

MAD Foundation
2025 Annual Report

Inspire, Connect and
Make A Difference



| 25
YEARS



“For 25 years,
improving the lives
of children and
young people living
with disability and
facing significant
hardship by funding
transformative
support equipment
and services.”

Healthcare Spotlight – Victorian Paediatric Rehabilitation Service, Royal Children’s Hospital	2
A Message from the President	3
Gallery – MAD Ball Invitations 2001 – 2024	4
Beneficiary Spotlight – Then & Now: Sean Lynch	5
Supporter Spotlight – Morgans Foundation	6
Gallery – MAD at the Museum April 2025	7
Support to beneficiaries in 2025	8
Supporter Spotlight – Australian Paper Recovery and APR Plastics	12
Gallery – MAD Ball 2024	13
Financial Report	14
Supporter Spotlight – The Knight	17
MAD Foundation Board, Ambassadors & Volunteers	18
Contributor Spotlight – Fiona (Fee) Doyle	19
2025 Partners, Major Contributors & Community Partners	20
Supporting the MAD Foundation	21

MAD FOUNDATION INC. is endorsed as a Deductible Gift Recipient (DGR) from 01 Sep 2017. It is covered by Item 1 of the table in section 30-15 of the Income Tax Assessment Act 1997.

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VIC incorporated association number: A0041306K

VIC fundraising number: FR-000014974



Healthcare Spotlight

Victorian Paediatric Rehabilitation Service, Royal Children's Hospital

The MAD Foundation's enduring partnership with the Victorian Paediatric Rehabilitation Service (VPRS) at the Royal Children's Hospital continues to make a measurable impact for families facing complex challenges.

Led by Dr Neil Wimalasundera and Dr Susie Gibb, the VPRS team cares for children with a wide range of disabilities—from conditions present at birth to injuries and illnesses acquired during the critical years of child development. "These challenges affect not only the child, but their whole family," said Dr Wimalasundera at the recent MAD at the Museum event. "Our goal is always to get children home from hospital and support them to thrive in the community—especially to return to the things they enjoy, like school."

While government systems such as the NDIS exist, gaps remain—especially when needs fall outside eligibility criteria or when timely responses are critical. In these moments, MAD provides practical and responsive support, working in close partnership with clinicians.

"Our patients have high equipment needs that can change rapidly," adds Dr Gibb. "MAD is a very special organisation helping children whose needs cannot wait."

Together, MAD and the VPRS team work to ensure families receive timely, practical support that makes a genuine difference in their daily lives.



**This year marks a significant milestone for the MAD Foundation
— 25 years of Making a Difference.**

It all began on Melbourne Cup Eve in 2001, when a group of friends and supporters came together at our first ever MAD Ball, held at the Plaza Ballroom, Regent Theatre in Melbourne. Tickets were \$110—a considerable sum for many at that stage of life—yet the room was full. That night raised \$35,000 and, more importantly, lit the spark that would drive MAD's mission for the next quarter of a century.

A lot has changed since those early days. Our reach and network of support has expanded, our systems have matured, and the scale of our impact has grown significantly. But the core of MAD remains unchanged: a community of like-minded individuals who find purpose in helping others—not for recognition, but because it truly matters. That enduring spirit continues to define the MAD Foundation.

Over 25 years, the MAD Foundation has directly supported over 400 families and raised more than \$3.4 million to fund equipment, services, and assistance for children and young people living with disability and facing significant hardship. Just as importantly, those families have known they weren't alone—that someone had their back with no strings attached.

Our work is sustained by an extraordinary group of volunteers. Over the years, 62 individuals have served on the MAD Ball organising committee, each contributing their time, skills, and passion on a pro-bono basis. Our volunteer model is at the core of MAD's identity and remains a unique strength.

In 2016, we unveiled a refreshed logo—a visual representation of MAD's values and purpose. It is worth reflecting on what it stands for:

- **The two arms in the M** symbolise a welcoming outreach.
- **The hand within the A** is more than a gesture of assistance—it reflects our belief

in connection and inclusion. It speaks to MAD's guiding purpose: *Inspire, Connect, Make a Difference.*

- **The hand forming the D** represents the act of putting your hand up to help. It reminds us that we are a volunteer-led organisation.

MAD continues to grow. Strategic investments in technology—enhancing efficiency and impact—have been a critical enabler to expand our reach while staying true to our volunteer-led approach.

This past year has been one of record-breaking generosity, with over \$380,000 distributed. At the same time, our primary fundraising activities, including the MAD Ball and associated donations, are around \$100,000 lower than that. This gap is currently funded from reserves and speaks to both the progress MAD has made and the growing need we are called to meet.

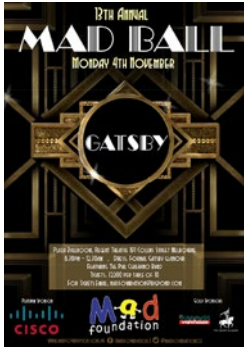
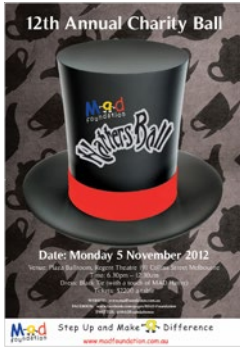
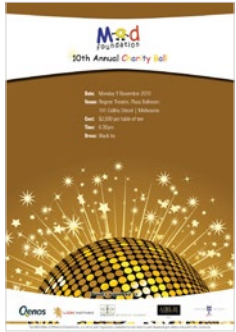
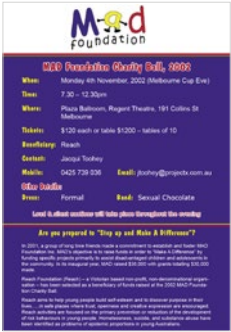
The MAD Foundation remains focused on meeting this growing demand. We are committed to reaching more families, strengthening our systems, and ensuring that every dollar entrusted to us delivers real and lasting benefit.

None of this is possible without the generosity of our supporters. Whether you've donated, volunteered, performed, sponsored, or simply turned up—you are part of this story. Thank you for walking alongside us and truly making a difference—and for helping us build what comes next.



Damian Toohey
President, MAD Foundation

*Inspire, Connect,
Make a Difference*



Beneficiary Spotlight

Then & Now: Sean Lynch

Sean Lynch's 19th and final surgery at the Royal Children's Hospital took place in 2015. The procedure was part of a long journey of treatment to help manage the effects of cerebral palsy. Following the surgery, doctors recommended a specialised rehabilitation device—a hi-tech Motomed machine—to support Sean's ongoing therapy, mobility, and quality of life. But for Sean's dad Chris, a single parent who had already exhausted the family's finances on medical expenses, the almost \$10,000 cost was out of reach—leaving him totally dejected. A Royal Children's Hospital paediatrician then asked if she could approach MAD on their behalf.

Just 72 hours later, a call came from a medical supplier: "We have a Motomed ready for delivery—paid in full by The MAD Foundation." No delays, no red tape—just practical help when it was needed most. For Sean and Chris, it was an unforgettable and uplifting experience.

Later that year, they met the MAD team and proudly accepted a role as beneficiary ambassadors. Over the past decade, they've spoken at countless MAD events, helping to give insight into life with disability and what a difference the Foundation can make.

Now 27, Sean has recently moved into his own apartment with the support of carers—loving life in his new digs and taking in all that city living has to offer. He remains a cherished part of the MAD family.





Supporter Spotlight **Morgans Foundation**

The MAD Foundation is proud to recognise the long-standing and generous support of the Morgans Foundation. As the philanthropic arm of Morgans, one of Australia's leading stockbroking and wealth management firms, the Morgans Foundation has been a Platinum Sponsor of MAD for many years—quietly but consistently enabling us to deliver critical support to children and families in need.

Morgans first came on board as a Gold Sponsor in 2018 and quickly deepened their commitment, becoming a Platinum Sponsor in 2021.

Their contribution has helped fund vital equipment and services, ensuring that MAD can respond quickly and meaningfully to the families we support.

The Foundation's giving is powered by matched staff donations, a model that reflects both the generosity of individual team members and a strong institutional commitment to community impact. That spirit was on display once again at our recent MAD at the Museum event, when, with typical understatement, Mark Davies responded to a funding request with two words: "Problem solved."

We extend our sincere thanks to Mark, the Morgans Foundation, and the broader Morgans team for their enduring partnership. Your support helps us turn good intentions into life-changing outcomes.





Nola was referred by Gabrielle Milton of RCH and received \$7,051 support for Physiotherapy (26 weeks) and Speech Therapy provided by Little Movers Physiotherapy, NeuroKids Occupational Therapy and Feed and Grow

Abel was referred by Rachel Goddard of MCH VPRS and received \$1,649 support for Physiotherapy x 6 months provided by Peninsula Paediatric Physiotherapy

Iman was referred by Danae Van Asselt of RCH and received \$980 support for an Air Mattress hire (add 2 months) provided by Keystone Healthcare

Bella was referred by Esta Tannenbaum of RCH and received \$510 support for a Nebuliser (Compressor & mask for school use) provided by Medioplast

Salma was referred by Emily Dawson of RCH and received \$795 support for Air mattress hire x 3 months provided by Keystone Healthcare

Siris was referred by Erin Georgiou of RCH and received \$24,675 support for Occupational Therapy and Supportive Equipment for home provided by Do Ability, Bronwyn Northcott, Minappi, Tubie Fun, Amaproducts, Jennifer Knoll Physio and Conquip Consulting

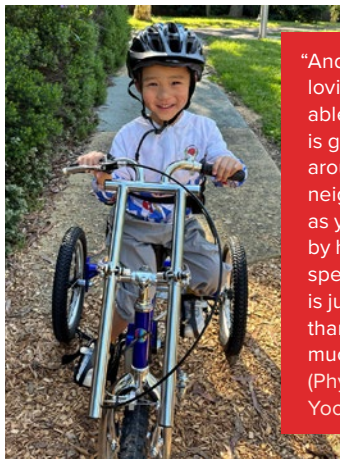
Josephine was referred by Paige Blackman of RCH and received \$177 support for a Shower chair provided by Independent Living Specialists

Aaditya was referred by Rachael Starr of RCH and received \$1,164 support for Occupational Therapy (x8 with travel) provided by NeuroKids Occupational Therapy

Georgia was referred by Stephanie Clegg of Orthokids and received \$8,148 support for Orthoses and Juni supportive seat and cushions provided by Orthokids and Do Ability

Heath was referred by Celeste Clancy of Engage and Grow and received \$1,503 support for Occupational Therapy x 12 visits provided by Engage and Grow

Lennox was referred by Molly Nadj of MCH and received \$459 support for a Monitoring device (Owlet Sock) provided by Baby Bunting



"Andrew is loving being able to ride, and is getting out around his local neighbourhood, as you can see by his face! The specialised trike is just magic— thanks so very much!!" Julia (Physiotherapist Yooralla)

Andrew was referred by Julia Crosswell of Yooralla and received \$14,684 support for a Trike with supports and a Leckey My Way Walker provided by Freedom Wheels and GTK

Ella was referred by Angela Flood of VSK and received \$3,942 support for Speech Therapy, Walker, Occupational and Physiotherapy provided by Eat Play Grow Therapy, Do Ability, Every Human Adaptive and Bronwyn Northcott Paediatric OT

Xindi was referred by Liz Mackenzie of MCH VPRS and received \$1,500 support for a Medical Wig (part funding) provided by Tammy Lobato

Sakina was referred by Erin Georgiou of RCH and received \$1,821 support for Hospital bed hire x 6 months provided by Crescent Healthcare

Kayvan was referred by Natalie McCallum and Danae Van Asselt of RCH and received \$1,811 support for Physiotherapy x 16 sessions provided by Little Movers Physio

Rejoice was referred by Imogen Weisser of MCH and received \$2,243 support for oxygen & nasogastric consumables provided by MCH@Home

Oakleigh was referred by Jennifer Knol of Jennifer Knol Physiotherapy and received \$1,000 support for a Hi-Lo Leckey seat (second hand item) provided by Jennifer Knol Physiotherapy

Lasya was referred by Nuresha Karunaratne of RCH ECIS and received \$4,227 support for Bilateral Foot orthoses, Stander and Walker provided by RCH and Astris PME

Ovander was referred by Kate Smith of RCH and received \$1,772 support for a Firefly Scoot provided by Aidacare

Howrah was referred by Stephanie Davey of RCH and received \$3,022 support for Speech Therapy and Physiotherapy with travel x 6 months provided by Melbourne Paediatric Physiotherapy and Enriching Kids

Noah was referred by Jennifer Knol of Jennifer Knol Physiotherapy and received \$4,090 support for a Change table provided by Do Ability

Ali was referred by Danae Van Asselt of RCH and received \$2,238 support for a Donkey Stroller provided by Baby Bunting

Eason was referred by Laura Finn of Monash Health and Neuroreach Therapy and received \$14,950 support for a Wheelchair provided by Melrose Wheelchairs

Paulo was referred by Danae Van Asselt of RCH and received \$705 support for a Head support for Bingo Stroller provided by Step Ahead Paediatrics



"Today was an exciting day, as Paulo's Bingo stroller was delivered. Thank you for helping us to provide meaningful opportunities for Paulo." Danae (Occupational Therapist RCH)

Anzela was referred by Grace Yao of Yooralla and received \$18,551 support for a Juni chair, Convaid Cruiser stroller and Bathroom Comode provided by Step Ahead Paediatrics, Do Ability and Etac

Laura was referred by Tania Williams of The Therapy Place and received \$11,897 support for a Hi-Lo Activity Chair provided by Active Rehab

Jacob was referred by Sharon McManus of RCH (Complex Care Hub) and received \$4,024 support for a Second Skin provided by Second Skin Pty Ltd

Cohen was referred by Laura Finn of Monash Health and Neuroreach Therapy and received \$12,256 support for a Carrot Car Seat provided by Active Rehab

Emillie was referred by Kiara Bower of CPEC and received \$3,548 support for a Posture Chair provided by CAP Furniture

Naomi was referred by Prita Rifanti and Kate Walley of VPRS RCH and received \$1,375 support for Nursing care for Christmas leave—6 hours provided by Regal Health

Konphil was referred by Rafael Koch of Sunshine Special Development School and received \$1,866 support for Orthoses and Communication bundle/ iPad provided by Orthokids and We're the Glue

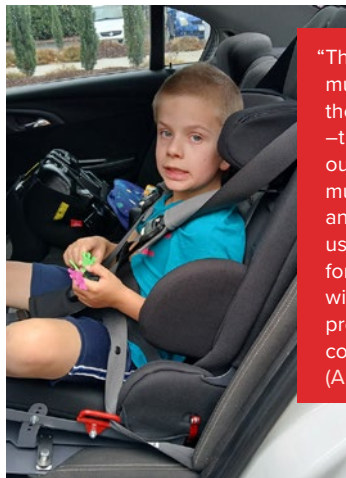
Kiaan was referred by Karen Foreman of MCH and received \$15,531 support for Physiotherapy and Orthoses provided by PhysioTots, Little Peeps and Oapl Orthopaedic Appliances

Talitha was referred by Kiara Bower of CPEC and received \$26,420 support for a Wheelchair provided by Active Rehab

Thivein was referred by Kirsty Nisbet of Best Chance Children's Therapy and received \$2,930 support for Orthoses provided by Orthokids

Rakan was referred by Liora Sher of Noahs Ark and received \$16,679 support for a Wheelchair provided by Active Rehab

Bhuva was referred by Tracy Dong of Monash Health (Hospital @Home) and received \$600 support for Oxygen equipment hire and consumables (6 months) provided by Monash Children's Hospital



"Thank you so much MAD for the equipment –this will make our lives so much easier and also help us prepare for the future, with Aiden's progressive condition."
(Aiden's mum)

Aiden was referred by Ceara Cronin of Grampians Health and received \$18,175 support for a Convauid Cruiser stroller and Kidsflex Carseat provided by Do Ability

Matauaaina was referred by Esta Tannenbaum of RCH and received \$480 support for a Nebuliser provided by Mediplast

Issa was referred by Emily Dawson of RCH and received \$490 support for a Therapeutic Cot Mattress provided by Keystone Healthcare

Haram was referred by Emma Byrne of RCH VPRS and received \$15,569 support for a Bingo Evo stroller provided by Active Rehab

Safoora was referred by Kirsty Nisbet of Best Chance Children's Therapy and received \$2,930 support for Orthoses provided by Orthokids

Ngozi was referred by Zan McCahon of RCH and received \$13,325 support for a Bingo Stroller provided by Step Ahead Paediatrics

Benjamin was referred by Michelle Lantz of VSK and received \$5,584 support for a Gravity Seat provided by ILS Kids

Malik was referred by Chanelle Burns of VSK and received \$1,200 support for a Carrot Car Seat provided by Second hand - Facebook marketplace

Minnie was referred by Nuresha Karunaratne of RCH ECIS and received \$8,813 support for a Hi-Lo Activity Chair provided by Active Rehab

Jana was referred by Vivian Pham of Little Movers Physio and received \$18,900 support for a Carrot Car Seat and Convauid Cruiser stroller provided by Do Ability

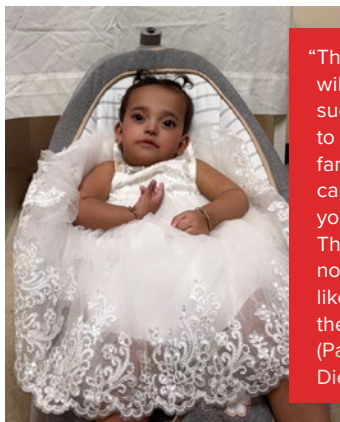
Muzammil was referred by Karen Foreman of MCH and received \$3,191 support for Orthoses provided by OApI Orthopaedic Appliances

Timata was referred by Jamie Kemp of RCH and received \$1,164 support for Physiotherapy provided by Peninsula Paediatric Physiotherapy

Maria was referred by Danae Van Asselt of RCH and received \$735 support for Pressure Mattress hire x 3 months provided by Keystone Healthcare

Beneficiary Setayesh was referred by Jennifer Knol of Jennifer Knol Physiotherapy and received \$16,966 support for a Convauid Cruiser stroller and Hi-Lo bed provided by Do Ability

Maryam was referred by Danae Van Asselt of RCH and received \$6,999 support for Occupational and Physiotherapy x 12 and Nutritional needs provided by Kids PT and Melbourne Paediatric Occupational Therapy



"This support will provide such relief to Maryam's family...I cannot thank you enough. There really is nothing else like MAD out there." Charlotte (Paediatric Dietician RCH)

Hasna was referred by Sharon Shelley of BIG Therapies and received \$4,724 support for a Gomier Tricycle (24" 6 speed) provided by Freedom Wheels

River was referred by Bronwyn Northcott of Little Wins OT and received \$1,200 support for a Sensory Pressure Roller provided by Sensory Street

Ezrah was referred by Karen Foreman of RCH and received \$3,002 support for Orthoses and OT services 8 x 3 blocks provided by Oapl Orthopaedic Appliances and Little Peeps

Oscar was referred by Sarah Raspin, Erin Georgiou and Tessa Lilford of RCH and received \$1,840 support for Bed Hire provided by Crescent Healthcare

Avijot was referred by Charlotte Peake of RCH and received \$981 support for Feeding Requirements provided by RCH Nutrition & Food Services

Daniel was referred by Naomi Lieblich of MCH and received \$921 support for an AAC (Communication device) provided by The Glue Assistive Technology

Chetelle-Auie was referred by Kristy Nisbet of Best Chance Children's Therapy and received \$1,455 support for Speech Therapy provided by Chatterbites

Samson was referred by Hilary Sellers of Goulburn Valley Health and received \$3,899 support for Orthoses provided by NVOPS

Nur was referred by Nathan Zuzic of RCH and received \$1,082 support for Wheelchair hire x 10 weeks provided by Aidacare

Gabriel was referred by Emily Dawson of RCH and received \$2,199 support for a Stroller provided by Baby Bunting

Ali was referred by Tracy Dong of MCH and received \$134 support for a Blood Pressure Monitor provided by J A Davey

Abigail was referred by Erin Georgiou of RCH and received \$3,587 support for Wheelchair supports (gap payment) provided by SWEP

Joanna was referred by Sandy Foster of MCH and received \$281 support for an Oximeter provided by Monash Children's Hospital



"The Bingo Stroller funded by MAD enabled Luke's first experience outside his hospital room in an upright, sitting position, and it was really exciting for the family to take him for a ride!" Josie (Physiotherapist RCH)

Luke was referred by Josephine Hobbs of RCH and received \$15,088 support for a Bingo Stroller and Feeding Requirements provided by Step Ahead Paediatrics and RCH Nutrition & Food Services

Ben was referred by Jennifer Knol of Jennifer Knol Physiotherapy and received \$339 support for a Second Skin garment provided by Second Skin Pty Ltd

Lachlan was referred by Jenni Coldwell of VSK and received \$8,135 support for a Hiro Stroller/Cycle Jogger provided by Active Rehab



Supporter Spotlight
Australian Paper Recovery and APR Plastics

The MAD Foundation is proud to shine a spotlight on Australian Paper Recovery (APR) and APR Plastics, whose long-standing support has played a vital role in advancing our work. Led by Darren and Narelle Thorpe, APR's involvement with MAD dates back to our earliest years. Darren has attended the MAD Ball since the beginning, hosting a table annually since 2008—a tradition that reflects a deep and personal commitment to our mission.

That personal connection grew into formal partnership in 2016, when APR became an official sponsor of the MAD Foundation Annual Ball. In 2018, APR extended its support to our MAD T20 Cricket and Community Day, helping grow it into the inclusive, community-focused event it is today.

APR once again served as a Gold Sponsor in 2024, continuing a legacy of generosity that has spanned nearly two decades. Darren, Narelle, and the APR team have supported not only our fundraising efforts but also the spirit of community that defines MAD.

We thank APR and APR Plastics for their enduring belief in what we do. Your support has lifted up families, funded vital equipment, and helped MAD continue bringing those in need together with those that can.





In Financial Year 2025 the MAD Foundation raised \$267,212 net of event, non-operating and admin expenses and paid out a total of \$382,816 (143%) in support of beneficiaries, retaining a surplus of \$670,992 for the future support of MAD beneficiaries.

This year MAD paid a total of \$382,816 in support of children and young people living with disability and facing significant hardship.

\$382,816

ADMIN EXPENSES AS % OF TOTAL REVENUE 1.5%
FUNDRAISING COSTS AS % OF TOTAL REVENUE 34%
NET FUNDS RAISED AS % OF TOTAL REVENUE 56%
DONATIONS PAID AS % OF NET FUNDS RAISED 143%

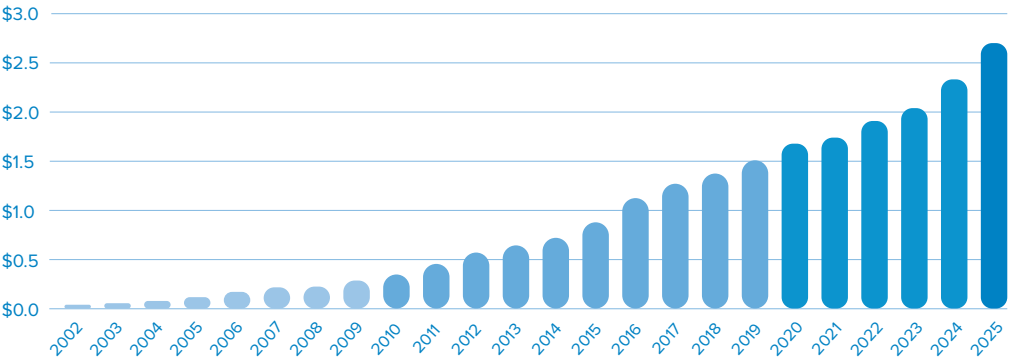
Total Revenue	474,748
Event and Non-Op. Expenses	200,452
Admin Expenses	7,083
Net Funds Raised	267,212
Donations Paid	382,816
Opening Balance	786,596
Deficit for the Year	115,604
Closing Balance	670,992

25 Years

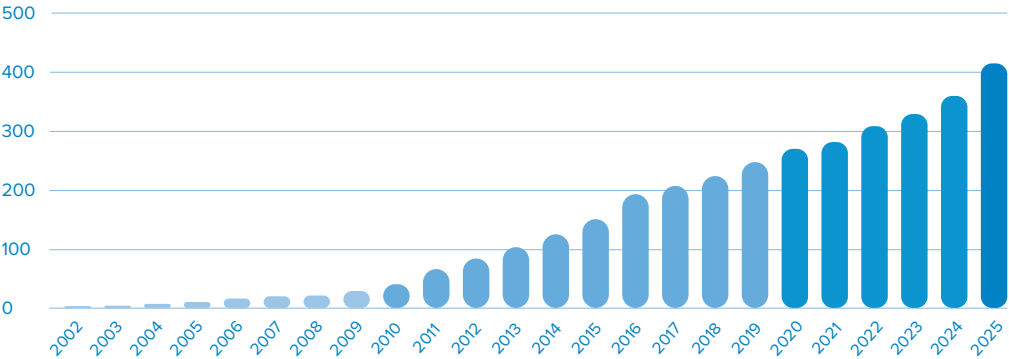
\$2,745,458

409 Families

Donations Paid (Cumulative) \$m



Unique Families Supported (Cumulative)





Supporter Spotlight **The Knight**

The MAD Foundation is honoured to acknowledge the steadfast support of The Knight, a long-term partner whose contributions have helped shape the Foundation's journey. As specialists in owners corporation management, The Knight is known not just for professional excellence but for a strong sense of social responsibility—qualities that have defined their relationship with MAD.

The Knight began its partnership with MAD in 2011 as a Silver Sponsor. This commitment deepened over time: they moved to Gold in 2013 and became a Platinum Sponsor in 2015, a level they have maintained ever since. Their consistent support of the MAD Ball—our flagship fundraising event—has helped sustain the Foundation's ability to respond to families facing complex challenges.

The relationship between The Knight and MAD was fostered initially through Robert and Joyce Evans, and subsequently with Gregor Evans, Director Client Services, whose personal commitment helped establish and grow the partnership over many years. Gregor and the leadership at The Knight have taken a long-term view of community investment, supporting not only MAD's fundraising efforts but also the values that underpin our mission. Their involvement reflects a genuine belief in bringing people together to create meaningful change.

We are deeply grateful to The Knight for standing with us for so many years. Your support has helped MAD deliver life-changing outcomes for children and families across Australia—and your commitment remains a cornerstone of our continued success.



Board

Andrea Boal Beneficiary Liaison
David Francis Director
Elizabeth Priddle Secretary
Chris Steiger Treasurer
Michael Thorn Vice President
Damian Toohey President

Ambassadors

Harriet Caldwell
Laura Cooke
Michael Hurley
Chris and Sean Lynch
Tom Lynch and Olivia Burke-Lynch
Cameron Mackenzie
Jason Richardson

Communications Team

Charlie Francis
Olivia Burke-Lynch

MADball Creative

Garnish Design

Typesetting

The Squeezebox

Printing

Southern Impact

Contributor Spotlight

Fiona (Fee) Doyle

For the past five years, Fiona (Fee) Doyle has been the quiet engine powering the MAD Ball—bringing structure, warmth, and relentless energy to one of our most important fundraising events. A skilled organiser and natural collaborator, Fee has shaped the Ball's success through sharp thinking, good humour, and a remarkable ability to just get things done.

Originally from Ireland and now firmly at home in Melbourne, Fee brings a professional sensibility honed through years in client service and brand strategy. Her calm under pressure, her focus on getting the details right, and her instinct for what makes an event resonate all reflect that experience.

Fee and her partner Craig recently became the proud owners of Central Park Cellars in Malvern. True to form, Fee has continued to find ways to support MAD—generously contributing hospitality-related raffle and auction prizes to help raise vital funds.

The MAD Foundation is deeply grateful to Fee for her time, talent and unwavering commitment. Whether managing a timeline or setting the tone for the night, she exemplifies the kind of contribution that money can't buy—and that every community organisation relies on.



2025 Partners, Major Contributors & Community Partners

Partners

Platinum



Gold



Community Bank
Malvern East, Murrumbena
and Wantima



Entertainment



Silver



Major Contributors





Amoha
Foundation

FOUR PILLARS



Lettisier
Foundation

SLEEVESUP



Community Partners





Kustom Kruisers



CAR & BIKE CLUB



Support MAD

For 25 years, MAD has connected those in need with those who can help. Your support enables us to continue funding life-changing equipment and services for children and young people living with disability and facing significant hardship.

There are many ways you can help:

- **Make a tax-deductible donation**

Every contribution, no matter the size, helps us deliver essential support.
<https://www.madfoundation.com.au/donate/>



- **Become a MAD Ball sponsor**

Join our community of generous sponsors as a **Silver**, **Gold**, or **Platinum** supporter and be part of one of the most memorable and rewarding nights of the year.

- **Donate goods or services**

Contribute an item for our **auction** or **raffle** or offer a **professional service** that MAD would otherwise need to purchase.

- **Volunteer with us**

Whether helping at events, offering specialist skills, or assisting behind the scenes, our volunteers are at the heart of everything we do.

To learn more or get involved, visit [madfoundation.com.au](https://www.madfoundation.com.au) or contact us at admin@madfoundation.com.au.

Your support helps deliver real, practical assistance to those who need it most.

2025



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