

Media Release

For immediate release

The Alannah & Madeline Foundation and Richmond Football Club Celebrate Another Successful Fundraising Year in 2023

The Alannah & Madeline Foundation and Richmond Football Club proudly mark another successful year of collaboration and fundraising in 2023.

The Alannah & Madeline Foundation is proud to be the chosen charity partner for the Richmond Football Club since 2012 – one of the longest partnerships in Australian sport.

Through various initiatives and events this year, the club and its dedicated Tiger Army has raised an impressive \$222,582.61, supporting the Foundation to continue its efforts in keeping children and young people free from violence and trauma wherever they live, learn and play.

The annual Match Day fundraiser in July for Round 19 against Hawthorn at the MCG made a significant contribution to the overall funds raised, with more than \$94,000 directed to the Foundation's Buddy Bag program to help children escaping violence.

Buddy Bags are brand new backpacks thoughtfully packed by volunteers with items to help meet the immediate material and personal care needs of vulnerable children, such as toothpaste, PJs, underwear and a soft teddy bear.

The Richmond Football Club has provided 40 volunteers, including AFL and AFLW players, and dedicated staff across five days throughout the year to pack an impressive 900 Buddy Bags for children in need.

The club and their loyal community also supported the Foundation's major fundraising drive in September on Alannah & Madeline Day, represented the foundation for community events such as Run Melbourne and provided vital funds through their merchandise sales and club memberships. These efforts exemplify the club's commitment to making a lasting impact beyond the football field.

During this longstanding partnership the Richmond Football Club, along with its dedicated Tiger Army and the broader community has raised more than \$1.9million for the Alannah & Madeline Foundation, helping to support and empower children and young people to be safe.



"Our football club's association with the Alannah & Madeline Foundation holds significant importance to us," Richmond CEO Brendon Gale said.

"The continued generosity of the Tiger Army in aiding the children that really need it is truly commendable. Over the past 11 years, their fundraising efforts have shown remarkable results, raising over \$200,000 again this year to take the total contribution towards \$2million.

"Knowing that money is helping to keep children safe should give everyone involved with the Club great pride."

Alannah & Madeline Foundation's CEO, Sarah Davies added that the Foundation was proud of the longevity of the partnership and the Club's dedication.

"Their support has been instrumental in our mission to protect children from violence. The funds raised in 2023 will enable us to continue our vital programs and make a lasting impact on the lives of vulnerable children."

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The Alannah & Madeline Foundation was founded 26 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

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