



Impact Report 2025

Creating change for every
body, in every story.

Because of you

Last year, your support as a member of the Butterfly community helped drive real change for those living with eating disorders and body dissatisfaction, and for the loved ones caring for them.

Together, we're building a future where Australians thrive – guided by those with lived experience.

Thank you for your kindness and for believing in a future where every body is celebrated and no one feels alone.



Dr Jim Hungerford
CEO, Butterfly Foundation

A lasting legacy

We honour and thank the late Margaret* whose unexpected generosity in leaving a lasting legacy continues to transform Butterfly's work, ensuring our education programs are reaching kids nation-wide, our voice is loud in Parliament, and our treatment and services are supporting people into lasting recovery.

* Anonymous supporter
(* name changed for privacy)



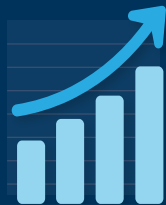
Over 1.1 million

people living in Australia are currently experiencing an eating disorder



Less than a third

are getting treatment or support



The prevalence of eating disorders for

kids is rising

Theory of change

From prevention to recovery, Butterfly leads the national movement to prevent eating disorders and body dissatisfaction to:



Reduce stigma & encourage help seeking



Improve body image & reduce disordered eating



Increase early identification & care navigation



Advance quality support & treatment

Our goal is simple: to prevent eating disorders and body dissatisfaction in Australia and support those who are affected.

Every call matters



Our Helpline is there every step of the way

Australians live with eating disorders every single day. And we've been there for them. People across Australia call Butterfly's National Helpline looking for understanding, reassurance, and practical support. Behind every call, webchat, or email, is someone taking a brave step toward recovery — and a counsellor ready to listen.

In 2025, our Helpline supported people from age 8 to 88 navigating body image concerns and eating disorders. For over HALF of them, this was their first time telling someone what they were going through.

Our highly trained counsellors offer compassionate, evidence-based care — guiding individuals, parents, carers, and professionals to the right resources and pathways. We've also recently brought back our Webchat Recovery Support Group with improved technology, ensuring no one feels alone when they need help most.



Over 22,000
people received support
by calling our Helpline



5,996
moments of supportive
techniques used to reduce
the caller's distress



90% of callers
used the information that
Helpline gave them as a
step in either their own,
or a loved one's recovery

One conversation can change
a life — and at Butterfly,
we see that happen every day.



Edwin's* Story

Thank you for this wonderful organisation and all the information and support provided... It gave us the information to early diagnose a potential disorder with my daughter and arrange early intervention. I am extremely grateful."

Edwin*, Helpline user
(*name changed for privacy)



Watch this space

Creating a new Single Session Intervention Service, an early intervention program created for those at risk while waiting for treatment. We've tested a chatbot which has shown significant improvements for those with eating disorders, and now we intend to permanently add this feature to the program.

Our lived experience advocates will help ensure it's safe, while our professionals ensure the content and structure will have the biggest impact.

Protecting future generations



Starting early can save lives

Eating disorders don't start overnight — and neither does prevention. Through our education and prevention programs, Butterfly works to change the conversation before negative body image takes hold.

In 2025, we empowered teachers and students to build kinder, healthier relationships with their bodies. Our workshops and digital learning resources equipped young people with practical tools to challenge appearance pressures and support their peers.

We also trained 2,800 professionals — from school counsellors to sporting coaches — in early identification and referral pathways. And for parents and carers, our webinars provided simple, compassionate ways to start supportive conversations at home.



80%

of teaching staff agreed the online training filled an important gap in their professional development



65%

of staff reported improvement in the way students talk about bodies, food and health



reached thousands of **young people**

nationwide, helping them build healthier relationships with their bodies

By changing how we talk about bodies, we change how young people see themselves and each other.



Maree's Story

I love that this program really explores concepts that are so important.

The concepts are explored in an age appropriate and clear way. I don't think that teachers in the past have had time to really explore these concepts well, they are often glossed over."

Maree, Teacher in WA



Watch this space

With today's kids growing up in the online world, we've created BodyKind Online Education – an e-learning program for secondary school students to complete together as a class. Across three modules, they'll learn to see through harmful messages, feel confident to be their true self, and how to challenge toxic diet culture. Already, an evaluation with over 500 students showed stronger self-worth, compassion, and safer behaviour online – and this program is available for schools to join.

Advocacy and Systematic Change

From classrooms to Parliament, we're fighting for the needs of our community. We are the voice for this too often invisible illness and with your help, we make sure our voices remain loud.



Successfully secured

\$9.2 million

for our National Helpline, keeping our phone lines open for another three years



Attended Parliament

three times, advocating for social media to be safer



As founders of the Eating Disorder Alliance, we called for

urgent government funding

advocated for the TGA to improve standards on weight loss products, called for the SA Health Department to remove a harmful campaign, and more



We called out every politician

during the federal election to commit to critical funding for vital mental health promotion and prevention services

We've got a long way to go, but our voices are making a difference.



Meeting Zali Steggall MP was a powerful reminder of why advocacy matters.

Lived experience is incredibly powerful – when we choose to share our recovery loudly, we help prevent others from suffering in silence. If I can play even a small part in advocating for change and greater funding, in improving awareness, in being a voice that helps another, I can't imagine anything more meaningful."

Jen, Butterfly Pathfinder and Lived Experience Advocate

Watch this space

In recent years, numerous online spaces have agreed that when key words are searched, instead of showing toxic content, the Butterfly National Helpline will appear. But when Google agreed to do the same last year, we were overwhelmed with more than a 30% increase in calls from people needing support. Now, we can't keep up with the demand and are desperately seeking funds to further grow Helpline.



Want to help with funding?

Scan this QR code or go to
<https://donate.butterfly.org.au>



Treatment and Recovery



Butterfly is committed to ensuring that every person experiencing an eating disorder or body image concern can access the right support at the right time. Together, Wandí Nerida, Next Steps, and Butterfly’s various recovery programs and support groups form a continuum of care that meets people wherever they are: from emerging concerns to intensive treatment needs, to long-term recovery.



66 people

received life-saving treatment at our residential treatment facility called Wandí Nerida



88%

of participants who are caring for a loved one are more hopeful about their recovery after joining our Carer Support Group



49 people

participated in Next Steps, our program to ensure a long-lasting recovery after being discharged from inpatient treatment



Sam’s* Story

This program has been amazing and completely changed the trajectory of my recovery.

I think this service is a must for anyone transitioning from inpatient care. It is extremely challenging but very beneficial.

The knowledge and skills of the team (psychologists, dietitians, peer workers and nurse) was incredible.”

Sam*, Next Steps participant
(*name changed for privacy)

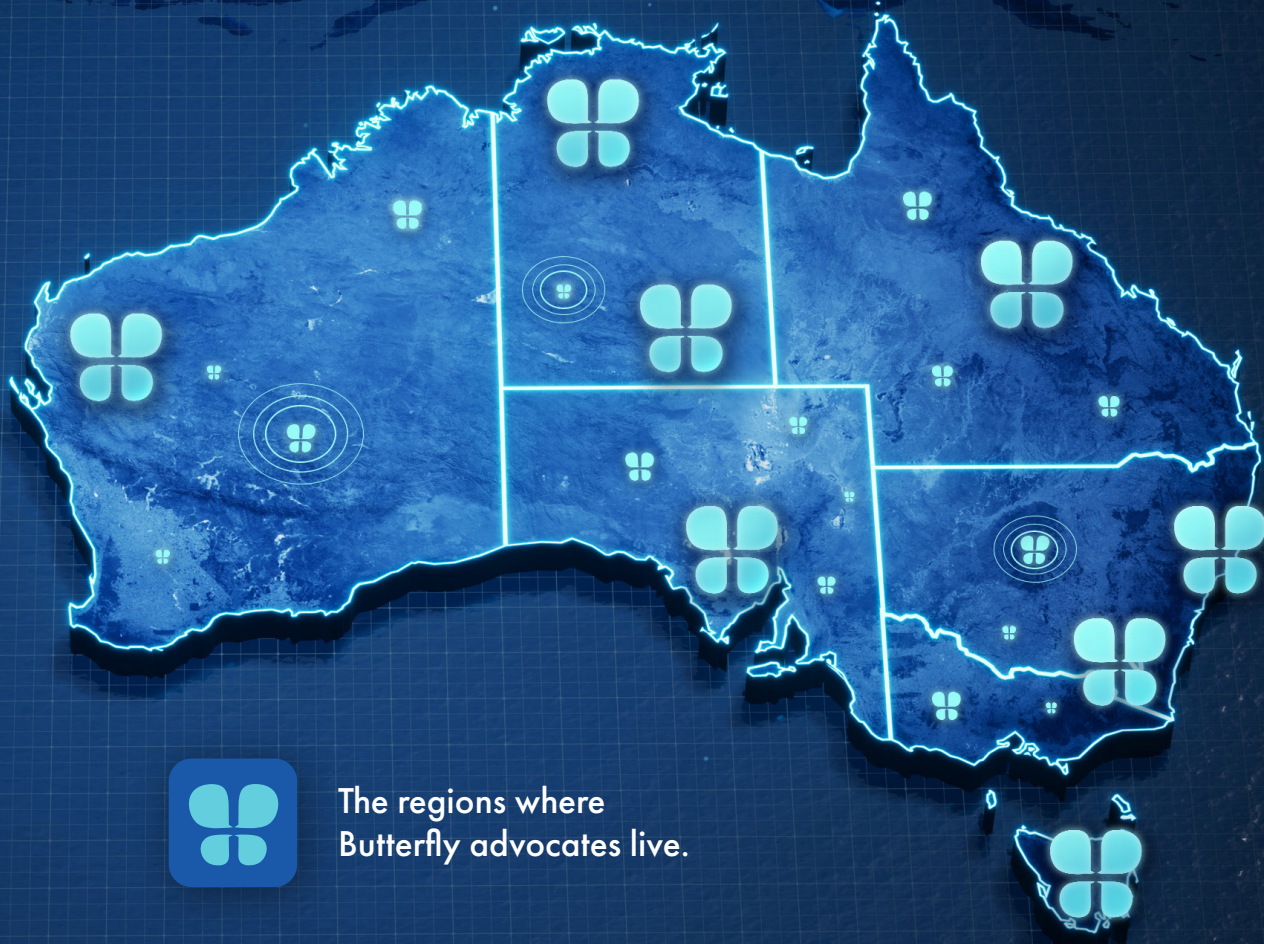
The heart of our work

Real stories. Real change.

Butterfly’s advocacy is grounded in lived experience. Every government submission, policy meeting, and campaign is informed by the voices of people who have been there.

Last year, over 900 lived experience advocates shared their stories through our speaker programs, research partnerships, and government consultations — helping shape more compassionate systems of care.

From supporting the National Eating Disorder Strategy to advising on equitable access to treatment, Butterfly continues to ensure that every voice counts in the national conversation.



The regions where Butterfly advocates live.



100 speakers

were trained to continue spreading awareness; sharing their journey safely with others more than 350 times



These advocates shared their wisdom by supporting our work more than

50 times



Skye’s Story

I first reached out to Butterfly for support during my own eating disorder journey, so to now work with them as a lived experience advocate feels incredibly meaningful.

I’m grateful to Butterfly for championing a fat First Nations trauma survivor at a time when marginalised voices are too often silenced. Including someone like me in the national conversation has made me feel valued, respected, and seen.”

Skye, Lived Experience Advocate in QLD



Why I give: a lifeline that lasts

For many, the hardest part of an eating disorder isn't just the illness itself, but the deep sense of loneliness that comes with it. One of our Butterfly Circle members, Clare, knows that feeling all too well – and it's the reason she now chooses to give hope and connection to others, every month.

“When I developed anorexia over four decades ago, I felt profoundly alone every minute of the day. That sense of alienation is why I support Butterfly. Not only does Butterfly bear witness to the suffering of those with eating disorders and help guide them towards recovery, but it also provides a human connection that moves people beyond their illness.”

Clare's words reflect the heart of what your support makes possible: understanding, connection, and the gentle guidance people need to feel supported. Thank you, Clare, and every Butterfly supporter, for caring about this deadly illness, both now and for future generations to come.

By committing to make regular gifts on a weekly, monthly or yearly basis, you can help ensure that no one has to face that same loneliness.

Regular gifts provide stable, reliable funding that allows Butterfly to be there – consistently and without judgement – for every person reaching out.

If you're ready to join or simply want to learn more, go to www.butterfly.org.au/regular-giving or scan this QR code



Making every dollar count

**When you donate
\$1 to Butterfly...**



- 68c** goes directly into our life-saving services
- 11c** helps raise the next \$1
- 21c** helps us operate more efficiently

It's thanks to your generosity that we've achieved so much in the last 12 months.

Like many charities in Australia, the government funding Butterfly receives is falling short of what's needed. We're committed to maximising the impact of your donation, while still ensuring we can operate sustainably into the future.

Last year, 68% of our income was dedicated to advocating and raising awareness, our prevention and education programs, and providing support and treatment for those living with an eating disorder. Just 21% of funds go toward supporting our facilities, operational costs, and governance so we can best help those within our community with integrity while staying transparent! The remaining 11% was allocated to raising critical funds for our work.

These figures are current at the time of publication and pending audit. See Butterfly's 2025 Annual report [here](#) and final audited accounts [here](#) for more information.

We regularly monitor our costs to ensure we're driving maximum impact for those affected by eating disorders and we continue to earn the trust you place in us to deliver life-saving programs for them.



Thank you for being part of the Butterfly community

Butterfly acknowledges the traditional custodians of the land on which we work as the first people of this country.

We commit to embracing diversity and eliminating discrimination in health care. We welcome all help-seekers and strive to create a safe place for all people, irrespective of their size, shape, age, abilities, gender, sexuality, cultural background, language, economic status, profession or location.

 www.Butterfly.org.au

 (02) 9412 4499

 103 Alexander St, Crows Nest NSW 2065

