



Brilliant Basics

I've got you covered!

# 15 Piece Cookware Starter Set

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Brilliant Basics



**Friends  
with Dignity**  
AUSTRALIA

*Thank you for*



Step Up ♡ Speak Out ♡ Support!



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# Letter from CEO & Founder



Manuela Whitford  
Chief Executive Officer/Founder

In the past 12 months alone, we have furnished more than 110 homes through our Sanctuary Program



As we approach the end of another remarkable year at Friends with Dignity, I want to take a moment to reflect on our journey and express my heartfelt gratitude to each of you.

This year has been filled with inspiring stories of resilience and hope. Thanks to your unwavering support, we have expanded our outreach, providing essential services and resources to individuals and families facing hardship. Every initiative we have launched—from our support programs to our community partnerships—has been driven by our shared mission to restore dignity and empower those in need.

I want to extend a special thank you to our dedicated team, volunteers, ambassadors, and partners. Your passion and commitment have been the backbone of our progress. Together, we have made a profound difference in the lives of many, and I am incredibly proud of the compassion and dedication our organisation embodies.

This year, we proudly celebrated 10 years of supporting some of the most vulnerable individuals and families in our communities. In the past 12 months alone, we have established more than 110 homes through our Sanctuary Program, alongside delivering further outreach support. We are deeply proud of the impact we have made and the opportunities we have helped create for both children and adults. None of this would be possible without your ongoing commitment to being part of the solution. Through collaboration, we extend our reach and achieve so much more.

As we look ahead to the new year, we remain committed to our vision of a community where everyone can thrive with hope, dignity, and purpose. We are excited to introduce new initiatives that respond to the evolving needs of those we support, and we invite you to continue joining us in this important work.

Thank you for your support, your belief in our mission, and for being part of the Friends with Dignity family. Wishing you a joyous and safe holiday season and a prosperous New Year.

With gratitude,

Manuela Whitford  
Chief Executive Officer/Founder

# Who We Are

## Our Mission Statement

A collaborative national not-for-profit focused on improving the quality of life of any adult and child impacted by domestic violence through the provision of financial and tangible resources, programs and scholarships and enhancing the personal safety of individuals.

## Our Vision

To ease the impact of domestic violence on individuals and the community regardless of race, ethnicity, gender or sexuality.

## Our Values



Respect



Compassion



Empathy



Commitment



Dignity



Collaborate



Empowerment



Integrity



# Our Board Members

## Executive Team



**Manuela Whitford**  
CEO / Founder



**Darrell Whitford**  
COO

## Non-Executive Team



**Nicole Madigan**  
Board Member



**Renee Henville**  
Board Member



**Jack Bruce**  
Board Member



**Philip Jackson**  
Board Member

# Our Team

## Leadership Team



**Tracey Wickham**  
National Fundraiser and Community Engagements Manager



**Amy O'Rourke**  
Finance Manager



**Vicki Kersey**  
National Programs Manager



**Linda Draper**  
National Scholarships Manager



**Georgia Benedetti**  
Marketing and Communications Coordinator



**Steven Buckell**  
Warehouse and Logistics Manager

## Ambassadors



**Joe Dageforde**



**Sima Mala**



**Bec Rodriguez**



**Sandie Foran**

# Our Volunteers

## Overview of our Volunteer program

Friends with Dignity relies heavily upon volunteers to achieve its goals. The profile of a volunteer is:

- Treating others with kindness
- Being true to oneself and others
- Emotionally intelligent
- Working together towards a shared goal

Friends with Dignity is an Australian based not-for-profit operating across the country with over 225 volunteers that help us achieve our mission of providing equal opportunity and meaningful support to survivors of domestic and family violence.

**Goal: To provide any adult and child with the practical resources to move forward from their experiences with purpose, dignity, and hope, and providing tangible ways in which we can all "Step Up, Speak Out and Support".**

### Existing High-Impact Programs

#### The Sanctuary Program

Fully furnishing 'Sanctuaries' for domestic violence survivors using preloved household items sourced from the community.

#### Urgent and Little Friends Requests

Responding to referrals fulfilling monetary and tangible item requests.

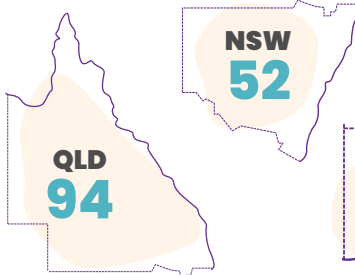
#### Little Friends Scholarships

Providing children impacted by domestic violence with financial support to further their education and/or extracurricular activities.

## Stats for 24/25



**225**  
Active volunteers across the country



The average age of our volunteers is

**40-45** years old

The current work status of our volunteers is primarily full time and part time employees looking to give back in their spare time.

We also have students, stay at home parents and retirees.



## Roles of Volunteers

There are so many different ways to become involved with Friends with Dignity. Positions include:

- Back of house administration
- Sanctuaries – Team Leader or general Sanctuary volunteer
- Community Liaison – develop and implement local and corporate engagement
- Fundraising Coordinator – assist with the coordination and administration activities of fundraising
- Inventory Coordinator – monitor and report on the donation inventory levels throughout the storage unit
- Logistics Coordinator – manage and coordinate logistics of donations offered and received
- Sanctuary Assistant – to assist the Sanctuary Team Leader in setting up a Sanctuary
- Sanctuary Team Leader – to lead a team of Sanctuary volunteers to successfully complete a Sanctuary
- State Programs Manager – to assist with the coordination and administration activities associated with requests received from registered DV services or related organisation



## How to Volunteer

Registering to become a volunteer with FwD is easy, and we welcome anyone who share our commitment to supporting victim-survivors of domestic violence. Simply:

- Follow this [link](#)
- Complete a police check (\$29.90 minimum)
- Submit your online application

## Corporate Volunteering

Friends with Dignity's Corporate Volunteer Program continued to grow throughout the year, expanding into new areas including our April PJ Drive and additional support for our Sanctuary Program.

We welcomed nine incredible businesses to our monthly corporate warehouse program in Logan, where each Wednesday a team of five volunteers assisted with a variety of tasks such as sorting and packing donations, assembling small furniture items, and preparing Urgent Requests and Sanctuary homes.

In total, 111 corporate volunteers contributed their time and skills across FY24/25.



# Our Partnerships

We welcome the opportunity to partner with businesses of all sizes. Through these partnerships, businesses and their teams can make a meaningful impact while providing practical support to adults and children affected by domestic and family violence.

A corporate partnership with Friends with Dignity can help you attract and retain purpose-driven

customers, engage and unite your employees through a culture of giving, and align your brand with a safer future for families across Australia.

Our partners are recognised year-round across our marketing platforms and at our signature events, reaching substantial and values-driven audiences who appreciate your commitment to community.

Interested in becoming a partner? Learn more [here](#).

## Corporate Supporters



## Inkind Partnerships



## Community Supporters



## Business Supporters



## Little Friends Scholarship Supporters



## Van Sponsor



## Media Partnerships



## Moving Partnership



# Community Engagement

Friends with Dignity continued to engage individuals, businesses, and community groups to Step Up, Speak Out, and Support victim-survivors of domestic and family violence. Our engagement activities—spanning events, schools, workplaces, and community organisations—play a vital role in raising awareness and encouraging volunteerism and collaboration.

## Community Drives & Campaigns

Local businesses and community members remained essential to our annual Drives, hosting collection points and contributing donations that support our Sanctuary and Urgent Request Programs.

- Little Friends Giving Day (October 2024): Proudly supported by the Barr Family Foundation, raising vital funds for our Little Friends Scholarship Program.
- April Pyjama Drive: Over 2,000 pyjamas donated and \$1,350 raised to purchase additional sizes for children impacted by domestic violence.

- 20 Homes x 30 June Campaign: Exceeded target by more than \$20,000, enabling us to fully furnish 24 homes thanks to the support of partners including LMG, Loan Market, Harbour Town Premium Outlets, and Harbour Shores.

- Christmas Collection: Thousands of toys and gift cards donated nationally, supported by \$4,500 raised via My Cause and additional gifts provided through our Simply Giving campaign. Logan Mayor Jon Raven joined our Queensland team to assist with packing.

## Volunteer & Community Impact

Volunteers across Queensland, Western Australia, Victoria, and New South Wales ensured donations were sorted, packed, and delivered to families in need. We extend our thanks to our regional and state coordinators—Anne Hutton, Tracey Colasacco, Sue and Tony Smeaton, Fiona Henderson, Lea Rafferty, and Sedgman in Perth—for their leadership and dedication.



# Fundraising

Friends with Dignity is grateful for the businesses, community groups, and individuals who chose to support our work throughout the year. Their generosity enables us to continue providing practical assistance to adults and children impacted by domestic and family violence.

This year saw significant growth across corporate and community fundraising:

Master Plumbers Association of Queensland selected Friends with Dignity as their 2025 charity partner, raising \$4,635 at their World Plumbing Day Lunch. With Golf Day and Trade Show events still to come, the partnership is expected to exceed \$27,000—their most successful charity partnership to date.

Price Attack raised \$27,282 at their Annual Conference, where our CEO also presented to help raise awareness of our mission.

Australian Healthcare Associates contributed an outstanding \$22,510 through staff and business donations.

Our partnership with Camp Hill Lodge has been a success in 2025, contributing \$22,000 in donations—including the HHP initiative, direct giving, and equipment support—while Christmas in July and the Xmas Drive raised an additional \$1,415. Volunteers from the Lodge contributed 142 hours, generating \$7,100 in Dollar-for-Doer funding and reaching 75% of their annual target.

NAWIC Queensland raised \$4,588 to support our April Pyjama Drive.

Seachange Arundel residents raised \$2,570, with Chirn Park Travel adding \$2,500, contributing a total of \$5,070 to the Little Friends Scholarship Program.

The Gold Coast Local Charity Lunch raised \$9,455 through auctions, raffles, and ticket sales.

We also received incredible support from individual fundraisers who stepped up in meaningful and creative ways:

Mitch Andrews raised \$5,355 through the Sydney Backyard Ultra.

Sophia Kennaugh and Bec Flack hosted Bowls for Better, raising \$3,144.

Chloe Carlyon-Lewis generously requested donations in lieu of birthday gifts, raising \$1,765.

We remain deeply appreciative of every person and organisation that invests their time, energy, and resources into supporting our work.



# Fundraising

## In-Kind Support

We extend sincere thanks to Stockwell, whose in-kind assistance has been invaluable. Their ongoing support in transporting large donations between states and regions ensures we can deliver essential goods efficiently and at scale. We are especially grateful to Angela and Austin Gambell for their continued commitment.

## Media Support

We were pleased to continue our relationship with The Breeze, whose broadcasts across the Gold Coast and Logan amplified our campaigns and encouraged community involvement. We were also delighted to have announcer Jodie Sheppard join us for the second year as MC at our April charity lunch.

## Van Sponsor

We were thrilled to welcome Salty Sails, led by Ambassador Joe Dageforde, as our van sponsor for the next two years. This sponsorship helps offset the operational costs of collecting and delivering furniture and essential household items for our Sanctuary Program. The branded van also serves as a moving billboard, raising awareness as it travels across the community.



# Our Grants

Grant funding continues to support a range of expenses that directly benefit the individuals and families that Friends with Dignity assist. We still feel pressures of an increasingly competitive funding environment, but our team have been dedicated in continuing to secure and successfully acquit multiple grants throughout the year.

Examples of initiatives and costs supported through grant funding include:




**20**  
**Urgent Requests**  
paid through grant income



**Sanctuaries**  
Grants fund around  
**75%**  
of all our sanctuary costs

## LITTLE FRIENDS SCHOLARSHIP

we were able to pay

**32**

Scholarships with grant funding



Grants fund around  
**40%** of all our storage costs around Australia



# Our Events

This year, Friends with Dignity proudly delivered two meaningful flagship events. Our Heroes and Hope 10-year celebration honoured a decade of impact and the real-life superheroes – volunteers, donors, partners and supporters – who have stood beside us in supporting victim-survivors.

We also hosted our annual Lunch with Friends at The Gabba in Brisbane, featuring a powerful “In Conversation with Nicole and Bec” session with Ambassador Bec Rodriguez and journalist Nicole Madigan. Their heartfelt discussion shed light on Bec’s lived experience with domestic violence and her journey to becoming an MMA fighter.



*Lunch  
with friends*

# Our Programs



## Sanctuaries

Working with the community, we source pre-loved and new household items to fully furnish homes (Sanctuaries) within 7 days for victim-survivors of domestic and family violence, enabling them to move forward with purpose, dignity and hope.



## Urgent Requests

Working together with registered referring agencies, we provide essential items on a critical time basis (less than 48 hours) to victim-survivors and refuge centres. Items may include household items, crisis packs or the funding of monetary requests such as bills to help get survivors back on their feet.



## Little Friends Requests

Aims to ensure that child victim-survivors are not disadvantaged in the transition to a safe environment by supplying items designed to provide comfort and educational support.



## Little Friends Scholarships

Annual monetary scholarships to children who have faced domestic and family violence to ensure all they have the ability to either further their education and/or be able to participate in extra-curricular activities.



## Community Engagements

We encourage individuals, groups and organisations to Step Up and become part of the solution, Speak Out against domestic violence and assist in providing Support to victim-survivors.

# Our Programs

## The Sanctuary Program

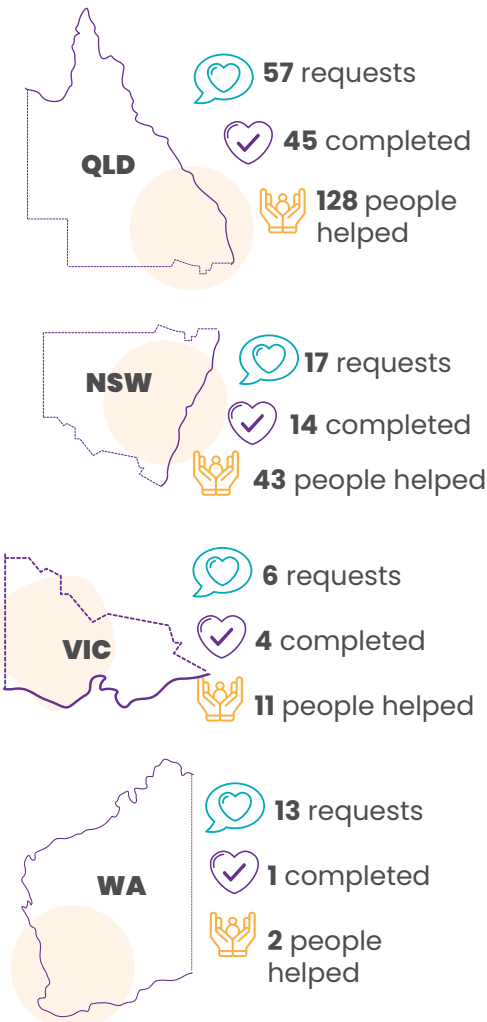
The Sanctuary Program remains the core of Friends with Dignity, transforming houses into safe, welcoming homes for individuals and families rebuilding their lives after domestic and family violence. Each home is thoughtfully furnished by our volunteers using donated goods, gift cards, and financial contributions.

Operating through registered referring agencies, we personalise every Sanctuary based on the unique needs of each family ensuring they can begin their new journey with dignity and stability.

### Growth and Impact

This year saw strong growth across New South Wales and Victoria, where committed volunteer hubs have expanded our ability to create more Sanctuaries. Conversely, activity in Western Australia declined due to limited resources and volunteer capacity. Re-establishing support in this region remains an important focus moving forward.

### State x State



In 24/25 we have assisted with

 **64** Sanctuaries

HELPING  **64** Families

&  **184** People

Find feedback shared by individuals and families who have been supported through Friends with Dignity's programs [here](#)



# Our Programs

## Urgent Requests

Our Urgent Request Program provides immediate, practical support to individuals and families in crisis—whether they have just entered refuge or recently transitioned into independent housing. Requests can include essential personal items, household basics, or targeted financial assistance.

In 24/25 we have assisted with

**HELP** **126**  
Urgent Requests

HELPING **639** People

&

**\$12938.65**  
worth of financial requests paid

## State x State

**QLD**

- 65 requests
- 47 completed
- 232 people helped

**NSW**

- 56 requests
- 40 completed
- 141 people helped

**WA**

- 34 requests
- 26 completed
- 65 people helped

**VIC**

- 17 requests
- 13 completed
- 201 people helped

**\$19257.64**  
amount requested

## Some real-life requests we've received

Provide emergency toiletries or clothing for a family fleeing violence. **\$20**



**\$50** Provide new shoes for the children of a mother rebuilding life after violence.

Help a survivor cover urgent utility bills while studying and rebuilding her independence. **\$108**



**\$300** Provides a Kmart voucher so a young woman can buy bedding, clothing, and essentials.

Help cover removalist costs so a family can safely flee violence and start fresh. **\$500**



# Our Programs

## Little Friends Requests

Our Little Friends Request Program provides essential support to children who have entered refuge or recently settled into a new home after escaping domestic and family violence. These requests help meet immediate needs such as nappies, school supplies, and extracurricular equipment or fees. By responding quickly, we ensure children can maintain stability, dignity, and connection to everyday activities during a challenging time.

In 24/25 we have assisted with



**21**

Urgent Requests

HELPING



**38**

children

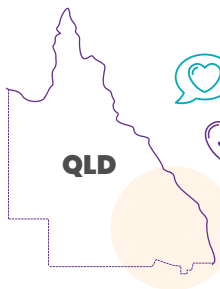


&

**\$2469.90**

worth of financial support

## State x State



**12** requests

**6** completed

**16** children helped



**3** requests

**3** completed

**4** children helped



**11** requests

**6** completed

**12** children helped



**\$5489.61**

amount requested



**7** requests

**6** completed

**6** children helped



# Our Programs

## LITTLE FRIENDS SCHOLARSHIP

We provide an annual scholarship program to children who have faced domestic and family violence throughout Australia. These scholarships give these children the ability to either further their education and/or participate in extra-curricular activities that they may not be able to pursue due to the financial impact of domestic and family violence within their family environment.

### Key activities

ROUND

15

Nov 2024

### Highlights

- 157** Applications Received
- \$127k** Amount Requested
- \$63k** Amount Paid Out
- 166** young lives impacted

See the impact for yourself and watch our Little Friends Scholarship Effect [video](#)

This year, the Little Friends Scholarship Program shifted to an annual cycle, supported by targeted email and social media campaigns across July–September to reach DFV refuges, support centres, and schools nationwide.

Round 15 opened on 17 November 2024, timed to support families at the end of Term 4 and the start of Term 1. Due to an overwhelming response—157 applications, our highest to date—we closed the round early to remain within available funding.

State	Nov-24 Round 15	Feb-24 Round 14	Nov-23 Round 13
NSW	32	14	8
ACT	4		
QLD	99	42	27
SA		15	2
VIC	14	-	4
WA	16	2	2
NT		-	-
TAS	1		
<b>Total</b>	<b>166</b>	<b>73</b>	<b>43</b>
<b>Value</b>	<b>\$71,725</b>	<b>\$29,957</b>	<b>\$18,432</b>



# Charity Timeline

**2015**

Charity Formed

**2017**

25 Little Friends Scholarships awarded

**2018**

15 Little Friends Scholarships awarded

**2019**

93 Little Friends Scholarships Awarded

**2020**

63 Sanctuaries

123 Urgent Requests

158 Little Friends Scholarships Awarded

**2021**

67 Sanctuaries

194 Urgent Requests

165 Scholarships Awarded

**2022**

74 Sanctuaries

142 Urgent Requests

140 Little Friends Scholarships Awarded

**2023**

77 Sanctuaries

188 Urgent Requests

27 Little Friends Requests

**2024**

76 Sanctuaries

181 Urgent Requests

35 Little Friends Requests

116 Little Friends Scholarships Awarded

**2025**

64 Sanctuaries

126 Urgent Requests

21 Little Friends Requests

166 Little Friends Scholarships Awarded



# Our Finances

## Charity reporting 24/25

Friends with Dignity continues to maintain a strong and sustainable financial position, allowing us to deliver our programs and operations with stability. While ongoing cost-of-living pressures continue to present challenges, we are constantly reminded of the generosity of our supporters, whose contributions enable us to make a meaningful difference in so many lives. Like many not-for-profits, we have felt the impact of rising costs and our team have worked diligently to secure the donations and funding necessary to sustain our services. We regularly review our expenditure and undertake cost-saving initiatives to ensure that every dollar is used

effectively, enabling us to continue focusing on what matters most: supporting individuals and families affected by domestic violence. With the continued effort and support of our team and community, Friends with Dignity records a profit which will allow us to start a new year in a strong position.

We believe maintaining approximately six months of operating capital is essential to our long-term sustainability. This financial buffer enables us to withstand unforeseen challenges and continue delivering vital support to our community.

Income	\$ 1,042,687
Expenses	(\$ 930,215)
Profit	\$ 112,472



# How you can help

## Donate

Friends with Dignity relies on community generosity to deliver practical, life-changing support. Your donation helps us sustain our programs, furnish safe homes, provide essential items and award education and extracurricular scholarships. Every contribution enables us to reach more adults and children rebuilding their lives after domestic violence.

## Corporate Partnerships

As a fully self-funded organisation with no government funding, our work is made possible through corporate donations, partnerships, and major fundraising events.

Partnering with Friends with Dignity allows businesses to demonstrate meaningful social responsibility, engage staff, and align their brand with a cause that creates real impact.

We offer tailored partnership opportunities, including financial and in-kind support, designed to benefit both your organisation and the families we assist.

## Fundraise for Us

Community-led fundraising whether through workplace drives, events, or personal initiatives plays a vital role in sustaining our programs.

Fundraisers not only generate critical resources but also spark important conversations about domestic violence and how communities can be part of the solution. Every item donated and every dollar raised directly supports victim-survivors.

## Donate Material

Material donations are essential to both our Sanctuary and Urgent Requests Program. We accept high-quality new and pre-loved items such as furniture, mattresses, décor, linen, artwork, and kitchenware to help transform empty properties into warm, safe homes.

Images of items can be submitted online, and our team will coordinate collection.



# How you can help

## Volunteer

Volunteering with Friends with Dignity offers a meaningful way to restore dignity, hope, and stability to families starting over.

With opportunities in our Sanctuary Program, warehouse operations, events, administration, and community engagement, volunteers can contribute in ways that suit their skills, interests, and availability.

We believe in flexible, enjoyable volunteering—doing what you can, when you can.

## Become an Ambassador

We are proud to have built a growing network of ambassadors who use their influence to amplify our message and champion our mission.

If you or someone you know has a strong community presence or public platform and is passionate about creating safer futures, we would love to connect.

Ambassadors help raise awareness, extend our reach, and inspire others to get involved.

## Community Drives

Our community drives provide essential items for Sanctuaries and Urgent Requests. Businesses, schools, and community groups can host drives for linen, kitchen items, toiletries, food, laundry packs, and pamper packs.

These drives offer a hands-on way for the community to directly support families starting anew.

## Leave a Bequest

Leaving a gift in your will is a powerful legacy that supports families who have fled violence with nothing but hope.

Your gift helps restore dignity, rebuild stability, and remind victim-survivors that they are supported by a caring community. A bequest ensures your impact continues long into the future..





**Friends  
with Dignity**  
AUSTRALIA



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