

2023

ANNUAL REPORT



10 YEAR CELEBRATION EDITION

zero²hero[®]

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zero2hero acknowledges Aboriginal and Torres Strait Islander peoples as traditional custodians of the land on which we operate. We pay respect to Elders past, present and emerging, and value the rich history, unbroken culture and ongoing connection of Aboriginal and Torres Strait Islander people to country.





Celebrating a Decade!

In 2023, zero2hero celebrated 10 years of making a difference to young lives in Western Australia.

Over the last decade, we have impacted more than 220,000 young people through mental health and suicide prevention education.

Today, through our wide range of programs and events, we educate, engage and empower thousands of young people each year, in the hope of preventing suicide in Australia.

“

I can hand on heart say that because of our programs, because of our work in the past 10 years, hundreds of thousands of young people are now better supported to support themselves.

ASHLEE HARRISON | CEO

Meet the 1,200 inspiring Camp Hero alumni who have become change-making mental health leaders in the last 10 years!



Trip Down Memory Lane



2013

zero2hero became an official incorporated charity.

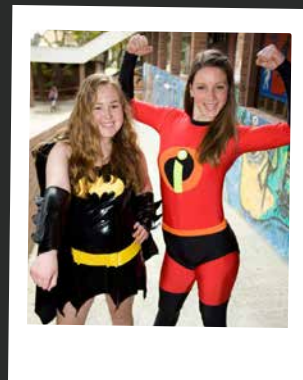
The first Camp Hero program was run for 27 young leaders. Since then, over 1,200 students have attended.



2023

We celebrated our 10th birthday, having positively impacted over 220,000 young people in the past decade.

New look of leadership!
Our new board was implemented.



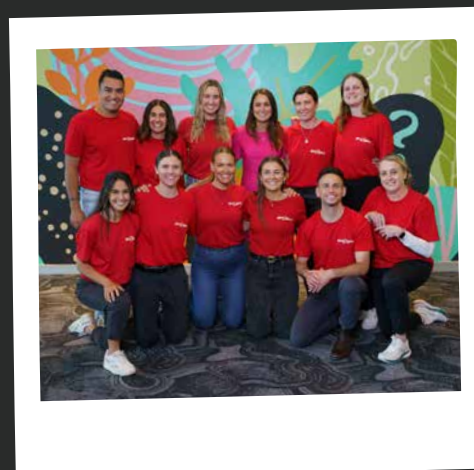
2014

We launched our first initiative - zero2hero Day, with over 15,000 students taking part.



2015

We began delivering our schools programs to students across WA.



2022

zero2hero grew to a heroic team of 20 staff members.



2016

We launched In Your Head, WA's first mental health forum that we now host annually for over 1,000 students.

Our CEO Ashlee was awarded the West Australian of the Year!



2021

We raised over \$1million within 12 months for the first time.

Chevron Australia came on board as our Empowerment Partner.

We moved into Hero HQ in Subiaco!



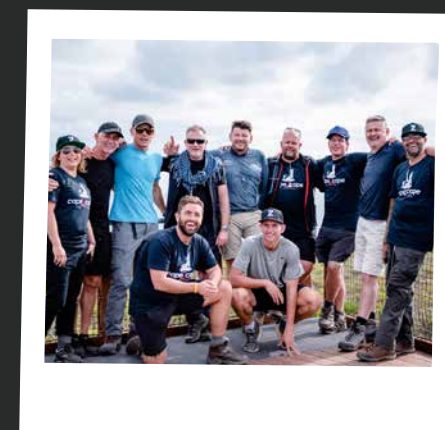
2020

Our schools programs began to reach over 100 schools a year in WA.



2018

We launched our Red Cape Ball which fast became our largest fundraising event of the year.



2019

Our first cape2cape Trek was run. Since then, more than 250 trekkers have raised over \$1.5million.



2017

zero2hero employed our first official staff member.



A WORD FROM **Our** Chairman



On behalf of zero2hero, I extend my heartfelt gratitude to each of you for taking the time to delve into our Annual Report, summarising the impactful and record high strides undertaken by zero2hero in 2023.

I'd like to recognise and thank all our dedicated supporters, employees, volunteers, and board members, both past and present. Your unwavering commitment has been instrumental in propelling zero2hero toward unprecedented success in supporting a record number of young people this year.

This past year marked a milestone in our journey, with notable achievements that underscore our collective efforts, such as the 32,507 young lives that were impacted, the 20,680 students from 246 schools in WA that received mental health education, the 611 new trained suicide alert helpers, the 490 remarkable young leaders that attended Camp Hero, and the 11,070 kilometres trekked for youth mental health during our cape2cape Trek and inaugural CEO Trek.

Our overarching mission remains steadfast: to develop and enhance the understanding of mental health issues among young people and their communities in Western Australia. Looking ahead, we aspire to reach every school in WA to ensure that every young person can positively manage their mental wellbeing.

As my first year as Chairman of this wonderful organisation comes to an end, I once again thank you for your ongoing commitment and belief in our mission. Together, we are making a meaningful difference in the lives of young people, their families and their communities.

PAUL LARSEN | CHAIRPERSON



!! A WORD FROM Our CEO

In 2013, after four years of fundraising for mental health organisations, we identified a significant gap in prevention, early intervention, and health promotion.

Learning that 75% of all mental health problems emerge before the age of 25, and half before the age of 15, we began a bold endeavour to change the mental health landscape forever and become a bigger part of the solution.

In 2013, zero2hero officially became a mental health charity focused on preventing mental health issues before crisis point. We began with zero2hero Day, hosting just three WA high schools, and our first Camp Hero program for 27 young people. Little did we know, this was the beginning of something truly special and the birth of zero2hero as we know it today.

This year, we celebrated our 10th birthday. As I reflect on the past decade, I want to thank every single person that has been part of our journey.

To our founding committee and board, our volunteers, team members and board of directors, thank you. To every person that has ever mentored, donated, attended an event, purchased an auction item or trekked the cape2cape, thank you. To those people that volunteered their time to drive kids to camp, sizzle a sausage or shake a tin, thank you. To the people that purchased raffle tickets as we paced up and down the terrace all those years ago, thank you. To those that have swam to Rottnest, rowed to Africa or dug a hole for 24 hours, thank you. To the thousands of students, parents and teachers that have participated in our programs...THANK YOU!

However, despite our tireless efforts, the current mental health crisis is not going away or slowing down. In the last 12 months, almost 40% of young Australians aged 16 to 24 - more than 1 million people - experienced a mental health illness. Every 80 seconds a young person calls a helpline, and tragically, just 2 in every 5 calls are answered.

Now, more than ever before, we need to invest in prevention. Our kids need a solution that works. A solution that adequately prepares them for their future, with the resilience, empathy, and the minds they need to succeed in a world we have built for them.

So we ask you to continue supporting us, continue to invest in our future and the future of the thousands of young people that we support. Despite the size of the issue, we can and will continue to save lives and support young people in learning how to thrive in life.

Ashlee Harrison | CEO

“

Today with your support, I can proudly say that we have impacted more than 220,000 young people in the past 10 years! This is a huge achievement, and one we are incredibly proud of.



Watch our 10 year journey!



Our Board



PAUL LARSEN
Chairperson

Paul Larsen is a highly respected member within the transport and infrastructure industries, having been the CEO and a director of Arc Infrastructure for 12 years between 2007 and 2019.

As well as being zero2hero's Chairperson, Paul is also on the board of Centurion Transport, Perron Group and Qube Property, with his qualifications including a Bachelor of Business, CPA and GAICD accreditation.



LEIGH DYSON
Treasurer

Leigh Dyson, of Dyson Advisory Group, is a Chartered Accountant with almost 20 years of experience advising both public and private clients, locally and internationally on tax issues arising from structuring, restructuring and mergers and acquisitions.

He has gained specific experience with many industries including health, technology, property, construction development, mineral, oil and gas and funds management sectors.

Leigh has also held a number of director roles in the property, pharmaceutical and agriculture industries.



ASHLEE HARRISON
CEO & Company Secretary

Along with her role as CEO of zero2hero, Ashlee is a suicide prevention trainer, speaker and mentor. Ashlee began working in the mental health sector 12 years ago, after experiencing the loss of a loved one to suicide.

Ashlee is a highly skilled communicator and has received several acknowledgements including the 2016 Young Western Australian of the Year, a Pride of Australia Medal, Western Australian Youth Award for Education, and has also been recognised by the Australian Financial Review as one of Australia's 100 Women of Influence.



ZAHEER MOHAMED
Board Member

Zaheer has extensive Senior Executive experience in both the public and private sector. He is the founder and CEO of a multinational private equity firm.

His academic credentials include GAICD, Master of Business Management, Graduate Diploma in International Finance, Project Management Professional and undergraduate degrees in Microbiology and Public Health.



NEIL SADLER
Board Member

Currently CEO in the Asia Pacific region for Altrad Services, a global leader in the provision of industrial services, Neil is a highly experienced leader and mentor.

Based in Singapore, Neil is responsible for setting growth and operational strategies for Australia, Singapore, China, Thailand and Russia.

Having been involved with zero2hero for several years, and with Altrad Services serving as a major sponsor of the organisation, Neil is passionate about raising awareness of mental health within the community and sharing the values that zero2hero holds.



DR KAINE GRIGG
Board Member

Kaine is a clinical psychologist with over 10 years experience working with children, adolescents and adults. He has worked as a youth worker, outreach worker, and psychologist.

Kaine founded the mental health promotion charities MyLocalMind Inc. and Fremantle-based subsidiary FremantleMind Inc.

Kaine currently works as a private consultant through his private practice, K.A. Grigg Consulting, and as a clinical psychologist and supervisor with the Western Australia Department of Health WA.



JODIE PERRAM
Board Member

Jodie is the visionary behind Itch, a Perth recruitment agency, with divisions across Professional Services, Communications, Mining, Drilling and Trades.

With over 30 years in the field, Jodie stands as one of Perth's foremost recruiters. In 2011, she established Itch, now a team of 14, and swiftly earned recognition in Perth.

Jodie contributes to charitable causes and boards including Starlight Children's Foundation, Parkerville "Sprout" Program and Youth Focus Ride for Youth, showcasing her passion and commitment to empowering young Australians.



STEPHEN DALY
Board Member

Stephen is an experienced executive and director with a diverse background.

Stephen is the CEO of a boutique transaction advisory business and had a long career in accounting, financial services and executive management with AMP and National Australia Bank before moving to Western Australia.

Stephen was also the Chief Operating Officer and CFO of the Minderoo Foundation, one of Australia's largest philanthropies, and Tattarang, the diversified private investment vehicle of the Forrest family.



Our Vision

To empower young people to positively manage their own mental health and wellbeing, and support others to do the same.

Our Mission

We provide programs that educate, engage and empower young people to support and maintain their own mental health and prevent suicide in the community.

Our Values

Courage, Health, Integrity,
Respect, Passion

What We Do

It's simple. For the last decade, we have been dedicated to improving young people's mental health and wellbeing to ultimately prevent suicide in Australia.

That's why prevention, early intervention and mental health education is more important than ever before, and why we need to start with our young people!

**Every day, one
young Australian
takes their own life.**

Our programs equip students with essential tools to help them navigate the ups and downs of life, and help their mates to do the same, to change the landscape of mental health in Australia and prevent suicide.



Our Record Year In Numbers

We're not just words! Like all heroes, we're actions too!

We are proud to say that 2023 was our most impactful year yet, delivering programs in every region across Western Australia and achieving our goal of educating, engaging and empowering more students than ever before!

Educated
20,680
students in **246** schools

Impacted
32,507
young people

Hosted
490
young heroes
at Camp Hero

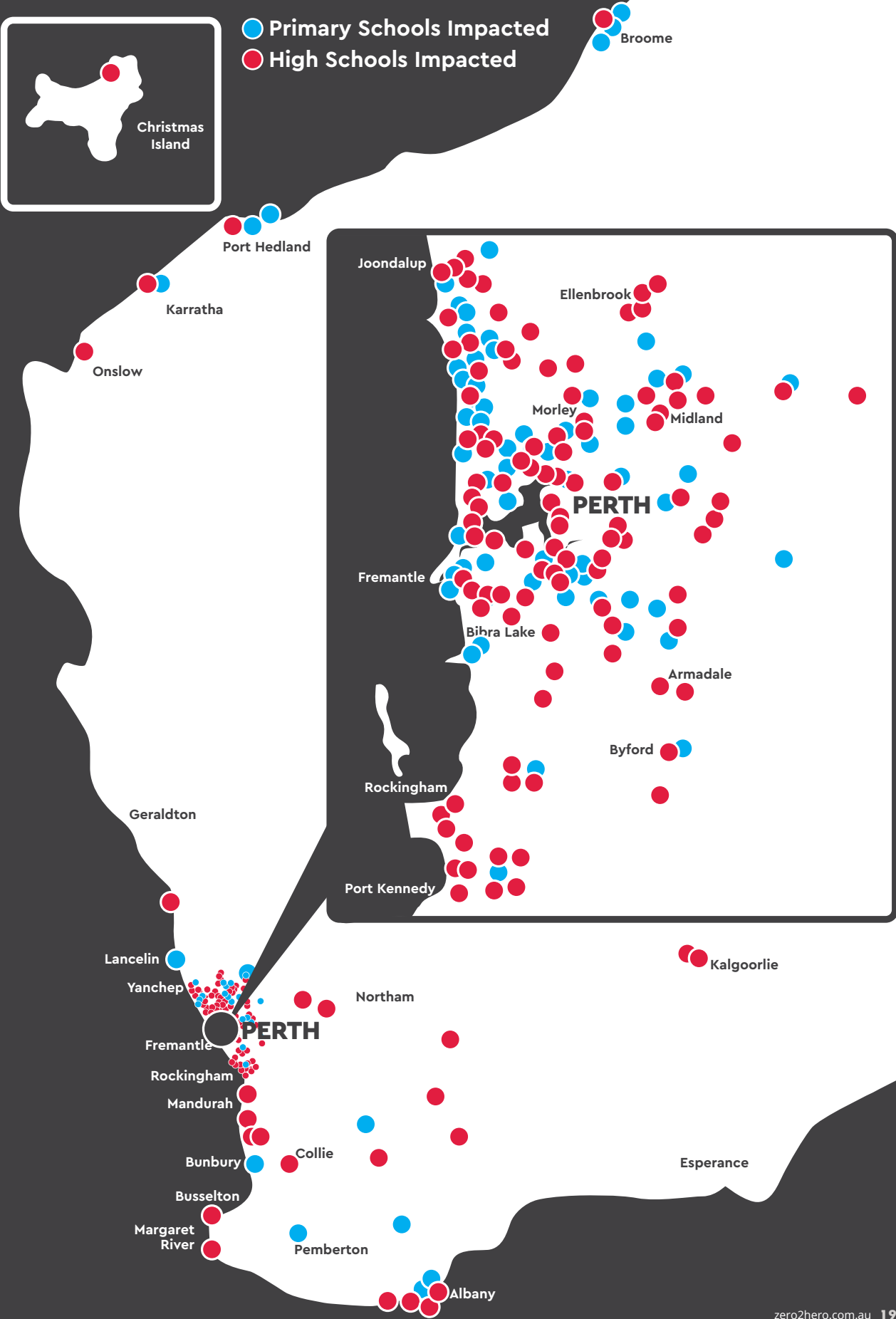
Trekking
11,070 km
for mental health

Trained
611
people in suicide prevention

PROGRAM DELIVERY MAP



● Primary Schools Impacted
● High Schools Impacted



School Programs



Highlights From The Classroom



PRIMARY SCHOOLS

We recognise that half of mental health issues emerge before the age of 15. Therefore, this year we began to expand our focus on younger cohorts, and piloted a new program that will impact children as young as Year 4.

With this new focus, we are proud to announce we delivered 292 workshops to 3,589 primary school students across 77 primary schools in WA.

HIGH SCHOOLS

As we work towards having an impact in every WA High School, we are happy to announce that in 2023 we educated more high school students than ever before.

Throughout the year, we delivered 412 workshops to 17,091 high school students across 169 schools and also saw a big uplift in schools implementing zero2hero in their wellbeing plans.



Regional Outreach

With a heavy focus on impacting young people in remote regions, we are proud to announce that we successfully delivered programs in every region of WA in 2023!

We successfully delivered 15 roadshows that saw us frequently visiting schools in The Goldfields, Wheatbelt, Mid-West, Pilbara, South West, Great Southern, Christmas Island and The Kimberley, providing much need support for young people in more vulnerable areas.

A highlight includes helping five Kalgoorlie football clubs change locker room conversations and tackle suicide head on by delivering our safeTALK suicide prevention workshop to them.



OUR SCHOOL PROGRAMS

We offer a wide range of school programs that aim to educate, engage and empower young people. Every year, we successfully reach and positively impact thousands of young people across Western Australia with these programs.

Chevron humanKIND

A 4 session program that aims to increase student's compassion for themselves and others, and create a strong sense of community within their school.

104

4-session programs delivered

2,116

students impacted

21

schools reached

“

It was an awesome and informative program. I loved it, and I can now be more mindful about the level of compassion I give to others and myself.

**CHEVRON HUMANKIND
STUDENT**

“

Our students have been talking about the workshop all day. The way you had them engaged was incredible. Thank you for sharing such important topics to our future leaders.

TEACHER, CRAIGIE HEIGHTS

Goals aHead

In partnership with the Purple Hands Foundation, Goals aHead is an 8 week program combining physical and mental health to encourage mental wellbeing and resilience.

10

8-session programs delivered

145

students impacted

5

schools reached

“

My daughter was really invested in this program and thoroughly enjoyed it. It was so nice to see her come home every Tuesday telling me all about it. Thank you again, it was amazing.

PARENT

Hero High

Our range of stand-alone mental health workshops, covering a wide range of topics such as Mental Health 101 and Let's Talk Resilience.

252

programs delivered

16,332

students educated

80

schools reached



GoalsaHead

Chevron Tough Stuff

This program is for primary aged students to prove to themselves just how tough they are, improving their resilience and confidence and challenging themselves to an end of program 4 kilometre fun-run.

25
8-session programs delivered

744
students impacted

21
schools reached



I have become way more resilient and I have feel like I can always share my feelings which has helped me way more. I have also learnt how to feel better about myself and my feelings if I am ever sad or mad.

STUDENT, ONSLOW SCHOOL

safeTALK

A half-day suicide prevention workshop for heroes over the age of 15 who are interested in knowing how to recognise signs of suicidal thoughts in others and connect them with the appropriate help.

33
programs delivered

611
people impacted

110
schools reached

I learnt a lot from this training and now know how to begin a conversation with people who are potentially thinking about suicide.

SAFETALK PARTICIPANT



CASE STUDY

Empowering Students on Christmas Island

My name is Ikram and I'm a 16-year-old boy from Christmas Island, driven by a deep passion for volunteering and helping others. It's this drive that led me to zero2hero and set me on a transformative journey toward mental health advocacy and personal growth.

My adventure with zero2hero began when I attended Camp Hero early in 2023, which was a life-changing experience for me. However, I'm happy to say that my experience didn't stop there as shortly after camp, the team visited my school to deliver mental health workshops.

I had the opportunity to participate in both Hero High and Chevron humanKIND programs. Both these programs really helped to strengthen my confidence and gain invaluable tools for managing my mental health and supporting my friends to do the same. It was also really nice to have my peers experience some of zero2hero's programs and join in conversations about mental health, after I'd had such a positive experience on camp.

My journey with zero2hero has transformed me in countless ways. Through their programs, I've discovered the strength within myself to navigate life's challenges with confidence and compassion. As I continue on my journey, I'm committed to serving as a catalyst for positive change, one step at a time!



IKRAM, 16

In Your Head

Our seventh annual In Your Head forum was another huge success, with 1,026 students attending from 53 schools across WA.

During a full day dedicated to learning about adolescent mental health, attendees heard inspiring keynote presentations from mental health expert Professor Patrick McGorry, Actor and Musician Joel Jackson, and our very own CEO Ashlee Harrison.

The forum also featured a fantastic sports panel Q&A with Paralympian Brant Garvey, AFLW player Emma O'Driscoll and Australian Hockey player Tyler Lovell, and dynamic break-out sessions throughout the day.



In Your Head was one of the most valuable experiences I've had in a long time. Being in Year 11, they had helpful strategies to cope with stress but also how to help my friends with their own mental health.



IN YOUR HEAD WHEATBELT

In 2023, zero2hero's flagship youth mental health forum travelled to regional WA for the first time!

In partnership with Holyoake, we welcomed 235 students and teachers to In Your Head Wheatbelt to join us at the one-day event in Narrogin. Students learnt from a range of inspirational keynote speakers, panellists and workshop facilitators, to give them a greater understanding of adolescent mental health and practical skills to support their own wellbeing.



zero2hero Day

On June 16, 2023, we invited schools to dress up, stand up and speak up for our annual mental health awareness day, zero2hero Day.

This year, over 5,500 students engaged in fun activities on the day, from pancake breakfasts to bake sales to dance parties, while dressing up as their favourite superheroes. Teachers also incorporated mental health focused activities into the day's curriculum to encourage students to openly discuss mental health and help make it a part of the school's everyday conversation, to reduce the stigma associated with mental illness.



Camp Hero





Camp Hero LEADERSHIP

In 2023, we delivered a record number of 7 Camp Hero LEADERSHIP programs, hosting 250 young people from 108 schools across WA.

At this unique leadership program, top young leaders from all over WA are joined by mentors and experts over 5 days and 4 nights for an experience of a lifetime!

During the week, each young hero is empowered to challenge themselves both physically and mentally, create meaningful connections and also receives an accreditation in the nationally recognised suicide prevention workshop, safeTALK, to learn how to support someone who may be thinking about taking their life.



“
Camp has created some of the best memories I have, as well as lifelong connections. The lessons I learnt from camp is something I speak and think about weekly, if not daily.
MEKHI, CAMP HERO LEADERSHIP ALUMNI



Camp Hero Evaluation

😊 100%

would recommend Camp Hero
LEADERSHIP to their peers

😊 88%

agree Camp Hero will
increase their influence
within their family

😊 98.5%

agree Camp Hero will
improve their relationship
with their parents

😊 93%

agree Camp Hero will
increase their influence
within their school

😊 83%

agree Camp Hero will
improve their relationship
with their friends

😊 83%

agree Camp Hero will increase
their ability to communicate
with their parents

😊 96%

agree Camp Hero gave them
space to talk about their
thoughts and feelings more

CASE STUDY

Meet our Hero, Max

My name is Max Lane. I am a 16 year old student from Christ Church Grammar, and I am particularly interested in nurturing the physical and mental wellbeing of young people.

When I was 13, I became extremely unwell with Chronic Fatigue Syndrome and spent over a year battling every day to stay here. Throughout these 14 months, I struggled every day to get out of bed and to find a reason to keep pushing through the excruciating pain of simply getting up. After almost 12 months of recovery following my clean bill of health, I heard about zero2Hero and decided to apply for Camp Hero. This camp was an absolutely life changing experience for me.

I was joined by 35 other young people, and we were taught about nutrition, the brain, the body, numerous mental health conditions and the prevalence of them in society. And crucially, we also received suicide prevention training.

The knowledge I gained from camp I still carry with me now and apply it to my everyday life. It allows me to not only look after myself, but to look after those around me in my community. The suicide prevention training has allowed me to directly save 4 of my friends lives in

“

The camp also allowed me to create lifelong friendships and bonds with likeminded people from all around the state and it was instrumental in truly turning my life around.

15 months. Imagine how many I can save in my lifetime! The camp also allowed me to create lifelong friendships and bonds with likeminded people from all around the state and it was instrumental in truly turning my life around.

The absolutely incredible team of people at zero2hero have inspired me to not only stand up and look after myself, but to truly making a resounding impact on my community and genuinely save lives.



Camp Hero CREATIVE

In 2023, we hosted two Camp Hero CREATIVE programs, with a total of 110 creative young heroes aged 7-12 attending.

This program allows young people to explore their creative side, participating in activities such as cartooning, drumming, yoga, drama and painting.

A highlight of the program was finishing with a silent disco where students sung at the top of their lungs and danced the afternoon away, leaving with new friends, a self-care toolkit and lots of artwork!

“

My daughter loved it, especially the silent disco! We think it is an amazing program and everybody was so uplifting and supportive.

PARENT



Camp Hero SPORTS

We held three Camp Hero SPORTS programs in 2023, hosting 189 young heroes aged 7-12 across the school holidays.

Students participated in a combination of physical and educational sessions across 3 days, aimed at improving their teamwork and leadership skills, while making new friends and having fun trying new sports and learning more about health and wellbeing.

We had professional athletes and coaches delivering sessions such as football, soccer, hip-hop and basketball. We also facilitated sessions such as nutrition, resilience, and positive psychology.

“

My boys favourite school holiday program ever!

PARENT



Events & Fundraisers



Red Cape Ball

The Red Cape Ball remains our biggest fundraising event of the year! In its fifth year, over 750 guests entered a world of extravagance, colour and wonder for a night to remember, raising an incredible \$320,000.

This year, guests were entertained by Joel Jackson and the sensational sounds of WAAPA Gospel Choir, with Furnace and the Fundamentals lighting up the dancefloor, while our heroic alumni Angus Cameron and Hannah Wang joined us on stage to share their stories.



\$320K
raised for youth
mental health



The Heroes Lunch

In August 2023, our second annual The Heroes Lunch was a huge success, with 400 remarkable corporate heroes generously digging deep and raising \$131,000.

The insight of iconic Australian business leader Mark Bouris and comedic brilliance of Darren Car left attendees inspired and entertained, with the Crown Ballroom providing the perfect backdrop for a memorable afternoon, with guests enjoying a three-course meal and live and silent auctions.



cape2cape Trek

The cape2cape Trek is our remarkable five day, 135km adventure from Cape Leeuwin Lighthouse to Cape Naturaliste Lighthouse.

In 2023, the cape2cape Trek continued to generate much excitement, as we successfully hosted two treks that brought together 53 heroic individuals.



SEPTEMBER 2023

\$67,276
raised

22
trekkers

2,970km
trekked

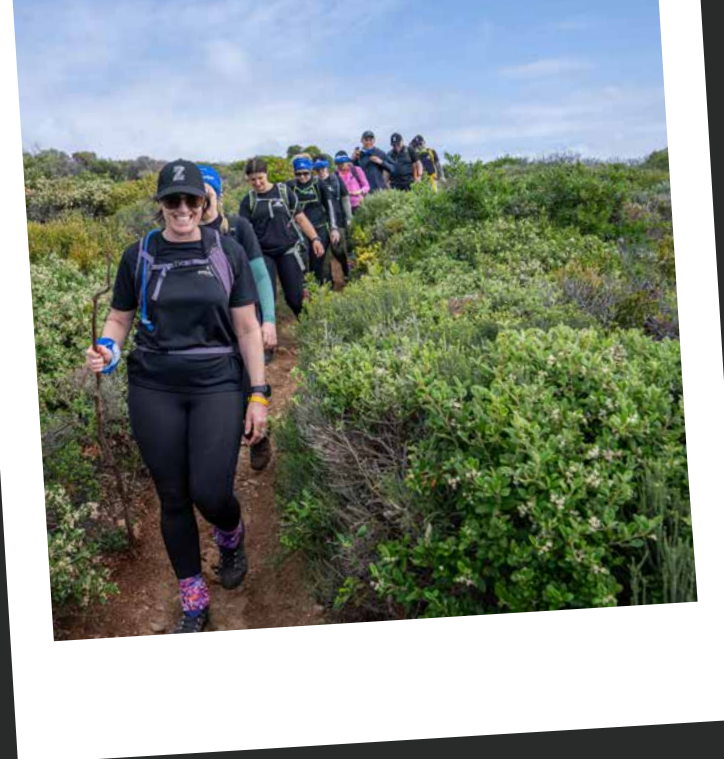


FEBRUARY 2023

\$344,359
raised

31
trekkers

4,185km
trekked



Over the last
5 years, over

230 trekkers

have raised over

\$1.6 million

to go towards making a
positive impact on the
lives of young people.



cape2cape CEO trek

\$284k
raised for youth
mental health



Due to the rise in popularity of our cape2cape Trek, in 2023 we launched our inaugural cape2cape CEO Trek. This is an exclusive, invitation only Trek bringing together CEOs and prominent business leaders for an unforgettable experience.

In October, we were joined by 18 leaders who raised an incredible \$284,320 for youth mental health. This first Trek was a resounding success, resulting

in strong connections within the business community and partnership opportunities and two CEO Treks planned for 2024.

Some of our trekkers included Australian Cricketing Legend and Director Justin Langer AM, CEO of Centurion Justin Cardaci, Partner at Ernst & Young Frank Lenzo and Managing Director of Unique Metals Paul Figliomeni.

“

On Monday, the other Trekkers were complete strangers to me. yet, five days later, they were a group of people who shared with me one of the best and most valuable weeks of my life!

**JUSTIN LANGER AM
AUSTRALIAN CRICKET LEGEND**

Partnerships & Everyday Heroes

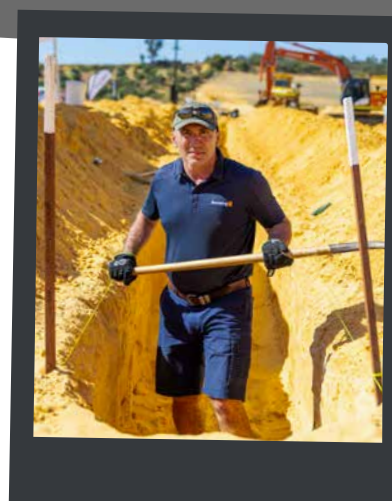




“

The Big Dig is my way of bringing attention to the importance of mental health and moving the needle on how we address mental health within our industry.

GORAN UTJESINOVIC



The Big Dig

The Big Dig is a one-of-a-kind fundraising event, created by community hero, Goran Utjesinovic.

The Big Dig saw Goran take on the challenge of using a shovel to dig a 1-metre deep trench non-stop over a 24 hour period, while other teams raced against him as they collectively strived to raise money for youth mental health.

Goran is not just known for his skills with a shovel, he is also the General Manager of Infrastructure for Benang Energy, with the idea for creating The Big Dig coming from his passion for ensuring future generations entering the construction industry have the resilience to tackle life.



A special shout out to the heroes who dug deep alongside Goran, moving an incredible 240 tonnes of sand; Liam McKinney - Founder of Calroc, Josh Brown - Managing Director of Brown Plumbing & Civil, and Robert Stewart - General Manager of TCD.

Rob's Row

In 2023, Rob Barton became zero2hero's first world-record setting fundraiser!

Inspired to make a difference following his daughter's struggle with mental health, Rob set out on a journey to attempt a world record to row solo and non-stop from Australia to Africa.

After a long period of preparation and research, Rob set out in April from Carnarvon on his purpose-built rowing boat, with his sights set on Tanzania.

Over the course of an 86 day, 8,358km journey at sea, Rob encountered 15m high waves, lack of sleep, multiple capsizes and a leaking boat along the way. Overcoming each challenge, Rob heroically reached the shores of Africa and became the first person to row solo and unassisted across the Indian Ocean, with all funds raised going towards supporting youth mental health!

\$ **150K** raised



Our Heroic Partners



Chevron Australia

In 2023, zero2hero positively impacted the lives of a further 13,104 people with thanks to support from our Empowerment Partner Chevron Australia who funded programs including Chevron Tough Stuff, Chevron humankIND and a sponsored Camp Hero program.

We have observed zero2hero's passion and dedication to providing authentic and real opportunities for young people to connect with themselves and each other, to understand their own needs, and learn how to ask for help.

CLAIRE HONEY, CHEVRON AUSTRALIA PARTNERSHIPS ADVISOR



2023 Chevron Partnership Impact



13,104
people impacted



76
trained suicide prevention helpers



66
schools reached



519
hours of mental health education in schools



381
workshops delivered



2,894
students educated



Purple Hands Foundation

In partnership with the Fremantle Football Club's charitable arm, The Purple Hands Foundation, we have developed a schools program called Goals aHead. This program was designed for high school students to link physical activity and community connection with essential mental health education.

Through this 8-week program, we were able to impact 145 students across 5 High Schools in Perth, allowing them to better connect with themselves, understand their needs and ask for help when they need it.



City of Kalgoorlie Boulder



zero2hero was one of 15 community organisations to receive a share in funding grants from the City of Kalgoorlie-Boulder in 2023. The successful three-year service agreement will enable us to impact a further 14,500 young people and other community members with mental health education through delivery of our programs in the region.



Fortescue

With thanks to Fortescue, the team delivered a range of workshops in South Hedland in 2023, equipping 2,000 young people with the knowledge and tools they need to navigate life's challenges, effectively deal with mental health issues and encourage help-seeking behaviours.



Livingworks Australia



In an exciting first, zero2hero was invited by Livingworks AU to expand our delivery of their suicide alert training program to the East Coast in support of the NSW Government's Mental Health Recovery Package. The state-wide initiative aspires to train 275,000 people to become suicide alert helpers through delivery of the safeTALK program. In 2023, we delivered safeTALK to 80 employees at Crown Sydney, and are excited to continue delivery into 2024.

THANK YOU TO OUR Corporate Partners



Empowerment Partner



Impact Partners



Community Partners



Heroic Supporters



Financials

With the generous support garnered from our fundraising efforts as well as our supporters and partners, we have directly impacted 32,507 young people in 2023, an increase of 15% from 28,191 in 2022.

The impact we have been able to have on young people in the past decade would not have been possible without the individual and corporate donors, supporters and volunteers who have given generously to achieve our mission, many of which have supported us in 2023.

During this reporting period, zero2hero generated an income of \$2,953,743, 75% of which was sourced through fundraising events and donations, including donations made during our events such as the Red Cape Ball and The Heroes Lunch, and those received through the cape2cape Treks.

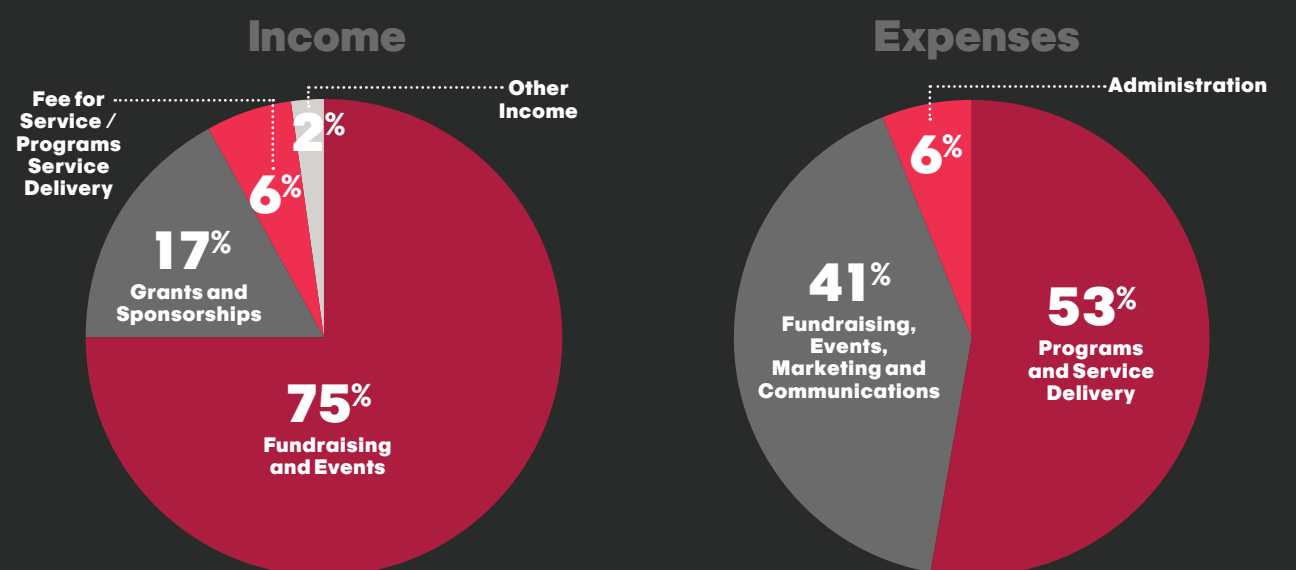
Revenue received from fundraising and donations increased by 14% in this reporting period, while maintaining the same ratio of expenses as last reporting period (41%). Included in the reflected 'Fundraising and Events' expenses are associated costs with producing the Red Cape Ball, The Heroes Lunch and three cape2cape Treks.

zero2hero have not just become widely recognised as a leader in youth mental health but also within the corporate community for our events and fundraising initiatives. This has cemented a strong foundation of support and proudly attracted value aligned partners. The Heroes Lunch, Red Cape Ball and cape2cape Treks alone have been the catalyst for generating over \$2,200,000 this reporting period. Within these initiatives, event ticket sales and trekker registrations strategically cover the reflected fundraising expenses.

This reporting period, zero2hero achieved an operating surplus of \$54,578, aligning with our strategic plan and the objective of working toward impacting all young people in WA.

We are so appreciative to all our new and existing corporate and individual supporters, donors and partners. With their ongoing and tireless support, we are excited to continue to stand up for young minds in 2024 and beyond.

Please note: zero2hero have recently changed our financial reporting period to align with the calendar year. The 2023 year is the first to reflect this period. Our previous reporting period was July 1st 2021 – December 31st 2022 (18 months).





Stand up for young minds



zero2hero[®]

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