

July 2024-June 2025

Gratitude Report

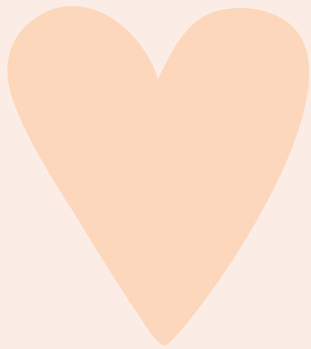
Celebrating 20 years supporting families



life's little treasures
foundation



Life's Little Treasures Foundation is Australia's foremost charity dedicated to providing tailored information, connection and support to families of babies born premature or sick.



Our goal is to ensure optimal outcomes for families who have gone through the lifechanging experience of having a sick or premature baby. The Foundation's services are available in Neonatal Intensive Care Units

(NICU) and Special Care Nurseries (SCN), and when families transition home. Our dedicated team are here to ensure families are not alone and always feel supported throughout this journey.

We provide:

Programs offering practical and emotional support for families.

Education for families and healthcare providers who support the families of premature or sick babies.

Connection opportunities for families when in hospital and when they transition home.

A resolve to increase community awareness of the unique issues faced by our families.

Easily accessible and relevant information.

Pathways for parents to address mental health issues that have emerged due to the stressful circumstances of their child's birth.

Practical support in the form of morning teas and financial assistance for those in need.



CEO Welcome

Reflecting on 2024–2025, one thing stands out above all else: the quiet determination of the Life’s Little Treasures Foundation (LLTF) community. While the realities of a nationwide cost-of-living crisis were felt deeply across the not-for-profit sector, we focused on staying close to families and delivering support where it was needed most.

Walk for Prems continued to be a highlight, despite long-term economic pressures. Our Presenting Partner, Baby Bunting, once again demonstrated extraordinary generosity, raising \$414,746 through their eight week online and in-store campaign. Their contribution, along with the efforts of dedicated fundraisers around Australia, ensured our services remained accessible to families in need.

This year also marked the second chapter of Picnic for Prems, delivered in partnership with Britax. The campaign is quickly become a cherished way for families to come together in their own local areas and celebrate their little treasures in a more personal, relaxed setting.

Providing families with essential resources remained a priority. Through our collaboration with Medela, we distributed 122 breast pumps to families who needed support to continue their breastfeeding journey at home.

Thanks to Earlybirds, Bonds and Thread the Word, our Little Treasures Welcome Packs and milestone gifts continued to offer comfort and encouragement to families during some of the most challenging days of their NICU or special care experience.

Behind every program is a committed group of volunteers who pack, sort and send resources across the country and offer personal support through our NICU Connections program. Their contribution is the foundation of so much of what we do.

I want to acknowledge the leadership and guidance of our Board of Directors, who help keep LLTF financially responsible, transparent and future-focused. And to our LLTF team, thank you for the compassion and energy you bring to every family who turns to us.

Finally, to our partners, sponsors, donors, fundraisers, health professionals and families, your involvement makes it possible for us to walk alongside more than 48,000 families each year whose lives are touched by premature or sick birth.

Felicia Welstead,

CEO, Life’s Little Treasures Foundation



Felicia Welstead,
CEO, LLTF



“ The team at LLTF use their own lived experience of having a prem or sick baby to help other families on this journey. That’s what is different about us. ”

- Felicia Welstead, CEO

Chair Report

Seona Emanuelli,
Chair, LLTF



“ Through various fundraising events, campaigns and grant initiatives, we have raised an incredible amount amid this challenging economic climate which has been instrumental in ensuring we can continue funding our programs and services. ”

- Seona Emanuelli, Chair

As Chair of Life’s Little Treasures Foundation, I am proud to reflect on a year defined by resilience, responsible stewardship and an unwavering commitment to the families we serve. In an environment shaped by ongoing cost of living pressures, LLTF has remained focused on its purpose - ensuring families navigating neonatal intensive care and special care experiences feel supported, connected and never alone.

Throughout the year, LLTF delivered a wide range of programs and initiatives that continued to make a meaningful difference for families across Australia. These outcomes were made possible through the dedication of our staff, volunteers, partners and supporters, whose shared commitment underpins the Foundation’s impact. From the Board’s perspective, our focus has been on providing strong governance, oversight and strategic direction to ensure the organisation remains financially sustainable, transparent and well-positioned for the future.



Governance and Oversight

The Board worked closely with management throughout the year to navigate a challenging economic environment while maintaining the quality and reach of our services. We remained disciplined in our approach to financial management, risk oversight and compliance, ensuring every dollar entrusted to the Foundation was directed toward achieving the greatest possible impact.

Despite broader pressures on fundraising and household giving, LLTF continued to operate from a position of stability. This reflects prudent financial planning, a diversified income base and the ongoing trust placed in the Foundation by donors, corporate partners and grant providers

Supporting Families

The continued reach of LLTF’s programs highlights the importance of accessible, compassionate support for families experiencing premature or sick birth. National initiatives such as Walk for Prems and Picnic for Prems not only generate vital funding but also strengthen community connection, raise awareness and provide opportunities for families to come together in shared understanding.

Alongside these initiatives, LLTF’s focus on practical, family-centred support remains central to its mission. The ongoing distribution of essential resources and the strength of peer and volunteer-led programs demonstrate LLTF’s ability to respond thoughtfully to families’ needs at different stages of their journey.

Looking Ahead

As I conclude my final year as Chair, I do so with pride in what we have achieved together and confidence in LLTF's future. LLTF is supported by a skilled Board, an outstanding executive team and a passionate community of volunteers, partners and supporters. My hope is that LLTF continues to grow in reach and impact, helping families with premature and sick babies across Australia for years to come.

Acknowledgments

I would like to sincerely thank our CEO, Felicia Welstead, for her leadership, dedication and steady guidance throughout the year. Her commitment to families and to the LLTF's values is evident across every aspect of the Foundation's work.

On behalf of the Board, I also acknowledge our staff and volunteers whose compassion, energy and generosity underpin everything we achieve. To our corporate partners, sponsors, donors, fundraisers and health professionals - your continued support enables LLTF to walk alongside more than 20,000+ families each year during some of the most vulnerable moments of their lives.

I also extend my heartfelt thanks to my fellow Board members for their professionalism, insight and support during my time as Chair. It has been a privilege to serve alongside such a committed and values-driven group.

Conclusion

Life's Little Treasures Foundation enters the year ahead with confidence, clarity and purpose. Together, we remain steadfast in our mission to support families of premature and sick babies and to ensure no family faces this journey alone.

Thank you for your continued trust and support.

Seona Emanuelli

Chair, Life's Little Treasures Foundation





6,887

Hospital Milestone Gifts distributed



19

Family Assistance - Going Home Packs



20

First Nations Baby packs delivered to 3 hospitals (pilot program)



2,951

SCN & NICU guidebooks distributed



4,125

Tip Sheets and NICU Connections flyers distributed



762

'My Colourful Journey' books distributed



526

'My Brave Journey' books distributed



1,194

Little Treasures Welcome Packs distributed supporting 1,469 babies



72

Digital Precious Prem Pack downloads



1,020

Little Bags of Calm delivered



46

weekly NICU Connections sessions delivered to parents and carers in-hospital



103

NICU Connections in-hospital morning tea events



308

100 Day Quilt Packs distributed



49

weekly online NICU Connections sessions delivered supporting 489 parents at home



47

weekly online 'Dads' NICU Connections sessions delivered supporting 196 Dads



9

NICU Connections playgroups held in Victoria



74

hospitals took part in the Little Readers Read-a-thon with an estimated reach of 2,240 families



122

Breast Pumps distributed

Products and Services



Maggie

National Services Manager, LLTF



This year represented a significant step forward for Life's Little Treasures Foundation as we continued to strengthen our presence and deepen our impact across Australia. Our peer support services were expanded nationally, improving visibility and ensuring more families with premature and sick babies could access support. At the same time, we forged new partnerships with aligned organisations, broadening our network and reinforcing the pathways through which families connect with our services and community.

Central to our work is a commitment to empowering families of premature and sick babies, alongside their support networks and healthcare providers. By improving accessibility and expanding service delivery, we aim to provide families with practical and emotional support, along with resources and information both while their baby is in hospital, through the transition home and the years that follow.

The reach of our work was reflected in the demand for our Little Treasures Welcome Packs (previously known as Precious Prem Packs). Throughout the year, our volunteer warehouse team distributed 1194 packs supporting 1469 babies. Each pack is carefully prepared to offer comfort and essential items highlighting the ongoing need within the community and the remarkable dedication of our volunteers.

Our Milestone Gift Giving Program also achieved outstanding results with 6,887 milestone gifts delivered to parents during their NICU and SCN journeys. These moments of recognition and encouragement are made possible through the tireless efforts of our volunteers whose compassion provides families with reassurance and connection during extended hospital stays.

A cornerstone of our success is our Craft Connection community. This year, 301 members generously contributed their time and skills, producing an extraordinary 32,963 handcrafted items across 3566 donations. From baby garments included in our Little Treasures Welcome Packs to 100-day quilt packs and seasonal milestone items such as Christmas and Easter beanies, each item represents a quiet act of support reaching families at a time of great need.





" My partner and I would like to thank you for donating a Medela breast pump to us during this hard time as our little boy is currently in the NICU. What you guys do here is amazing and we really appreciate it. Thank you. "

- Mitchell & Jess, parents of a 28 weeker

Breast Pump Program

Over the past 12 months, LLTF has proudly collaborated with Medela to sustain and expand our Breast Pump Program. This partnership has enabled us to provide crucial support to vulnerable mothers in the NICU and SCN who are striving to establish and maintain their milk supply. To date, we have successfully distributed 122 generously donated breast pumps, making a significant impact on the well-being of both mothers and their newborns.

NICU Connections In Hospital Morning Tea Events

At LLTF, peer support grounded in lived experience remains at the heart of what we do. Over the past year, we delivered 103 NICU Connections Morning Tea events across Victoria, South Australia and Queensland Neonatal Units, supporting over 1,201 parents. These sessions provided meaningful peer connection, a compassionate listening ear and guidance on LLTF's programs and resources. We also marked key occasions throughout the year including World Prematurity Day, Mother's Day, Father's Day and Christmas, bringing moments of comfort and community to families during their NICU/SCN journey.

NICU Connections Online Facebook Groups

Our online NICU Connections program continues to provide vital support to families across the country. This year, we delivered 142 online peer support sessions in total. These programs play a crucial role in supporting parents' mental health by offering a safe space to share experiences, reduce feelings of isolation and connect with others who truly understand the NICU journey. The opportunity to be heard, validated and supported by peers with lived the experience continues to make a profound difference for families navigating this challenging time. A heartfelt thank you to our dedicated peer support dads who lead the Dads Group each week. Their commitment and compassion make a tremendous difference to fathers navigating the NICU journey.

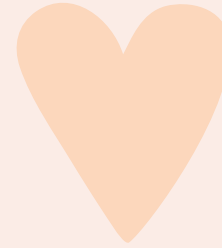
" To this day, I look forward to the weekly chats with other parents who understand what it's like to go through this experience. Not many can understand and it's often so isolating being a new mum and being in a mothers group where no one has the same shared experience. This group has been everything to me. "

- Mum, Anna to 32 weeker

LLTF's impact is powered by collaboration and relies on the strong relationships we've built with neonatal healthcare professionals. A key focus over the past six months has been the delivery of targeted education sessions, with in-services provided both online and face-to-face. These sessions, delivered to hospital teams, highlight the range of LLTF's resources, services and practical supports available to families under their care.

Beyond education, LLTF plays an important role in shaping the future of neonatal care through meaningful involvement in research. Our partnerships with organisations including GFCNI, PANDA, SMS 4 Dads, the MCRI Centre of Research Excellence in Newborn Medicine, Monash University, The University of Melbourne and Flinders University ensures that the voices of parents and caregivers are embedded within research initiatives. Representing the consumer perspective enables studies to be grounded in lived experience, ensuring research questions, design and outcomes reflect the realities faced by families.

By actively supporting parent and caregiver participation, we contribute insights that strengthen the relevance, integrity and impact of neonatal research. This collaborative model promotes trust, transparency and innovation, ultimately supporting improved care, outcomes and experiences for vulnerable newborns and their families. We are proud to champion this approach and to stand alongside families as their voices help drive meaningful progress in neonatal medicine.



Partners and Supporters

Working together with our community is at the heart of everything we do. Each partnership strengthens our capacity to stand beside families navigating the uncertainty of a premature or sick baby and each collaboration amplifies the impact of our programs across Australia. The generosity, commitment and shared purpose of our partners ensures that families feel seen, supported and connected through every stage of their journey.

Adriana Gomberg,
National Partnerships Manager, LLTF



Baby Bunting



Principal Partner

Since 2015, the Baby Bunting team has walked alongside us with unwavering commitment. Guided by a shared belief in supporting families through every step of parenthood, Baby Bunting helps fund essential resources including our Little Treasures Welcome Packs and our educational guidebooks. Their leadership as Presenting Partner of Walk for Prems once again elevated awareness of our cause nationwide.

A highlight this year was joining Baby Bunting at their National Conference where we led activities including the packing of LLTF resources and a mindfulness session inspired by our Little Bag of Calm. One of our families also shared their lived experience, offering a powerful reminder of the real impact made possible through Baby Bunting's support. We deeply value the partnership and the dedication shown by CEO, Mark Teperson and the wider Baby Bunting team

"Life's Little Treasures and the annual Walk for Prems holds a special place in our hearts, as Baby Bunting has passionately supported LLTF for nine incredible years. The mission of LLTF aligns perfectly with Baby Bunting's purpose - supporting families during those crucial early years of parenting. Through our partnership, we amplify LLTF's vital work, aiding families affected by premature birth and illness, which is nothing short of inspirational.

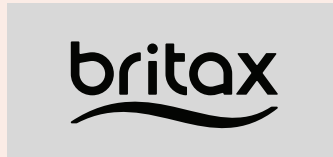
As Presenting Partner of Walk for Prems, each year, we encourage our customers and our team members to make a difference. In our nine years together, we've proudly raised nearly \$2.4 million, all going to support LLTF's invaluable efforts.

Working with LLTF and the families who share their unique journeys and come together as a community, is why we're passionate about supporting this remarkable community.

We want to extend our heartfelt thanks to the entire LLTF team for their incredible collaboration with Baby Bunting. Together, we've made a significant impact, and we look forward to continuing our association with LLTF into the future."

- The Baby Bunting Team





Major Corporate Partner

For more than eight years, our partnership with Britax has centred on a shared commitment to ensuring children’s safety and comfort from their earliest days. Their Newborn Infant Inserts remain a vital inclusion in our Little Treasures Welcome Packs, offering families comfort and reassurance as they prepare to bring their baby home. As Major Sponsor of Walk for Prems, Britax helped extend the reach of our message across Australia, and their support of Picnic for Prems played a key role in delivering a successful event in Melbourne that brought families together and fostered meaningful connection. We appreciate the support Group Chief Commercial Officer Dirk Voller and the Britax team offer so generously.



“ Supporting Life’s Little Treasures Foundation has been an incredibly rewarding journey for us. Each year, we see the meaningful ways LLTF touches families’ lives, and it’s inspiring to witness the difference their programs and services make. This partnership reinforces what matters most to us at Britax; helping to safeguard children and supporting the families who care for them. Being part of this community is a privilege we deeply value. ”

- Dirk Voller, Group Chief Commercial Officer, Britax Group



Major Corporate Partner

Our long partnership with Medela continues to play a significant role in supporting families during the earliest and often most challenging stages of feeding in the neonatal unit. This year, their donation of additional electric breast pumps allowed more hospitals to participate in our Breast Pump Program and ensured more families received crucial support at the right moment. We thank Jarrod Percy and his team for their steady partnership and value the strong alignment between our organisations.



Corporate Partners



Now in our third year of partnership, Haakaa continues to bring innovation and heart to families across Australia. Their award-winning products once again featured in our Little Treasures Welcome Packs, and their involvement in Walk for Prens helped strengthen connection and visibility across the country. Haakaa also joined us virtually during the Walk for Prens launch at Icon Park, reflecting their ongoing support for families wherever they are. We are grateful for the leadership of Shu Ting Zhan, Joy Cao and Sophie Bell, and look forward to building on this meaningful partnership.



Thread the Word's handcrafted blankets remain a cherished part of our Little Treasures Welcome Packs. Founders Peter and Annie donated 1200 personalised blankets again this year, each one bringing warmth, comfort and a reminder of community care to families during a vulnerable time. Their support of Walk for Prens continues to strengthen the reach of our message and deepen the connection between our organisations.

Special thanks to our Supporting Partners and Friends:



Our partnership with Aspire continues to flourish, anchored in our shared belief that every family deserves accessible, compassionate support. This year, Aspire has continued to support a range of initiatives that help us connect with families and share our programs more widely, including hosting picnics across centres as part of our Picnic for Prens campaign. As a Sponsor of Walk for Prens, Aspire helped us expand our regional walk in Bendigo and bring more families together across Australia. We thank the entire Aspire team for their continued leadership and enthusiasm.



A loyal partner for many years, Earlybirds continues to support families with their beautiful preemie clothing included in our Welcome Packs. Across their digital platforms, Earlybirds regularly shares stories and information that raise awareness of prematurity and broaden the reach of our message. This year, they also hosted a warm and welcoming Picnic for Prens event in Brisbane, giving families a valuable opportunity to connect with one another. We thank Lynda Day and Jess for their ongoing dedication.



This year marked the beginning of our formal partnership with Niño Early Learning Adventures, following several years of fundraising support from their community. As sponsor of the Little Readers Read-a-thon, Niño helped expand the initiative into an at-home program that encouraged families to create moments of closeness through reading. An event at one of their centres brought children, educators and an LLTF family together for a special storytelling session. We are grateful Niño embraces this partnership, helping us reach more families when they need support the most.

Marketing and Communications

Lily Kresovic,

Marketing & Communications Manager, LLTF



In 2024-2025, our marketing and communications efforts focused on ensuring families of premature and sick babies felt seen, supported and never alone. Throughout the year, we used a mix of large-scale national campaigns, community-led and awareness driving initiatives to grow our reach, strengthen engagement and inspire meaningful action.

Walk for Prems

Walk for Prems is more than a fundraising event - it's a movement. In 2024, over 3,003 people registered to walk across nine locations nationwide. Together with fundraisers and the generous support of Baby Bunting, Walk for Prems raised \$612,869 in support of families with a premature or sick baby across Australia.

Once again, we took Walk for Prems outdoors - literally. Thanks to oOh!media, our campaign featured on billboards and digital panels nationwide, reaching audiences in retail precincts, office towers and public spaces, with a media value of more than \$100,000. Given the nature of how consumers engage with this marketing channel, it is difficult to determine its effectiveness in driving registrations and/or donations however we can assume it has helped to increase awareness of the Walk for Prems brand given the scale of exposure received.

Our PR efforts were also impactful in driving awareness. We received over 104 pieces of media coverage, reaching an audience of 5.21 million nationwide.

Highlights included a feature on George Hewett (Carlton FC midfielder and our National Ambassador) and family in the Herald Sun and Walk for Prems Founder, Karin Vosmansky, in the Herald Sun Big V Column. We were also featured in the Daily Telegraph, That's Life magazine, Sunday Mail Brisbane, Woman's Day, Adelaide Advertiser, The Mercury and received multi-media coverage across all locations in Australia. By sharing their journeys with the media, our ambassador families gave voice to the reality of prematurity and humanised our message.

A key addition to this year's campaign was the Walk for Prems launch event at Ikon Park, creating a memorable start to walk month. The event brought together national ambassadors, partners and community members for a morning of children's activities and a symbolic lap of the oval. Families shared their stories on stage, including George Hewett, his wife Alice Summers, and their son Henry, born at 28 weeks. The launch and overall campaign message was further amplified online through collaborative social media posts from Carlton FC, Baby Bunting and premmie mum influencer @steph_marko, engaging the wider community.



Picnic for Prens

2025 marked the second year of Picnic for Prens, proudly supported by Major Partner, Britax. This initiative celebrated connection, community, and shared support for families impacted by prematurity.

Throughout the autumn season, communities, businesses, sporting clubs and supporters were invited to host picnics across the country, raising vital funds and awareness while sharing stories and fostering meaningful connections.

Our Melbourne community picnic brought together families and supporters in a space of understanding and care. Attendees shared their experiences, found comfort in one another's company and strengthened the sense of belonging that sits at the heart of LLTF.



World Prematurity Day

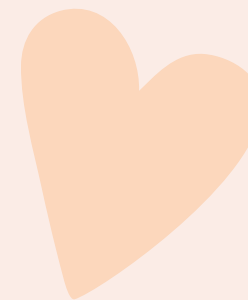
On 17 November 2025, LLTF joined the global community in recognising World Prematurity Day, shining a spotlight on the 13.4 million babies born prematurely each year and the families who walk this journey alongside them.

Across our social media channels, we shared stories of strength from our community, fostering connection and solidarity. We also distributed World Prematurity Day lapel pins to parliamentarians nationwide, helping to spark conversations and raise awareness at a national level.

In hospitals across the country, milestone cards were gifted to families with babies in neonatal care, offering moments of recognition, celebration and connection during an incredibly challenging time. Through morning teas and hospital visits, we created meaningful opportunities for families to feel supported, acknowledged and connected to the wider LLTF community.

To amplify awareness and bring powerful, real life stories to the forefront, we coordinated a photoshoot featuring two sets of triplets - one set now thriving as teenagers and the other still babies - providing an inspiring reflection of resilience, hope and the realities of premature birth across different life stages. The image and accompanying story secured prominent coverage in the Herald Sun on 17 November, significantly extending our reach and elevating the national conversation around prematurity.

Together, these initiatives strengthened awareness, deepened community engagement and reaffirmed LLTF's commitment to advocating for premature babies and their families.



Ambassador Families



2024 National Ambassadors

Carlton Football Club midfielder, George Hewett and partner Alice Summers, welcomed Henry at just 28 weeks' gestation in the midst of the 2020 COVID pandemic. What followed was a difficult NICU and SCN journey lasting 9 weeks. This amazing family want to give back and raise awareness of the challenges families face when their baby is born prem or sick.

- Alice Summers and George Hewett



2024 Bendigo Ambassadors

Baby Jade faced significant hurdles including a low birth weight of 1.1kg, a heart murmur and a blood transfusion. The family faced numerous setbacks including apneas and illness and spent 73 days in the NICU before heading home.

- Kerr Family



2024 Melbourne Ambassadors

Little Patrick was born at 29 weeks' gestation at the Mercy Hospital for Women before being transferred closer to home at Frankston Special Care Nursery. When an infection arose, Patrick was transferred to Monash Children's Hospital and then back to Frankston. Needless to say, the family became friendly with the PIPER team!

- Harding Family



2024 Brisbane Ambassadors

After experiencing PPRM, Marlo gave birth to their son at 33 weeks' gestation. Marlo and dad, Hugh, waited an agonising 5 days in the NICU before they were able to touch and hold their son.

- Walker-Grover Family



2024 Sydney Ambassadors

Jorgia and Anders' twins, born at 31 weeks' gestation, faced a harrowing journey that included cardiac arrest and life saving surgery, spending almost 2 months in the NICU.

- Huxtable Family



2024 Canberra Ambassadors

Hayley and Jake's twins, Kash and Knox, were born at 33 weeks' gestation. They spent 28 and 19 days in the NICU respectively, before heading home with mum and dad to their 5 older siblings.

- Cooke Family



2024 Adelaide Ambassadors

Abbey was still working when she went into pre-term labour at 34 weeks' gestation after suffering preeclampsia. She gave birth to son Hamish, who spent 9 days in the Special Care Nursery before going home in time for Christmas.

- Clarke Family

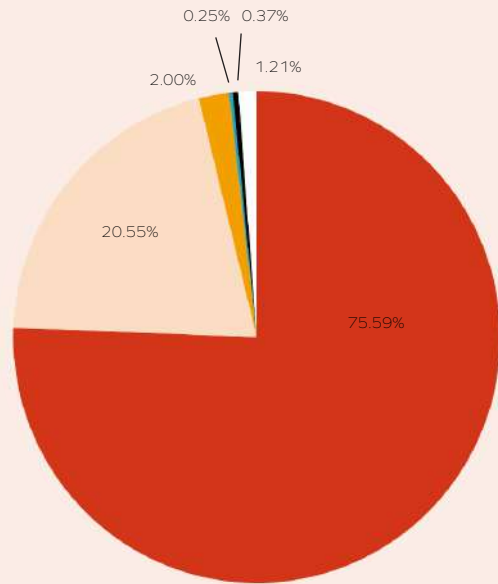


2024 Ballarat Ambassadors

Baby Diana was born in Geelong at 32 weeks' gestation and was transferred to the Royal Children's Hospital in Melbourne just 2 days later. The family endured 29 days travelling from their home in Warrnambool to Geelong and Melbourne before Diana was able to go home.

- Ladhams-McDowell Family

Financials

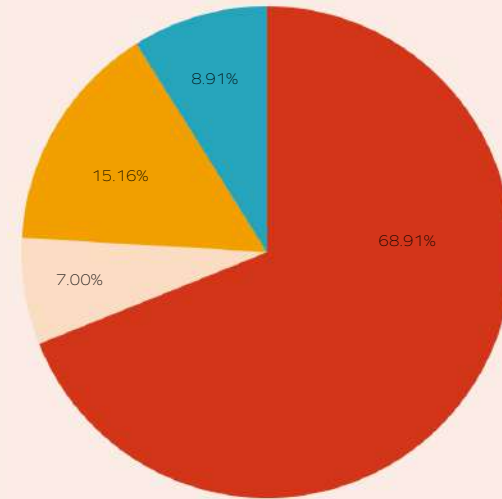


Income

• Community Events inc donations	\$852,800
• Corporate	\$231,872
• Government	\$22,571
• Interest Income	\$2,906
• Other Income	\$4,193
• Philanthropic Trusts and Foundation	\$13,715

Total Income

\$1,128,061



Expenditure

• Support and Service Delivery	\$816,857
• Fundraising Costs	\$83,035
• Operating Costs	\$179,752
• Event Costs	\$105,648

Total Expenditure

\$1,185,294



Balance Sheet (June 2024)

Assets		
Current Assets	\$334,425.00	
Non-Current Assets	\$123,119.00	
Total Assets		\$457,544.00
Liabilities		
Current Liabilities	\$210,055.00	
Other Current Liabilities	\$0	
Total Liabilities		\$210,055.00
Equity		
Opening Balance	\$306,476.00	
Profit for the Period	(\$59,067.00)	
Other Increases	\$80.00	
Total Equity		\$247,489.00



life's little treasures
foundation

📍 1/21 Eugene Terrace,
Ringwood VIC 3134

☎ 1300 697 736

🌐 lifelittletreasures.org.au

✉ contact@lltf.org.au

**1 in 10 babies
in Australia**

are born premature
(before 37 weeks gestation).

72 babies

are born premature
each day in Australia.

Please consider supporting us by donating, volunteering or fundraising to join us
in advocating for premature and sick babies across Australia.