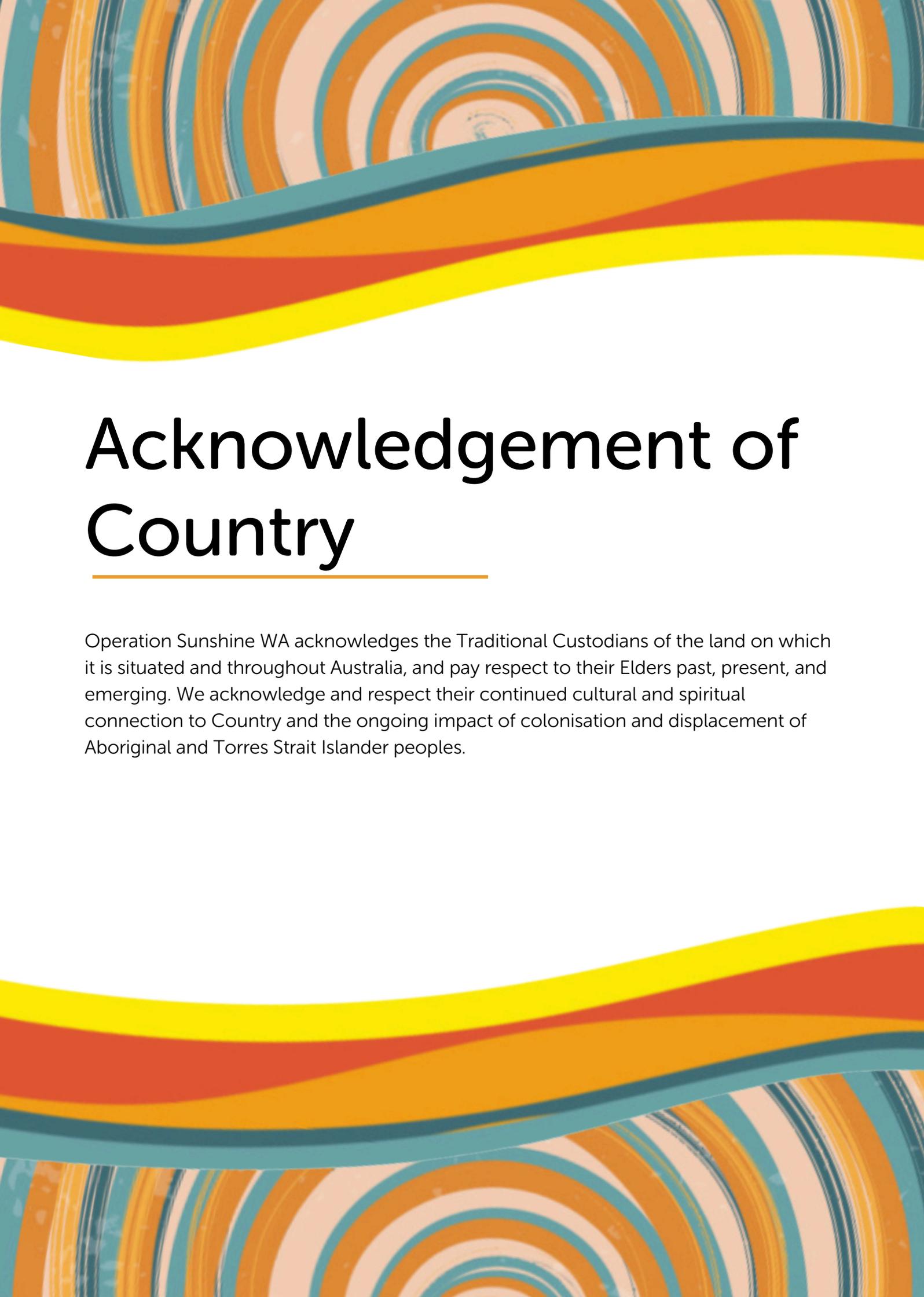




ANNUAL REPORT

2024/2025



Acknowledgement of Country

Operation Sunshine WA acknowledges the Traditional Custodians of the land on which it is situated and throughout Australia, and pay respect to their Elders past, present, and emerging. We acknowledge and respect their continued cultural and spiritual connection to Country and the ongoing impact of colonisation and displacement of Aboriginal and Torres Strait Islander peoples.



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Message from the Chairperson

It gives me great pleasure to present the Chairperson's Report for Operation Sunshine WA for the 2024–2025 year. This has been a year of growth, community impact, and recognition, with our team working tirelessly to extend our support to more people than ever before.

Our fundraising activities have continued to provide both vital funding and opportunities for community connection. The gift wrapping station at Westfield Carousel proved once again to be an outstanding success. Thanks to the efforts of our volunteers, the initiative raised essential funds during the festive season, while also raising awareness of our mission among thousands of shoppers. In addition, our dedicated volunteers served as drink marshals at the Fremantle Running Festival, helping to keep participants hydrated and safe while proudly representing Operation Sunshine WA. These activities not only generated funds but also strengthened our partnerships and community presence.

One of the highlights of the year was receiving the Best of the West Award, sponsored by 9 News and The Agency. This recognition is a testament to the passion, commitment, and hard work of our entire team. It also reinforces the important role Operation Sunshine WA plays in supporting children, young people, and families in need across our community.

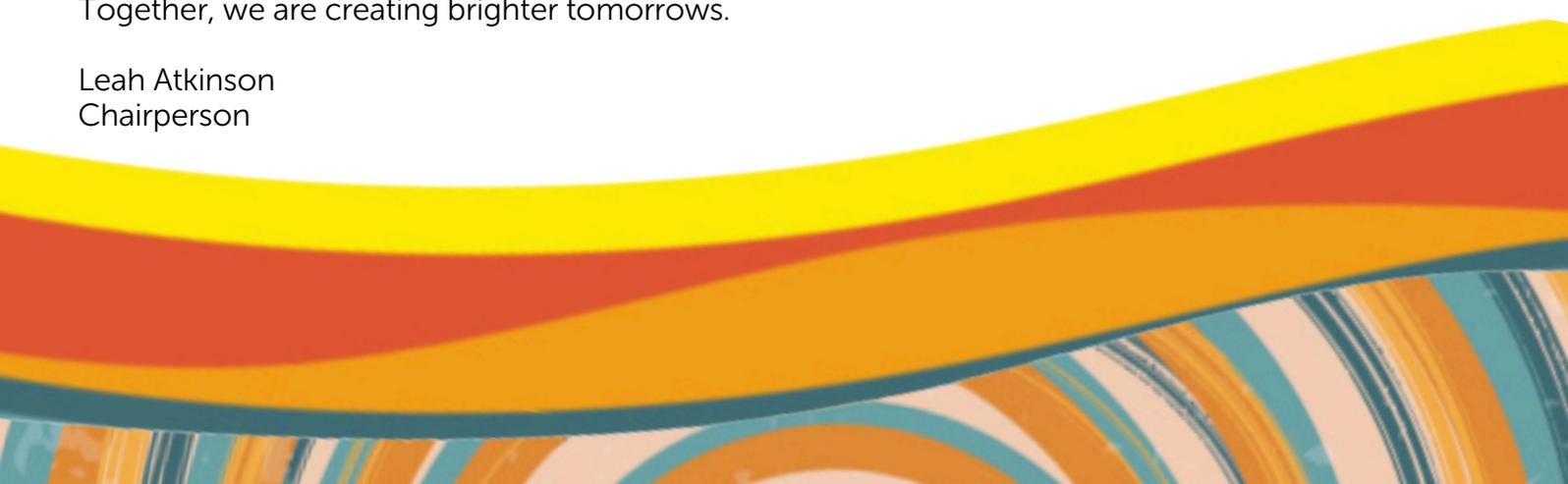
Perhaps our greatest achievement this year has been the increase in the number of people supported through our initiatives. With the backing of our volunteers, partners, and donors, we have been able to extend our reach and deliver more emergency care packs, resources, and support than ever before. Each connection made represents real hope and dignity for those navigating difficult circumstances, and we are proud to know that our work continues to make a meaningful impact.

None of this would be possible without the tireless contributions of our volunteers, the generosity of our donors, and the ongoing trust of our community partners. On behalf of the Board, I extend heartfelt thanks to everyone who has supported Operation Sunshine WA throughout the year.

Looking forward, we remain committed to expanding our programs, strengthening our partnerships, and ensuring that Operation Sunshine WA continues to shine a light of hope where it is most needed.

Together, we are creating brighter tomorrows.

Leah Atkinson
Chairperson



OSWA Overview

Vision

A society where victims of child abuse and family and domestic violence are not further disadvantaged or victimised through systematic and societal discriminatory practise.

Mission

Operation Sunshine WA exists to support women, children, young people, and families impacted by violence and abuse or crisis.

Values

Integrity

We are committed to the respectful, ethical, and dignified treatment of our members and the community and to promoting the rights of vulnerable community members

Respect

We respect the experiences, opinions, dignity, and abilities of every individual. From our committee, to our volunteers, the organisations and community groups we work with, and the community members we support.

Innovation

We embrace change, and look for ways to continually improve. We strive to ensure our initiatives are meeting the needs of the community we support.

Collaboration

We work collaboratively, fostering a strong team culture, partnering with other organisations, businesses, and community to achieve mutual goals.

Strategic Objectives

SUPPORT - for women, children, and families impacted or displaced by violence or crisis.

ADVOCATE - to create change in community attitudes and awareness of child protection and family and domestic violence in Australia.

EMPOWER - providing capacity building opportunities to create better life outcomes for women, children, and young people.

Our Year at a Glance



590
Christmas Gifts



967
Courage
Kits



2,650
Sunshine
Packs



194
Volunteers
Engaged



118
Rise
Packs

\$403,000
Material
Aid



Courage Kits

In domestic violence situations, women are often forced to flee at short notice with little or no possessions. Many arrive at crisis accommodation in distressing circumstances – sometimes covered in blood or with torn clothing, carrying nothing but the trauma of the abuse they have escaped.

Our Courage Kits are designed to meet this urgent need. Made in various sizes and packed with seasonally appropriate clothing and personal essentials, each kit provides immediate comfort and restores dignity at an extremely vulnerable time.

For the year ending 2025, 967 Courage Kits were distributed across 38 deliveries, supporting hundreds of women in crisis. This represents continued growth from the 2024 financial year, where 689 kits were distributed across 34 deliveries. The increase of 278 kits reflects both the growing demand for crisis support and our strengthened capacity to respond swiftly and compassionately.

Each Courage Kit is more than a bag of clothes and essentials – it is a message to women escaping violence that they are not alone, that their community sees them, and that they deserve safety, dignity, and hope.

“For the women receiving these packs, it’s often the first time they’ve received personal care items like those included in the packs. It’s an act of kindness that makes them feel valued and seen. It’s more than just the products; it’s the emotional support that these packs represent.”

Newman Women’s Refuge



Rise Packs

Rise Packs were created in consultation with a group of young men at risk of homelessness engaged in a short-term accommodation program. Distributed through partner organisations that support young people experiencing homelessness, the packs contain essential hygiene and personal care items, including a towel and change of clothing, to help ensure basic needs are met when living in crisis or transient accommodation.

For the year ending 2025, we are proud to report that 118 Rise Packs were delivered. This marks a significant increase from the previous year, when the initiative was temporarily on hold due to our relocation, resulting in just 25 packs being delivered at the end of 2023/24.

This growth reflects both the increasing awareness of the Rise Pack initiative and the growing demand for support among young people experiencing homelessness. As word of this program spreads, more organisations are seeking access to Rise Packs, enabling us to reach more young people at a critical point in their lives.

Each Rise Pack provides more than just practical essentials — it represents dignity, care, and recognition of the challenges faced by young people who are too often overlooked



Christmas Appeal

Each year, we partner with multiple out-of-home care organisations to provide Christmas gifts to children and young people across WA. For those separated from their families, the festive season can amplify feelings of loss and displacement. A thoughtfully chosen gift at this time offers not only joy and excitement, but also a powerful reminder that these children are seen, valued, and cared for.

For the year ending 2025, 590 Christmas gifts were distributed through our partner agencies, including Key Assets, Wungening, Yorganop, Karla Kuliny, and Life Without Barriers. While this figure is lower than in 2024, when 709 gifts were provided, the reduction reflects significant disruption in the sector due to reforms in out-of-home care. As a result of these changes, several of our previous partner agencies are no longer providing out-of-home care services, which impacted the number of children we were able to reach.

Despite these challenges, our Christmas Gift Appeal continued to deliver hope and happiness to children in care, with our partner organisations emphasising the positive emotional impact the initiative has during what can otherwise be a difficult time of year.

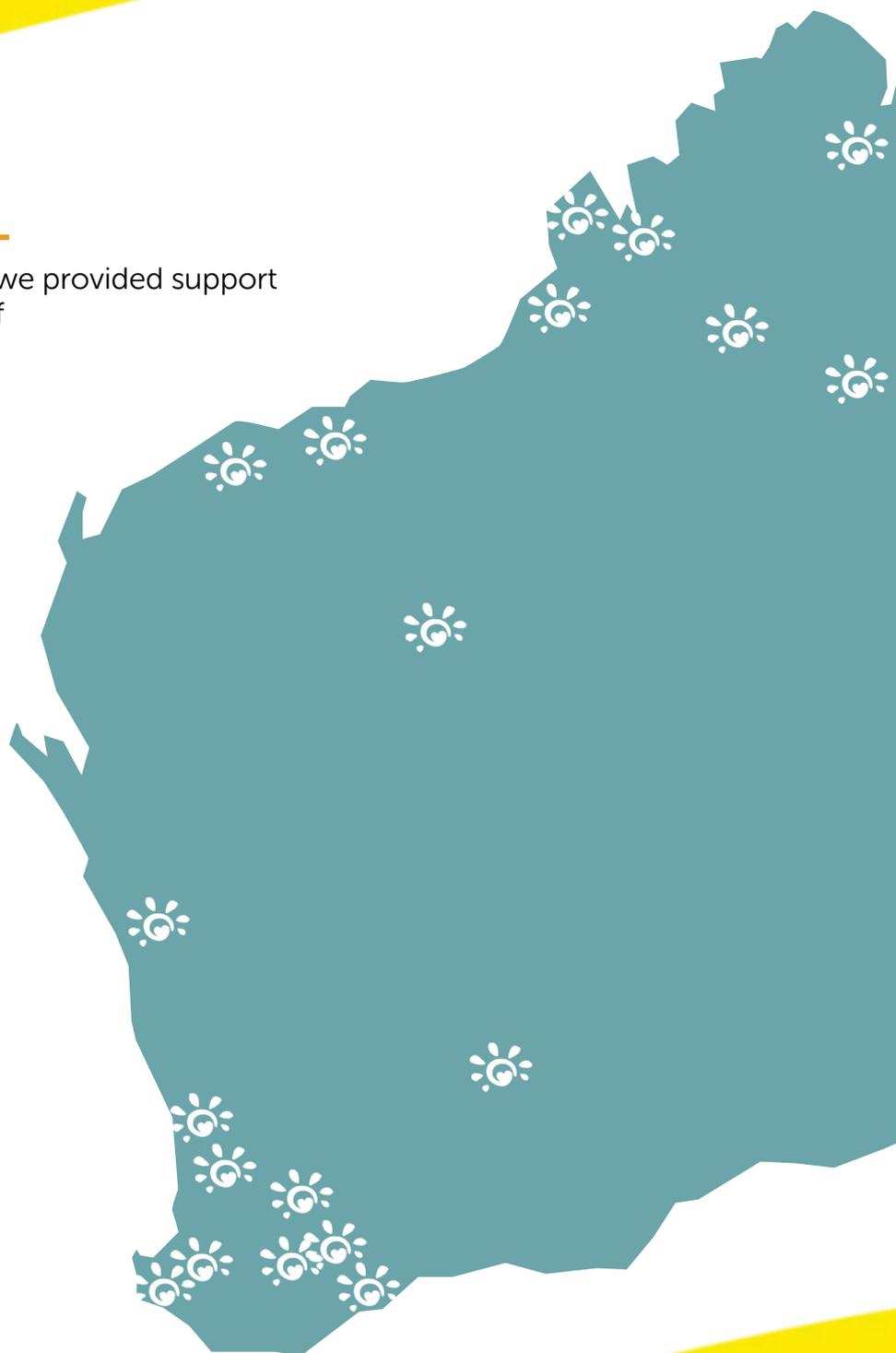
Looking ahead, we remain committed to rebuilding and expanding our partnerships to ensure that even more children and young people in care can share in the joy of Christmas.



Our Reach

In 2024/2025 financial year we provided support across the following areas of Western Australia.

- Albany
- Balgo
- Broome
- Bunbury
- Busselton
- Dampier Peninsula
- Derby
- Fitzroy Crossing
- Geraldton
- Kalgoorlie
- Katanning
- Kununurra
- Mandurah
- Manjimup
- Narrogin
- Newman
- Perth Metropolitan Suburbs
- Roebourne
- South Hedland



This year's highlights

Red Dot Community Support

Each month, Red Dot supports a different charity through their in-store charity partnership program, raising funds via customer donations at the checkout. This initiative has an incredible impact on communities across WA, providing consistent and meaningful support to organisations working at the grassroots level.

In 2025, Operation Sunshine WA was once again honoured to be chosen as Red Dot's charity partner for the month of February. We were thrilled to receive a generous donation of \$19,163.56 – a much-needed financial boost that will directly support both our ongoing administrative needs and the delivery of our initiatives.

The commitment of Red Dot, their staff, and their customers demonstrates the power of community giving. Every small donation made at the checkout contributed to this extraordinary total, which will help us continue to provide dignity, comfort, and hope to children, young people, and families facing crisis.



Best of the West



Since 2020, The Agency, in partnership with 9 News Perth, has proudly sponsored Best of the West, celebrating individuals and organisations making a meaningful impact across Western Australia.

On 20 February 2025, members of our team attended the award ceremony, where we were delighted and surprised to be named a winner. Operation Sunshine WA was honoured as one of the two winning charities, receiving a \$25,000 cash prize.

The event was an emotional and inspiring experience. Erin delivered a heartfelt speech, highlighting the vital work Operation Sunshine WA does to support women and children in our community. Melissa and Shilleen watched on with tears of pride, moved by the recognition of the impact our team makes every day.

This award is a wonderful acknowledgment of the dedication, passion, and care that drives everything we do.



Telethon Beneficiary Breakfast

On 4 April 2025, Katie and Kerrie were privileged to attend the 2025 Telethon7 Perth Beneficiary Breakfast Giving Celebration at Crown Perth on behalf of Operation Sunshine WA.

The event provided a wonderful opportunity to meet and connect with fellow Telethon beneficiaries and to hear the inspiring stories of some of the young West Australians whose lives have been positively impacted by Telethon.

Operation Sunshine WA is extremely grateful to be one of the 161 Telethon beneficiaries in 2025, and honoured to be a beneficiary for the first time.

The funding received from Telethon will be used to provide additional Sunshine Packs to children in need throughout 2025, helping to bring comfort and support to those facing challenging circumstances.



PROUDLY SUPPORTED BY
telethon 7

Christmas Gift Wrapping

In December 2024, Operation Sunshine WA was delighted to once again partner with Westfield Carousel to host the centre's Christmas Gift Wrapping Stall. Running for 10 days, from 10–24 December, this festive initiative brought together our volunteers and the wider community, raising an impressive \$11,294.42 to support our programs.



The gift wrapping stall continues to be one of our most popular volunteer opportunities, offering a festive, hands-on way for people to get involved with Operation Sunshine WA. As well as raising vital funds, the stall helps increase awareness of our organisation and the work we do, while also fostering new community connections.

The enthusiasm and generosity of our volunteers were at the heart of this success, with many returning from previous years and new faces joining in to support the cause. Feedback once again highlighted this initiative as a favourite, and we look forward to hopefully returning in 2025 to build on its success.



Fremantle Running Festival

On Sunday, 10 November 2024, we were once again proud to partner with the Western Australian Marathon Club as the charity partner for the Fremantle Running Festival. This year, 16 dedicated volunteers joined us to run two hydration stations, ensuring participants stayed hydrated and supported throughout the event. Our team also assisted with other key roles, including handing out medals at the finish line.

A highlight of the day was seeing "Team Sunshine" represented on the track itself, with father and son duo Neal and Matthew donning their Operation Sunshine WA tees and taking part in the run. Together, they raised an incredible \$1,650 in sponsorship, showing the power of community spirit and personal commitment to our cause.

The enthusiasm of our volunteers and supporters continues to grow each year, and it was heartening to see such strong representation for Operation Sunshine WA at this iconic community event. We are hopeful to continue this partnership in future years and build on the momentum that events like this create for both fundraising and community awareness.



Westfield Local Heroes

Operation Sunshine WA was recognised as a finalist in the 2025 Westfield Carousel Local Heroes program, receiving a \$5,000 grant to support our work.

We are grateful to Westfield Carousel for acknowledging the impact of our organisation in supporting children, young people, and families experiencing crisis. The funding will be directed towards the provision of emergency packs for young people experiencing homelessness, enabling us to respond effectively to urgent needs.

The Local Heroes program provides both financial support and public recognition for community initiatives, highlighting the important contributions of organisations like Operation Sunshine WA.





Volunteers

As a 100% volunteer-run charity, our volunteers are vital to the work we do. They form an incredible network of people supporting our mission to assist women, children, young people, and families impacted by violence, abuse, or crisis.

For the year ending June 2025, 194 volunteers contributed across a wide range of activities, including making bag tags, packing Sunshine Packs, Courage Kits, and Rise Packs, wrapping gifts for our Christmas Appeal, assisting at events, running the gift wrapping stall, transporting deliveries, and collecting donations. This represents a continued growth from 187 volunteers in 2023/24, reflecting both increased engagement and community support.

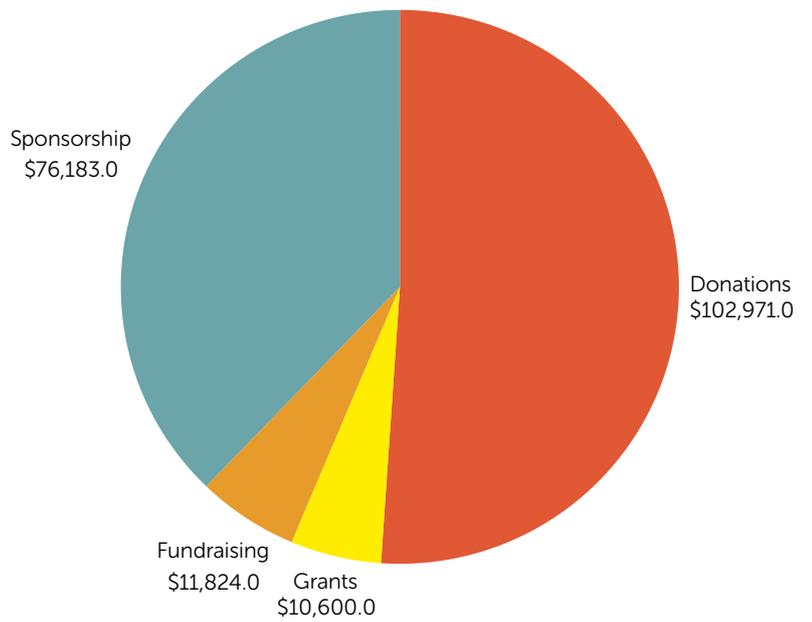
Having settled into our own premises has allowed us to maintain regular Sunday volunteer sessions, which have quickly become a fixture for many of our dedicated supporters. Throughout the year, we welcomed many new faces while also benefiting from the commitment of recurring volunteers, whose ongoing contributions were invaluable in preparing packs and fulfilling orders.

Our success as an organisation, and in achieving our objectives, is a direct result of the time, energy, and passion our volunteers bring. Their dedication ensures that Operation Sunshine WA continues to make a meaningful difference in the lives of those we support.

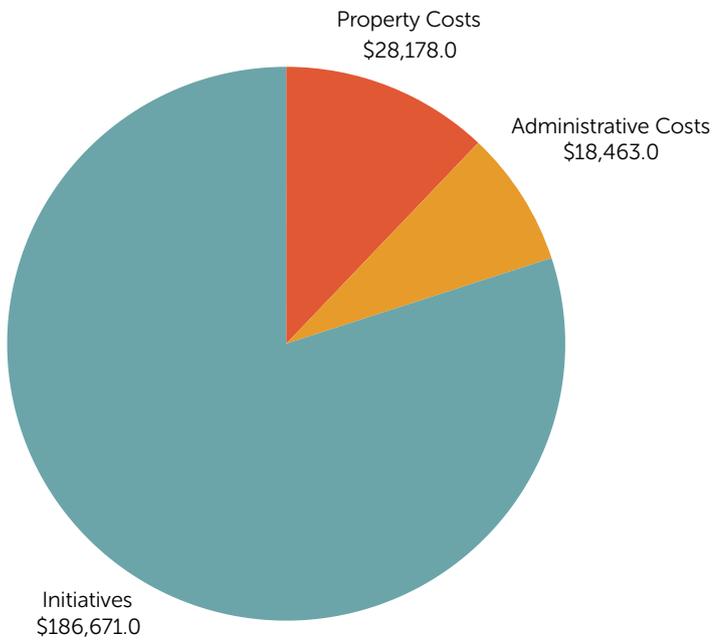


Financial Snapshot

Income



Expenditure



Major Contributors

Collaborations and Sponsorship

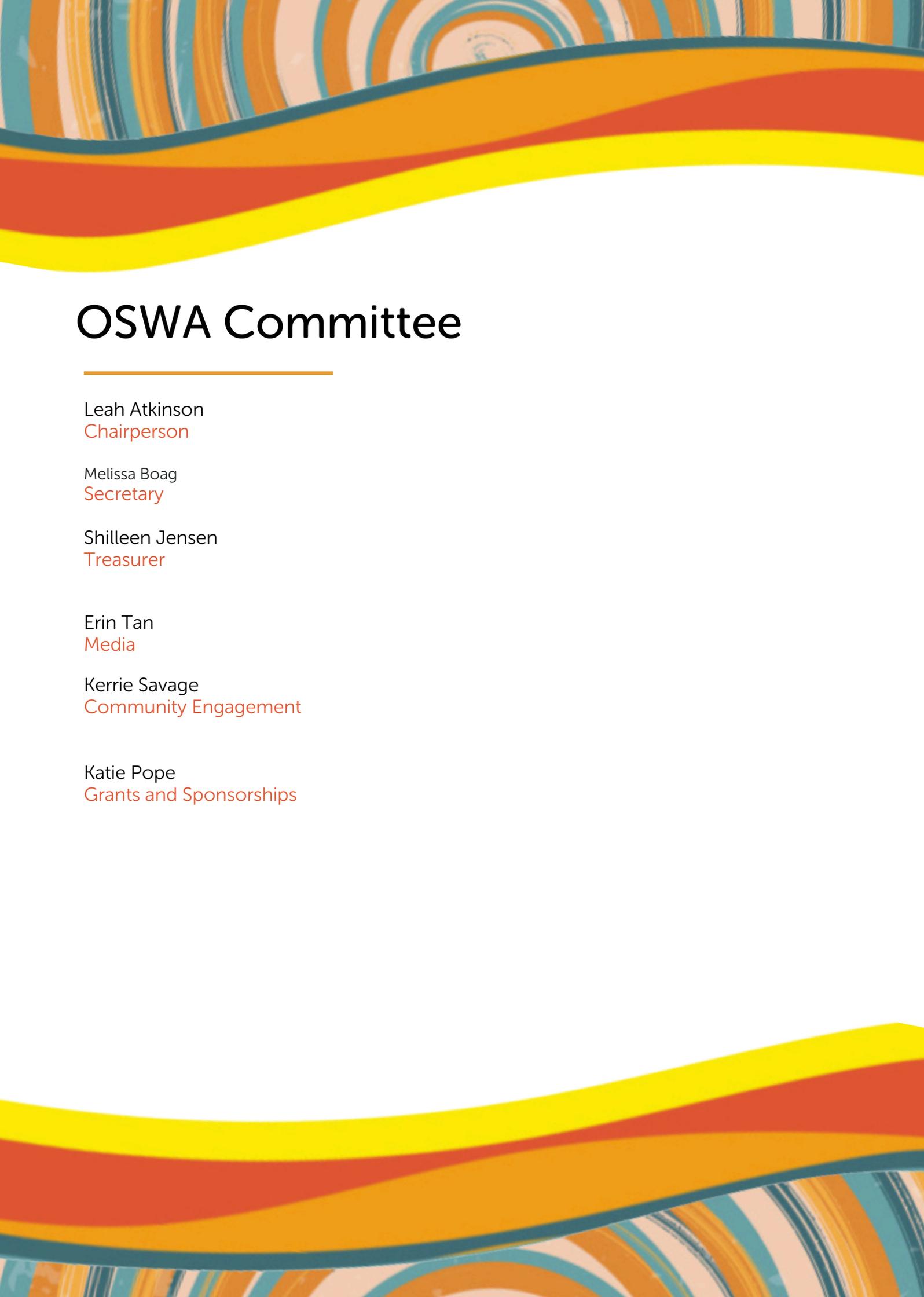


Grants



Donations





OSWA Committee

Leah Atkinson
Chairperson

Melissa Boag
Secretary

Shilleen Jensen
Treasurer

Erin Tan
Media

Kerrie Savage
Community Engagement

Katie Pope
Grants and Sponsorships



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