

BE
WISE



PAT CRONIN
FOUNDATION

**ANNUAL
REPORT
2020-21**



» *Be Wise* «

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Message from the Cronin Family

It seems like Groundhog Day writing this message as we emerge from another year impacted by the COVID 19 pandemic and we think about how Pat would have handled all of the restrictions we have lived through.

Knowing Pat, he would have handled it in his stride (with his size 13 feet) and just got on with things and it is by channelling this approach we have done exactly that with the work of the Pat Cronin Foundation.

Our small and incredibly passionate team has dealt with lockdown after lockdown and the uncertainty this created in the school system. They rose to the challenge by rearranging bookings time after time while our talented presenters honed their online, live presentation skills to deliver our compelling Be Wise Education sessions. The feedback we received from schools who had the online sessions delivered was excellent proving our message makes a difference especially in difficult times.

To our ever-resilient supporters we thank you from the bottom of our hearts. To support the Pat Cronin Foundation in some of the harshest economic times we have seen in our lifetimes cannot be downplayed. Whether your support has been liking one of our many social media posts, joining in through our Be Wise Walk week, by having made a donation or purchased some of our wide range of merchandise, we thank you for your generosity.

This Annual Report will give you an insight into what we have achieved and what we have planned for the future.



Some highlights of the past 12 months include:

- Delivery of 80 Be Wise Education sessions to 58 schools including adapting to online presentations.
- The successful launch of our wonderful Story Books for Primary School aged children.
- The development of a comprehensive marketing strategy to guide us as we continue to grow.
- Receiving financial support and acknowledgement of our achievements from the Victorian State Government.

Plans for the next 12 months include:

- Rollout of our Be Wise App with all presentations.
- Launch of our Be Wise eLearning modules for secondary schools.
- Development of our Be Wise accreditation for schools and clubs.
- Launch of our Be Wise primary school program.

Thank you for your continued support and for remembering Pat.

Let's End the Coward Punch, together.

Matt, Robyn, Emma, Lucas (and Pat) Cronin



About us

The Pat Cronin Foundation is a pioneering not-for-profit focused on preventing 'Coward Punch' attacks. We take a public health approach to prevention by educating young people, raising awareness, and contributing to research on social violence.

We personally know the harm caused by senseless violence. On 16 April 2016, Pat Cronin was killed by a single Coward Punch as he went to assist a mate who was being attacked.

Despite not being knocked out, the force of that single Coward Punch was enough to fracture Pat's skull, causing an inoperable bleed on his brain. Two days later, Pat's parents, Matt and Robyn Cronin, made the agonising decision to turn off his life support system.

Quietly spoken and gentle natured but with a fierce determination, Pat was enormously popular and had a deep love for his family and friends. The Cronin family, in partnership with members of the broader community, established the Pat Cronin Foundation in 2016 to prevent Coward Punch attacks and honour Pat's legacy.

Since 2016, the Pat Cronin Foundation has developed into a professional not-for-profit organisation with a multidisciplinary board, a dedicated and committed team, and a strong strategic plan that guides us towards our vision of a society free of Coward Punches.

We honour Pat in everything we do, and we provide an optimistic voice to end the Coward Punch by helping people feel empowered to make wise decisions.

ABOUT 2020-2021

The Pat Cronin Foundation activity was again greatly impacted by COVID-19 restrictions in schools and in the community. Terms 3 and 4 in 2020 left us with postponed bookings and cancellations to deal with. Unknown to us this period would serve us well in future. We also welcomed two new members to the Pat Cronin Foundation Team.

EDUCATION

In the second half of 2020 We learned how to deliver effective online presentations, completing 18 during Terms 3 and 4. We were quickly able to adapt delivery to allow us to use all the various remote learning platforms used by schools.

- 2020-2021 we completed 107 presentations.
- Contracted a new schools presenter for education sessions for 2021.
- Continued development of eLearning Modules.
- Released the three storybook set for primary school students.

AWARENESS

- Sports Club and Community Group presentations suffered as they faced ongoing limitations and restrictions and found it hard to connect with anything outside of their main activities. We completed nine community group presentations.
- The Be Wise Walk 2020 went online and became the 'Walk To Anywhere' and was a huge success with over 1,100 participants.
- Developed and began implementation of our new strategic marketing plan.
- Launched summer refresh of in-venue posters.
- Unfortunately the second Be Wise Ball was postponed to 25 June 2022.

FINANCIAL SUSTAINABILITY

- Received Victorian State Government Funding for calendar year 2021 of \$150,000.

Strategic direction

» Be Wise

OUR VISION

A society free from Coward Punches.

OUR MISSION

To honour Pat by providing an optimistic voice to education, awareness and research about the Coward Punch, helping people feel empowered to make change through wise decisions.

OUR VALUES

- Personal
- Authentic
- Targeted
- Credible
- Passionate
- Committed

Strategic pillars

EDUCATION

We will provide a whole of school education program to heighten understanding of the triggers and consequences of social violence, especially Coward Punch attacks, to make such behaviour socially unacceptable.



AWARENESS

We will deliver strong messages to the community to build awareness of the devastating incidence and impact of Coward Punch attacks, to empower the community to make violence socially unacceptable.



RESEARCH

We will play a significant role in high-quality research and will support collaborations within the research community, to grow understanding about social violence and provide evidence and evaluation for our programs.



A year in review

EDUCATION

- Primary school Story Books launched with coverage on Network Ten's The Project, Seven News, Nine News and The Herald Sun.
- Partnerships Manager and Second Be Wise education presenter appointed.
- 15,000 young people in 58 schools reached through 80 Be Wise Education presentations.
- First school presentations completed in NSW.



AWARENESS

- In partnership with Convenience Advertising, we updated our Be Wise poster campaign adding coasters, both with a post lockdown message seen in 169 Victorian licenced venues with an estimated 307,000 views each week venues are open.
- Over 1,100 participants in the 2020 Be Wise Walk to Anywhere raising over \$90,000.
- Eltham Leisure Centre Fun Run raised \$2,500.

RESEARCH

- Program on hold due to COVID-19.

FINANCIAL SUSTAINABILITY

- Strong balance sheet—net assets of \$656,658.
- Net profit of \$131,755.
- Merchandise and ticket sales of \$126,138.
- Victorian State Government grant of \$150,000 for the 2021 calendar year.

MEDIA AND ADVOCACY

- Print media articles in Herald Sun and The Age.
- Radio interviews on 3AW and SEN.
- Television coverage.
- 18,000 followers on Facebook and more than 6,000 followers on Instagram.

BENDIGO ROAD TRIP

Presenter Ben O' Toole went on a three-day road trip to deliver presentations in secondary schools in Bendigo in April 2021. Ben delivered a total of seven presentations to over 1700 Bendigo students at Crusoe, Weeroona, Kalianna and Bendigo South-East Secondary Schools.

One teacher commented that, "It is awesome that the Pat Cronin Foundation can make it out to regional schools and we look forward to seeing Ben next year too".

Other trips included Shepparton, Nathalia, and Numurkah with plans to return to Bendigo, visit Warrnambool, get across to Tasmania and over the border to NSW in late 2021.

Education

Education continues to be the central activity in the Pat Cronin Foundation's drive to create cultural change. In December of 2020 we were recognised by the Victorian State Government who partnered with us and provided \$150,000 to deliver 200 presentations to Victorian Secondary schools in the 2021 Calendar year, with \$75,000 towards 100 schools between January and June 2021.

Our Be Wise Education Program continues to gain tremendous feedback from schools, whether provided face to face by a Pat Cronin Foundation presenter, or online via live video-conference.

Our support for students to discuss emotion and opportunity for students to ask questions is highly engaging and thought provoking.

After seeing this presentation I know it will make many of us reconsider our actions and that it's not a joke anymore, violence is never the answer, I now know how violence can affect you getting a job and doing things you like for the rest of your life.

Year 8 Student

“

I thought the presentation was excellent. He allowed the story to speak for itself and although he did point out the consequences and dangers of violent behaviour, I felt that he did it in a way that allowed the students to process the information and make their own minds up about the importance of self-control and making good decisions.

College Chaplain

Finally, in August 2020 we launched our Be Wise Story Books for primary school age students, introducing them to the need to Be Wise, Think Carefully and Act Kindly, and giving them an idea of the consequences of rough play and anger. These have been extremely successful with over 3,000 books sold.

The COVID-19 related events of 2020 repeated themselves with further lockdowns in the first half of 2021, but schools were more practiced in switching to online learning. This impacted us as the on-again-off-again nature of the restrictions lead to schools unable to commit to dates with any certainty.

- Tried and tested Be Wise education content available via online video-conferencing platforms.
- Schools hesitant—uncertainty as to whether the students would be in school or at home.
- Postponements and re-bookings all but wiped out Term 2.
- By late June bookings were coming.
- The positive from this is we now know our Be Wise Presentations are COVID-19 proof for the future.



Awareness

Our Awareness program and activities aim to deliver strong messages to the community to build understanding of the devastating impact of Coward Punch attacks, to empower the community to make violence socially unacceptable, and to provide young people with the tools to make wise decisions.

BE WISE WALK TO ANYWHERE WEEK 2020

The Pat Cronin Foundation Be Wise Walk was unable to be held in the usual fashion in 2020 due to COVID 19 restrictions so instead we changed it up to be the Be Wise Walk to Anywhere Week with tremendous success. Every one of our sponsors from 2019 came to the fore and recommitted their support for the 2020 version.

We ended up with over 1,100 participants who held their own walks all over Melbourne and across Australia and the world including walks in Texas and in London. Whilst our plans were to revert to an in person event in 2021 unfortunately we have yet again been forced into another virtual event—here is hoping we can once again hold a mass participation event in 2022.

Despite the set backs of a virtual event we still managed to raise over \$90,000 which has been used to provide fully funded Be Wise education sessions.

Left: Night Owl / Emma Crupi

Right: After the Storm / Jenny King



BE WISE ART EXHIBITION

In February 2021 the Pat Cronin Foundation held its first Be Wise Art Exhibition at the iconic Eltham venue of Montsalvat with support from Nillumbik Council and Montsalvat. 43 pieces of art were submitted by 39 local artists.

The event was a great success with 17 pieces sold with proceeds split between the artist and the Foundation.

Left: Shine a Yellow Light / Pascale Garlinge

Right: Five Wise Owls / Dianne Leeder-Kinsella



CONVENIENCE ADVERTISING PARTNERSHIP

The partnership with Convenience Advertising entered its third year and continued to be successful. With Victoria coming out of lockdown at the end of November 2020 we refreshed our poster campaign with a post lockdown theme and created drink coasters for the first time. Whilst Victoria remained open our messages had been displayed in 169 licensed venues across Victoria—being viewed over 300,000 times each week.

MEDIA COVERAGE

The media has continued to turn to the Cronin family for comment on violence related matters. These issues are always extremely emotive and the Cronins continue to be seen as a voice of reason and composure yet still with a strong message of prevention and that more needs to be done to protect the rights of victims.

The Pat Cronin Foundation's social media presence increased over 2020-21 with close to 18,000 followers on Facebook and 6,000 followers on Instagram.

ADVOCACY

The Pat Cronin Foundation is a dedicated and proud advocate in the areas of social violence and victims of crime.

The Foundation's Founders and General Manager regularly meet with senior politicians, public sector organisations and other not-for-profits with the aim of influencing public policy and strategic directions to end the Coward Punch.

Robyn being interviewed



KEYNOTE ADDRESS

Following Robyn and Matt's Keynote address to the Victoria Police Detective Training school in March 2020, they were invited back to present again in 2021 and will continue to present into the future.

This is a partnership with meaning as the Pat Cronin Foundation is recognised as leader in the community that champions values similar to those of Victoria Police being Safety, Integrity, Leadership, Flexibility, Respect, Support and Professionalism.





Story Books

In August 2020 we held an online launch of our three wonderful children's story books with the help of Matthew Richardson, AFL legend and Foundation Ambassador, Ben Crowe, global expert in authentic leadership, connection and story telling as well as the brilliant author of the books and friend of the Cronin family, Maureen Hyland.

A huge thanks goes out to all involved in bringing these books to life including Maureen Hyland, the illustrator Bruce Rankin and the passionate team of volunteers from Pearson Publishing including Casey McGrath, Anne Donald, Michelle Thomas, Lauren Smith, Alicia Dudley, Kerry Nagle, Rebecca Harris, Sophie Sirninger-Rankin, Benjamin Harris and Jennifer Johnston.

Thanks also to Keenan Archer and his team at Minuteman Press Abbotsford for the printing of the books.

At the time of printing of this annual report we had sold over 2,000 books.

AUTHOR'S NOTE

A boy with little spikes of blonde hair, eyes that sparkled with curiosity and the cheekiest of smiles—that's the image of Pat that warms me; that breaks me; that inspires me. Pat was 5 years old when he started attending the school I taught at. I first met him in the playground, dressed in his blue and yellow uniform; this happy, caring, fun-filled little boy seemed ready to take every day of life in his stride—and he did.

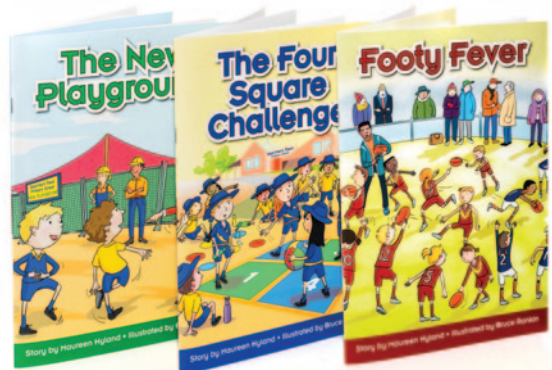
While these stories are fictional, I have drawn on my knowledge of Pat, his personality and his life, and included some features that reflect the young man being honoured in these books.



Throughout the series of books, I have used the name Patch for the main character as this was one of Pat's nicknames. Another of Pat's nicknames, bestowed upon him by his football coach, was Skipper.

The owl in the story, a creation of Pat's, has been honoured with the same nickname. The colours of the school and football uniforms were worn by Pat. Every word in these books is dedicated primarily to Pat, but also to his parents Matt and Robyn, his sister Emma and brother Lucas who have vowed to ensure Pat will always be remembered. Inspired by a beautiful image every day—what a privilege this has been for me.

Maureen Hyland



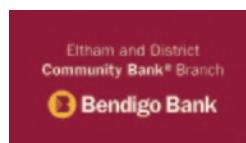
Partners and supporters

The Pat Cronin Foundation extends a huge thank you to all our partner organisations. Their in-kind and financial contributions make a significant difference to our mission and allows us to continue bringing our fully funded education, resources and training to schools and clubs.

CORPORATE PARTNERS



CORPORATE SUPPORTERS



GOVERNMENT PARTNERS



EDUCATION PARTNERS



COMMUNITY PARTNERS



Ambassadors

Our Ambassadors help to amplify and spread our messages and work with the foundation to end the Coward Punch. We encourage Ambassadors to support our work, attend our events, wear our merchandise and messages. The Pat Cronin Foundation is grateful for the support and commitment of our Ambassadors.



MATTHEW RICHARDSON

Matthew Richardson was a successful AFL footballer, playing 282 games with the Richmond Football Club. Since retiring, Richo has become a strong media performer, featuring on a number of Channel Seven sporting shows, and as a football commentator on both television and radio. This year Matthew assisted us with promotional videos for our events.



SAM SWITKOWSKI

Sam Switkowski is a current player in the AFL at the Fremantle Football Club. Sam played junior football with Pat and is passionate about supporting the work of the Pat Cronin Foundation. Sam co-ordinated a Walk to Anywhere event in Perth attracting new supporters to the Foundation. Sam has also arranged for an introduction to the Fremantle Football Club for us to be a charity partner of the club (work in progress).



PETER HELLIAR

Peter Helliard is a well-known comedian, actor, television presenter and writer. Since 2014 Peter has been one of the regular hosts of The Project on Network Ten. Peter participated in the 2019 Be Wise Walk to the Valley and cited it as one of his top 10 highlights of the 2019 year. When Matt and Robyn approached him to assist the foundation as an Ambassador, he didn't hesitate to help us out.



CRAIG HUGGINS

Craig 'Huggy' Huggins is a radio broadcaster on Melbourne's Gold 104.3 and is a family friend of the Cronins. Huggy got to know Pat through the Research Junior Football Club where his son Tye also played. Huggy has been our MC and Ground Announcer at each of our Be Wise Walks and is always happy to promote our Be Wise message.

Financial sustainability

The 2020-21 year was successful financially for the Pat Cronin Foundation despite the COVID 19 restrictions dragging on.

We added to our staff numbers in January 2021 with the appointment of Steve Layt as our Partnerships Manager and our General Manager Geoff Smith moved from three days per week to four days per week. We also added a new education presenter, John Linn, to our ranks.

Our financial documents show a good turnaround from a loss of \$53,700 in 2019-20 to a profit of \$131,755 in 2020-21.

Revenue was assisted by the Victorian Government grant as well as Federal Government COVID 19 payments.

Our financial position remains very strong with net assets of \$656,658 and the ability to comfortably cover all expected expenses for the foreseeable future.

The revenue obtained through the Foundation's fundraising activities, and from our partners, donors and supporters is vital in supporting the Foundation's delivery of fully funded Education and Awareness sessions.

Every dollar raised is invested back into the Foundation to support its aims, grow its reach, and increase its capacity to deliver the Be Wise End the Coward Punch message.



Financial statements

AT 30 JUNE 2021

STATEMENT OF FINANCIAL POSITION	2021	2020
	\$	\$
Total Assets	675,521	549,956
Total Liabilities	(18,863)	(25,053)
Net Assets	656,658	524,903

STATEMENT OF PROFIT OR LOSS	2021	2020
	\$	\$
Revenue	481,171	281,459
Other Revenue	3,626	8,103
Depreciation	(9,338)	(5,349)
Event & Fundraising Costs	(39,501)	(70,022)
Merchandising costs	(28,210)	(15,802)
Staff Costs	(142,995)	(111,948)
Other expenses	(63,709)	(70,867)
Total Profit or (Loss) for the Year	131,755	(53,700)

STATEMENT OF CASHFLOWS	2021	2020
	\$	\$
Receipts from donors & fundraising	174,654	193,514
Receipts from merchandise, registration & tickets	126,138	43,694
Receipts from education & awareness sessions	15,965	44,251
Interest received	3,626	8,103
Payments made to suppliers & employees	(375,372)	(344,327)
Net cash provided by operating activities	109,425	(54,765)

Our team

We have welcomed a new staff member to the Pat Cronin Foundation over the past year. Steve Layt brings experience in relationship building to the Foundation and is responsible for building the number of corporate partners and managing the relationships with them.

STAFF



Dr Geoff Smith
General Manager
Management & research experience in not for profit sector



Steve Layt
Partnerships Manager
Experienced in building relationships with corporate partners



Emma Crupi
Marketing & Administration Assistant
Experienced in marketing, product development & design



Ben O'Toole
Education Presenter
Experienced public speaker and Coward Punch survivor



John Linn
Education Presenter
Ex-Scots' Guardsman & keen soccer coach

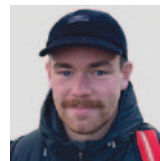
CASUAL PRESENTERS



Steve O'Malley
Family friend & anti-violence advocate



Peter Treseder
Family friend & professional presenter



Patrick Turnbull
Pat's friend since kindergarten



Nick Eggleton
Schoolmate of Pat's



Hayden Bowkett
Friend of Pat's

BOARD



Matt Cronin
Chair
Founding Director, Pat's father, Certified Financial Planner



Robyn Cronin
Board Director
Founding director, Pat's mother



Kelly Sexton
Board Member
Senior consultant



Rick Atkinson
Board Member
Certified Financial Planner



Liam O'Brien
Board Member
Health & recreation specialist



Anthony Guy
Board Member
Chartered accountant with qualifications in commerce & law



David Hrovat
Board Member
Secondary school teacher





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