



Australian  
Childhood  
Foundation



## Be there for children like Ainsley Just like Purple Teddy was there for her

*Join The Purple Teddy Club with a bequest to the Australian Childhood Foundation and help vulnerable children recover from the trauma of abuse and neglect.*



The  
Purple  
Teddy  
Club

## Six-year-old Ainsley has experienced heart-breaking trauma

Her dad died suddenly, and her mum was overwhelmed with grief—hardly speaking a word or even leaving her room. Ainsley was left all alone. But she had a friend in her Purple Teddy.

This cuddly bear was Ainsley's everything. They went everywhere together—her little hand clasping his furry paw. He told her, *"Don't be sad,"* as she cried herself to sleep. He said, *"I still love you"*, when she felt like the world has turned its back on her.

And Purple Teddy promised, *"I will keep you safe,"* when Ainsley's mum got a new boyfriend. But one horrific night, the boyfriend attacked Ainsley's mum and ripped Purple Teddy to pieces. Ainsley felt like her world had been torn apart. Without therapy, the trauma could have devastated her future as well as her childhood.

**I will  
keep  
you safe**

In sessions with our specialist counsellor, Ainsley was encouraged to show what had happened to her using Purple Teddy. She wrote him a heartfelt letter and lovingly helped to stitch him back together. In the process, Ainsley stopped feeling like it was all her fault. And she started to understand that she too, with love and care, would feel better too.

Ainsley and her Purple Teddy demonstrate the healing power of our specialised therapy. But funding innovative and effective therapy for traumatised children takes the commitment of some very special supporters—the ones who kindly remember the Foundation in their Will.

**These special people form The Purple Teddy Club. And today, we hope you will consider joining.**



## Your chance to leave a legacy of lasting love

**The world has changed so much since I was a child, and I imagine you feel the same. But one thing that will never change is a child's need for safety and love.**

I was lucky to grow up in a warm and loving home. But many children in Australia, like Ainsley, aren't so fortunate. They live in fear. They suffer abuse and neglect. And the experiences they have as a child often invariably lead to more suffering, more struggles, and more trauma.

Our early years have a lasting impact on the rest of our life. Growing up in a big Italian family, I saw that children were deeply cherished and so I wanted to dedicate my career to protecting them. Perhaps your own childhood has shaped you in some way—inspiring your career, your interests, or the values that led you to support our Foundation.



As a very generous supporter, it's clear that you are committed to protecting the most vulnerable people in our society—children like Ainsley. You never give up and you never turn your back on them. By remembering the Foundation in your Will and joining The Purple Teddy Club, you'll be there for children like Ainsley when they need it most, ensuring that your lifelong values endure long into the future.

Purple Teddy made Ainsley feel safe and loved. That's how children should always feel, whether they grow up in 1950 or 2050. And it's how you can help future generations of vulnerable children feel, with a gift in your Will to the Foundation. Thanks to you, they will be able to have a safe and loved childhood—and a whole lifetime of freedom.

If you have any questions about supporting us in this special way, please get just in touch with my team. We would love to hear from you.

A handwritten signature in blue ink, appearing to read 'Joe Tucci'.

Joe Tucci, CEO





## Marian's heartfelt decision to help those without a voice

Marian is a very special supporter of the Australian Childhood Foundation.

She has decided to remember the Foundation in her Will. We asked her to tell you about the very personal reasons for her decision.

*"I had a difficult childhood, and it left deep scars. When I was 23, my whole world collapsed. It all became too much to deal with and it was only then that I started counselling. Forty-six years later, I'm still in counselling today. It has been such a vital part of my healing and recovery.*

*When I was thinking about what to put in my Will, I looked back at my own childhood. I have a deep understanding of what abused children have to face, and I wouldn't want anyone to go through what I did.*

*I have also experienced first-hand how counselling can heal the scars of abuse. For me, this happened much later in life. When a child has encountered violence, I believe that early intervention is key.*

**Early  
intervention  
is key**

*I know that the Foundation works with young children early, to stop the cycle of abuse from snowballing. That's why, after making provisions for my family, I decided to leave a gift to the Foundation in my Will.*

*It is very important to me that my money is used to support something I am passionate about—and that it goes to a good place."*

***"I can't think of anything better than helping children who cannot speak for themselves."***

## How you can help children heal

With a gift to the Foundation in your Will, you will be there as a trusted, loyal friend for children like Ainsley, just like Purple Teddy was for her. You'll help us continue to develop new and effective therapeutic techniques, like the ones that helped Ainsley realise that what happened to Purple Teddy wasn't her fault. Here are some other innovative and effective ways we help abused and neglected children process and come to terms with their trauma.



### Soothing fear through sounds

Trauma can have a physical impact on a child, as well as an emotional one. It can weaken their vagus nerve—which runs from the heart to the brain, via the ear. This weakness can leave a child in a constant state of threat.

We have developed a pioneering form of therapy called *The Listening Project*. A traumatised child wears headphones and listens to a discordant sound. It forces their ears to listen intently—strengthening the vagus nerve and helping them feel much less threatened.

***“You can help us find ways to meet a child’s trauma where it lies, which is way beyond language.”*** Noel MacNamara,  
Executive Manager of Research & Policy



### Unlocking trauma with dolls

Children live in a magical world of the senses, bursting with colour and texture. When a child holds their pain deep down inside, we found that it can be often unlocked by exploring their senses through toys and games.

This research led us to develop *Heartfelt Dolls*, a range of sensory toys to use in counselling sessions. Each doll has a different theme of healing—Sleepy Susan is designed to help a child feel calm, while Ellen the Caterpillar represents the possibility of transformation.

***“Thanks to your gift, we will be able to develop new techniques to help children process their trauma, so that it doesn’t define their future.”*** Noel MacNamara, Executive Manager of Research & Policy

## Our promise to you

Including the Australian Childhood Foundation in your Will is a very important and personal decision to make. That's why we promise to keep the following commitments to you:

- 1.** We will always respect your privacy. We recognise and appreciate that your Will is completely personal to you.
- 2.** We also recognise that your family and loved ones will always come first—and we would never try to persuade you otherwise.
- 3.** You can tell us that you have left a gift in your Will if you want to—and we would love to hear about it. But you don't need to tell us if don't want. We understand.
- 4.** We will be sure to use your gift as carefully and as cost effectively as possible, so that it has the greatest impact for vulnerable children.
- 5.** At any time in the future, you have the absolute right to change your mind about leaving a gift in your Will to the Australian Childhood Foundation.
- 6.** Any gift you leave—whatever the amount—will make an amazing difference. And we will handle your gift with the utmost care, sensitivity and respect.

**The  
greatest  
impact for  
vulnerable  
children**





**Will you join The Purple Teddy Club and be there for children like Ainsley when they need it most?**



**The  
Purple  
Teddy  
Club**

We hope you can consider remembering the Foundation in your Will. It's your chance to help future generations have safe and loved childhoods—and grow up to lead happy lives. Your gift will mean everything to vulnerable children—just like Purple Teddy meant everything to Ainsley.

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