



2018 – 2019 Annual Report

iDareDream Ltd

ABN: 57 627 778 474

Our Vision

We envision caring, connected and collaborative communities in which every child feels valued, supported and empowered to be his/her greatest self.

Our Mission

We aim to support the grandparents unexpectedly raising their grandchildren by providing those children opportunities fostering the self-value, confidence and life skills that will empower them to make positive life choices and prevent them falling victim to lives of addiction, despair, violence and crime.

Our History

Our story began in early 2013 with a radio interview. A grandmother was describing the plight of fellow grandparents who suddenly become responsible for the full-time care of their grandchildren.

This usually occurs when one or both of the child's parents are unable or unwilling to continue their parental role due to their own mental ill-health, violent relationships, substance abuse or occasionally, accidental death.

Our Founder, Virginia Huupponen, was deeply touched by this situation and contacted the grandparent self-support group to offer her services, pro bono, as a professional stress management and mindset consultant.

The relationship continued and grew over the next three years. During that time, it became increasingly apparent that while the grandparents themselves lacked sufficient community and governmental support, they could and were, speaking and agitating for this themselves.

But not so the children!

They came with unique health, emotional and psychological needs falling well beyond the financial or physical capacity of their mostly retired and often health impaired, grandparents.

Coupled with other trauma the child may have already witnessed, research shows there is a resulting loss of self-worth, which in turn, frequently expresses in aberrant behaviour, and later, susceptibility to life-choices that echo those of their parents.

In 2016, knowing first-hand that extra-curricular activities provide opportunities for self-discovery and self-confidence, Virginia raised sufficient funds from friends for four grandchildren to participate in such an experience.

A family of three children attended a week-long workshop run by the WA Children's Theatre Company. Knowing the 12yr old boy didn't want to participate in the actual performance, Virginia arranged for him to be involved in another aspect of the theatre. He chose lighting management and found he had a natural talent for it. As a result, his Grandmother claimed he stood '2 inches taller' and later reported that his attitude towards himself changed dramatically as he saw a possible future not visible before.



In 2017 Virginia and her 2 co-Directors (Elwyn Moyser and Eleanor Chappell), organised a Grandkids Activities Expo where Providers demonstrated their activities to the grandparents and grandchildren. The children were invited, with the consent of their grandparent, to choose the activity they most wished to experience. 25 children indicated their desire and ability to participate.

Between 55-65 grandparents and grandchildren attended the Expo.

The purpose of the event was to determine the willingness of school-aged grandchildren to attend activities if provided. Unfortunately, many of the attendees had travelled from regional areas making their attendance at the chosen activity impractical.

It did, however, indicate the keenness of the grandparents to provide their children with opportunities beyond those provided by schools or their own financial capacity.



Overview of iDareDream

About Us

iDareDream exists to facilitate opportunities and experiences fostering the self-value, confidence and life skills of grandchildren being raised solely by their grandparents and by doing so, help disrupt the cycle of young lives being lost to hopelessness, substance abuse, violence and crime.

Research shows that children who experience the trauma of parental separation or rejection will attempt to 'deaden' the accompanying emotional pain and feelings of worthlessness and shame with behaviours such as rebelliousness, withdrawal or hyper activity, and later, in the experimentation with drugs, alcohol, eating disorders, self-mutilation, gambling, or thrill-seeking actions – all of which adds further stress to the grandcarers raising them, as well as affecting the community as a whole.

Grandparent carers of these affected children have limited – if any – resources to deal with such complex issues, leaving them feeling overwhelmed, isolated and abandoned. A few (in cities and towns) have access to self-organised grandparent support groups.

While there has been a gradual increase in public awareness and community support for the grandparents, there appears to be very little done to directly address the special needs of the children in their care.

iDareDream is an ACNC registered, solution focused For-Purpose organisation. Our goal is to ensure these children know they matter and are valued by society!



The Dream Team

iDareDream is very fortunate to be guided by a committed team of highly professional and skilled volunteers.



Virginia Huupponen, Founder and CEO

Virginia Huupponen is a qualified Educator, experienced Businesswoman, Speaker, and certified Coach. An avid student, Virginia spent several years in the US engaged in independent studies of the Brain, Consciousness and The Mind, Emotions, Neuroscience and Neuro-cardiology research, and The Observer Effect of Quantum Physics.

After returning from the US Virginia established her own Professional & Personal Development coaching business, specialising in Emotional and Conversational Intelligence™.

In recent years Virginia has enjoyed a close professional and voluntary association with grandparents and the grandchildren in their sole care. She founded iDareDream to support the grandparents and help these at-risk young people discover and engage their innate potential for creating productive, meaningful and fulfilling futures for themselves, and society at large.



Elwyn Moyser, Director - Business Development & Corporate Liaison Manager

With over 20 years experience in the Financial Services profession, Elwyn has held multiple positions in large corporations such as MLC, NAB, AFG, AMP and Hillross Financial Services.

More recently she has been a key consultant across a number of sectors in Health, Engineering, Local government, Not For Profits, Legal and Financial Services; providing a wide range of coaching across all stages of the business lifecycle.

Elwyn holds a Bachelor of Science and Advanced Diploma in Financial Planning. She is enthusiastic about all levels of business, from start up to established businesses preparing for growth through M&A right through to exit/succession strategies.

Elwyn values accountability and is particularly skilled in recognising and unlocking a business's potential. She is a natural networker and an innovative thinker; through her business contacts she is passionate about developing a broader community of support in a collaborative and positive style.

Elwyn is particularly motivated in defining iDareDream's measures of success, leading the business planning and strategy process for the group, and inspiring the youth of tomorrow to believe in themselves and gain confidence in building resilience and a positive mind set.



Eleanor Chappell, Director & Social Media Manager

Born and raised in Nottingham England, Eleanor completed a degree in History before joining the Territorial Army alongside a role within Global Communications. In 2007 Eleanor successfully completed a Foundation Degree in Policing and spent the next 7 years as a frontline Police Officer with Nottinghamshire Police. In 2014 Eleanor transferred to Western Australia Police spending 3 years on a Local Policing Team and a Sergeant within Event Coordination (major and local level events).

Eleanor moved away from the 'Blue Family' in early 2017 to focus on a career within innovative technology and the Travel industry.

Eleanor is very in-tune with the demands on grandparents when they become sole carers for their grandchildren, and the challenges the children face in varying circumstances, from her own professional and personal experiences. In 2013 Eleanor's parents became Special Guardians for their two grandsons (her nephews) taking on a role that changed the family's lives.



Alison Hamilton, Secretary

Born in the UK, Alison had an early secretarial and administrative background which helped hone her efficient, methodical business nature prior to moving into a successful career in sales, account management and business development.

She emigrated to Perth in February 2011 and spent the first four and a half years working for a not for profit cancer therapy clinic prior to its closure in 2015. Since then she has been helping small business owners effectively manage their database.

Alison is a relationship builder who enjoys bringing people and organisations together for mutual benefit.



Benjamin Wall, Treasurer

Ben Wall is an experienced Engineer and Manager with over twenty years' experience in project management, commercial management, business analysis, quantitative methods, financial modelling, strategy and development in the steel, mining, oil and gas, telecommunications, finance and energy sectors.

Having worked for major corporations such as BHP Billiton, Rio Tinto and Telstra, Ben has a broad appreciation and understanding of Commercial Law and Corporate Governance obligations. He comes to iDareDream with a record of success in delivering major projects, general management initiatives and services.



***Helen O'Sullivan, Community Development & Events
Coordinator***

Helen spent over 16 years working in the field of community development in Mozambique, East Africa. During that time she completed her Masters degree in International Development and was engaged as a consultant for a large non profit organisation.

On returning to Perth in 2007 Helen joined local government as a Community Development Coordinator with a focus on seniors and people living with disability. These values and skills are a valuable contribution to iDareDream. She has served on a number of committees and held various volunteer roles.

Helen strongly believes that a connected community provides the support people need to enhance their sense of self-worth and give expression to their dreams.

Governance

Structure and Management

iDareDream was registered with ASIC as an Australian Public Company Limited by Guarantee on July 27, 2018, and with the ACNC on August 13, 2018.

The Australian Tax Office endorsed iDareDream as a deductible gift recipient with effect from January 31, 2019.

iDareDream is currently run by a dedicated committee of six.

CEO's Report 2019

It has been an exciting year for iDareDream. As for all new enterprises, much time and attention has been dedicated to creating clear branding and safe policies, procedures and best practices to ensure clarity and optimal functioning going forward.

Our focus has also been on building collaborative relationships with community and government organisations such as Wanslea, and Foster Care Association of WA and other supportive groups as well as selected children's activity providers. We're grateful to have received helpful guidance and information from these people.

One of the high points for us was meeting with Professor Ruth de Marquis and having discussions with Dr David Coall, both of whom are key developers of the current three-year research program into the Grandcarer situation in WA funded by ECU and Lotterywest, the findings of which are due this coming September.

We have continued our close connection with northern suburbs grandparent support groups such as Grandparents Rearing Grandchildren WA, and the WA Grandcarers Group and look forward to meeting with other support groups in the southern and eastern suburbs of Perth.

In November 2018 we held our inaugural fundraising event, a well-attended Quiz Night and Silent Auction.



The funds raised allowed us to sponsor a further four grandchildren to CirQuest Holiday programs and assist with the fees for one boy to attend a Scouts camp and another to represent WA in the National Athletics Championship in Sydney. Three girls also attended the Junior Archaeology Club program during the September 2018 holidays, bringing to nine the total number of children sponsored during our first year.



We also held a Mother's Day High Tea (below) for our grandcarer members. This was very enthusiastically received although the number able to attend was small due to a clash with another event that had been gifted to the grandchildren.



Early in 2019 I was invited to speak and introduce iDareDream at both the Hillarys and South of Perth Rotary Clubs. These presentations were well received, and the Hillarys Rotary club generously offered to promote our future fundraising events to their network of other Rotary Clubs.

The publishing of our Facebook page was another small but important step in creating connection with our members, supporters and the general public, and we've been delighted with the interaction it has generated.

Another high point of the year was the nomination by one of our supporters for iDareDream to receive a small grant from the P and N Bank's Helping Hands.

At 30 June 2019, our membership totalled 28 Grandcarer Families caring for 49 grandchildren.

Our Objectives and Activities

iDareDream aims to support Grandcarer Families by:

1. Providing the grandchildren opportunities to participate in extra-curricular recreational and life-skills activities that would normally not be possible due to the very limited financial capacity of the grandcarers. Examples of such activities may include (but not be limited to) sport and athletic clubs, scouts, circus skills, children's film and theatre groups, dancing, music-making, junior archaeology, art and crafts, mindfulness, etc.

Participation in such activities has been shown to;

- encourage emotional and social development
 - provide an avenue to discover and enhance personal strengths
 - actively help mitigate the grandchildren's trauma-induced issues
 - rebuild damaged self-worth
 - reduce susceptibility for future substance-abuse, anti-social behaviour, depression or suicide
 - build the self-confidence essential for making healthy life choices, and
 - foster a sense of belonging and place in the wider community
2. Developing a collaborative community for the grandcarers who also struggle with the trauma of 'losing' their own child through mental ill-health, addiction, incarceration and at times even death, as well as the isolation and grief at the loss of friends and long-held retirement plans due to the unexpected need to take care of their traumatised grandchild/children.
 3. Building a network of existing resources and helping grandcarers with the often difficult and time-consuming task of finding and navigating those appropriate to their specific needs.

While our public activities this first year have been small in number, we believe that the creation of a well-structured internal foundation is imperative if iDareDream is to effectively fulfil its mission.

It has also been important for us to define our value and articulate our strategy for advancing our mission if we are to attract and enjoy strong partnerships with other organisations and businesses in the future.

In doing this, we reflected on the activities we had facilitated for the grandchildren thus far and desired more specific identifiers of long-term outcomes and success beyond the temporary inclusion and enjoyment reported by the children participating in those recreational programs.

While such outcomes themselves were of significant value, we also want to identify and facilitate experiences facilitating the development of the emotional and social skills that both enhance self-esteem and are measurable. This would provide important data substantiating the value of investing further in such programs.

To this end we have refined our initiatives for the next two financial years to better reflect and articulate these aspirations.

Our Strategy can be provided upon request to info@idaredream.org.au



Our Finances

iDareDream 2018 – 2019

Transactions up to 30 June 2019

On September 15, 2018 the Director Virginia Huupponen provided iDareDream an interest-free renewable 2-year loan of \$5,000 as initial funding. Conditions of this loan will be reviewed no later than one month prior to expiry, 14 September 2020.

Receipts

Loan	\$ 5,000.00	
Interest Received	\$ 22.06	
Donations	\$ 1,680.00	
Memberships	\$ 280.00	
Functions	<u>\$ 3,245.05</u>	\$ 10,227.11

Payments

Children's Activities	\$ 2,550.00	
Branding	\$ 771.51	
Fundraising	\$ 561.17	
Materials	\$ 150.00	
Member services	\$ 426.35	
Office supplies	\$ 48.36	
Training	\$ 209.00	
Subscriptions	<u>\$ 70.14</u>	\$ 4,792.53

Net increase in funds

\$ 5,434.58

Position at 30 June 2019

Assets

Cash at Bank	\$ 6,009.87
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Liabilities

Creditor – V Huupponen, E Moyser sundries	\$ 575.27	
Loan – V Huupponen	\$5,000.00	\$5,575.27

Net Position

\$ 434.60

Looking to the Future

In the next financial year we plan to enhance our public exposure with a website and expand our professional network through LinkedIn.

We also will invite key professionals from varied fields to work with us in an advisory capacity.

Discussions are ongoing with selected children's activity providers to create programs facilitating the specific skills and mindsets essential for resilience and confidence for our younger members, and we look forward to implementing these as funds permit.

Supporters wishing to join us in our dream of enabling happier lives and brighter futures for both the grandchildren and their Grandparent carers, are invited to contact us by emailing info@idaredream.org.au.