

## Media Release

Monday 1 July 2024

### Richmond Football Club buddy up with the Alannah & Madeline Foundation to help children in crisis

The Richmond Football Club has joined the *buddy brigade* and is dedicating its Round 18 match on Sunday 14 July against GWS GIANTS to raise much-needed funds for the Alannah & Madeline Foundation to help vulnerable children heal from the pain of trauma.

The Club is proud to be hosting the annual Match Day fundraiser at the MCG for another year and are committed to helping raise \$100,000 for children in crisis through the Foundation's **Buddy Bag** program.

Every year, around 11,000 children and young people across Australia are taken into emergency care because they are at serious risk of harm or have no other safe place to live – many arrive with nothing but the clothes they are wearing. These experiences often leave children and young people feeling scared and alone.

A **Buddy Bag** is often given to a child on their first night in emergency care, packed with what they need on their way to safety and recovery. They include brand new items just for them, such as PJs, toothbrush, underwear, a soft teddy bear – these items help provide them with a sense of security and comfort.

Richmond Football Club CEO, Brendon Gale said keeping children safe is something we should all play a part in, and he is proud of the Tiger Army for getting behind such an important cause.

*“The way the Tiger Army has embraced this terrific charity over many years is a great credit to them and an example of how we, as a football club, can make a positive difference in the community,”* he said.

*“The work of the Alannah & Madeline Foundation to keep children safe is vital. We look forward to making another meaningful contribution through the game and surrounding activity this year.”*

The Richmond Football Club has been a dedicated supporter of the Alannah & Madeline Foundation since 2012 - making it one of the most enduring partnerships in Australian sport. Over this time, the Club and its supporters - the dedicated and determined Tiger Army - have donated over an impressive \$1.9 million, helping provide over **120,000 Buddy Bags** to vulnerable children and young people in crisis.

Sarah Davies AM, CEO of the Alannah & Madeline Foundation said the Richmond Football Club is an example of how sport has the power to inspire positive change.



*“The amazing partnership and the incredible support of the Richmond Football Club has been transformative, providing invaluable support to vulnerable children and helping them thrive,” Sarah said.*

*“Each year we are blown away by the generosity and roaring support of the mighty Tiger Army. We love seeing the MCG in a wash of yellow, black and purple.”*

Get behind the Richmond Football Club and be a part of the *buddy brigade* by donating to help a vulnerable child heal and recover.

*It takes only \$55 for you to help provide a Buddy Bag for a child who has been removed from a violent home and left everything behind.*

### **One Buddy Bag will mean the world for a child in crisis.**

Support the Foundation by purchasing limited-edition merchandise on game day, signing up for a special Alannah & Madeline Foundation membership or donating at: [www.alannahandmadeline.org.au/Richmond](http://www.alannahandmadeline.org.au/Richmond)

Together, the Richmond Football Club and the Alannah & Madeline Foundation are dedicated to helping children and young people to live happy, safe and strong.

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The Alannah & Madeline Foundation was founded 27 years ago by Walter Mikac AM, and a small group of volunteers in memory of Walter’s young daughters Alannah and Madeline Mikac, aged just six and three, who tragically lost their lives along with their mother and 32 others at Port Arthur in Tasmania on 28 April 1996. The Foundation was established with the belief that *“all children and young people should be able to live a happy and safe life, free from violence and trauma.”* Our mission continues today through our Care, Prevention and Advocacy programs – we fight for their right to be safe, so their future is strong.  
[www.alannahandmadeline.org.au](http://www.alannahandmadeline.org.au)

#### **For more information please contact:**

##### **Simone Redman-Jones**

Media & Communications Manager - Alannah & Madeline Foundation  
[simone.redmanjones@amf.org.au](mailto:simone.redmanjones@amf.org.au) | 0499 202 001

##### **Nicki Malady**

Head of Communications - Richmond Football Club  
[nmalady@richmondfc.com.au](mailto:nmalady@richmondfc.com.au) | 0419 350 711

