



Impact Report

For calendar year 2022

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EXECUTIVE SUMMARY

To all RALLY4EVER friends, partners and supporters,

We want to reach out and thank you for your very generous support this year. 2022 has been an amazing year for RALLY4EVER!

As we have transitioned out of Covid restrictions and what has been difficult and challenging times for the organization and for those we work with, we are very pleased to say that in 2022, RALLY4EVER has moved ahead in many positive directions. We have delivered in person support, **doubling the numbers of participants throughout the year** and expanded our programs and plans to become more sustainable. We have been able to assist more people who are feeling lonely, isolated, disconnected or who have experienced mental health issues.

EVENTS & NEW INITIATIVES

In January 2022, pre the Australian Open, we joined forces with a number of partners to jointly run **Australia's largest tennis rally for mental health around the nation** to highlight RALLY4EVER programs. This kicked off a number of new initiatives with the community re-opening. Thank you to the 18 metropolitan and regional clubs and amazing local coaches that supported these events. Special thanks to tennis legends Nick Kyrgios, Sam Stosur, Thanasi Kokkinakis, Rennae Stubbs and Arina Rodionova together with AFL champion Ty Vickery who added their star power to make these successful events.

In July, immediately **post Wimbledon**, with support from the LTA (Lawn Tennis Association), Wimbledon Foundation, the Emma Wells Tennis Centre, City Harvest London and past Wimbledon champions including John Lloyd, Laura Robson, Peter Fleming and Cara Black plus amazing support from the BBC, we held **a program focussing on Ukrainian refugees**.

At the end of August, just **prior to the US Open**, we partnered with NYJTL (New York Junior Tennis & Learning) and The Cary Leeds Centre for Tennis & Learning to hold a program in the Bronx for disadvantaged youths. We attracted **over 60 youth participants** and are currently working with the USTA (United States Tennis Association) to establish an ongoing event with financial support from TNNS.

NEW PROGRAMS & PARTNERS

After being approached by the **Salvation Army**, with the support of Centennial Parklands Sports Centre, we ran a 6 week program, "Together Home Partnership" as part of confidence building for **released ex prisoners**, as part of a pathway back into the community. Many participants have now moved out of Salvation Army care into community housing and some have become advocates and ongoing friends of RALLY4EVER.

Together with the **Inner West Council**, we have created 2 new programs at Ashfield and Marrickville, targeting **isolated migrants and mature local citizens**. These have been co-funded for 2023 and we are working on establishing further locations in the local area. Council staff and elected officials have embraced these programs and have been truly supportive.

Partnering **Sutherland Shire Council** and **Flourish Australia** with support from Warren Dixon, we have established a new program in Miranda to assist **people with mental health issues**.

Thanks to **Michael Mills Tennis** we have an ongoing program in **Newcastle**. During the year, together with **Lifeline**, we held a major promotional activity to encourage wider participation. This led to an ongoing partnership with Lifeline for RALLY4EVER coaches to access Lifeline coaching programs.

NEW PROGRAMS & PARTNERS

We have established an ongoing program in **Bendigo** targeting community members including those with **drug, alcohol, anxiety and depression issues**. This has been possible with support from Michael Carter of **Eagles Corner** and **Impact Recovery**.

We have worked with the **South Australia** Seniors Schools Program to undertake a 6 week program at Underdale School for **100 young people**, as well as an ongoing tennis program for adults. This will be an ongoing program and will be expanded to other schools. This has been possible with support from **Max Foran** and the **Adelaide City Council**.

The **Riverina Anglican College (TRAC)** approached RALLY4EVER as part of their community services commitment. Following my attendance at the school, TRAC students are establishing a promotional and fund raising event inviting all schools in Wagga Wagga to rally together to support each other and **raise mental health awareness and improve social connection**.

Together with support from Sam Stosur and Pam Whytcross, we held a pilot rally at Bolton Park for students from **Ashmont Public School, Wagga Wagga**. We are currently working with local business to fund an on-going program.

These new programs, with external partners, compliment ongoing and established programs in **Adelaide, Fawkner Park, Grafton, Parkes, Strathfield, Toowoomba**, and our flagship program at **Woolloomooloo** (in partnership with **Baptist Care Hope Street**). Thank you to all of our passionate coaches and friends of RALLY4EVER that make these weekly programs possible.

MAJOR GRANTS, FINANCIAL SUPPORT & IN-KIND DONATIONS

During the year, we have received much appreciated financial support from individual donors (up to \$50,000), 2 grants of \$10,000 each from the **Kirby Foundation**, corporate donations from **Virathus Legal** and **PJohnson**, money to support specific programs from **Palmerston, Inner West, Strathfield and Sutherland Shire** Councils and \$7,639 Legacy Fund Grant (**Office of Sport & Tennis NSW**)

Carers NSW have committed to fund RALLY4EVER to establish 4 new programs in 2023 at Ballina, Coffs Harbour, Tamworth & Woy Woy.

Generous in-kind support has been provided by **Yonex, Sydney City Council. Foxtel** have committed to providing substantial ongoing support.

PRO BONO SUPPORT

During the year, **KPMG Sydney** has, as part of its ESG commitment, prepared an evidence-based report on the mental health not-for-profit sector in Australia, a funding pitch for donors and a governance framework, bespoke to RALLY4EVER's needs.

RALLY4EVER's accounting needs continue to be provided by Jason Jiao from **SMB Tomorrow Consulting Services** and Andrew Kovelis of **CBD Taxation Services**.

Groundswell Foundation and CEO Martin Blake have provided ongoing support, strategic advice and have included RALLY4EVER efforts in "Connections Matter", a Report on the impacts of loneliness in Australia.

SPEAKING ENGAGEMENTS

Baptist Care Convention – speech to several hundred members and co-ordinators.

NSW Carers Convention – speech to approximately 100 members and carers plus Westpac Foundation staff.

The Riverina Anglican College - talk to school community.

Salvation Army Together Home Group - talk to their clients.

Multiple media appearances including The Project, ABC TV, BBC, NBN/Channel 9 Newcastle, Prime Wagga, Radio National, Radio Drive, KISS FM.

PEOPLE

Board Members – Chair Simone Bartley, Alita Cartwright, NED & CEO Louise Fleming

Program Manager / Events – Jen Freer

Communications – Charlotte Evans

Victorian Programs Manager – Bronte Goodwin

Tennis Professionals - Alex Osbourne

Program Assistant – Jack Freer

Strategic Plan / Events - Diana Brajuha

Research Coordinator- Jo Thorley, Blackdog

Graphic Designer – Stephanie Osbourne

Event Support – Jack Henna

Support Volunteers - Kerrie McKenzie, Shaun Lambert, Michael Carter

Coaches, Volunteers & organization helpers - in excess of 40

PROGRAMS - IMPACT NUMBERS

Australia's Largest Tennis Rally for Mental Health
– in excess of 200 participants (on one day) in 18 programs

15 ongoing programs, running 40 weeks
over 4000 participants + South Australia schools program

Parklands

Adelaide

SA Schools

Woolloomooloo

Fawkner

Parkes

Bendigo

Newcastle

Strathfield

Marrickville

Ashfield

Miranda

Hope St. Youth

Toowoomba

Grafton

Fundraising Events 2022

Kooroora Pro Am - raised \$3,000

2023 STRATEGY

Promote RALLY4EVER summer a rolling series of Tennis Parties with Yonex sponsored donation platform that will be suitable for all future fundraising events.

Consolidation of existing programs and partnerships. Target **20 new Programs**.

Develop a more resilient organisational capability.

Develop new partnership with Seniors NSW to deliver new programs; members being the active volunteers to assist in running new programs.

A road-show program (with Australian Tennis Foundation and Tennis NSW) for remote and regional NSW, targeting youth and underserved individuals and/or communities of disadvantage. This will also include areas that have been badly flood affected.

Fundraising Events 2023

RALLY4EVER Tennis Parties with Yonex
Coogee Tennis event partnering with Mood Active
24h Tennis Rally in Bendigo with Impact Recovery
RALLY4EVER Ball with Crown Sydney

RESEARCH

KPMG - Report on Mental Health and RALLY4EVER impact

Groundswell - Loneliness report and RALLY4EVER inclusion

Blackdog - Client research 18 month study to start March 2023