



the  
**pyjama**  
foundation

# NEW CHAPTERS

## BRIGHTER<sup>!!!</sup>

# FUTURES

Impact Report 2025





# Children's Acknowledgement of Country

Here is the land,  
Here is the sky,  
Here are my friends,  
And here am I.

We thank the Traditional Owners  
for the land where we play,  
We respect their culture,  
and we learn every day.



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# The Pyjama Foundation

The Pyjama Foundation supports children and young people living in out-of-home care (OOHC) through its Love of Learning and Teen Life Skills Programs.

Volunteer mentor 'Pyjama Angels' are matched with children and young people in care to provide weekly one-on-one mentoring, focusing on literacy, numeracy and life skills.

This personalised support helps children build confidence, develop essential skills and achieve brighter futures. The Program empowers foster children, who often face educational and emotional challenges.

By providing consistency, encouragement, and opportunities, the Programs support children in OOHC to reach their full potential.

The Pyjama Foundation is making a positive, lifelong impact by empowering children and young people in care with learning, life skills and confidence.



## Our Mission

Creating positive relationships for every Australian child in care empowering them with learning, life skills and confidence

## Our Vision

A world of unlimited opportunity for **all** children



# Letter From Our CEO

Each year, I am reminded of the incredible power of one simple idea — that when a child is given time, attention, and belief, their world begins to open. In thousands of homes Pyjama Angels continue to make this belief real.

Through our Love of Learning Program, they share not only literacy and numeracy skills, but laughter, curiosity, and confidence. They help children in foster care see themselves as capable learners — and dreamers — with futures filled with possibility.

This year's Impact Report - New Chapters, Brighter Futures - celebrates the thousands of moments that add up to transformation.

It highlights measurable improvements in learning and wellbeing, but also the quieter triumphs, like the first time a child finishes a book on their own or proudly reads aloud to their Pyjama Angel.

Our volunteers, foster carers, supporters, and staff all play a vital role in this ripple of change.

Together, we are creating something extraordinary: a community where children in care are seen, heard, and given the tools to thrive.

To every person who has donated, volunteered, or shared our story, **thank you.** Your belief in our mission fuels everything we do.

As we look to the future, we remain committed to growing our reach, deepening our impact, and ensuring that every child in care has the chance to write their own bright story.

With heartfelt gratitude,



Bronwyn Sheehan OAM,  
**Founder and CEO**



# Environment and Current Statistics

## The Issue

Across Australia, thousands of children and young people in OOHC, including foster, kinship, and residential care, face immense challenges every single day.

Despite the dedication of carers and the best intentions of statutory services, the system often struggles to provide what every child needs most: consistent, individualised care, and a stable, nurturing relationship.

There are approximately 46,200 children in OOHC across Australia, with 82% remaining in care for over a year (Australian Institute of Health and Welfare, 2025).

Many of these children have experienced trauma, neglect, or abuse, leaving lasting emotional, behavioural, and social scars. Without early intervention and sustained support, these experiences can shape a lifetime of disadvantage — limiting educational outcomes, wellbeing, and future opportunities.



## The Power of Connection: The Love of Learning Program

Since 2004, The Pyjama Foundation's Love of Learning Program has been changing these stories.

Through one-on-one mentoring, trained volunteers, our 'Pyjama Angels', empower children in care with the tools, confidence, and belief they need to thrive. More than mentoring, this program is about connection.

Research shows that having a stable, caring adult relationship is one of the most powerful protective factors against the negative effects of trauma and disadvantage. Each visit offers more than literacy or numeracy support — it offers belonging, encouragement, and hope. Every story read, every goal achieved, every shared laugh helps rewrite a child's future.



Children in OOHC are

**2-4 times  
more likely**

to have lower reading scores than children with no child protection involvement.

(Maclean et al., 2017)

**35%** of young people in state care end up homeless after they turn 18.

Within one year, **50%** of state care leavers will be unemployed, in jail, homeless or become a new parent.

(Kids Under Cover, 2025)

Approximately

**54%**  
of children in OOHC

**do not meet or exceed** national minimum reading standards in Year 3 (compared to around 75% of the general Year 3 population in Australia who meet the minimum reading standards)

(Maclean et al., 2023)

# Environment and Current Statistics **cont.**



## Why Your Support Matters

When you support children in OOHC, through volunteering, donating, participating in an event or sponsorship — **you're breaking the cycle of disadvantage and changing lives.**

You're helping to ensure that no child feels forgotten, that every child has someone who believes in them, and that each young person **can dream of, and achieve, a brighter future.**

Together, we can turn these statistics of struggle into stories of strength.



# Our Solution and Theory of Change

Children in OOHC often experience trauma, including abuse and neglect, which can lead to negative emotional, behavioural, neurobiological and social outcomes, as well as educational disadvantage. These experiences can place children in a chronic stress state, limiting their ability to engage safely in learning and relationships.

The Love of Learning Program addresses these challenges by fostering safe, consistent, and supportive mentoring relationships, using play-based and relational strategies to engage children in academic and life skill building activities.

## Theory of Change

The Love of Learning Program enhances the lives of children and young people in care by matching them with a dedicated volunteer mentor. This relationship focused approach boosts the child's self-confidence, decision making skills and enthusiasm for learning, ultimately improving their interpersonal relationships, social connections and employability while reducing educational disadvantage.





# The PACE Framework

## Trauma-Informed Practice

At The Pyjama Foundation, we operate under a trauma-informed framework to ensure interactions with children and young people in care are grounded in safety, trust, and understanding. Central to this approach is the PACE Framework — a therapeutic model developed by clinical psychologist Dr. Dan Hughes as part of his Dyadic Developmental Psychotherapy (DDP) approach.

PACE, which stands for Playfulness, Acceptance, Curiosity, and Empathy, is designed to help adults build secure, supportive relationships with people who have experienced trauma, loss, or attachment difficulties. This approach is widely used in foster care, education, and therapeutic settings — and is deeply embedded in The Pyjama Foundation's Love of Learning Program.

By using PACE, our staff and volunteer Pyjama Angels create emotionally safe environments where children feel valued, understood, and open to learning.

## What PACE Means in Practice

P

### Playfulness

Approaching interactions with warmth, lightness, and fun helps children lower their defences and engage positively — even when faced with challenges.

A

### Acceptance

Accepting a child's thoughts, feelings, and behaviours without judgment provides the foundation for emotional safety and trust.

C

### Curiosity

Wondering **with** the child about what might be happening for them encourages reflection and strengthens connection.

E

### Empathy

Feeling **with** the child and expressing genuine understanding of their emotions helps them feel seen, supported, and secure.

## Why PACE Matters

- Builds emotional safety, trust, and confidence — especially for children who have experienced instability or trauma.
- Supports emotional regulation, resilience, and secure attachment.
- Provides mentors, carers, and educators with a practical, relational approach to guiding behaviour and supporting wellbeing.
- Aligns with The Pyjama Foundation's Love of Learning Program by building connection first, then confidence, leading to learning success.

All staff and volunteers are trained in PACE principles, ensuring consistent, trauma-informed care across our programs.

# The PACE Framework

## Pyjama Angel Feedback

Our volunteers endeavour to embody PACE in every visit. Feedback from a volunteer survey demonstrates how PACE shapes their relationships with children and young people:

### Playfulness

- **98%** have fun spending time with their child.
- **79%** have observed children making positive choices about how to spend their time together.
- **95%** join in and role model having fun while learning.
- **34%** have observed children enthusiastically discussing books they've read for fun.

### Acceptance

- **97%** allow the child to express emotions freely, even when behaviours are challenging.
- **99%** celebrate every achievement, no matter how small.
- **80%** have observed increased self-confidence.
- **60%** have seen greater persistence and reduced frustration when facing challenges.

### Curiosity

- **91%** enquire about the child's emotions when they notice changes in mood.
- **98%** intentionally ask about topics the child is interested in.
- **63%** have seen better problem-solving skills.
- **71%** have observed increased curiosity and questioning during visits.

### Empathy

- **94%** use empathy to understand a child's sadness or distress.
- **98%** actively listen for the full duration of their visit.
- **81%** wait until the child has de-escalated emotionally before discussing what's on their mind.

## Foster Carer Feedback

The impact of PACE is also reflected in feedback from foster carers:

**Playfulness:** 96% say the child has fun with their Pyjama Angel.

**Acceptance:** 80% have noticed positive changes in the child's behaviour or confidence.

**Curiosity in reading:** 53% of children have been observed discussing books they enjoy, showing growing interest and engagement in reading.

**Empathy:** 98% believe the child feels safe and supported by their Pyjama Angel.

Through the PACE framework, The Pyjama Foundation empowers children in care to rebuild trust, rediscover joy, and reimagine what's possible. By connecting first through relationships, our volunteers help children grow emotionally, socially, and academically — one playful, accepting, curious, and empathetic moment at a time.

# Voice of the Children

## Love of Learning Program

This year the Foundation conducted a project in partnership with Queensland University of Technology (QUT).

The Pyjama Foundation continues to partner with QUT to evaluate the impact of our **Love of Learning Program**. The second phase of this research focused on listening directly to the children to hear their voices, stories, and experiences in their own words.

### About the Evaluation

This phase used a child-led and creative approach. Children were invited to reflect on what the program means to them, what they enjoy most, and how it helps them grow. Through drawings, discussions and shared activities, they expressed what matters most in their relationships and learning.

### What Children Told Us

Children's reflections revealed three key themes:

#### 1. Relationships First

Children spoke about the importance of safe, caring and trusting relationships with their Pyjama Angels. They described these connections as the best part of the program, helping them feel comfortable, supported and ready to learn.

#### 2. Recognition Builds Confidence

Children valued when their Pyjama Angels noticed their efforts, strengths and interests. Feeling recognised and encouraged helped them believe in themselves, try new things, and build confidence.

#### 3. Relevance Creates Enjoyment

Children said they enjoyed learning most when activities were fun, hands-on and connected to their own interests, whether that was reading about dinosaurs, baking, or playing word games. When learning feels relevant, they stay engaged and excited to learn more.

These insights show that relationships, recognition and relevance are at the heart of the Love of Learning Program's success.

### Why This Matters

For children in out-of-home care, having a consistent and caring adult makes a real difference. Positive mentoring relationships can protect against the challenges of instability and help children stay engaged in school and in learning.

By focusing on literacy, confidence and connection, the Love of Learning Program helps children develop important life skills and fosters a lifelong love of learning.

# Voice of the Children

## Love of Learning Program **cont.**

### Building on Earlier Research

The first phase of this evaluation (2022–2023) confirmed that the Love of Learning Program is evidence-based and plays a valuable role within the child protection system.

Phase two deepened this understanding by placing children's voices at the centre, showing how the program impacts their learning, wellbeing and sense of belonging.

### The Impact

This evaluation reinforces that when children are supported by consistent, caring volunteers in a fun and child-led environment, they are more confident, resilient and engaged learners.

By continuing to invest in trauma-aware, child-centred and relationship-focused mentoring, we can change lives.

### Hearing Children's Voices: What Matters Most

#### Relationships

The Love of Learning Program is built on strong, caring relationships — and children told us this is what matters most.

When relationships come first, children feel safe, connected and ready to learn.

**"You can be yourself — it feels really close and safe."**

**"It's like you've known each other your whole life."**

Children described their Pyjama Angels as people they trust, who listen, and who make learning fun. These caring, consistent relationships help children feel secure and confident to take on new challenges.

#### What makes relationships work:

- **Consistency:** Pyjama Angels who show up every week build trust and stability.
- **Emotional safety:** Children feel accepted, listened to and valued.
- **Shared enjoyment:** Reading and learning are fun when done together.

For children in out-of-home care, these trusted connections fill an important gap, helping them build resilience and thrive both emotionally and academically.





# Voice of the Children

## Love of Learning Program *cont.*



### Recognition

Children said they feel most motivated when their Pyjama Angel notices their effort, strengths and interests. This simple act of recognition helps them feel capable, valued and proud of what they can do.

**“A mentor is someone who’s on your side — who helps with what you struggle with and does things you like.”**

Through encouragement and support, Angels help children build confidence, resilience and self-belief. They celebrate small wins, model persistence and remind children that mistakes are part of learning.

### Recognition builds:

- **Confidence:** “I can do this” attitudes toward learning.
- **Resilience:** Coping with challenges and trying again.
- **Positive identity:** Seeing themselves as capable learners.

### Relevance

Children learn best when learning feels meaningful and fun. They told us they are more engaged when they can choose activities and books that match their interests.

### What makes learning relevant:

- **Choice and agency:** Picking topics or books they love.
- **Real-world connections:** Linking learning to daily life and goals.
- **Balance:** Mixing schoolwork with fun, creative or physical activities.

When learning feels relevant, children are not just improving literacy, they’re building confidence, curiosity and a lifelong love of learning.

### The Impact

This evaluation confirms that relationships, recognition and relevance are at the heart of the Love of Learning Program’s success. By training and supporting volunteers who can build trusting, long-term relationships, The Pyjama Foundation helps children in out-of-home care:

- feel safe and supported,
- build confidence and resilience, and
- engage meaningfully in learning.

The Love of Learning Program is more than academic support, it’s a trauma-aware, child-centred approach that changes lives by helping children discover their strengths and believe in their futures.

# Voice of the Children

”

We do **positive thinking**, and what we are **grateful** for.

”

My Pyjama Angel is my **superpower**. She helps me do my homework and is very **friendly**.

”

She always takes a deep breath with me, and we start again and think of other **possible solutions** to solve the problem.

”

She always helps me find the **bigger and better** person of myself when I am lost.

”

She always **helps me** do my homework and speeches I have to do.

”

I have missed a lot of school, but she is **catching me up** and I need school for a job.





Julie is an amazing helper and helps me when I struggle with things and helps me with my emotions. I love spending time with her because she is caring and special. I couldn't imagine a better Pyjama Angel than Julie. Julie has a heart like no one else she is very kind and loving.



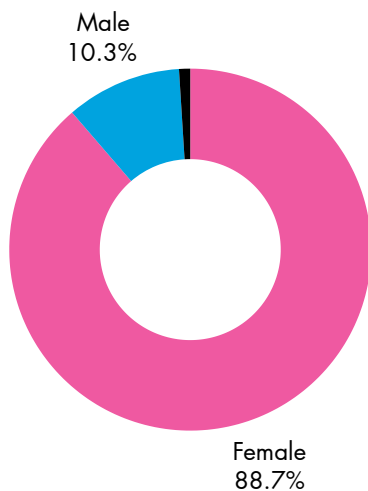


# Our Vital Volunteers

Our dedicated volunteer mentors whom we call Pyjama Angels are the heart and soul of our Love of Learning program. A Pyjama Angel is a consistent caring adult who shows up every week and says “You Matter”.

Children in foster care often grow up hearing “you can’t.” Pyjama Angels rewrite that story by reminding them, week after week, that **they can**. And that belief can change everything.

## Gender



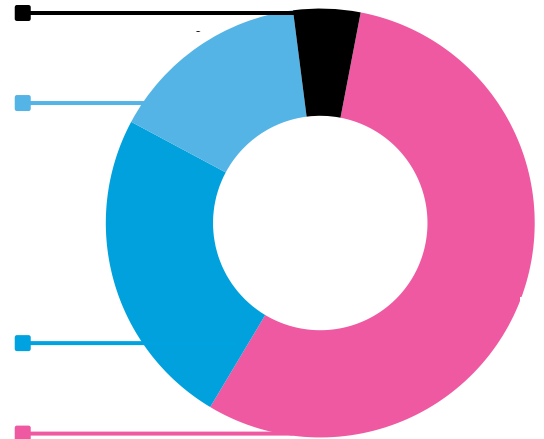
## Education Level

5% - Completed year 10

15% - Completed year 12

24% - Certificate, Diploma or Advance Diploma

55% - Bachelor degree or higher



## Top Industries



16%

Education and Training



11%

Health and Medical

## Age range

18 – 86 years



# How Do Pyjama Angels Spend Their Visits?



**75%**

Worked on creative and critical thinking



**68%**

Worked on motor skills and kinaesthetic activities



**83%**

Worked on Literacy



**79%**

Worked on sense of self and self-awareness



**75%**

Worked on Numeracy



**48%**

Worked on health and fitness



**34%**

Worked on cultural awareness



**30%**

Worked on STEM

Data extracted from Pyjama Angel Quarterly Surveys.

# Voice of the Pyjama Angels

“

I continue to have an **amazing** time with my little girl. She has moved up 2 reading levels since we started, and we have just finished her first chapter book. From the bottom of my heart, thank you for the incredible opportunity of working with the most beautiful little girl. Spending the last 2 years with her has been **life changing** and one of the **most important** things I have ever done.

”

After 11 years as a male Pyjama Angel, my young person is now an adult. I am willing to volunteer again when study and work are less pressured. This has been **one of the most enriching experiences** that I have ever done, and I thank you for the opportunity to contribute.

“

My young person turned 18 this month. I can't quite believe the little 9-year-old I started visiting is not only 18 but moved in with me last year. I could never have imagined how much **value, connection** and **purpose** I would feel, having been a part of the program. I am so grateful you went after your goals and dreams of setting the foundation up and making it everything it is today. I can't thank you enough for the **positive impact** you have had on both of our lives. R\* is an avid reader, some may say she is addicted to reading, averaging about 60 plus books a year! I absolutely believe had it not been for the foundation her love of reading would not be what it is today! Thank you doesn't quite seem enough but thank you to you and the entire team for what you do every day.

# Outcomes for Children and Young People

The Foundation uses the Monitoring, Evaluation and Learning Framework developed in consultation with Dr Ruth Knight. This framework supports trauma-informed data collection strengthens the Foundation's ability to measure, understand and communicate the positive outcomes of our programs including the impact of mentoring children and young people in care – ensuring continuous improvement and meaningful change.

A survey conducted in September 2025 with children and young people in the program aged 6–14 years revealed the following results:



## Results from Four Key Areas

**Relational Pedagogy** – the quality of the relationship between the Pyjama Angel and the young person, is central to educational success. Learning is about building human connections, trust and mutual respect.

80%

of children believe that their Pyjama Angel helps them learn to listen to their teacher.

88%

of children believe that their Pyjama Angel encourages them to ask questions to better understand what they are reading.

80%

of children believe that their Pyjama Angel encourages them to care about their teacher's opinion.

**Learning Confidence** – the belief in one's own ability to acquire new knowledge and skills, empowering individuals to persist, take risks, and embrace challenges in the learning process.

100%

of children believe that when they feel like quitting, their Pyjama Angel helps them find ways to solve their problems.

87%

of children believe that, with the help of their Pyjama Angel, they are doing better at school.

100%

of children believe that their Pyjama Angel helps them feel confident they will achieve their goals.

# Outcomes for Children and Young People cont.

**Academic Resilience** – the ability to overcome challenges, setbacks, or stress in learning and continue striving toward academic success with determination and a positive attitude.

92%

of children believe that when they are confused about something they are learning, their Pyjama Angel helps them figure it out.

84%

of children believe that their Pyjama Angel helps them feel like they can solve most problems if they try hard enough.

100%

of children believe that when they are working out a problem, their Pyjama Angel helps them keep thinking until they find a possible solution.

**School Connectedness** – the sense of belonging and positive relationships a student feels within their school community, which fosters engagement, motivation, and overall wellbeing.

87%

of children believe that their Pyjama Angel helps them improve at school.

96%

of children believe that their Pyjama Angel encourages them to always try their best.



In line with the Foundation's Theory of Change, the below outcomes demonstrate the combined feedback of child safety officers and foster carers throughout September 2024 – August 2025, with additional feedback from the children in September 2025. Stakeholders reported the following as a result of having a Pyjama Angel and the Love of Learning Program:

87%

of children have increased sense of feeling supported, connected and empowered.

100%

of children have improved decision making and more likely to make better decisions.

90%

of children have improved agency, self-efficacy and confidence.

95%

of children have improved literacy skills and children reading for pleasure.

92%

of children have improved attitudes towards learning.



# Voice of the Foster Carers

“

Both Pyjama Angels are **significant people** in these children's lives and part of their support team. If they can't talk to [me] the carer, they feel comfortable to talk to their Pyjama Angel. It is a very non-threatening environment for the boys to open up and **a relationship** that lasts longer than a counsellor. A **good team** is important for the children, and they are the only people in their lives who don't get paid to be there. It's purely voluntary and they are a **role model** for the kids.

“

Having a Pyjama Angel come and have that **special time** with R\* is really great, as R\* doesn't do too well in school having him do some **learning** at home is amazing.

“

My Pyjama Angel is a **god send**, that has created an amazing connection with my child, who she has helped grow emotionally and academically.

“

Visits have been **amazing**, have seen such a positive difference in S\* behaviour in **sharing, confidence, emotional stability**.

“

Visits are really good, the Pyjama Angel has shown X\* how to regulate his emotions better, and that it's okay to express your emotions in a **positive way**. I've also seen a **massive difference** in his social skills.

# Voice of the Young People

## Teen Life Skills Program

The Teen Life Skills Program (TLS) extends The Pyjama Foundation's Love of Learning Program to support young people aged 12–24 years.

It provides age-appropriate resources, mentoring and workshops to help teens build confidence, independence and essential life skills, while keeping them connected to their Pyjama Angels as they move toward adulthood.

Research shows that long-term mentoring relationships can lead to better mental health, stronger educational outcomes, greater stability and improved life skills for young people in care. The TLS Program builds on this evidence, offering consistent support during one of the most vulnerable stages of life.

### Building Confidence and Capability

In 2025, The Pyjama Foundation hosted a one-day **Level Up Teen Life Skills Forum**, designed to help young people develop practical and emotional tools for the future.

The program focused on:

- **Financial literacy:** learning to budget and manage money.
- **Resilience and emotional intelligence:** understanding emotions, coping with stress, and building self-control.
- **Healthy habits and decision-making:** making positive, prosocial choices every day.



# Voice of the Young People

## Teen Life Skills Workshop

Hosted at QUT the workshop, Level Up was facilitated by Kari Sutton, an expert author and wellbeing educator. Teens also engaged with QUT's Young Ambassador Program, hearing from students about university pathways and enjoying a campus tour to inspire their future goals.

### Inspiring Role Models

A highlight of the day was the panel discussion with Sami Rose, body image advocate, and Tom Gilbert, NRL captain. They shared insights on:

- Building **resilience** and self-confidence.
- Practising **self-care** and maintaining a strong mindset.
- The power of **leadership** and surrounding yourself with positive influences.

These real-life stories encouraged participants to reflect on their own choices, wellbeing and future aspirations.

### Impact

The TLS Program gives young people in OOHc the knowledge and confidence to take the next steps toward independence.

#### Program outcomes include:

- Practical skills in finance, wellbeing and education.
- Increased self-awareness and confidence.
- Motivation to pursue further learning and positive life goals.



### What young people said:

I felt challenged, excited and interested.

I learned about budgeting my money and working through tough times.

Having savings makes me feel safe.



#### What a mentor said:

"The day opened the boys' eyes to the skills they'll need for the future."





# Measuring What Matters

## Youth-Mentor Relationship Questionnaire

To understand the impact of the TLS Program, The Pyjama Foundation uses the research-based tool, The Youth-Mentor Relationship Questionnaire, which was designed to measure the quality of youth-mentor relationships.

Between September 2024 and October 2025, results show that teens who participated in the survey and have been in TLS with their Pyjama Angel mentor for nearly 12 months experience strong, positive and emotionally safe connections with them.



### The Impact

**Trust, consistency, and genuine connection are at the core of the TLS Program.**

**Through safe, supportive, and reliable mentoring relationships, young people feel valued, seen, and heard. As a result, they are more likely to engage in learning, set and pursue personal goals, build confidence and resilience, and form healthy, positive relationships with others.**

### Young people in the program reported:

#### Youth-centred relationships:

3.45 average score showing most young people felt listened to, respected and included in decisions about their learning and activities. This demonstrates a strong youth-centred approach by volunteer mentors.

#### Emotional engagement:

3.77 average score, indicating young people feel a strong emotional connection and support from their Pyjama Angel and enjoy their time with their mentors. (\*Exceeds benchmark)

#### Youth Dissatisfaction:

1.41 average score, indicating a high sense of satisfaction in the relationship from young people with their mentors. This reflects strong trust, safety and positivity.

Note – all scores are from 1–5

\*National mentoring benchmarks are based on the validated data from the Big Brothers Big Sisters program.



# Teen Life Skills Program

## Building Confidence, Connection and Future Pathways

Over the past year, The Pyjama Foundation delivered 11 TLS workshops designed to build confidence, independence and practical skills for young people in OOHC.

Workshops covered a wide range of interests, from STEM, bike building and barista training, to floristry, cooking, yoga and our Youth Summit. Each activity encouraged teamwork, creativity and hands-on learning.

### Workshop feedback from young people

#### Airbus workshop

"I learned about aircrafts and space, **this will help with my career choices.**"

#### Zookeeper for a Day

"Because I want to work with animals any of these skills would be helpful to me."

#### Science Discovery Day

"It was fun, interesting to learn about different topics including coral and reptiles."

#### Level UP Forum

"It makes me think that coming to university in the future will get me a good job and make a lot of money."

#### Barista Course

"It will help me get a job!"

#### Level UP Forum

"I learnt about budgeting my money; working through the bad times. Importance of being educated."

### How It Made Them Feel

Feedback was overwhelmingly positive:

**81%**

of participants used positive language to describe how the activities made them feel.

These results show that our workshops not only build skills but also boost confidence, motivation and joy in learning.

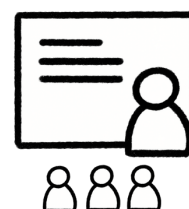


# Our Impact at a Glance



**1,771**

Number of children and young people mentored



**835**

Number of volunteers trained



**1,509**

Number of Pyjama Angel volunteer applications



**918**

Hours of support to volunteer mentors



**3,145**

Support calls and  
communications with  
Pyjama Angels



**78,372**

Hours of support to  
children and young  
people



**13,753**

Number of hours  
Pyjama Angels spent  
with carers



**185**

Number of participants  
in our Teen Life Skills  
workshops

# First Nations Advisory Body

The First Nations Advisory Body, established in 2021, plays a vital role in ensuring The Pyjama Foundation's programs are culturally safe, respectful, and responsive to the needs of Aboriginal and Torres Strait Islander children. Its primary goal is to support the cultural wellbeing of the children in our Program by providing guidance on culturally appropriate practices, materials, and engagement. The Advisory Body strengthens relationships between The Pyjama Foundation and First Nations communities, ensuring authentic representation and inclusion in decision-making. Through its insights and leadership, the group helps enhance program effectiveness, build trust with families, and foster a deeper understanding of culture across the organisation — ultimately contributing to better outcomes for First Nations children.

## Key Benefits

- **Cultural guidance and integrity:** It ensures that the organisation's programs, policies, and resources are culturally safe, respectful, and aligned with First Nations worldviews, values, and protocols.
- **Representation and inclusion:** It gives Aboriginal and Torres Strait Islander peoples a direct voice in decision-making, ensuring their perspectives shape how services are delivered to First Nations children and families.
- **Improved outcomes for First Nations children:** By embedding cultural knowledge and community insights, the Advisory Body helps make mentoring and literacy programs more effective and relevant for First Nations participants.
- **Community trust and relationships:** The Advisory Body strengthens connections between The Pyjama Foundation and local First Nations communities, fostering mutual respect and long-term partnerships.
- **Capacity building:** It provides opportunities for leadership, collaboration, and two-way learning — supporting both organisational growth and empowerment within First Nations communities.





# First Nations Advisory Body cont.

## NAIDOC Week Event

The Pyjama Foundation's NAIDOC event at QUT was a vibrant celebration of culture, connection, and creativity. Children from the Program took part in hands-on activities such as rock and boomerang painting, guided by a respected Elder who shared stories and cultural knowledge throughout the session. The event provided a meaningful opportunity for children to learn about Aboriginal and Torres Strait Islander traditions in an engaging and respectful way, fostering pride, understanding, and appreciation for First Nations culture. It also strengthened relationships between The Pyjama Foundation, local Elders, and the wider community, highlighting the importance of cultural inclusion and storytelling in supporting children's learning and identity.

More than 30 young people in the Love of Learning and Teen Life Skills Programs participated in a meaningful NAIDOC Week celebration at QUT Kelvin Grove. Guided by Aboriginal Elder, Aunty Barbara, and her daughter Ann-Maree, participants engaged in a traditional painting workshop.

**Benefits:** Cultural awareness, connection to community, creative development, expression and engaging in shared practices.



## Testimonial from First Nations Advisory Body member Ann-Maree Long

**Djali Galangur (good day) - my name is Ann-Maree Long (she/her).**

I am a proud Badjala, Woppaburra and Torres Strait Islander woman, and very proud Pyjama Angel who has been involved as a volunteer for close to 4 years.

As a proud neurodivergent Aboriginal and Torres Strait Islander woman... I believe it is vital and incredibly necessary to bring our lived experience(s), insights, and cultural knowledge into the Programs within The Pyjama Foundation.

Through the Advisory group, we come together to collaborate and yarn through important decision making and areas for growth.. we work together with the vision of creating spaces where children can feel a sense of belonging and deep pride in who they are.

Our representation and contributions, for matters involving our communities, are essential to achieving the best possible outcomes for our jarjums.

# Fundraising and Partnerships Highlights

2024/2025 Financial Year

1000+

In-kind donations received

99

Pledged Gifts in Wills in 2025

17,753

Individual donors

19,081

Donations made online

30

Number of successful grants  
in 2024, totalling \$678,771

5,776

Peer to peer fundraisers



"I support The Pyjama Foundation because it helps kids in foster care. I have children myself and hate the thought of kids not having a loving safe or stable home. I want to support them in every way I can to bring security and joy into their lives and help them."

- Donor

# Campaign Highlights

**\$924K**

Amount raised from National Pyjama Day (8.7% increase from 2024)

**597K**

Visits to National Pyjama Day website this year (33% increase from 2024)

**\$3M**

Value received from pro-bono advertising from our partnership with media agency OMD

**\$83K**

Amount raised from our Christmas Appeal 2024

**\$54K**

Amount raised from our Tax Appeal 2024

Thank you for believing in, and investing in a brighter future for **all children** where they can thrive with education, confidence, connection and vital life skills.

With your support, we raised

**\$1,788,189**

for children and young people in out of home care.

We wouldn't have been able to do this without your support.

Through our campaigns, events, appeals and corporate partnerships





# Government Engagement

- We engaged with more than 250 Members of Parliament including the Premier of Queensland and key ministers across the four jurisdictions of Queensland, New South Wales, Victoria and federally.
- The Foundation contributed to policy discussions on early intervention for children and teenagers with responses to the Queensland Government's Making Queensland Safer Initiative and the Parliamentary Inquiry into Volunteering.

## Partnerships

**\$35.3K**

Raised from National Fairy Bread Day 2024

**\$12.8K**

Dolphins Community Fund

**\$26.9K**

Raised from Mask Co, over 12 months (and ongoing)



Fairy Bread is part of the fabric of Aussie childhood — it's simple, joyful and colourful. At Dollar Sweets, we're delighted to bring that joy to life with Fairy Bread Day, and to partner with The Pyjama Foundation as our chosen charity. Their work supporting kids in foster care through education, mentoring and 'Love of Learning' creates real, lasting impact. Every sprinkle, every slice, every donation helps turn a nostalgic treat into a meaningful act of kindness. That's why we believe Fairy Bread Day isn't just fun — it's an opportunity to stand with children in their corner and help build brighter futures.

**Ruth Lloyd**  
Continuous Improvement Manager  
Dollar Sweets





# Our Reach

Facebook Insights July 2024 — June 2025

2.1M

Reach

133% increase  
from 23/24

1.5K

New Follows

6.6% decrease  
from 23/24

43.5K

Profile Visits

increase of  
86.4%

## Instagram Insights

July 2024—June 2025

178K

Reach

49.6% decrease from  
2024

10.7K

Total Followers

9.3% increase

16.4K

Profile Visits

increase of 79%

38%

Increase in Pyjama Angel  
Applications through online  
ads, Facebook, Instagram,  
LinkedIn, TikTok and social  
media.





# Turning Dreams into Possibilities

We are deeply grateful to our partners, donors, volunteers, and supporters for helping us rewrite the stories of children and young people in care.

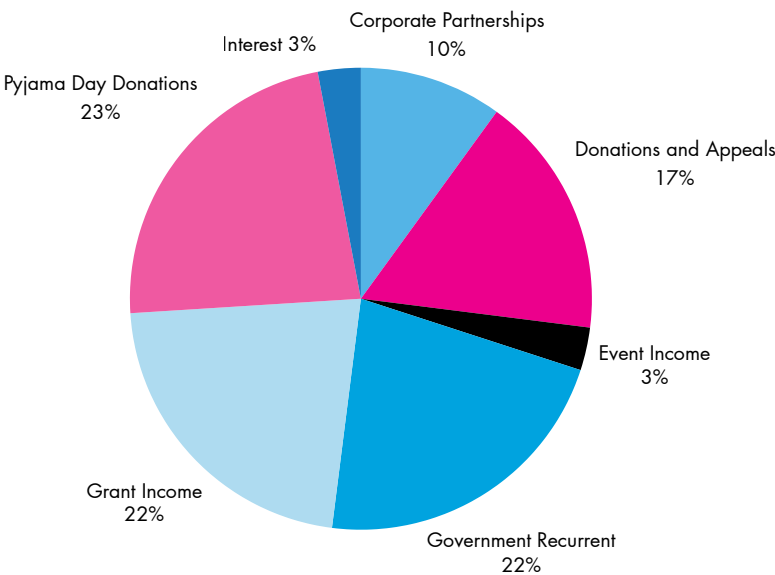
Together, we're making a lasting difference and none of it would be possible without you.

Read our full financial statements:

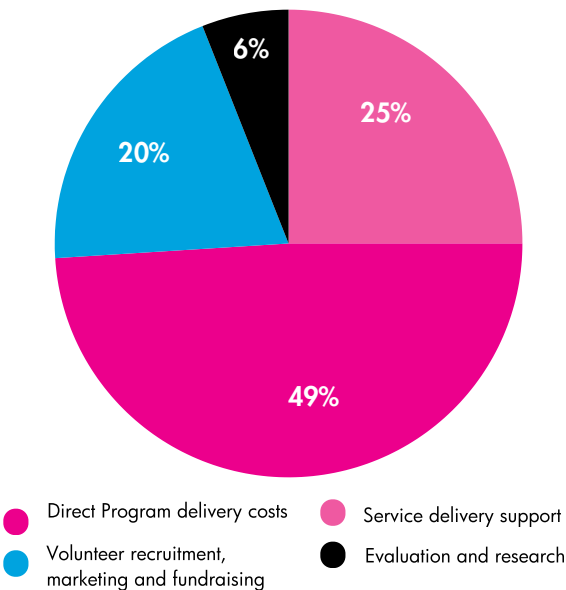


Every dollar donated helps create real and lasting change. Thanks to the generosity of our supporters, The Pyjama Foundation delivers vital Programs for children and young people in care, supports our incredible volunteers, and inspires others to get involved. Your support also enables us to invest in improving and measuring our impact, ensuring every contribution builds brighter futures for all those we support.

## Where our Funds Come From



## Where Your Dollar Goes



# How You Can Make an Impact

- Become a volunteer mentor Pyjama Angel
- Make a donation
- Leave a Gift in your Will
- Fundraise
- Partner with us





The work of The Pyjama Foundation is truly transformative. The relationships Pyjama Angels build with children and young people in foster care provide continuity, stability, and a powerful sense of belonging. These safe, consistent, caring connections don't just feel good, they help the children and young people's minds and bodies settle, making it easier for them to learn, trust and grow in confidence and self-belief. Pyjama Angels also make a real difference for foster carers, offering support and easing the load during challenging times. By strengthening relationships and nurturing each child's potential, The Pyjama Foundation is giving children and young people something essential, the chance to feel connected, safe, valued and confident in themselves.

**- Kari Sutton**

**Author, researcher and parent educator, teacher,  
Deputy Principal, Guidance Counsellor and Consultant  
for families for over 30 years**



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Learn more at

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