

HeartKids

PARTNERSHIPS WITH HEART



WHO WE ARE

We are champions of the heart

We're Australia's leading champion against Childhood-onset Heart Disease (CoHD) which includes both congenital and childhood acquired heart disease.

We're a lifeline for individuals and families facing the challenges of heart conditions from birth and throughout life.

Our mission is clear: support, advocate and care deeply for those impacted by CoHD.

We stand beside families, offering tailored information, resources, and a community that truly understands their journey.

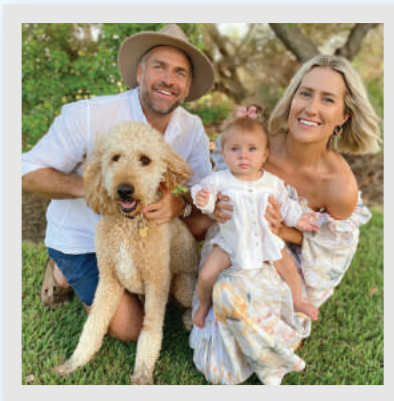
Each year, we deliver support in hospitals and in the community, educational resources, and a referral network to children, teens, and adults affected by CoHD in Australia.



HEART KID AURORA

“HeartKids have helped us financially, emotionally and have physically been there when nobody else was. HeartKids means everything to us as a family; words can’t simply describe how much they mean to us.”

Emily Webb-Wagg, mum to heart kid Aurora



WHY WE EXIST

Every 3 Hours: HeartKids' Urgent Mission

8

8 babies born every day, in Australia, with a congenital heart defect.

One birth every 3 hours.

4

4 lives are lost to CoHD every week.

1

CoHD is the number one cause of infant death in Australia.

Congenital heart disease is the most common birth defect.

0

There is no known cure.

↑

Australia has the highest rate of Rheumatic Heart Disease (RHD) in the world disproportionately affecting Aboriginal and Torres Strait Islander Australians.



SHAPING AUSTRALIA'S CoHD CARE

National Standards of Care

Federal Health Minister Mark Butler, launched Australia's inaugural National Standards of Care for Childhood-onset Heart Disease (CoHD).

These Standards of Care represent an essential reference point for the management of CoHD, aiding access to care and providing critical guidance for healthcare providers, families, and patients.

HeartKids is honoured to have played a key role in the coordination of the first edition of The Australian National Standards of Care. The delivery of The Standards reflects our deep commitment to ensuring that every individual in Australia living with CoHD has the opportunity for a healthy, fulfilling life.



“But most importantly, thank you to HeartKids for the work that you’ve done.”

The Honorable Mark Butler MP

THE SILENT THREAT

CoHD can happen to anyone

“Our lives have changed since Ahmad’s condition was diagnosed. As his mum I couldn’t work for quite some time during his treatment and since returning to work, I had to reduce my hours in order to be available to take Ahmad to appointments.

Ahmad’s siblings have also been impacted. Often they are left behind as the majority of my time is dedicated to Ahmad.

Medical conditions take a toll and impact everyone surrounding and including the patient.”

Souha Maskacen, parent to heart kid Ahmad

Your organisation likely knows someone impacted by CoHD. We are there for them.





FIGHTING FOR MORE LIVES WELL LIVED

We seek to give every child, and adult in Australia impacted by CoHD a fighting chance to live a long, healthy and fulfilling life.

Providing support services where and when needed.

Building resilience and capacity to manage their CoHD journey.

SHAPING STRONGER TOMORROWS

3 Year Strategic Plan (2025-2027)

1

Develop partnerships and strategic relationships

2

Become the trusted leader in the provision of services, information and education

3

Grow the HeartKids impact

4

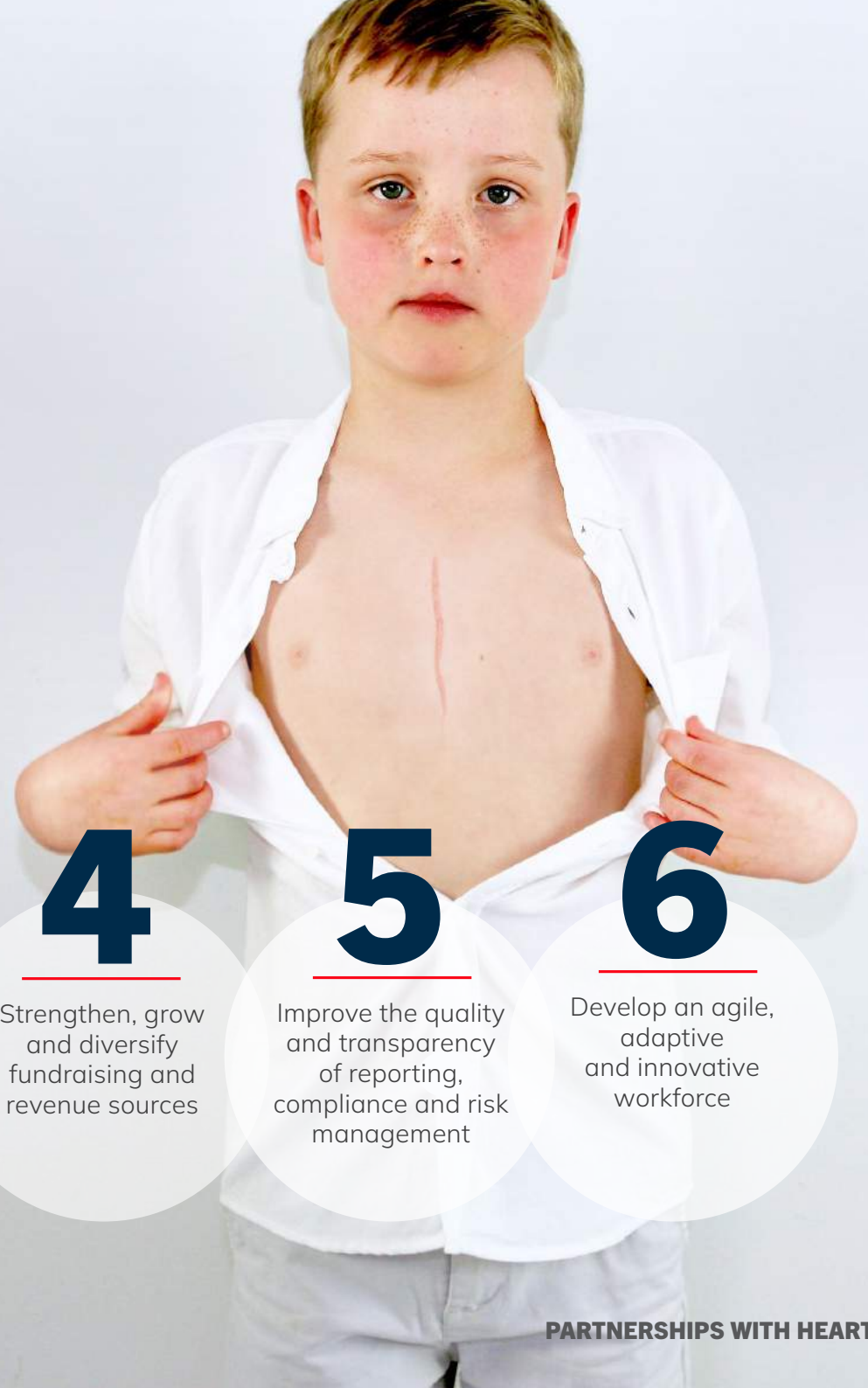
Strengthen, grow and diversify fundraising and revenue sources

5

Improve the quality and transparency of reporting, compliance and risk management

6

Develop an agile, adaptive and innovative workforce



CONNECTING CARE

Model of Support

80,000 are registered with CoHD in Australia.

We directly support 8,000.

Help us reach more.

HeartKids Model of Support



HEART ANGEL KYNAN



“HeartKids provided us with so much support and knowledge during our hospital stay.

They would put on a morning tea and organised so many things for our family to remember Kynan, such as professional photographs and hand/foot moulds, things that while we were faced with the complications and heartbreak, we would not have been able to organise ourselves.”

Letitia, mum to heart angel Kynan

HEART KID AZARIAH

Antenatal diagnosis:

At 38 weeks, Joanna underwent a caesarean section, her precious newborn, Azariah, was whisked off to the NICU immediately.

- At 6 days old Azariah had open heart surgery. It took 10 hours, and the family spent Christmas in the ICU.
- The family also spent last Christmas in the hospital for Azariah's 3rd heart surgery.

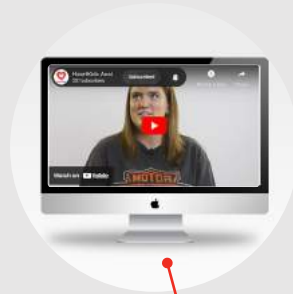
"The support staff at HeartKids were wonderful. There was no pressure from them, just empathy and the space to be. We were given vouchers to help our family financially and it really made a difference knowing we had a community behind us."

Joanna expressed that one of the hardest parts about spending all those days and nights in the hospital was seeing how CHD affected so many other families, just like hers.

"You form an unbreakable bond with each other because you've all experienced the same type of trauma. It's an emotional rollercoaster and there's no reprieve from that stress."



OUR REACH



'CHD Real Talk'
Video series including teen transition readiness, outlook and quality of life, parents' mental health, navigating new diagnoses, preparing for surgery, and managing CHD in adulthood

60,000+ views through 2023



CHD Directory of qualified health care professionals, local as well as national peer groups to improve access to support, clinicians and other health professionals with specific CHD skills



youtube.com/
@HeartKidsAustralia

'From the Heart'
PodCasts series
12,274 episode downloads
since launch



15,603
new users
July'23-Feb'24

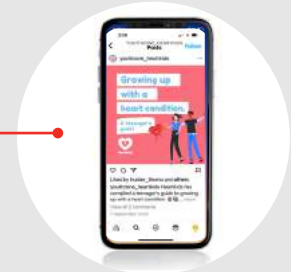
Dedicated website for
CHD information and
education content
heartkids.org.au



facebook.com/
HeartKidsAustralia/



linkedin.com/company/
heartkids-australia/
mycompany



Instagram
@youthzone_heartkids
content dedicated to
Heart Teens



tiktok.com/
@heartkidsau



twitter.com/
HeartKidsAust

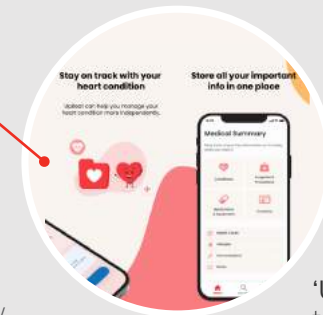


HeartKids annual
Teen Camps
run nationally
300 campers nationally
(2021-2024)

Over 100,000
supporters nationally
Social media exposure
to cover over
75,000 + followers
nationally across all our
platforms, and through
other CHD community
groups across



instagram.com/
heartkids_australia/



'Upbeat'
teen transition app
420 downloads

HEARTFELT SUPPORT

51K Facebook followers

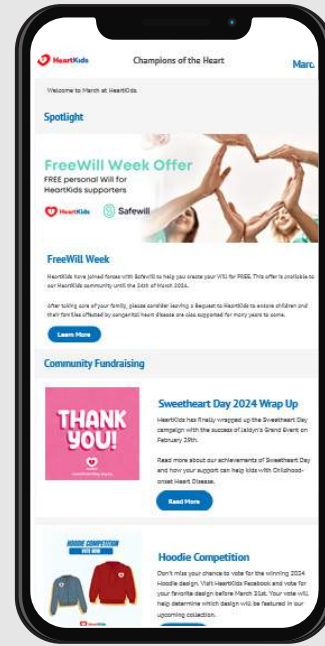


15K Instagram followers

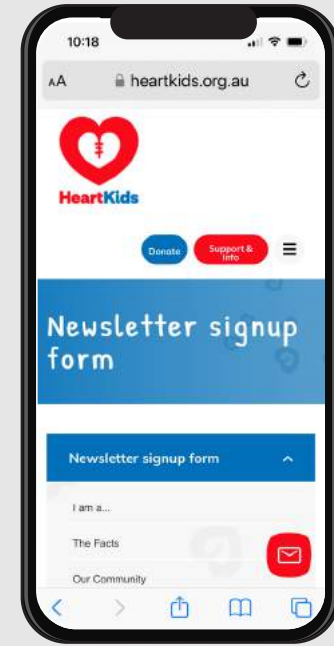


Skewed female and younger audience 25-45%

200K+ Database supporters



50K eNews subscribers



31.7% open rates
85% highest open rate
+ 112.5% click rate

IN THE MEDIA'S HEART

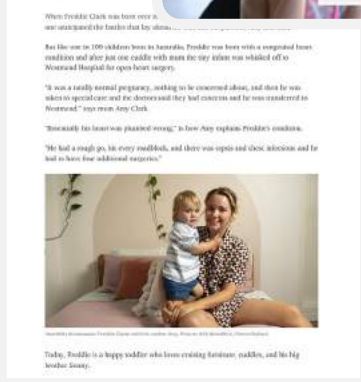
\$10.5M in-kind media

Total audience reach
39M+

“HeartKids compassionate care and advocacy for children and families undergoing the most challenging of times naturally lends itself to stories of authentic human resilience which resonated deeply with the media and their audiences.

A key driver of success for this campaign was the brand's ability to uplift and speak to courage and connection. As storytellers, it was a privilege to be trusted with sharing the HeartKids mission far and wide.

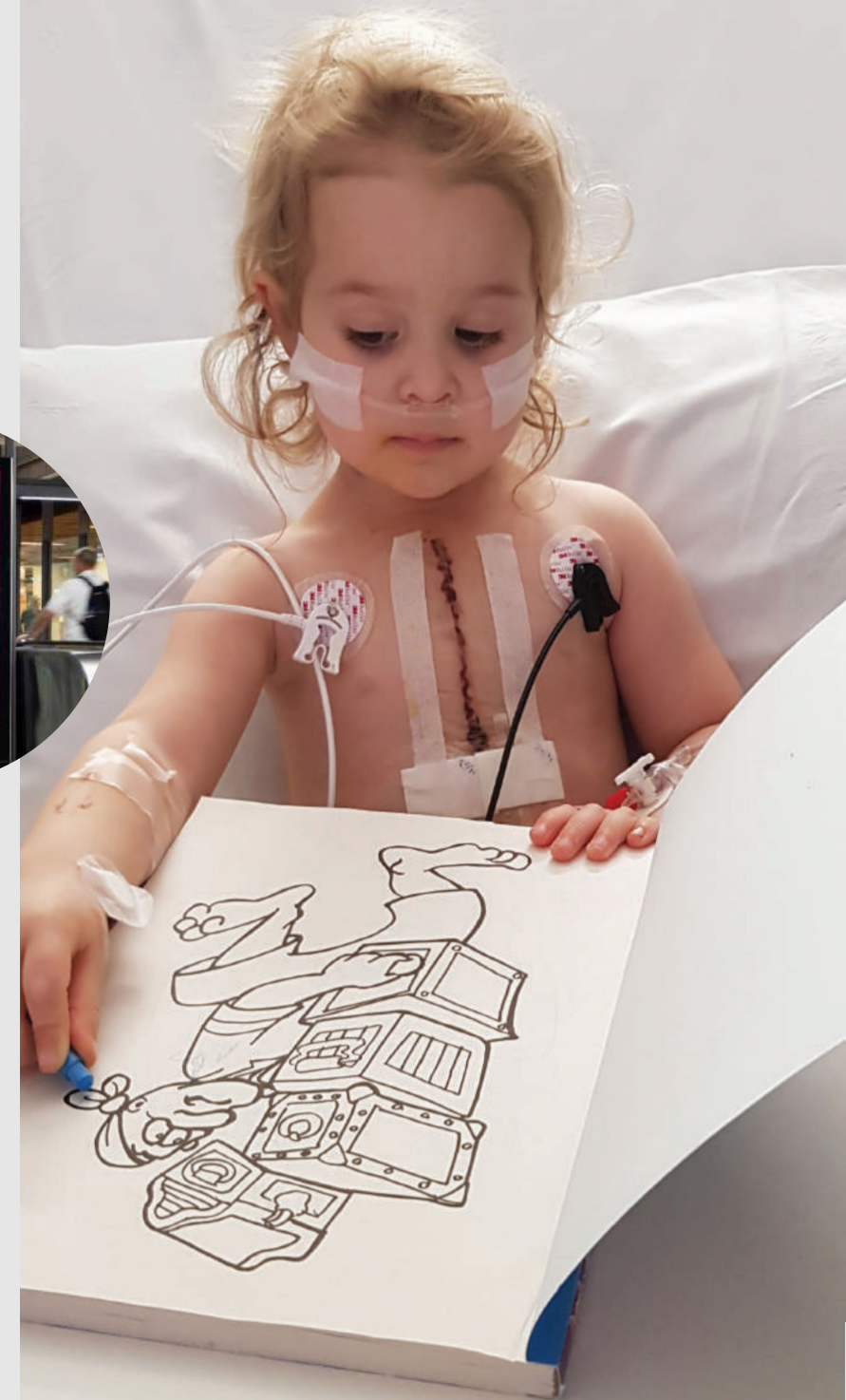
Gemma Tognini, Executive Director of GT Communications



PARTNERSHIPS WITH HEART

UNLTD

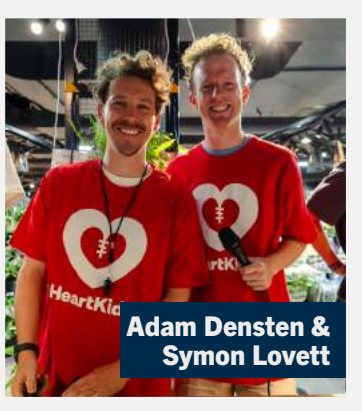
- UnLtd supports carefully selected charity partners who deliver huge positive impact to at-risk youth.
- UnLtd has worked with HeartKids for over 8 years, mainly supporting their annual Sweetheart Day campaign.
- UnLtd work with market-leading partners in the media, creative and advertising industry. We create and develop long-term partnerships between our industry partners and our charity partners.
- Initiative have been the media agency of record for HeartKids for 8 years. Initiative are one of Australia's best and brightest media agencies, winning multiple industry awards and sustaining huge commercial client partnerships.
- Initiative continue to grow awareness and impact for HeartKids and have over time developed the annual HeartKids campaign from approx. \$3m in donated media value to over \$10.5m in donated media value in 2024.
- Initiative's market leverage with their media owner partners, has not only meant huge advertising support for HeartKids, but also integrated editorial support with radio and TV interviews.
- UnLtd's partnership with Cocogun, HeartKid's creative agency, has led to innovative and impactful creative campaigns for HeartKids, which have had some of the strongest positive audience-research metrics Kantar has seen.



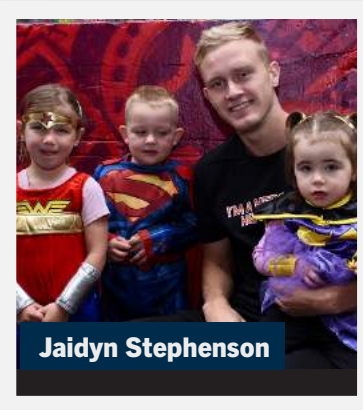
HEARTKIDS AMBASSADORS



Ross Wallamn



Adam Densten & Symon Lovett



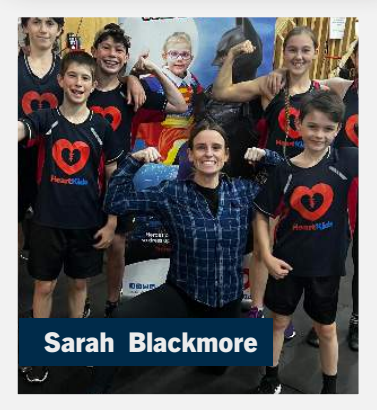
Jaidyn Stephenson



Hayley Ruso



Kennedy Cherrington



Sarah Blackmore



Simon Reeve



Gyton Grantley



David Strassman



Mark & Jay O'Shea



Andrew Gaff



PARTNERSHIP WITH HEART

Mass market exposure

Shared message to mass market: increase compassion, reduce stigma, raise funds, promote our services.

Financial investment

Enable us to expand support services, particularly in the areas of mental health and regional support.

Skill share

We'd love to tap into your knowledge of building mass market campaigns and engage staff in volunteering or fund-raising opportunities.

HEARTKIDS' NATIONWIDE INITIATIVES

National campaigns

We work with our partners to develop a bespoke partnership offer, tailored to your organisation's specific needs, including partner programs, program sponsorship, employee engagement and volunteering.



HeartKids Gala Ball

Sat 25 May 2024
Perth, WA

galaball2024.heartkids.org.au/
800 guests and corporates attended the annual Gala Ball in 2023, held in Perth at the Crown Ballroom



Heartbeats for HeartKids

September 2024

heartbeats4heartkids.com.au/
Join the Heartbeats4HeartKids Challenge and give it your all for a good cause.



Sweetheart Day

Wed 14 February 2024
sweetheartday.org.au

Sweetheart Day (also International Congenital Heart Defect Awareness Day) raises awareness for CHD and valuable funds for HeartKids.



Hero for HeartKids

Fri 14 June 2024
hero4heartkids.org.au

Corporates, businesses, schools and the broader public dressing up as super-heroes to raise awareness for CoHD and raise money for HeartKids.



Two Feet & A Heartbeat

Sun 13 October 2024
twofeetheartbeat.org.au

A charity walk for HeartKids families and the broader community to pay tribute to their heart kids and have a moment of reflection for our heart angels.



GROW WITH HEART

Strategic positioning opportunity

Opportunity to demonstrate your commitment to Australian families

Assist in building trust

Aligning with our good name, experts and ambassadors

Marketing benefits

Marketing materials & events with wide media reach

Staff motivation and pride

Meaningful tailored staff engagement opportunities

Brand differentiation

Category exclusivity at partnership level

Resonate with customers

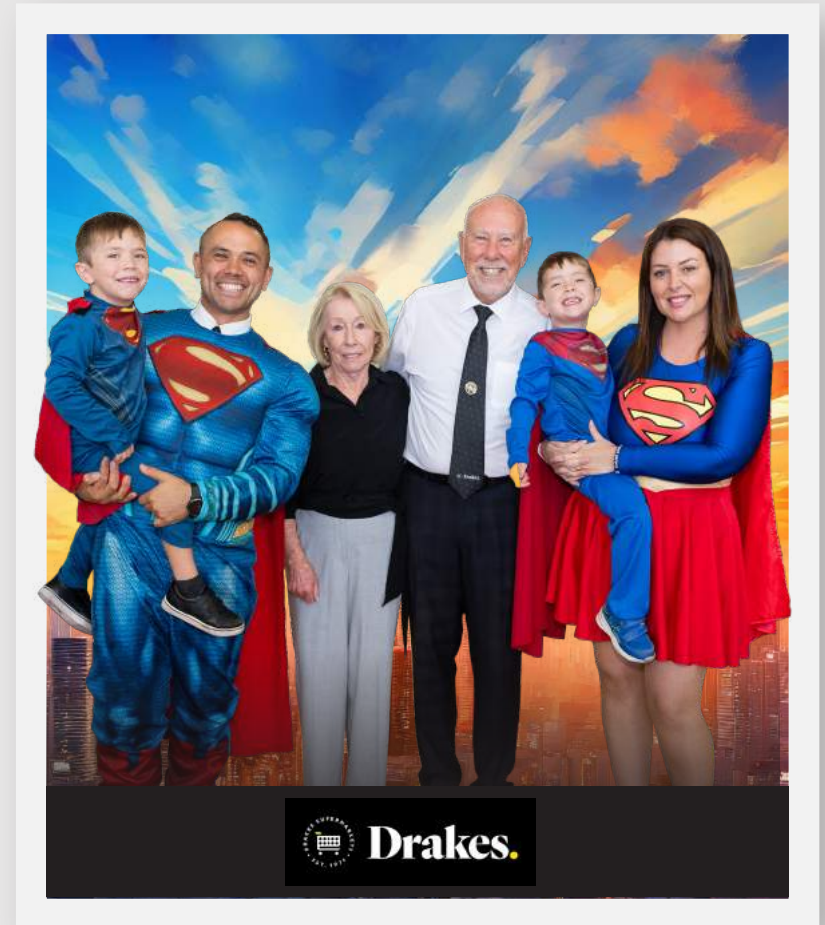
Support a cause that your customers care about

CASE STUDY

Drake Supermarkets

Drakes Supermarkets has partnered with HeartKids Australia for the last seven years through the 'Be A Hero for HeartKids' campaign. With over 70 stores across SA & Qld, we have been able to raise both awareness of Childhood onset Heart Disease, and to raise funds in support families impacted by CoHD. This year we will hit \$1million dollars in our fundraising for HeartKids. Our staff drive the instore activities and our customers love the theatre.

The Drakes team are passionately engaged with both the Heroes campaign and the HeartKids / Drakes scholarship in support of teens impacted by CoHD, making a lasting difference for those impacted by CoHD.



CASE STUDY

SuperCheap Auto

Through our national partnership with Supercheap Auto, we have been able to extend the access to our support services and programs across Australia. Our ongoing partnership with Supercheap Auto allows us to plan for the future and provide certainty in the support we offer.

In June 2023, Supercheap Auto helped raise \$54,893.00 for our national Hero for HeartKids campaign.

These funds directly support heart kids, teenagers and adults who live with the challenges of childhood-onset heart disease.

These funds ensure we can continue to support families through in-hospital support initiatives, education programs and family financial assistance when they need it most.

supercheapauto.com.au/charity

“HeartKids Australia perform an amazing role in the community, supporting kids and their families with their congenital heart disease journey. With more than 280 stores across Australia, our widespread geographical reach will drive further awareness of the vital work and support HeartKids Australia contributes to so many communities.

The support they provide is critical and we want to help in their mission to give everyone, every chance to live a long and healthy life.”

Managing Director Benjamin Ward



HAVE A HEART

Champion, Connect, Care.



HeartKids

Marcus Sandmann
Chief Executive Officer

Marcus.sandmann@heartkids.org.au

heartkids.org.au

