



2023

The Magic Coat Annual Report



A photograph of two young children standing in front of a brown, horizontally-slatted wall. Both children are wearing bright yellow raincoats over white shirts. The child on the left is a boy with light brown hair, wearing dark pants, with his arms raised and a joyful expression. The child on the right is a girl with dark hair, wearing blue jeans, also with her arms raised and smiling. Above them, the yellow canopies of two umbrellas are visible. The scene is brightly lit, casting soft shadows on the wall.

Creating Calm, Confident and Caring Kids

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A Message from Our CEO

This year marks our third year officially as The Magic Coat Foundation. Our services and resources continue to evolve to meet ever-growing demand. I would like to draw your attention to this quote below.

"It is not what you do for your children but what you have taught them to do for themselves that will make them successful human beings." – Ann Landers

There is currently discussion in the community to change our school curriculum to include a "behaviour curriculum", which will teach children how to act and behave appropriately in the classroom.

This may seem absurd to many people, but children need to be explicitly taught certain behaviours. While this used to be taught by parents in the home, parents are now taking less and less responsibility for teaching their children, so the responsibility is falling on schools and teachers.

What is important to understand is that no behaviour curriculum is ever going to work unless children are taught how to have social/emotional skills, which include how to manage big feelings. This is why The Magic Coat program is so important.

All human behaviour is directly correlated to the thoughts and feelings that people have.

Event > Thought > Feeling > Behaviour

Children need to be taught that while they cannot always control the things that happen to them (the event), they do have the power to change their thought, which will change their feeling and ultimately their behaviour.

The Magic Coat program teaches children how to change their thoughts through our various workshops and resources.

For teachers, parents, doctors, nurses and anyone working with children, we provide a common language and a tool kit, to help them understand that a child's behaviour is caused by an event or trauma that requires help and understanding.

"Nine times out of ten, the story behind the misbehaviour won't make you angry; it will break your heart." – Annette Breux

It is for this reason the Foundation has continued to grow its collaboration with other organisations that are helping families and children.

This year we completed an adaptation of The Magic Coat storybook for both Breast Cancer Care WA and Sorrento Surf Life Saving Club and trained staff and volunteers of both organisations in how to use The Magic Coat program. We are also continually learning ourselves. It is through listening and observing that we can create resources specific to our clients' needs.

A research study with The University of Western Australia and Curtin University was also completed this year. The results of this study are included in a report by Dr David Preece in this document. Not only does this research show us that we are on the right track in supporting children's mental health and wellbeing; it has also helped to identify areas where we can do better.

I have always said that a good program doesn't hand a completed resource over and walk away. A good program will continue to develop and test its resources and continually find ways to do better and get better outcomes.

The Magic Coat Foundation doesn't go a day without reviewing its different resources and creating new ones.

"Children do not start wars, and they cannot end them, but they always pay the highest price." - Catherine Russell

2023 saw us step up to support another international cause, as we did for the children of Ukraine. When we heard about the war in the Middle East and saw all the innocent children displaced, losing homes and family, we could not stand by and do nothing. I wrote a specially adapted version of The Magic Coat for the children of the Middle East. I'd like to thank Egg Design Group for donating their time to bring this new edition of The Magic Coat book to life.

The Foundation has made this freely available on the website in English, Arabic and Hebrew in the hope that we can help as many children caught up in this awful war as possible.

Back home in Perth, we were able to install some amazing visual resources into both Ronald McDonald House and Perth Children's Hospital, including an interactive education wall and positive affirmations, to keep the kids positive and smiling. Images of these are available in this report. Look out for them if you visit either of these places.

Of course, none of our projects would be possible without our fundraising efforts. Both our Golf Day and our Annual Fundraising Ball were a great success. We are so grateful for all those who attended and dug deep to help us reach our goal. Thanks to our sponsors, attendees and volunteers we raised \$150K at our ball. This is the largest amount raised to date.

A big shout out and thank you to Nicky Bailey for all her hard work and efforts in making sure Magic Coat events were a success once again. Nicky and her team at Egg Design also donated a huge amount of time during the year to ensure that all our visual resources were created to perfection, as they have done for several years now.

To our Foundation Chair, Paula Caplehorn, thank you for your ongoing support of the Foundation. Your leadership is greatly appreciated but, more than that, you put your heart and soul into ensuring the success of the Foundation in so many ways. Your efforts are taking us from strength to strength.

I am rewarded each day by being able to see the incredible difference the Foundation is making in the community. I know it wouldn't be possible without our generous sponsors. I appreciate each and every one of them and look forward to welcoming even more new sponsors in 2024.

Di Wilcox

Di Wilcox
Chief Executive Officer
The Magic Coat Foundation



A Few Words from Our Chair

It has been a privilege to continue to serve as Chair of The Magic Coat Foundation in 2023. It is an indication of the quality of our programs that we have partnered with many wellknown Western Australian organisations in order to provide support to vulnerable children. Some of these include Perth Children's Hospital, Ronald McDonald House Charities WA, Breast Cancer Care WA, Zonta House and Sorrento Surf Life Saving Club.

Last year our focus was on rolling out and expanding upon our new initiatives with our partner organisations. The biggest of which was the development of the Perth Children's Hospital app and the training of the staff in the language and concepts of The Magic Coat, so that medical care can be delivered to WA's sick kids with as little stress as possible. We plan to expand this program into more areas of the hospital in the future and look forward to the outcomes of the research program that is currently underway at the hospital.

Last year also saw us invest in improving our resources for our education program and an important initiative for the next year will be to increase our presence in WA schools.

Financial sustainability is a key focus for the board to ensure we can continue to deliver our programs. I am pleased to report that despite the economic headwinds faced by all organisations in the present climate,

we finished last year in a healthy financial position. This was largely due to our successful fundraising events and some key long-term supporters.

The board will continue to focus on increasing the diversity of our funding sources in 2024.

I would like to thank my board for the time and energy they put into our cause, as well as their continued support of my leadership.

The Magic Coat Foundation's success is very much a team effort with our staff, volunteers, sponsors, partner organisations and other stakeholders all coming together to create meaningful impact. The key ingredient in all this is our CEO Di Wilcox who is our heart and soul. Di's compassion, work ethic and ideas make her an inspiration to work with.

We look forward to seeing what 2024 will bring.



Paula Caplehorn
Board Chair
The Magic Coat Foundation



Our Mission

To provide essential support to children and families, equipping them with the necessary tools to navigate their emotional wellbeing with strength and resilience. Together, we strive to create a brighter future for our young ones by nurturing their inner strength and promoting a culture of care and empathy.

Our Impact

Magic Coat has impacted thousands of people over the last few years. The resources we provide give everyone a common language and tool to effectively communicate with any child in their life about mental health, whether they be a parent, carer, teacher, medical specialist or otherwise.

Our Values



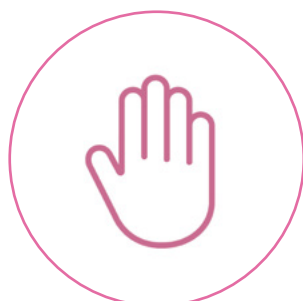
Collaboration



Education



Evidence Based



Prevention



Advocacy

About The Magic Coat

The Magic Coat is a preventative mental health program for children aged 4-11 years. The Magic Coat has been developed to help create calm, confident and caring kids who know how to problem solve, feel safe and manage their emotions appropriately so that they have good mental health and wellbeing.

The Magic Coat is an analogy of an imaginary coat that children must put on every day. Within the coat are a series of pockets, each containing a different character that represents a different skill or strategy that children can use to face difficult situations in their life.

The Magic Coat has been developed into a series of workshops for children addressing issues such as managing worry and anxiety, managing friendships and bullying and managing anger.

In addition, the program offers workshops for parents that focus on setting boundaries, making connections and disciplining with love. The focus of these workshops is to teach parents how they can use The Magic Coat to best support their children's mental health and wellbeing.

The Magic Coat also offers professional development training for teachers and other professionals working with children. The professional development training accredits professionals to use The Magic Coat program in their work with children both one-on-one and in small group settings.

At the core of The Magic Coat initiative is Di Wilcox, a former schoolteacher and mother of two, driven by a commitment to children's wellbeing. With a background in Women and Children's Studies and Education, Di's journey began when she noticed students struggling to focus due to life worries.

Drawing from Positive Psychology and Cognitive Behaviour Therapy, Di crafted lessons that evolved into The Magic Coat program. Its success garnered interest from other educators and schools, growing into a comprehensive initiative making a positive impact in Australia and beyond.



MAD established in 2006 to raise funds for individuals falling through the cracks in community support.



Major support from Broome International Airport Pty Ltd covering CEO wages and providing pro bono financial and admin support.



Supported diverse projects for community, including housing and aiding underprivileged teenagers in sports.



Focus shifted toward mental health, particularly children's. Decision made to integrate The Magic Coat program into MAD.



Rebranded as The Magic Coat Foundation (MCF) to emphasise the new focus on children's mental health.



Aim to introduce The Magic Coat program in the wider community. Seek additional funding to broaden program delivery and reach.



Continue successful fundraising events and explore additional sponsorships and government funding to support expansion.

About The Foundation

The Magic Coat Foundation is a not-for-profit organisation, focused on providing mental health programs to Western Australian children. The Magic Coat Foundation implements this through a number of different projects with a strong focus on the wellbeing of young children and the care they receive from adults in their lives.

Make A Difference WA Foundation (MAD) was established in 2006 by a group of Western Australian business people who wanted to raise funds to help individuals in the community.

In recent years MAD shifted its focus to children's mental health through a partnership with The Magic Coat for Kids. This prompted the decision to integrate The Magic Coat program into MAD, leading to the rebranding as The Magic Coat Foundation (MCF) in 2021.

The Foundation aims to secure additional funding for expanding program delivery and reach in the wider community, emphasising a positive impact on the future generation.



5000 KIDS

learning Magic Coat strategies



1000

books handed out



150

hours of
workshops



16k

meals provided
to kids across WA

150k

raised at
annual ball



04

very exciting
partnerships



Magic Coat Programs and Projects

School Programs

The Magic Coat team conducts workshops in Western Australian schools for primary-aged children, addressing mental health topics like managing friendships, bullying, worry, anxiety, anger, transitioning to high school, positive body image, and self-esteem for older groups.

Schools with Index of Community Socio-Educational Advantage (ICSEA) scores of 950+ are requested to fund workshops, enabling the Foundation to support schools with scores below 950. ICSEA scores range from 500 (extreme disadvantage) to 1300 (extreme advantage).

Parenting Program

To ensure that children are receiving the best support for their mental health and wellbeing, it is important that parents also have the skills to help support their children at home. To achieve this, the Foundation provides parenting workshops to vulnerable families in the community.

Specifically, the Foundation provides parenting workshops to the women in Bandyup and Boronia prisons, as well as women in refuges. We teach mothers how to use The Magic Coat as a common language to best support their children's mental health. We also provide resources to help support their child's mental health at home.

School Breakfasts

The Magic Coat Foundation provide a small number of low-socioeconomic schools with a holistic breakfast program.

The breakfast program relies on parent volunteers to run the day-to-day operation of the project whilst the Foundation financially supports the provision of meals. In 2022, the Foundation provided 16,000 meals to over 400 students across Western Australia.





Magic Coat Allstars

For children facing terminal illness, severe trauma, poverty, or extreme disadvantage, The Magic Coat Foundation introduced the 'Magic Coat All Stars Program.'

Nominated by the community, a select group of children enjoy memorable experiences, organised by dedicated volunteers Adelene Aveling and Kendall De Sousa. These experiences range from corporate suite sporting events, meetings with favorite celebrities, and five-star restaurant dinners to backstage encounters at theater shows.



The Pocket

In 2021, thanks to the generosity of the JJ Leach Group, The Magic Coat Foundation received a donated space in Claremont that was named 'The Pocket'. Through collaboration with the JJ Leach Group, local businesses and individuals, The Pocket transformed into a serene, engaging environment for young children to visit.

The Foundation hosts regular community workshops for parents and children, and provides one-on-one coaching for children aged 5-11 at The Pocket.



The Treasure Box

The Treasure Box series features Di Wilcox interviewing children about their use of The Magic Coat in their lives, often focusing on those facing challenges.

Di also records Magic Coat lessons with children to help teachers integrate its strategies into their classrooms. Feedback indicates the Treasure Box is a simple, visual and effective tool for sharing Magic Coat usage. These videos are shared on The Magic Coat YouTube channel.



The Foundation's Place in WA Schools

The Magic Coat Foundation is well placed in Western Australian schools as we strive to provide schools with the most holistic approach to supporting their student's mental health and wellbeing.

To do this, the Foundation offers The Magic Coat Curriculum which has been written to meet the objectives of the Western Australian Schools Curriculum and Standards Authority (SCASA) for Pre-Primary to Year 6 students. Specifically, the program meets the minimum standard requirements as outlined by the Health and Physical Education Syllabus.

In addition to this, The Magic Coat Foundation recognises the crucial role that both parents and teachers play in a child's development.

It is for this reason that the Foundation also provides education and resources to both parents and teachers to assist them to best support their child's/student's mental health.

The Foundation ensures that the education and support being offered to parents and teachers aligns with the schools' values and goals and thus will adapt The Magic Coat program and resources to meet these needs.

The Magic Coat Foundation will continue to evolve alongside schools to ensure that schools continue to utilise the tools and strategies taught in The Magic Coat to help support students' wellbeing.





The Foundation's Place in WA's Mental Health Crisis

Mental health problems in childhood can have a substantial impact on wellbeing. In addition, there is strong evidence that mental disorders in childhood and adolescence predict mental illness in adulthood.

41% of children reported that the pandemic had a negative impact on their wellbeing and at the time of the survey in early 2022, around one in five children reported that they were feeling more down, scared or worried than they used to.

The Magic Coat Foundation offers an essential service that is not replicated in any other West Australian charity. The Foundation provides an early intervention program that targets a child's mental health prior to them developing a mental health issue.

The program teaches children the necessary skills they need to help manage their emotions, be resilient and overcome problems, all of which are necessary to prevent mental illness.

Furthermore, The Magic Coat Foundation ensures that these resources are affordable and easily accessible for all Western Australian families.

In order to overcome WA's mental health crisis, we need to provide solutions for families that help them to seek the support they need before their children reach a crisis point.

The Foundation's Place in Hospitals

The Magic Coat Foundation recently collaborated with Perth Children's Hospital for a research project, which aims to bring positivity and joy to the hospital environment.

Wall decals transformed sterile spaces, creating a vibrant atmosphere of hope by reinforcing The Magic Coat strategies. Special hospital packs, filled with Magic Coat goodies, were curated for the courageous children in the ward.

The introduction of The Magic Coat App further enhanced the hospital experience, offering support for patients and their families. This innovative tool provided resources and guidance, empowering young patients to navigate their journey at Perth Children's Hospital.

The collaboration with Perth Children's Hospital was about more than aesthetics; it was about infusing courage and comfort into the hospital environment and reinforcing the strategies of the program.

Every effort is dedicated to ensuring each child experiences a touch of magic during their stay.

The project remains a heartfelt contribution to uplifting moments in the lives of the incredible children at Perth Children's Hospital.



Meet Monty

Magic Coat's Canine Companion

Monty, the wellness dog at The Magic Coat Foundation, plays a vital role in fostering wellbeing at our partner schools and workshops at The Pocket.

A charming cavoodle, Monty offers comfort and support to students grappling with anxiety, loneliness and sadness. His presence has proven to be a source of significant stress reduction and anxiety alleviation in children, creating a positive and supportive atmosphere.

Monty's engaging and playful nature not only brings joy but also contributes to the overall wellbeing of the children he interacts with, embodying the magic of comfort and companionship in our wellness initiatives.



Our Impact at Ronald McDonald House Charities WA



We've continued to see tremendous growth in The Magic Coat program at RMHCWA. I've been honored to witness the life-long impact it's having on the children we work with. Each week, I've been introducing a different character to the children at Ronald McDonald House, and it's been incredible to see how they develop and grow under the teachings of these characters regardless of whether they are a short or long-term guest.

One of the most inspiring aspects has been witnessing the children become Magic Coat Professors themselves. They've taken on the role with such enthusiasm, teaching new children, their siblings and even their parents all about The Magic Coat and the characters. It's heartwarming to see them embrace this leadership role and share their knowledge with others.

The success stories continue to bloom and it's clear that The Magic Coat program is setting the children up for success in so many ways. Not only are they learning valuable lessons, but the activities we've created surrounding The Magic Coat are also fostering personal development.

It's remarkable how easily we've been able to differentiate the program to meet the needs of all the children in the learning centre, from those with profound and multiple learning disabilities to older high school students.

I must say, the 1:1 sessions have been an absolute joy to participate in. Each day, I feel privileged to have the skills and knowledge to teach The Magic Coat program to the children and impart the wisdom it holds. It's incredibly rewarding work and I'm grateful for the opportunity to be a part of it.

Thank you for the ongoing inspiration of The Magic Coat program. It's through partnerships like yours that I'm able to make such a meaningful difference in the lives of the children and families. Thank you for sharing with us the power of The Magic Coat and for your dedication to creating calm, confident and caring kids.

Teoni Jugg

Learning Experiences Coordinator
Ronald McDonald House Charities WA

How We Support Breast Cancer Care WA

The Magic Coat Foundation heard that many of the children whose parents were suffering breast cancer received very little support for their mental health. Di Wilcox reached out to Breast Cancer Care WA and they were thrilled when the Foundation offered three free Magic Coat sessions for children referred to the Foundation by their team.

We have also released an adaptation of The Magic Coat book for children whose parents are going through breast cancer. These Magic Coat editions will be given freely to those children.

So far, we have already donated 500 books to Breast Cancer Care WA, and we plan to donate many more.

Additionally, we are actively seeking new ways to provide resources that will make a meaningful difference to children whose parents are battling breast cancer.



breast cancer
care wa

Kai's

Journey with The Magic Coat

Before discovering The Magic Coat program, my son Kai struggled significantly with anxiety and would often run away from his classroom. The transformation we've seen since he started the program has been incredible! Now, Kai walks into his classroom independently and with confidence.

The practical tools from The Magic Coat book have made a huge difference. Kai connected with the characters helping him understand how to manage his anxiety

Di's support was essential to his progress. She was so generous with her time and formed a strong bond with Kai. He looked forward to updating her each day, which kept him motivated and held him accountable. Di's ability to gain his trust quickly was impressive and played a key role in his success.

Thanks to The Magic Coat program and Di's guidance, Kai's school experience has become much more positive. We're grateful for the change we've seen in him!

Adelene Aveling
Kai's Mum



Kai

"The Magic Coat helped me find my confidence with going to school"

Meet more of our Magic Coat **Superstars!**



Brax

"Magic Coat made going to
the hospital better"



Cameron

"My favourite Magic Coat Character
is Tate The Sea Turtle"



We are **so proud**
of each and every
one of you!



Alyrah

"I love learning about all my
Magic Coat friends"

In 2023 we raised

\$341,536



Breakdown of Funds Raised

- 55% Net Event Funds Raised
- 41% Donations
- 4% Other

Funds raised over the past 3 years



*The figure for 2022 is over an 18 month period to December 2022 as we went from financial year to calendar year accounting.

Thanks to the support and generosity of so many, The Magic Coat Foundation had an outstanding year in 2023.



\$188,496



Net funds raised through events in 2023



Annual Ball
\$151,453



Golf Day
\$37,043



Generous Donations

\$140,736 *



*Of this total, we would like to thank Broome International Airport, who have generously donated over \$50k to the Foundation again in FY 2023.

How We Create Change

Strategy

- Adult professional learning
- School tools
- Parent education
- Adult and child resources

Stakeholders

- Educators
- Parents
- Professionals working with kids
- Families
- Children aged 4-11

Aims

- Healthier emotional climates at home and school
- Common language for adults and children
- SEL infused pedagogy

Impact

- Less stress and anxiety; greater health and wellbeing for children
- Better quality relationships
- Increased student engagement
- Increase in positive behaviours

Our Team

Alongside Di Wilcox, CEO and Founder, The Magic Coat team consists of a Board of Directors who all volunteer their time. Not only do they attend regular board meetings, each Director also volunteers time to be on a subcommittee for the Foundation.



Di Wilcox
Chief Executive Officer



Paula Caplehorn
Board Chair



Jason Dover
Board Member



Gail Curtis
Board Member



Thomas Emery
Board Member



Shaun Hardcastle
Board Member



Theo Ongarezos
Board Member



Natasha Doyle
Board Member

Thank You to Our Sponsors

The Magic Coat Foundation could not make the impact we do without the ongoing support of our sponsors. We extend our heartfelt gratitude to all our sponsors for helping us to support children's mental health. Two of our major sponsors have been featured below.



Broome International Airport

The Magic Coat Foundation is one of Broome International Airport's most important and long-standing charity partners. We have followed the Foundation through its journey from The Make A Difference Foundation, which supported disadvantaged youth, to its current iteration as The Magic Coat Foundation, supporting kids mental health.

The new focus of the Foundation has only deepened our commitment to them. We have seen first-hand the impact that the poor mental health of children has on our communities and we wish to be part of a bigger solution.

Through the programs that the Foundation runs, we see the chance to have a real impact on our kids and society.

Di Wilcox is a solution-focused, can-do person whose passion for improving children's lives inspires us, both individually and as an organisation.



VIPER Metrics

VIPER Metrics is dedicated to providing robust asset management solutions for the mining and construction industries. Our mission is to centralise asset data, automate workflows and offer real-time insights to help clients optimise operations and reduce liabilities.

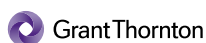
As a family company, we value community and giving back. Our partnership with The Magic Coat Foundation, which focuses on children's mental health, is particularly meaningful.

Within this partnership, we have developed a specialised app for The Magic Coat Foundation that helps children during their hospital journeys. This app, while outside our usual scope of work, reflects our commitment to using technology for positive social impact. We believe in the power of digital tools to make a difference and we are proud to support The Magic Coat Foundation in their vital work.

We look forward to continuing our support for The Magic Coat Foundation, contributing to their success and wellbeing.

The Magic Coat Foundation

2023 Sponsors



Thank You

for making magic happen!



The Magic Coat Foundation

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