



TFN Live Events | Impact Report

Thank you for completing this Impact report so we can share with our network the outcomes of the project/program that you pitched at a TFN event. Please answer as accurately/comprehensively as possible, although we appreciate that you may not have exact answers to everything. If you raised funds after the event because of your pitch, we are keen to know about your success as we track this information. To save and resume your report later, click the SAVE button at the bottom right of the page. When complete hit SUBMIT. Thank you.

1. Organisation name

The Pink Elephants Support Network

2. Your name and position

Sam Payne CEO

3. Email address

contact@pinkelephantssupport.com

4. Date of the TFN event at which you presented

25/06/2020

5. Please outline the project/program and funding you pitched for at the TFN event.

Pink Elephants pitched for funding to allow us to employ a specialist bereavement counsellor to provide necessary grief support to more than six-and-a-half-thousand women in a year.

This critical early intervention support lessens the likelihood of clinical anxiety, depression and post-traumatic stress that can extend way beyond the loss.

Additional funding allows for an additional Peer Support Ambassador to be trained and onboarded, providing support and care to another 2,000 women each year.

e.g. We pitched to employ a Volunteer Coordinator for 2 days per week...

6. Please describe how the funding was used and the implementation of the project/program.

We are delighted to share with you that our Bereavement Counsellor joined our team at the start of this year. Since then, she has reviewed and improved our Peer Support training program, and trained additional Peer Support companions.

We are most proud to share with you that our Bereavement Counsellor has built a pilot online grief support program for bereaved mums, the first of its kind in Australia.

TFN funding also enabled Pink Elephants to offer additional support via Live Chat on our website. This type of support is proving to be popular.

e.g. We employed our Volunteer Coordinator in month and he/she did...

7. Please describe the impact that the TFN funding has had on your organisation.

Miscarriage and early pregnancy loss are events associated with post-traumatic stress, anxiety and depression that extends far beyond the loss.

Early intervention has been shown to reduce the impact (and cost) of this trauma.

The Pink Elephants provides this critical emotional support and information to enhance the health and wellbeing of those suffering the loss of a baby, as well as working to abolish the stigma and silence surrounding miscarriage.

Through the funding made available to us by TFN, Pink Elephants was able to hire a qualified bereavement counsellor. The impact of her work and through the programs she has reviewed and built, we have been able to reach and support over 10,000 women and their partners each month.

In addition to this, by launching live chat as a new way of reaching and supporting those going through early pregnancy loss, we are now able to offer support that is “on demand” (ie no scheduled appointment is necessary). By recruiting and training additional Peer Support Companions we can now offer time slots during the evenings and weekends, in response to when demand is highest.

e.g. Having a dedicated Volunteer Coordinator has enabled us to increase the number of volunteers who support our program and to develop a more in-depth training program to support more young people...

8. How many people have been supported by programs or activities that were funded by the TFN donations?

Approximately:

5,000 per month visiting our website for information and advice

5,169 per month supported in our online communities

500 supported through our other Peer Support programs

e.g. 45 young people participated this year, which is 25% more than last year, thanks to the new Volunteer Coordinator resourcing.

Also, consider and tell us about any indirect beneficiaries if you can.

9. Please tell us a short story about someone who has benefited from this funding.

“Until October last year, I never knew this world existed. I never realised how naïve my first pregnancy experience was. I never knew the weight of the term miscarriage, nor the consuming void left by the loss of a child. With living isolated on a farming property, those feelings were exacerbated. Then I found Pink Elephants. To me their support means no one is left to fall - we all support one another to stand in our darkest moments. It's a place to safely share our story, to share our grievances, guilt, anger and everything else that rears its head. Child loss is the hardest and loneliest path to walk, but we are never alone. We walk side by side, holding each other up. We may not know each other, distance may be far between, but we are all connected through our experiences, and just "get it". Being part of that circle means that we can help others through this, and I believe that is the key to letting ourselves begin to heal.”

“Pink Elephants support means no judgement, nobody feeling like they don't know what to say to you. They mean everything to me. When you are grieving the most, you can rely on this circle of support to be right there with you. Sometimes there doesn't even need to be words, just knowing they are there is enough. They are always there, no matter what, for anyone that needs them. They don't discriminate. They are there. That's all we want when we go through pregnancy loss, to know your circle of support is there, when your baby isn't anymore.”

“It's having a place where all feelings are valid and heard. It's knowing there is always someone to turn to. Someone that will listen and be present (regardless of distance) through every moment that is too much for just one person to bear. That makes the load of grief, worry or anxiety that little bit easier to bear.”

e.g. Jacob is one of young boys who has been helped through our program... Please change any real names or identifying details.

10. How much funding did you receive through the TFN event for your project/program?

\$100,970.00

11. Please provide a budget breakdown on how the funds raised at the TFN were used.

\$60,000 Bereavement Counsellor salary
\$31,420 Peer Support program management
\$10,210 tech support to enable remote/digital support program delivery

TOTAL \$101,630

e.g. Training - \$1500, New equipment - \$3000 etc

12. Describe if, and why, any of the funding was used differently from what you described in your original pitch/budget.

Delay in hiring Bereavement Counsellor due to CEO's own bereavement and covid impact on demand for services.

e.g. Due to Covid, it took about 6 months to employ the Volunteer Coordinator so some of the funding was redirected to....

13. What measures did you use to assess the impact?

Qualitative data captured of feedback following support sessions
Digital data metrics captured on website usage, resource downloads, live chat usage
Peer Support bookings and session data captured
Quantitative data capture and formal evaluation process to follow launch of pilot bereaved Mums program

e.g. We asked volunteers to complete a survey after they had been volunteering with us for 6 months etc..

14. Describe three ways that your organisation has changed in the past 12 months since the event. (You can also describe here how Covid-19 restrictions have impacted on and changed the way you work).

1. Hiring our TFN funded bereavement counsellor enabled Pink Elephants to create a “first of its kind” grief support program for our beneficiaries
2. We had to pivot away from our planned in-person support delivery due to Covid disruption, and enable our support to be delivered digitally (which placed a greater reliance on our tech support)
3. Covid caused the demand for our support to grow exponentially. As such we were grateful for the funds from TFN to allow us to meet those demands, eg by launching additional “on demand” support via live chat and by our bereavement counsellor reviewing (and improving) our peer support companion training program and delivering training to newly recruited Peer Support companions

e.g. We have grown in size, maintained funding levels, improved services, reduced staff, relocated, secured corporate sponsorship etc...

Please upload photos of the work supported with TFN funding.

These will be published on our website and sent to donors.

Videos

If you have any videos, please provide link for downloading or sharing here (e.g. YouTube, Dropbox, Vimeo, WeTransfer)

15. Over the past 12 months, did you receive any additional financial support from anyone you met through TFN?

No

We do not make any claim on additional funding you've received. We simply want to keep track of the leverage effect of introductions made through TFN.

16. Over the past 12 months, did you receive any goods in-kind and/or pro-bono services from anyone you met through TFN?

No

17. How important was TFN funding in helping you achieve your objectives this year?

We wouldn't have been able to achieve our objectives without TFN funding

18. Has the TFN pitch coaching and mentoring helped you successfully secure funding from other sources after the TFN event?

No

{if
(_17HasTheTFNPitchCoachingAndMentoringHelpedYouSuccessfullySecureFundingFromOtherSourcesAfte

rTheTFNEvent = "Yes")}}

Please provide more details

{PleaseProvideMoreDetails}

TFN uses this information to track the impact of our pitch coaching. All information will be treated in the strictest confidence.

{ end if }

19. What were some of the other benefits of participating in TFN?

Pitch coaching was extremely valuable in enabling us to better articulate our proposition, and to tell our story in a way that inspires support.

e.g. pitch coaching, access to a new supporter base, greater self confidence, a greater ability to articulate your proposition etc.

20. Do you have any other comments or feedback on the TFN experience or funding process?

We are so appreciative of the amazing preparation and pitch coaching we received before the event. The skills taught are always going to be extremely useful and we recognise the high quality and experience of our coaches.

The pitch night itself was just magical. We still get goosebumps when we relive that night. We are humbled and grateful by the incredible generosity of TFN donors and supporters. We simply could not have achieved this work without your support. Thank you so much!