate the impact of mentoring children and young people in OOHC.

We collect insights from a diverse network of stakeholders, including children and young people, foster, kinship, and residential

carers, child safety and agency workers, volunteer mentors, workshop attendees, internal staff, and valued supporters.

Utilising a variety of channels—such as database records, placement communications, surveys, interviews, and feedback forms—we ensure a comprehensive and holistic understanding of our impact. This approach allows us to continually refine our Programs and enhance outcomes for the children and communities we serve.

Theory of Change

The Love of Learning Program enhances the lives of children and young people in care by pairing them with dedicated volunteer mentors. This relationship-focused approach boosts the child's self-confidence, decision making skills and enthusiasm for learning, ultimately improving their interpersonal relationships, social connections and employability while reducing educational disadvantage.



VOICE OF THE CHILDREN

0-11 YEARS

Outcomes Report from Children

A random survey was conducted with 53 children, comprising 48% boys and 52% girls, aged between 6 and 15 years. On average, these children have participated in The Love of Learning Program for two years, meeting their volunteer mentor (Pyjama Angel) weekly.

The survey explored the children's perspectives on how their Pyjama Angel supports them, focusing on key areas such as:

- The quality of their relationship (mentorship and emotional support)
- Assistance with school-related tasks (school connectedness)
- Encouragement in learning (academic resilience)
- How they view themselves (self-identity and confidence)



These insights help us understand the Program's impact on the children's growth, development, and overall well-being.

The children shared that having a dedicated Pyjama Angel who takes time to build a strong relationship with them and engages in activities tailored to their interests makes a real difference in their lives. They feel:

- More connected and supported at school.
- Better able to handle challenges in their learning.
- More confident and positive about who they are.

94%

of the children agree that their mentor is helping them build academic resilience.

94%

of the children feel their mentor is supporting them to do well at school.

83%

of the children said their mentor is helping them enjoy learning.

89%

of the children said their mentor is helping them feel positively about themselves and their future.

These reflections highlight the importance of having someone who truly listens, cares, and helps them grow, both academically and personally. These outcomes are critical protective factors for children in OOHC, who are at heightened risk of educational disadvantage. They are strongly associated with improved emotional regulation, healthy social relationships, and greater academic competence, providing a foundation for long-term success.

QUOTES FROM THE CHILDREN



"We do positive thinking and what we are grateful for."

"She is kind, amazing, funny, caring and very patient with me. We have lots of fun and laughter."

"I look forward to my Angel coming every week. We do fun stuff and it makes me read."



"She helps me do my homework and is very friendly."

"My Pyjama Angel is fun. We do schoolwork and then games together."

OUTCOMES FOR THE CHILDREN

From the report it is suggested that both a high-quality relationship and the use of PACE strategies together provide the most beneficial outcomes. PACE remains an important component, but its impact is maximised when it is used within a strong, supportive mentoring relationship. The approach that Pyjama Angels are taking is having a positive impact on the Program participants.

A total of 82% of children are feeling supported, connected, and empowered through their relationships with their mentors. This sense of connection is foundational, especially for children in foster care, who benefit immensely from stable, supportive relationships. Feeling connected and empowered can enhance their self-confidence when reading, which can have a positive impact on educational outcomes.

Additionally, 79% of children are showing improvement in their attitudes towards reading. Literacy skills are key to academic success and lifelong learning. Improved attitudes towards reading, and reading for pleasure, boosts learning confidence in children, leading to significantly better educational outcomes.

Finally, 72% of children are demonstrating more resilience and positive attitudes towards learning. This indicates that being mentored and engaged in learning activities is helping them become persistent and better equipped to overcome challenges. Positive attitudes towards learning are particularly meaningful, as this suggests that children are starting to enjoy learning and education, rather than disengaging.



82%

of the children are feeling supported, connected and empowered

79%

are improving their literacy and attitudes towards reading

98%

of Pyjama Angels often or always have fun with their child

80%

are improving their problem-solving skills

72%

are improving their resilience and attitudes towards learning

68%

of Pyjama Angels see their child discussing books they read for fun, with enthusiasm

VOICE OF THE YOUNG PEOPLE

12-24 YEARS

The Pyjama Foundation's Teen Life Skills (TLS) Program is designed to equip young people in OOHC with essential life skills that support their development and prepare them for adulthood. Recognising that teenagers in foster care often face unique challenges, the TLS Program focuses on providing tailored support to help them build the confidence, knowledge, and practical skills necessary to navigate life successfully.

Key aspects of the Teen Life Skills Program include:

One-on-One Mentorship: Each teen is matched with a volunteer Pyjama Angel mentor who offers consistent guidance and encouragement. These mentors provide stable, caring relationships that serve as a source of positive influence and support.

Skill Development: Through regular sessions, the Program focuses on developing essential life skills, including financial literacy, goal setting, time management, decision-making, communication, and basic self-care. These skills are fundamental for independent living and empower teens to make informed choices.

Educational Support: The Program places emphasis on educational engagement and achievement, helping teens with study skills, schoolwork, and planning for future education or career paths. The aim is to nurture a sense of possibility and motivation toward academic and personal goals.

Emotional and Social Learning: Mentors provide a safe space for teens to discuss challenges, set goals, and explore their emotions, which helps build resilience and emotional intelligence. This support fosters confidence and helps teens establish positive relationships with others.

Tailored Approach: The Program is individualised to meet the unique needs and interests of each teen. The Pyjama Foundation uses a trauma-informed approach, acknowledging the effects of past trauma and adjusting support to foster growth and healing.

The Teen Life Skills Program ultimately aims to empower young people to build the skills, self-assurance, and support networks they need to transition successfully into adulthood, paving the way for more positive, independent futures.



TEEN REFLECTIONS 2023/2024

Throughout the year, feedback was gathered from participants in 16 workshops delivered as part of the Teen Life Skills Program. These workshops included diverse and engaging activities such as barista training, bike building, floristry, sewing, STEM/engineering, the Treetop Challenge, cooking, and woodwork.

The results highlighted the Program's positive impact:

97% of participants identified something they had learned.

69% recognised a practical skill they had developed.

31% felt the Program would help them make better choices and decisions.

19% reported an improvement in their confidence.

These reflections underscore the Program's ability to foster personal growth, build valuable life skills, and inspire greater self-assurance in young people.

When asked what they had learnt comments included:

- *Trust yourself*
- *Try new things*
- *Open my mind to new ideas*
- *I can do anything if I try*
- *Socialise and meet new people*
- *Help me be more confident*
- *It is fun to work with your hands and create something*
- *I learnt about university and scholarships*



YOUTH MENTORING SURVEY

The Youth Mentoring Survey is a research-based assessment tool designed to evaluate the strength and quality of relationships between young people and their mentors. Originally developed to assess mentoring outcomes for young people in Big Brothers Big Sisters (BBBS) Program, the survey has been shown to reliably measure the impact of mentoring on youth development.

By using this survey, The Pyjama Foundation gained critical insights into how effectively its Program supports and nurtures meaningful connections. Specifically, it allows the Foundation to assess the effectiveness of mentor-youth relationships, monitor overall program quality, and evaluate the impact of key activities, such as mentor training and screening. The survey's findings guide continuous improvement, ensuring the Foundation's efforts remain effective in building strong, impactful relationships that positively influence young people's lives.

1. Youth-centred relationship (Mean score: 3.65)

This high score indicates that the young people feel their mentors are very attentive to their preferences and interests. A score of 3.65 on a scale of 1-4 suggests that the mentors are effectively centring the relationship around the young people, which is likely to foster positive behavioural and attitudinal changes.

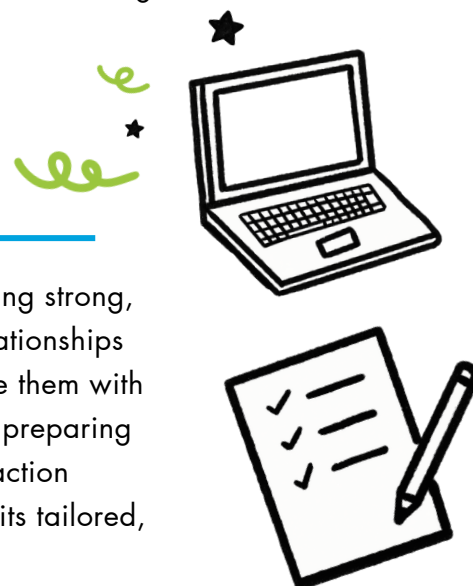
The TLS Program has made a substantial positive impact by fostering strong, youth-centred, and emotionally supportive relationships. These relationships not only help young people feel seen and valued, but also provide them with the stability and guidance necessary for developing life skills and preparing for a successful transition to adulthood. The low levels of dissatisfaction reinforce the Program's overall success and highlight the value of its tailored, trauma-informed approach.

2. Young people's emotional engagement (Mean score: 3.77, on a scale of 1-4)

This is the highest score among the three categories, indicating that the young people are highly emotionally engaged in their relationships with their mentors. A mean score of 3.77 suggests that the young people generally feel happy, special, and positive about their interactions, which is crucial for the success of the mentoring Program.

3. Young people's dissatisfaction (Mean score: 1.17)

This low score is very positive, as it indicates minimal dissatisfaction among the young people regarding their relationships with their mentors. A mean score of 1.17 suggests that most young people are satisfied with their mentoring relationships, which is essential for the effectiveness of the Program.



VOICE OF THE FOSTER PARENTS

FOSTER AND KINSHIP CARERS' PERSPECTIVES ON THE LOVE OF LEARNING PROGRAM

The Pyjama Foundation engaged Foster and Kinship Carers, many with over a decade of experience, to participate in a survey and share their insights on the LOL Program and the valuable contributions of Pyjama Angel mentors. Carers highlighted the importance of the partnership between themselves and the Pyjama Angels, emphasising their playfulness, consistency, curiosity, and unwavering support. Carers particularly valued the individualised attention and quality time Pyjama Angels dedicate to foster children, acknowledging their significant role in enhancing learning and development.

Key Survey Findings

The Importance of Pyjama Angels:

- **92%** of carers believe it is important or very important for their foster child to have a Pyjama Angel mentor.

Part of a Support Network:

- **92%** of carers agreed or strongly agreed that their Pyjama Angel is a valued part of their personal support network.

Program Recommendation:

- **88%** of carers said they would definitely recommend The Pyjama Foundation to another carer.

Regular Engagement:

On average, carers engage in conversations with Pyjama Angels for up to 30 minutes each week, receiving personal support during their visits to mentor a foster child.

Holistic Support:

Carers reported receiving practical and emotional support from Pyjama Angels, with many describing their Angels as trusted friends and an integral part of the family's support system.

These findings underscore the profound impact of the LOL Program, not only on foster children, but also on the carers who nurture them. Pyjama Angels provide a unique blend of mentorship, emotional connection, and practical support, creating a meaningful partnership that benefits the entire household. The overwhelmingly positive feedback highlights the Program's success in enhancing the well-being and development of children while supporting carers in their vital role.



QUOTES FROM FOSTER CARERS



"We are just very grateful to be part of this incredible Program and to have been connected to an amazing Angel. So many people have let him (Pyjama Child) down, but she has never.

She is so flexible with what activities they do, adapts for his learning struggles and focuses on his strengths. She is a real cheerleader for him. We'd all be lost without her."

"A sounding board and someone to help with ideas."

"Dedicated and highly professional Angels that have our kids best interest at heart. I have nothing but praise."



I cannot imagine fostering without the support of The Pyjama Foundation, over the 20 years we have been foster parents they have done so much for our children.



VOICE OF THE PYJAMA ANGEL VOLUNTEER MENTOR

To evaluate the effectiveness of our Program, 550 Pyjama Angel volunteers participated in a reflective self-assessment. This process captured their insights on their mentoring approach and the outcomes observed in the children they support.

The assessment focused on understanding the quality of the mentor-child relationship and the impact of the Program on the child's development.

Specifically, we sought to determine if the children involved are:

- Feeling supported, connected, and empowered
- Enhancing their literacy skills and fostering a positive attitude towards reading
- Developing stronger problem-solving abilities
- Building resilience and cultivating a positive outlook on learning

These insights are invaluable in helping us refine our Programs to ensure lasting, meaningful change in the lives of the children we serve.

The results revealed a highly engaged, trauma-informed approach by the Pyjama Angels, who are using principles of PACE to mentor children in foster care.

98%

of Pyjama Angels are using PACE which is a trauma-informed approach to working with children in foster care

97%

are creating child-centred interactions with the child increasing the child's engagement in the relationship and giving them autonomy over what activities they do together

99%

of the Pyjama Angels are using child-centred discussions and active listening to engage the child in fun and learning activities to build a positive mentoring relationship

The benefits of volunteering are wide-ranging, which is why becoming a volunteer Pyjama Angel mentor is such a powerful way to boost personal growth and development and also experience a sense of gratification and meaning from helping others.

A recent Volunteer Outcome Survey revealed:

98%

feel they personally benefit from being a volunteer

99%

feel that volunteering makes them feel good about themselves

62%

think volunteering with The Pyjama Foundation is a good way to make new friends

59%

feel less lonely and isolated when volunteering

VITAL VOLUNTEERS

Pyjama Angel mentors come from a variety of backgrounds, but what unites them is their compassionate nature and dedication to changing lives. No matter where they're from or what they do, they share one special mission: **to be a positive role model and a constant source of encouragement for kids in care.** These amazing volunteers bring so much kindness and fun into the Foundation's Programs, creating connections that change lives. Volunteers are at the heart of the Foundation, and without them, we would not be able to achieve our goals in empowering the lives of kids and young people in care.

18-85

Age Range

Gender



87%

Female

10%

Male

3%

Non-Binary/Unspecified



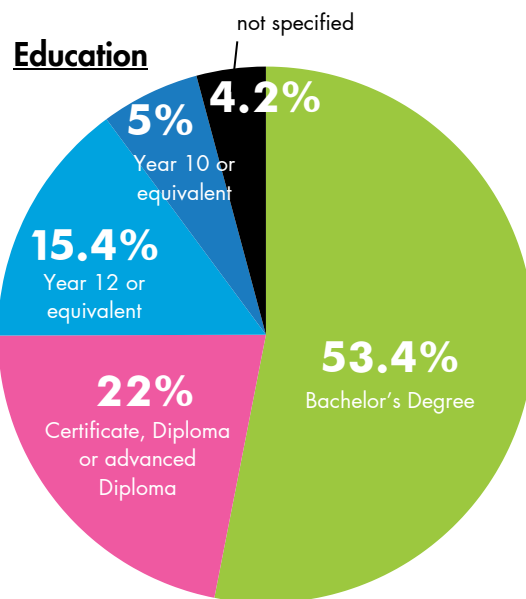
829

Volunteers trained in 2024
(September 23 - August 24)



1,460

Applications completed
(September 23 - August 24)



Top Employment Sectors



21%

Education and Training



13%

Healthcare & Medical

RECOGNISING OUR VOLUNTEERS

Pyjama Angel of the Year Awards are one way the Foundation recognises the significant and ongoing contribution of these remarkable volunteer mentors.

One True Angel

The 2024 Pyjama Angel for the Year for Brisbane was Sheryl Fitzgerald. Over the last 15 years Sheryl has supported six children in different homes and for the last eight years she has been a consistent influence in the lives of two very special boys.

She trained to be a Pyjama Angel back in 2009 and was placed shortly after with a lovely young girl who she supported for two years until she exited out of care.

She then went on to build a relationship with a young boy and girl who she visited for four years. In 2016, Sheryl began to visit two boys who at the time were four and two and they formed a bond with Sheryl instantly. They would sit and excitedly wait for their time with her. Their relationship continued to grow and strengthen over the years, and they still enjoy their visits together as they are filled with laughter, joy and fun.

Sheryl has been supporting the children since before they entered primary school, and her impact has helped to open many doors for the boys. Sheryl also taught the boys how to face challenges, be kind, compassionate and caring young people.

Sheryl became a big part of the whole family. Her unwavering support extended to the entire family who cherish her presence within the home just as much.

Foster Carer Robyn expressed her appreciation for Sheryl's inclusiveness of the entire family while being mindful of special one on one time with the boys.

It's Pyjama Angels like Sheryl who have helped the Foundation and our Program grow into what it is today.



VOICE OF THE PAST PARTICIPANTS

The lived experiences of young people aged 15–27, all of whom participated in the LOL Program for more than five years, provide powerful evidence of its long-term impact. These insights highlight how the flexibility, care, and child-centred approach of Pyjama Angels contribute to meaningful personal growth, enhanced relationships, and improved life outcomes.

Key Findings

Mentor Characteristics

- Participants consistently highlighted the empowering influence of their Pyjama Angels. Mentors provided a voice for the young people, encouraged independence, and included them in decision-making processes, fostering a sense of control over their lives.

"I THINK OF MY PYJAMA ANGEL AS MY CHEERLEADER, BECAUSE WITHOUT A DOUBT SHE ENCOURAGED ME THROUGH."

Relationship Characteristics

- Participants valued the consistency and patience demonstrated by their mentors, emphasising the importance of regular visits in building trust over time.

"MY ANGEL WAS SORT OF THAT ONE CONSISTENT PERSON, THAT REGARDLESS OF WHAT SORT OF DYNAMIC WAS IN THE HOUSEHOLD OR WHAT WAS DIFFERENT AT SCHOOL, SHE WAS THAT ONE CONSISTENT PERSON WHICH I THINK PROBABLY MEANT THE MOST."

Activity Characteristics

- Activities were described as diverse, educational, and fun, offering opportunities for both skill-building and meaningful connection. Many participants valued simply having someone with whom to talk and spend quality time.

"THE BEST THINGS ABOUT A MENTOR WAS LEARNING ABOUT MONEY, SHOPPING MATHS, AND COOKING."





Positive Outcomes

Personal Growth and Confidence

- Participants reported improved social skills and increased self-confidence, often attributing these changes to the supportive presence of their mentors.

"IT HELPED ME FEEL LIKE A BETTER PERSON, AND I GUESS REALLY WHO I WAS."

Empowerment and Independence

- By involving young people in decision-making and encouraging independence, mentors helped participants feel more in control of their lives and futures.

"I THOUGHT I DIDN'T WANT A PYJAMA ANGEL ANYMORE, BUT NOW I GOT TO DO MORE THINGS THAT I WANTED TO DO AND CHOOSE WHAT I WANTED TO DO."

Support and Understanding

- Pyjama Angels provided a non-judgmental and empathetic space, creating a relaxed environment distinct from formal therapy settings.

"I FEEL LIKE MY TIME WITH MY ANGEL WAS MUCH MORE RELAXED THAN THOSE IN THERAPY SPACES."

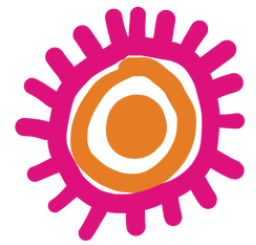
Educational Outcomes and Practical Skills

- Mentors supported participants in achieving academic success, learning practical life skills, and preparing for future careers. This guidance contributed to aspirations like pursuing higher education or securing meaningful employment.

"I WANT TO GET INTO UNI, I WANT TO DO NURSING. AND SHE WAS LIKE, YOU CAN DO IT ABSOLUTELY. AND SO YEAH, I GOT INTO NURSING."

The LOL Program has a transformative impact on young people in care, helping them build confidence, independence, and essential life skills. Through consistent and supportive relationships with Pyjama Angels, participants not only experience personal growth but also gain the tools and motivation to pursue positive educational and career outcomes. These results affirm the Program's effectiveness in fostering resilience, empowerment, and a brighter future for vulnerable young people.

CULTURAL CONNECTIONS



The Pyjama Foundation's First Nations Advisory Body was formed in 2021, with the goal of supporting the cultural needs of the children in our Program. Providing invaluable independent guidance to better support the children, while implementing a cultural lens.

39% of the children in our Program are from a First Nations heritage. Incorporating the wisdom and guidance of a First Nations Advisory Body allows the Foundation to support First Nations children in a way that is meaningful, respectful, and aligned with their cultural and community contexts.

The Advisory Body consists of Indigenous leaders and consultants who regularly meet with the Foundation, offering valuable insights, strategies, and resources. They provide recommendations for engaging with Indigenous-owned businesses and ensure culturally informed guidance. This group is a vital part of our organisation, enhancing our work with their expertise and perspective.

Cultural Insights: The Advisory Body provides deep insights into the cultural values, traditions, and needs of First Nations communities. This understanding is crucial for creating programs and resources that are respectful, relevant, and effective in supporting First Nations children.

Guidance on Best Practices: The Body offers advice on best practices for working with First Nations children and families, ensuring that The Pyjama Foundation's initiatives are culturally sensitive and align with the needs of these communities.

Building Trust and Relationships: Having a First Nations Advisory Body helps in building trust and fostering strong relationships with First Nations communities. Their involvement signals a commitment to genuine collaboration and respect, which is essential for the success of any initiative aimed at supporting First Nations children.

Tailored Support: The Advisory Body helps The Pyjama Foundation tailor its Programs to address the specific needs of First Nations children, such as issues related to education, identity, and connection to culture.

Ensuring Relevance and Effectiveness: By engaging the Advisory Body, the Foundation ensures its efforts go beyond good intentions to achieve real, practical impact. Guided by the Advisory Body's insights, the Foundation can refine and adapt its Programs to more fully meet the needs of First Nations children, creating deeper, more meaningful outcomes. The Advisory Body also embraces feedback from Elders and the community, strengthening connections and building a future grounded in respect and understanding.

The Foundation is proud to have implemented their first Reflect Reconciliation Action Plan, fostering meaningful engagement with reconciliation across our team and deepening our staff's and leaders' understanding of its importance.

We are currently engaging in the next step: Innovate, focusing on implementing transformative change. This phase allows us to gain a more profound understanding of our influence and establish the most effective strategies to drive reconciliation. The Innovate plan will be rolled out over the next two years, embedding reconciliation into the heart of our organisation.

FUNDRAISING & PARTNERSHIPS INSIGHTS

2023/2024 FINANCIAL YEAR

1000+

In-kind donations

28,650

Individual donors

28

no. of successful grants in 2024, totalling \$637,916

30

Pledged Gifts in Wills in 2024

31,807

Donations made online

4091

Peer to peer fundraisers

Donor Support



90.5%

of respondents believe in the positive impact of The Pyjama Foundation



85.9%

of donors feel like their donations have made a significant difference



95%

of donors indicated that the Foundation has been successful in thanking and acknowledging their support, contributing to a positive donor experience

"I HAVE SUPPORTED THE PYJAMA FOUNDATION FOR MANY YEARS, FORMERLY AS A PYJAMA ANGEL AND NOW AS A DONOR, BECAUSE I BELIEVE THAT EQUIPPING CHILDREN WITH THE SKILLS FOR READING AND GIVING THEM A MENTOR TO BELIEVE IN AND ENCOURAGE THEM, CAN MAKE A HUGE POSITIVE DIFFERENCE IN A CHILD'S LIFE. IT'S A POSITIVE WAY THAT I CAN GIVE BACK TO MY COMMUNITY."

- Donor

Campaigns

\$825K

Raised from National Pyjama Day 2024 marking a 13% increase from 2023 including invaluable contributions from Myer, QBD and Affinity Education

448K

Visits to National Pyjama Day website this year compared to 72k in 2023 (522% increase)

\$3.5M

Value received from pro-bono advertising from our partnership with media agency OMD

\$129K

Amount raised from our Christmas Appeal 2023

\$75K

Amount raised from our Tax Appeal 2024



Thank you for believing in, and investing in a brighter future for **all children** where they can thrive with education, confidence, connection and vital life skills.

With your support, we raised

\$1,760,530*

for children and young people in out of home care.

We wouldn't have been able to do this without your support.

* Through our campaigns, events, appeals and corporate partnerships

Government Engagement

- We engaged with more than 60 Members of Parliament including key Ministers across the four jurisdictions of Queensland, New South Wales, Victoria and Federally.
- We contributed to policy discussions on early intervention and childhood development with three submissions to launch of inquires and release of reports by both Queensland and New South Wales Governments.

Partnerships

\$35,000

Raised from National Fairy Bread Day 2023

\$37,000

Brisbane Broncos Charities Fund 2023/24

\$53,000

Raised from Mask Co, over 12 months (and ongoing)

“WE HOPE TO SUPPORT AND TRAIN MORE PYJAMA ANGELS FOR ONE-ON-ONE SUPPORT. SOME KIDS DO IT TOUGH, SO WE ARE DELIGHTED THAT WE CAN HELP OUT IN ANY WAY WE CAN, EVEN IN A SMALL WAY. AS A BRAND, THERE HAS TO BE A PURPOSE BEHIND WHAT YOU DO. MONEY CAN'T BE THE SOLE MOTIVATOR - THAT'S UNSUSTAINABLE. IT HAS TO BE SOMETHING BIGGER THAN THAT.”

- Mask Co Founder, Jason Morrisby

OUR REACH

Facebook Insights

AUGUST 2023 - AUGUST 2024

1.1M

Reach
increase of 15%

1.6K

New Follows
increase of 11%

43.4K

Profile Visits
increase of 67%

Instagram Insights

AUGUST 2023 - AUGUST 2024

403K

Reach
increase of 15%

18.9K

New Follows
increase of 23%

1.1K

Profile Visits
increase of 67%



38%

The increase in Pyjama Angel Applications through online ads, Facebook, Instagram, LinkedIn, Tik Tok and social media.



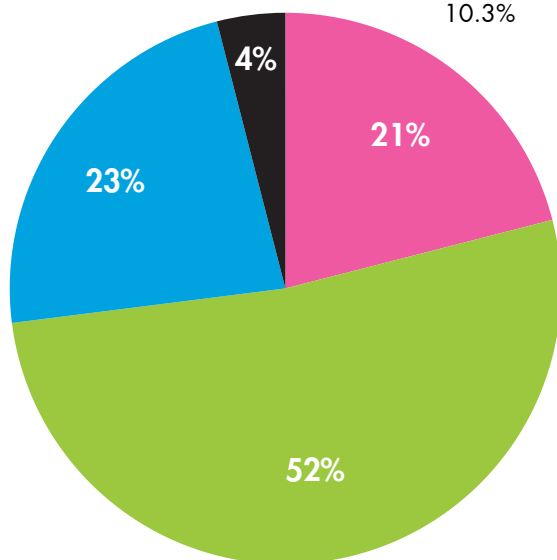
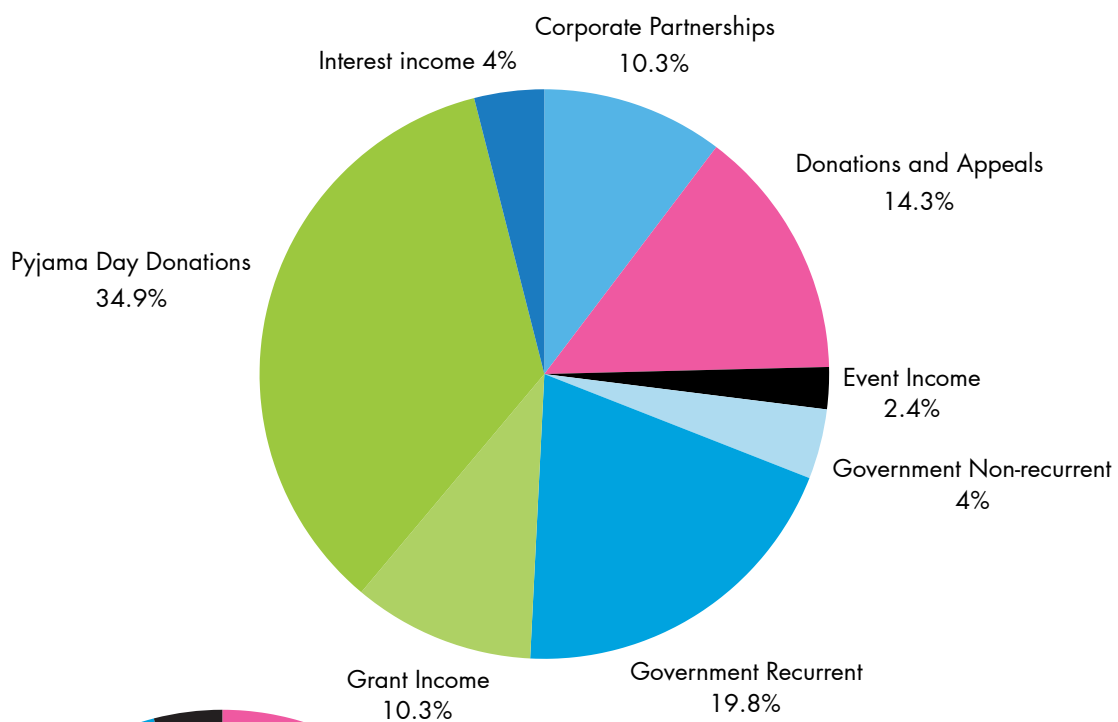
FUNDING FOR THEIR FUTURES

We are deeply thankful for the invaluable support of our partners, donors, volunteers and stakeholders as we strive to rewrite the stories of children and young people in care.

Together, we share the common goal of making a positive difference in their lives, and to all those who stand with us, we express our heartfelt gratitude. None of this would be possible without your vital support.

To read our financial statements in full, visit: <https://bit.ly/tpf-financials>

Where our funds come from



- Direct Program delivery costs
- Service delivery support
- Volunteer recruitment, marketing and fundraising
- Evaluation and research

Where your dollar goes

We ensure every dollar you give works hard to make the greatest impact. Your generosity helps deliver vital Programs directly to children and young people in care, recruit, screen and support our amazing volunteers, and raise awareness to inspire more support. We also invest in improving our services and measuring their success, so your kindness continues to create meaningful change. Thank you for helping us empower young lives and unlock brighter futures.

★ HOW YOU CAN MAKE AN ★

IMPACT

- Become a volunteer mentor Pyjama Angel
- Make a donation
- Leave a Gift in your Will
- Fundraise
- Partner with us





THE NEED IS IMMENSE, BUT NO GOVERNMENT, CARER, AGENCY OR SUPPORT PROVIDER CAN CHANGE THE LIFE TRAJECTORY OF THESE CHILDREN AND YOUNG PEOPLE ALONE.

THE PYJAMA FOUNDATION'S PROGRAMS ENSURE THAT RELATIONSHIPS BUILT WITH CHILDREN IN THEIR FORMATIVE YEARS EXTEND LONG INTO THEIR ADOLESCENCE.

THIS ENSURES THAT THESE CHILDREN AND YOUNG PEOPLE, NO MATTER IF THEIR CARE CIRCUMSTANCES CHANGE, WILL ALWAYS HAVE AT LEAST ONE SIGNIFICANT ADULT IN THEIR LIFE .



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LEARN MORE AT



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