



Rebecca Jane Foundation

Gifting Beautiful Farewells to Angel Babies

Annual Report 2022



We are a registered charity with the sole purpose of helping families who otherwise would not be able to afford a beautiful farewell for their angel baby.

www.rjf.org.au



Rebecca Jane Foundation

Gifting Beautiful Farewells to Angel Babies



CONTACT US

Rebecca Jane Foundation

ABN: 73 621 967 584

REGISTERED OFFICE: 41 Carween Ave, Mitcham 3132

POSTAL ADDRESS: P O Box 2140, Rangeview 3132



Nb. The photos used in this report are used with permission.



Rebecca Jane Foundation

Gifting Beautiful Farewells to Angel Babies

From the Founder/Chair



Where did 2022 go? Still in recovery mode from the last two years, this year saw many firsts for us.

Our donations increased (thank you, thank you, thank you), we had our very first official fundraising High Tea on Bereaved Mother's Day and what a success that was! With a lot of hard work from our wonderful High Tea Committee, it was a day of fun, laughter and yes a few tears as we heard from a couple of families who we had helped.

When we thought our year couldn't get better – it did! The wonderful team of women that call themselves 'Creating the Magic' certainly did just that, when they put on an Oaks Day High Tea for us in November. It was a magical day with lots of laughs, best dressed and craziest socks awards!

Then Bendigo Bank took us on as their beneficiary for the sausage sizzle they put on with the Maroondah Festival. These three events raised approximately \$20,000!

At the same time our requests for help also increased.

What is happening now though, is that sometimes we are simply being 'advocates'. So the family are still receiving help from us, but not in a monetary sense. Let me explain:

When we get a request for help, we will speak with funeral directors who, after hearing what we do or of a family's plight, may reduce and sometimes even not charge a fee for their services. In this situation, there may still be disbursements that we cover (ie cremation costs) however, because the amount is significantly less, often families will say to us "we can afford that amount". This is a fabulous outcome for everyone, the funeral director has won the hearts of that family, the family have a funeral they can afford and we have been able to assist a family at no monetary cost, giving us the opportunity of helping another family who may not have any funds available!

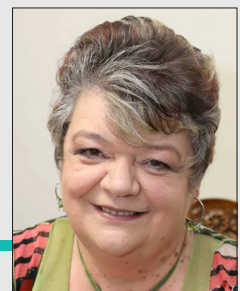
More and more, as we are creating awareness of the foundation, we are finding parents (or usually the extended family) are approaching us directly, particularly in states where we have yet to establish a presence within the hospitals.

We were fortunate to have yet another year of involvement with the Observership Program and 2022 saw us hit the jackpot and have two participants. You can read their overview of the year, later in this report.

Thank you again once again to our board and each person who has helped and supported us in any way at all – we couldn't do this without you!

With my warmest regards,

Robyn O'Connell
Founder, Chair and Becky's mum!



Our Mission



To provide funding for respective funerals for babies, when their families can not afford to say goodbye.

Our Vision



Every family in Australia is financially supported with their baby's funeral, regardless of their circumstances.



Working Towards Change



We are lobbying with key stakeholders to have the cremation fee waived for babies under one year of age. We are still hopeful of this changing soon.

Highlights

This year has been one of major fundraisers for us, making up for lost time over the Covid years where we could not have any.

However we have to start by saying thank you to Boronia Rotary who actually held a golf day in which we were one of three beneficiaries the year before. A very big belated thank you to those who put together an amazing day and raised \$2,500 for us!



High Tea for Bereaved Mother's Day

There was much laughter as well as a few tears shed as we held our very first High Tea, at Beau Monde in Doncaster. With 120 in attendance, we had a full house! We were entertained by Little Notes and there were auctions and raffle prizes galore. We raised over \$12,000 in one day!



Oaks Day High Tea

A huge thank you to Creating the Magic for putting on a High Tea for us. There was a huge amount of food, much of it lovingly homemade, games and a flutter here and there.



Our Board 2022

2022 saw a couple of changes in our board with the resignations of Peter O'Connell, one of our founding board members, as well as our Observer then board member Bianca Robinson. For 2022, we had five board members, two advisors and two observers.



Board Members

Robyn O'Connell	Chair & Founder
Ashley Bretherton	Policies, Procedures & Accounting
David Nugent	Information Technology
David Schneider	Fundraising & Marketing
Peter O'Connell	Philanthropic & Grant Application Specialist

Specialists

Terry Clifton	Funeral Director Advisor
Jenny Lau	Meeting Notetaker & Legal Advisor (where needed)

Observers

Michelle Grigg	Marketing & Social Media
Skye Rugless	Marketing & Social Media



We would like to acknowledge the generous contribution made by Peter O'Connell setting us up well in our philanthropic pursuits. As well as other board members and those who have supported them.

We thank our observers Michelle and Skye who have helped set up a whole media program for us, working together to achieve an outstanding outcome for us to use going forward.

Our thanks once again goes to City FM for allowing us their facility for our strategy day.

Without the generosity of all of the people mentioned on this page, our charity could not exist.

Observership Program

In 2022 we were fortunate to have Michelle and Skye placed with us. Next year will be the fourth year RJF has been involved in the program, which allows young people between 25-40 the opportunity to observe a board of a not for profit organisation for 12 months, attending sessions provided by the Australia Institute of Company Directors. This is what Michelle and Skye had to say about their involvement with us:

For more information please go to: www.observership.com.au

Michelle Grigg:

The Rebecca Jane Foundation has been a part of the Observership Program for many years and is spoken about highly - needless to say, the year ahead was daunting.

But, what an enlightening year it has been! The RJF board was extremely welcoming, and has involved us in many differing aspects of the charity. We've had the opportunity to help shape the strategy, provide guidance on social media as well as help organise the first "post-covid" fundraising event - the High Tea!

The skills I've learnt from have been invaluable and have given me further confidence, both as a board observer, but also in my professional career. I wish to thank the RJF for the opportunity and experience.



Skye Rugless:

I'm so grateful for the time I had to observe the Rebecca Jane Foundation and I learned a lot.

My co-observer and I were given the opportunity to participate and contribute to board meetings, strategy days and events and ask questions about the roles and responsibilities of NFP boards.

I personally found it fascinating to see how money was managed and raised – a skill no doubt I'll take forward to a future NFP board role.

I will never forget both this experience, and the people involved in The Rebecca Jane Foundation, who provide a valuable service to families in need. Thank you for letting me be part of your organisation in 2022.



About our fundraising

Losing a child is one of the most difficult experiences imaginable. When parents suffer such a tragedy, the last thing they need to worry about is the expense associated with saying goodbye.

The Rebecca Jane Foundation exists to help families finding themselves in a financial bind, by offering assistance for funeral costs. It aims to give grieving families the opportunity to say farewell and ensures they don't have to face an additional financial burden. Having support like this can provide immense comfort during such a heartbreaking ordeal.

With generous donations from individual donors and corporate partners like Bendigo Bank we continue our mission in honour of those that were taken too soon.

In 2022, we experienced a tremendous success with our first-ever RJF High Tea event. The sold out affair resulted in excess of \$12,000 to support families in need - every single dollar making a positive difference! Equally as impressive was the fundraising efforts by Creating the Magic on Oaks day which earned us another generous donation of around \$7,000. We are humbly grateful for all contributions and thank those who have seen fit to donate; together we are assisting families across communities all around Australia.

Our incredible volunteers, some of whom are bereaved parents themselves, have been instrumental in raising awareness of our cause and securing generous donations from individuals and businesses - a true testament to their dedication.

With combined fundraising efforts, the Rebecca Jane Foundation hopes to be able to provide a source of support for families during their bereavement, so they are not financially burdened while they grieve. Donations of all sizes are going towards helping families create lasting memories of their loved one by providing them with the resources necessary for a proper goodbye. During what may seem like an insurmountable loss, the Rebecca Jane Foundation is there to help carry some of the weight.

David Schneider
Fundraising & Marketing Director



Major Donors

We could not survive without donations as we receive no government funding.

A huge thank you to the following people/organisations:



Bendigo Bank Ringwood East & Croydon branches once again supported us this year. Providing banking for us at no cost, as well as in November making us the beneficiaries of their sausage sizzle at the Maroondah Festival, we are so grateful to Jade and the team, as well as the board of such a magnificent organisation. Bendigo Bank supports not just us but many other charities who rely heavily on their support.

We received \$2,011 from the Paypal Giving Fund for which we are extremely grateful.

*Donations
of over
\$2,000*



Our in kind donors:

Once again Coffin & Casket Victoria have supplied our baby coffins to Melbourne funeral directors at no charge to us. Mark Sui has supported us from the beginning and with four young children of his own, he is one of our greatest supporters. Mark's wife Jenny is also our notetaker.



And who else? You of course!

We have had amazing support this year and we can't begin to thank you for helping us to assist so many families. With more and more families contacting us directly, our demand is growing and if it was not for your generosity and support of our fundraising efforts, we would not be able to continue.

We know there are more families who need our help and in many states, they still are not aware of our existence. We are working hard to rectify this situation and we are hoping to have some exciting news next year about our spread across the country.

Whether you have donated to us, given us help in our fundraising efforts by attending or donating prizes, or just helped spread the word – thank you! We would not have got this far without you!

FINANCIAL REPORT AS OF JULY 2021 - JUNE 2022

Rebecca Jane Foundation


PROFIT & LOSS



Total

Income	
Donations Received	\$14,782.51
Grants	\$9,000.00
Total Trading Income	\$23,782.51
Cost of Sales	
Cost of Goods sold	\$4,890.91
Total Cost of Sales	\$4,890.91
Gross Profit	\$18,891.60
Other Income	
Interest income	\$1.60
Other Revenue	\$16,631.83
Total Other Income	\$16,633.43
Operating Expenses	
Accounting & Bookkeeping	\$600.00
Funeral Costs	\$8,453.45
Insurance	\$1,115.56
Insurance - volunteers	\$305.68
Paypal fees	\$68.58
Subscriptions	\$197.96
Telephone & Internet	\$36.36
Total Operating Expenses	\$10,777.59
Net Profit	\$24,747.44



BALANCE SHEET



Total

Assets	
Bank	
Admin Account	\$12,254.72
AUD Paypal	\$1,048.60
Funding Account	\$23,466.72
Total Bank	\$36,770.04
Total Assets	\$36,770.04
Liabilities	
Accounts Payable	\$1,155.00
ATO ICA Account	(\$604.00)
GST	(\$106.72)
Loan - Robyn O'Connell	\$7,009.09
Total Current Liabilities	\$7,453.37
Total Liabilities	\$7,453.37
Net Assets	\$29,316.67
Equity	
Current Year Earnings	\$24,747.44
Retained Earnings	\$4,569.23
Total Equity	\$29,316.67

*Explanatory Notes:*

Director Loan – Should RJFL stop trading, this loan would be deemed as a donation from the director with no need to be paid.

Annual Report 2022

CONTACT US

Rebecca Jane Foundation

ABN: 73 621 967 584

REGISTERED OFFICE:

41 Carween Ave, Mitcham 3132

POSTAL ADDRESS:

P O Box 2140, Rangeview 3132

www.rjf.org.au

www.facebook.com/RebeccaJaneFoundation