



# 2024 ANNUAL REPORT

**Worthy Australia**

Presented by  
Jennifer Ball

Chair & CEO



# WORTHY

[www.worthyaustralia.org](http://www.worthyaustralia.org) @worthyaustralia



## CHAIR & CEO REPORT

2024 was a pivotal year for Worthy Australia- one marked by consolidation, reflection, and laying the groundwork for sustainable future growth. This year, our focus remained on strengthening our foundations to ensure that we can scale our impact while maintaining the quality and integrity of our work.

Our Safe Haven Program continued to serve women and children escaping domestic violence, transforming empty houses into safe, fully functional homes. Over the past year, we created 18 safe havens, providing families with not just a physical shelter but also a sanctuary for healing and rebuilding their lives.

However, the year was not without challenges. Due to funding limitations and capacity constraints, we were forced to turn away some referrals- a sobering reminder of the overwhelming demand for our services. Yet, as we move into 2025, I am proud to say we are in our strongest position yet. With updated strategic plans in place, we are poised to significantly increase the number of families we can support in the year ahead.

Recognising the importance of providing assistance wherever possible, we introduced starter kits- comprehensive sets of small household essentials for families we could not place into a full safe haven. These kits allowed us to extend our reach, ensuring that even when a full Safe Haven service was unavailable, we were able to provide critical support to families in need. This initiative has increased our impact while reinforcing our commitment to helping women and children rebuild their lives.

The housing crisis in Western Australia has presented a significant barrier for women seeking safe and affordable accommodation. While securing properties has become increasingly difficult, referrals to Worthy Australia have continued to rise. This growth reflects the strong reputation and trust we have established among Perth's refuge services and partner organisations.

It is important to note, however, that if more housing becomes available, our capacity to accept and support families must also increase. To meet this demand, we will require additional support- from funding to partnerships- to ensure we can provide homes to those who need them most.



## CHAIR & CEO REPORT

The prevalence of domestic violence in Western Australia has reached devastating levels. Recent statistics underscore the urgency of this crisis:

In 2024, there was a record number of domestic violence incidents reported to police across WA. Alarming, the vast majority of domestic violence incidents remain unreported, meaning the true scale of the issue is far greater than what is reflected in official data.

Domestic violence is not just a private issue; it is a societal crisis that requires coordinated responses. Worthy Australia is part of this crisis response. Our work ensures that women and children have access to safe, dignified homes, breaking cycles of violence, poverty, and homelessness.

Research from Curtin University highlights the stark reality many women face, which is the inability to leave or the pressure to return to violent relationships due to extreme poverty and homelessness. Women escaping violence are often confronted with the impossible choice of enduring harm or facing life on the streets with their children.

Worthy Australia's Safe Haven Program directly addresses this issue. By providing stable, furnished homes, we create opportunities for families to heal, regain their independence, and rebuild their lives. A safe, calming home environment is vital for mental health and wellbeing- particularly for children who have endured the trauma of domestic violence. Studies have consistently shown that access to safe housing reduces stress, improves mental health outcomes, and supports positive life trajectories.

Our Safe Haven Program is more than just a housing solution- it has a significant ripple effect across the domestic violence support ecosystem. By providing long-term, stable housing to families:

1. We free up refuge beds for women and children in immediate crisis, enabling frontline services to support more survivors.
2. We reduce dependency on government resources by offering community-driven, sustainable solutions.
3. We support women's pathways to employment, education, and independence- reducing their vulnerability to future violence.

The importance of our work cannot be overstated. As domestic violence continues to rise and the housing crisis deepens, Worthy Australia remains steadfast in its commitment to providing safe, dignified homes for families in need.

## CHAIR & CEO REPORT

As we prepare for the year ahead, Worthy Australia is stronger than ever – both in purpose and in capability. While challenges remain, our commitment to addressing domestic violence and supporting families remains unwavering. With continued support from our partners, funders, and community, I am confident that we can expand our reach, increase our impact, and continue to change lives.

Thank you to everyone who has supported us throughout 2024. Together, we are building an organisation that will ensure that every woman and child can live free from violence, with the safety, dignity, and opportunity they deserve.

**Jennifer Ball**

**Chair & CEO**

**Worthy Australia Foundation**



**Ian & Shirley Norman**  
FOUNDATION



# ABOUT WORTHY AUSTRALIA



Poverty or violence? That is a decision that we believe no woman or child should have to make.

Founded by nurse and social entrepreneur Jennifer Ball, Worthy Australia is a Perth based registered charity that provides life changing support to women & children who have experienced homelessness due to domestic violence.

Through our Safe Haven program, the volunteers at Worthy Australia turn empty houses into beautiful fully furnished homes for families who without this program, are unable to leave domestic violence refuge.

The beauty of the Worthy Safe Havens is not only in the tangible goods that are gifted unconditionally, but in the gift of things that cannot be seen, only felt. Each Safe Haven gives a brave family the gift of kindness and compassion through the creation of a home they can be proud of.

With a Safe Haven comes safety and comfort but most importantly, hope & self-worth; things that are taken away from a person when they experience violence and trauma.

Breaking the cycle of domestic violence related homelessness is our mission here at Worthy Australia and through the Safe Haven Program, we are making a real difference.

All of our operations and organisational roles are proudly completed by our incredible group of over 160 passionate volunteers, and we are proud to partner with the dominant Refuge Networks in Perth, including Zonta House, Orana House, Salvation Army Women's Refuges, Patricia Giles, Lucy Saw and Ovis Community.

## OUR MISSION

*TO BREAK THE CYCLE OF  
HOMELESSNESS & POVERTY  
CAUSED BY DOMESTIC VIOLENCE*

# MISSION

At Worthy Australia, our mission is to break the cycle of poverty and homelessness caused by domestic violence. As a Perth-based charity, we are dedicated to creating lasting and transformative change in the lives of those affected by this devastating issue.

We strive to empower women and children who have experienced domestic violence by providing them with comprehensive support, resources, and opportunities for growth. Through our compassionate and collaborative approach, we aim to restore dignity and self worth, foster resilience, and cultivate self-sufficiency.

Our commitment extends beyond immediate relief to address the underlying factors that contribute to poverty and homelessness resulting from domestic violence. We work tirelessly to raise awareness, promote education, and advocate for systemic changes that prioritise the safety, well-being, and empowerment of survivors.

By collaborating with community organisations, government agencies, and passionate individuals, we aim to create a society that rejects violence, supports survivors, and offers them the tools they need to rebuild their lives. We believe that everyone deserves a safe and secure environment, access to quality resources, and the opportunity to thrive.

Together, with the collective support of our donors, volunteers, executive team and partners, we envision a society free from the devastating effects of domestic violence. We are driven by the belief that every woman and child deserves safety, respect, and the chance to lead a life filled with dignity, self-worth and hope.

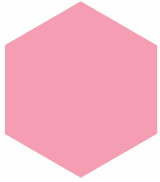


## Vision

**Our vision is to be a leading crisis support organisation, providing comprehensive resources, services, and assistance to women and children affected by Domestic Violence throughout Australia.**

**We strive to create a society where survivors have easy access to the support they need to break free from the cycle of violence, rebuild their lives, and thrive with dignity and safety and self-worth.**

# VALUES



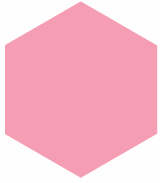
## EMPOWERMENT

We are committed to empowering women and children affected by domestic violence. We believe in providing them with the tools, resources, and support necessary to regain control of their lives, rebuild their self-esteem, and achieve long-term independence.



## EXCELLENCE

We believe in setting the highest standards of excellence in all aspects of our work. We reject the charity mentality of "that's good enough" and strive to provide nothing but the best for our clients.



## COMPASSION

We approach our work with compassion and empathy, recognising the unique challenges and trauma experienced by survivors of domestic violence. We provide a safe and non-judgmental environment where individuals can find understanding, and the assistance they need to overcome adversity.



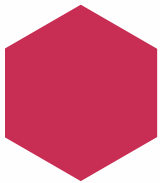
## COLLABORATION

We believe in the power of collaboration and partnership. We actively seek opportunities to work together with other organisations, community members, and stakeholders to address the complex issues related to domestic violence, poverty, and homelessness. By joining forces, we can make a greater impact and create sustainable change.



## ACCOUNTABILITY

We hold ourselves accountable for the resources entrusted to us and the impact we aim to achieve. We maintain transparency in our operations, financial management, and decision-making processes. We continuously evaluate and improve our programs to ensure they effectively meet the needs of those we serve.



## ADVOCACY

We are advocates for change. We use our platform and resources to raise awareness about the issues of domestic violence, poverty, and homelessness. We strive to influence policies, promote social justice, and foster a society where every individual is safe, secure, and free from the devastating effects of violence.



# THE YEAR THAT WAS

WE HEAD INTO 2025, WE ARE STRONGER THAN EVER BEFORE.. BUT FIRST LET'S WALK THROUGH THE YEAR THAT WAS 2024.

WE KICKED OFF WITH  
SAFE HAVEN #35



AND CLOSED UP THE  
PROGRAM AT #53



THANKS TO FUNDING FROM  
THE HELEN LEECH ENDOWMENT  
FUND AND EASTCOURT  
FOUNDATION, WE MOVED  
INTO OUR FIRST WAREHOUSE!



WE LAUNCHED OUR DONATION  
POP UP INITIATIVE THROUGHOUT  
PERTH SHOPPING CENTRES.  
WE COLLECTED OVER \$8000  
WORTH OF DONATIONS.



[WWW.WORTHYAUSTRALIA.ORG](http://WWW.WORTHYAUSTRALIA.ORG)

# THE YEAR THAT WAS

WE HEAD INTO 2025, WE ARE STRONGER THAN EVER BEFORE.. BUT FIRST LET'S WALK THROUGH THE YEAR THAT WAS 2024.

WE WON THE 2024 COMMUNITY ORGANISATION OF THE YEAR AWARD



JEN WAS A TOP 4 FINALIST IN THE 2024 AUSTRALIAN OF THE YEAR AWARDS (WA)



OUR WORK STARTED TO GET NOTICED IN THE MEDIA...



AND NOTICED AGAIN...



[WWW.WORTHYAUSTRALIA.ORG](http://WWW.WORTHYAUSTRALIA.ORG)



# THE YEAR THAT WAS

WE HEAD INTO 2025, WE ARE STRONGER THAN EVER BEFORE.. BUT FIRST LET'S WALK THROUGH THE YEAR THAT WAS 2024.

WE LAUNCHED OUR CORPORATE VOLUNTEERING PROGRAM



OUR GO PINK CAMPAIGN SAW AN INCREASE IN EXTERNAL FUNDRAISING



OH.. MORE MEDIA



WE HAD A RECORD NUMBER OF EXTERNAL FUNDRAISING EVENTS



[WWW.WORTHYAUSTRALIA.ORG](http://WWW.WORTHYAUSTRALIA.ORG)

# THE YEAR THAT WAS

WE HEAD INTO 2025, WE ARE STRONGER THAN EVER BEFORE.. BUT FIRST LET'S WALK THROUGH THE YEAR THAT WAS 2024.

WE PARTNERED WITH A RECORD NUMBER OF NEW BUSINESSES



OUR BOARD ENGAGED WITH EXTERNAL PROFESSIONALS TO RE-ALIGN AND STRATEGISE



WE LEARNED HOW TO BETTER TRACK AND COMMUNICATE OUR SOCIAL IMPACT



WE RECEIVED AN INCREASE IN FUNDING AND GRANTS





# THE YEAR THAT WAS

WE HEAD INTO 2025, WE ARE STRONGER  
THAN EVER BEFORE.. BUT FIRST LET'S  
WALK THROUGH THE YEAR THAT WAS  
2024.

WE FUNDRAISED



FUNDRAISED SOME MORE..



...AND SOME MORE..



OK, WE NEVER STOP FUNDRAISING



[WWW.WORTHYAUSTRALIA.ORG](http://WWW.WORTHYAUSTRALIA.ORG)

# OUR IMPACT...

WE DON'T JUST FURNISH HOUSES. THE SAFE HAVEN PROGRAM PROVIDES A VITAL AND LIFE CHANGING SERVICE THAT BEFORE OUR INCEPTION, DID NOT EXIST IN WA.

## Addressing Critical Needs:

By providing comprehensive post-crisis support, our program helps to address one of the most significant stressors facing survivors: the daunting task of rebuilding their lives with limited resources. By ensuring that survivors have access to the essential items and support they need, we reduce the likelihood of them returning to abusive situations due to lack of resources or support.

## Relieving Pressure on Crisis Refuge Services:

Our program also relieves pressure on crisis refuge services by providing survivors with the means to establish stable homes, thereby freeing up crisis beds for those in immediate need. Many survivors stay in refuge longer than required because they lack the means to provide suitable households for themselves and their children, leading to a shortage of available beds for other vulnerable individuals.

## Supporting Support Workers:

Additionally, our program relieves the burden on support workers who may otherwise be tasked with assisting survivors to source, collect, store, and transport goods, tasks that are outside the scope of their practice. By providing survivors with comprehensive support, we enable support workers to focus on their primary roles of providing emotional support and advocacy for survivors.



*Worthy Australia Safe Haven program plays a crucial role in addressing the intersecting issues of domestic violence, poverty, and homelessness. By providing survivors with comprehensive support, including fully furnished homes tailored to their needs, the program not only offers immediate relief but also helps break the cycle of violence and poverty.*

*By addressing the practical challenges survivors face in rebuilding their lives after escaping abuse, such as securing housing and household necessities, the program empowers survivors to regain control over their lives and create a brighter future for themselves and their children.*



# OUR SECTOR PARTNERS

At Worthy Australia, we are incredibly fortunate to work alongside some of Western Australia's most respected domestic violence refuges and support organisations. We are deeply grateful for the trust and confidence these organisations place in us to provide safe havens and essential support for women and children escaping violence.

We acknowledge the invaluable partnerships we have with:

- Zonta House
- Orana House
- Ruah
- Pat Giles Centre for Non-Violence
- Lucy Saw Centre
- Salvation Army Women's Refuges
- MercyCare
- Department of Communities
- Nardine
- Wungening Aboriginal Corporation

Their referrals and collaboration enable us to create lasting change in the lives of families in crisis. These trusted partnerships are the backbone of our work, and we are profoundly honoured to play a role in the vital ecosystem of support they provide. Together, we are making a tangible difference for women and children, offering hope, safety, and the opportunity to rebuild lives free from violence.

“ Allow me to use this opportunity to express my gratitude for all the help that you have given to all our joint clients, who were approved and being assisted by Worth Australia.

I am really speechless and grateful for the amazing job and great work that you have given our clients and their children. After having a long experience of family domestic violence that changed their lives and caused them to be homeless, they were able to start fresh in their dreamed houses that Worthy Australia was able to imbody their dreams to reality that they could enjoy everyday in their new homes.

With my deepest respect and appreciation. – Salvation Army Crisis worker

”

“ Zonta House is truly grateful for the opportunity to collaborate with Worthy Australia. Your dedication to supporting those in need aligns perfectly with our mission, and we look forward to continuing this partnership to help more individuals find their path to safety and stability. Thank you once again for your generosity and commitment to making a positive impact in the lives of those we support.

”



# IT'S ALL IN THE FEEDBACK

WE COULD WRITE A WHOLE REPORT ON THE IMPACT WE HAVE, BUT CLIENT FEEDBACK TELLS THE STORY.

**"Dear Jen & Worthy,**

**I came from having everything to absolutely nothing. We owned our home and had nice furniture. But behind closed doors, me and my kids lived a nightmare. We lived rural, so it wasn't like we had neighbours to hear the screams, the yelling or see at time the bruises. It wasn't just me that endured the many years of abuse, torment and control, the kids endured it too.**

**I planned so many escapes, but the fear was too great. Isolated. No family. Controlled. Our lives were threatened constantly.**

**Then 3 years ago myself and the kids got the courage to escape. Early morning. No phones, and only a change of clothes. In such a panic to not get caught, I forgot the baby bottle that I had made for our run. We had absolutely nothing.**

**There are 2 days in my life that I will never forget, The day that we escaped our nightmare, and the day me and my kids walked through the doors of my brand new home that was fully furnished with the most beautiful things.**

**To say that I didn't cry when I opened the front door in disbelief, is an understatement. After all these years, being told that no one cared for me or that I wasn't worth a thought, suddenly changed.**

**How did absolute strangers do all of this, not just for me, but for my kids? We all had a fully furnished bedroom. Each room was like a page from a magazine. The bathroom vanity was stocked with personal care items. The laundry cupboard was full of brand new linen. The food pantry- full!**

**After so many years of abuse, only having to rely on the person who took my life away, it was given back to me that day, and for that moment I knew we got our lives back, which was made easier thanks to WORTHY Australia.**

**I feel forever grateful for every single person who helped me and my family on this journey. "**

# IT'S ALL IN THE FEEDBACK

WE COULD WRITE A WHOLE REPORT ON THE IMPACT WE HAVE, BUT CLIENT FEEDBACK TELLS THE STORY.

**" I was referred to Worthy Australia by my case worker from Salvation Army after I was had to leave a 20+ yr marriage with basically just the clothes on my back. I was helped to find a house for myself and my 3 youngest boys.**

**I was living in my new house for almost 6 weeks with nothing but a borrowed air mattress and nothing else. Once Worthy Australia found out they very quickly organised there volunteers to furnish my house. Any so many volunteers turned up.**

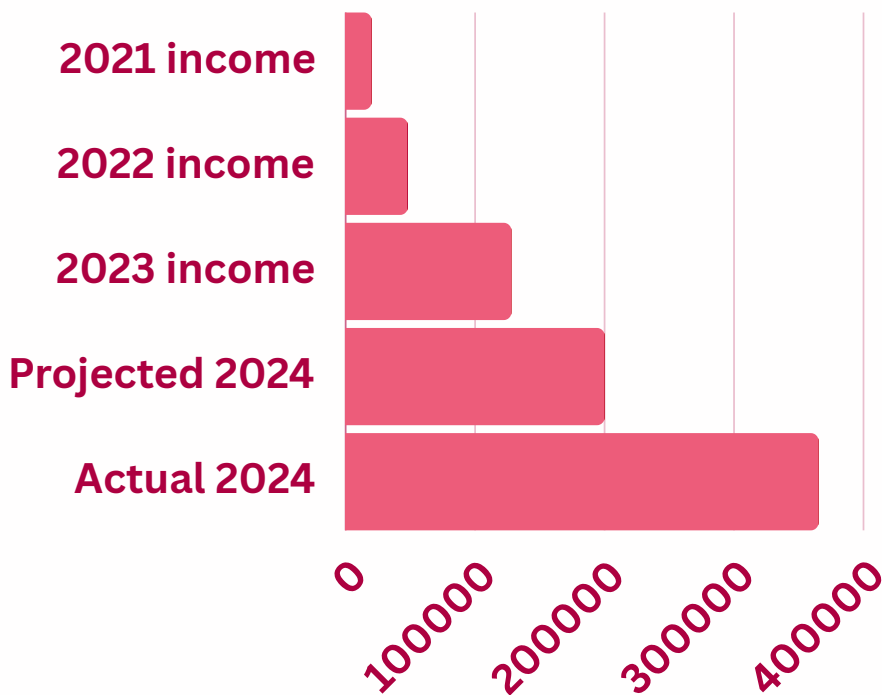
**Not only were they friendly and excited to to help me and my boys but the respect they showed bought me to tears. I lost my eldest son in 2018 and I had his urn at the house, all of the volunteers came up to my sons urn and introduced themselves and let him know what they were doing for me and his little brothers.**

**My house was turned from a empty shell into the most warm and welcoming HOME for me and my boys and they did it in 1 day.**

**I have never felt so much live and respect from strangers in my life. I was able to get my boys back living with me in a Home not just a house. Worthy Australia made me feel seen, heard and like we mattered. Iwill forever be grateful"**

# LETS TALK FINANCES

Heading into 2025, Worthy Australia is in its strongest financial position to date. We have secured more grants, funding, and donations than in previous years—an achievement that reflects the impact of our work, the trust we've earned within the community, and our strategic approach to fundraising. Despite broader economic challenges, this support ensures we can expand our reach and continue transforming lives for families escaping domestic violence.



## INCOME

Through strategic marketing and communications, networking, hard work, and determination, each year, Worthy Australia's income has steadily increased. We have created more sustainability within our programs and In 2024, We received donations and bequests of \$365,166. An increase of \$237,000 from the previous calendar year.

You can view our approved financials on the public ACNC register online. Every calendar year we must submit comprehensive financial and operational reports to the Australian Charities and Not-for-Profit Commission for assessment to ensure compliance with legislation and guidelines, thus maintaining our charitable status.



**Ian & Shirley Norman**  
FOUNDATION



**Commonwealth Bank**

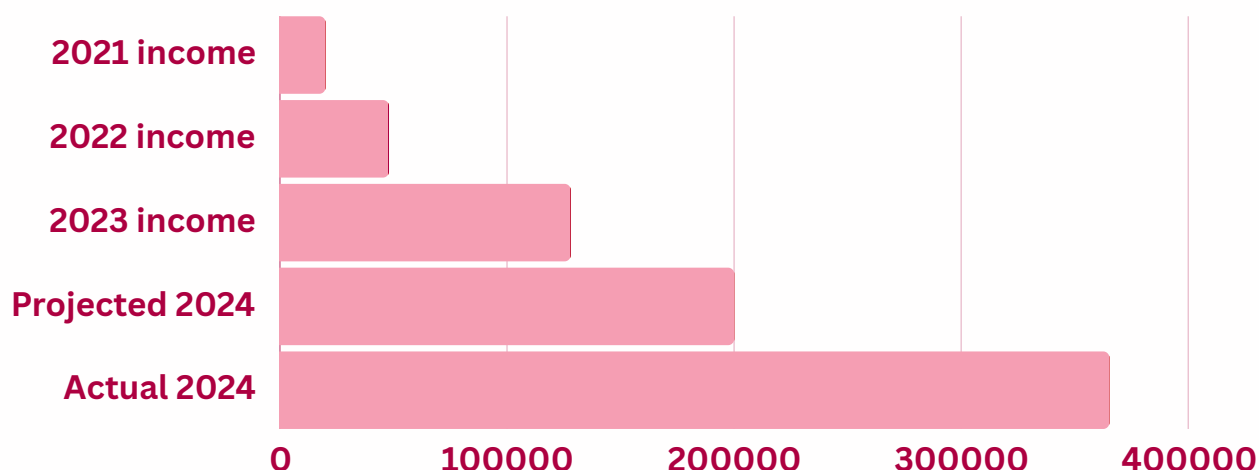


**Eastcourt**  
Foundation



# OUR SUPPORTERS

This year, we continued to receive support from the Ian and Shirley Norman Foundation, who support Worthy via targeted wage funding. We welcomed the Helen Leech Foundation as a major funder and received funding from EastCourt Foundation. We were successful in numerous other grants as below.



## OUR FUNDING PARTNERS

Helen Leech Endowment fund (funding for warehouse)  
Ian and Shirley Norman Foundation (funding for wages)  
Maathemis (funding for safe haven program)  
Commonwealth Bank (Grant)  
Police & Nurses Bank (Grant)  
EastCourt Foundation (Charity partner)

Good 2 give grants  
Street Smart grants  
Development WA

## OUR SPONSORS

Koala Furniture  
Bedshed  
Woolworths  
Hurst Scientific  
Selene Interiors

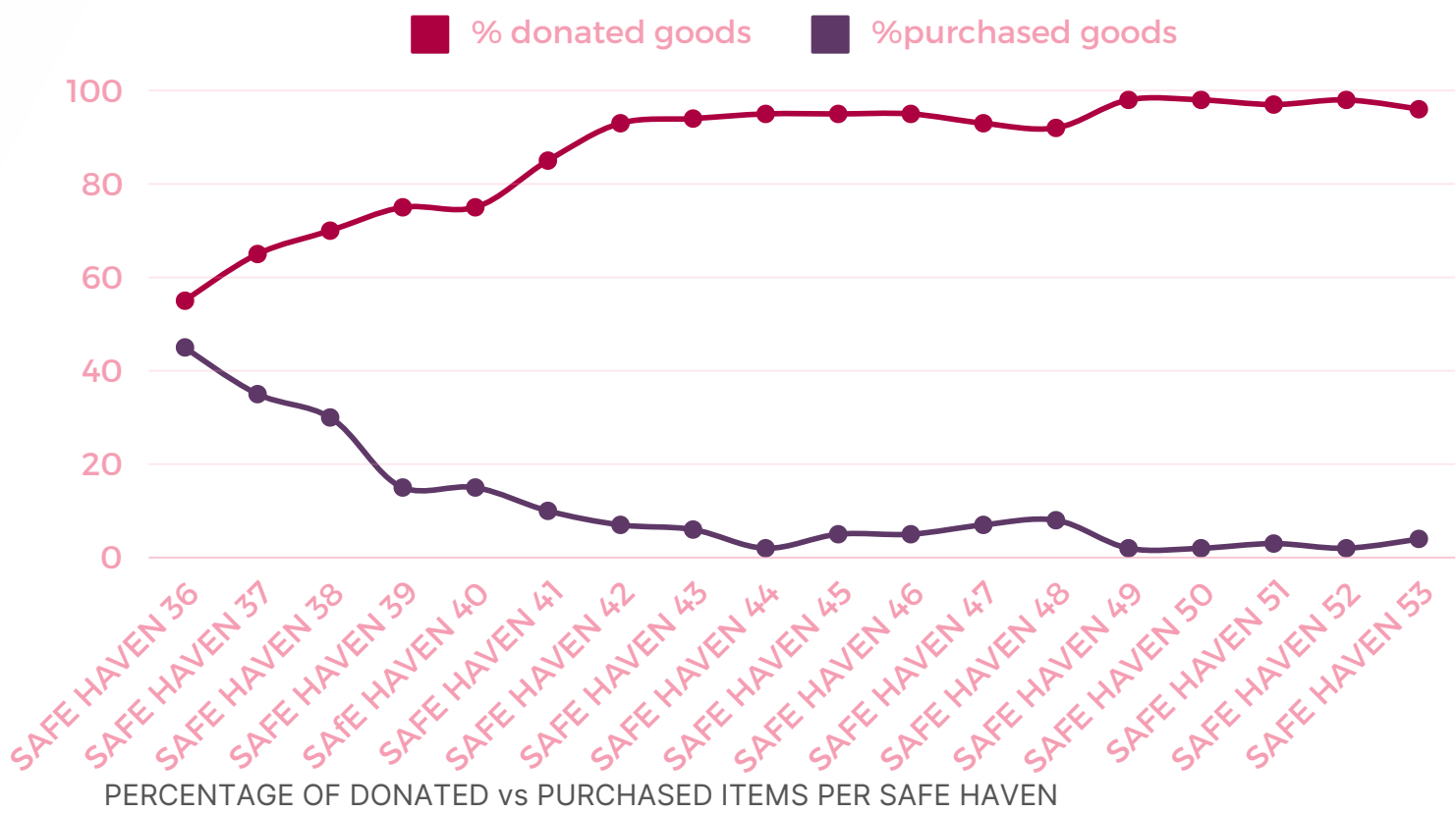
World Options  
SportWest  
Friendher  
Employii

## OUR SUPPORTERS

FriendHer	Roar fitness	STAX Official
Tish Willow	St Lucia boutique	Interfuze
Clever little	Sundipped tan	Awaken pilates
Taya Reid	Fraser's property group	Decor Avenue
Semple Property	Ironport mechanic	Summit Homes WA
Greenchair	ElevateHER fitness	Happiness Co
FitRight women's health	The Gold elf	Advanced Cosmeceuticals
New range products	Henry Love designs	Timely Coffees
Ardor Organics	Betterwear welding	Greypeg interiors

# EXPENDITURE OUTCOMES

## DONATED GOODS PERCENTAGE PER SAFE HAVEN OUTCOMES



## ACTUAL CASH COST OF SAFE HAVEN OUTCOMES





# ALLOCATION OF FUNDS

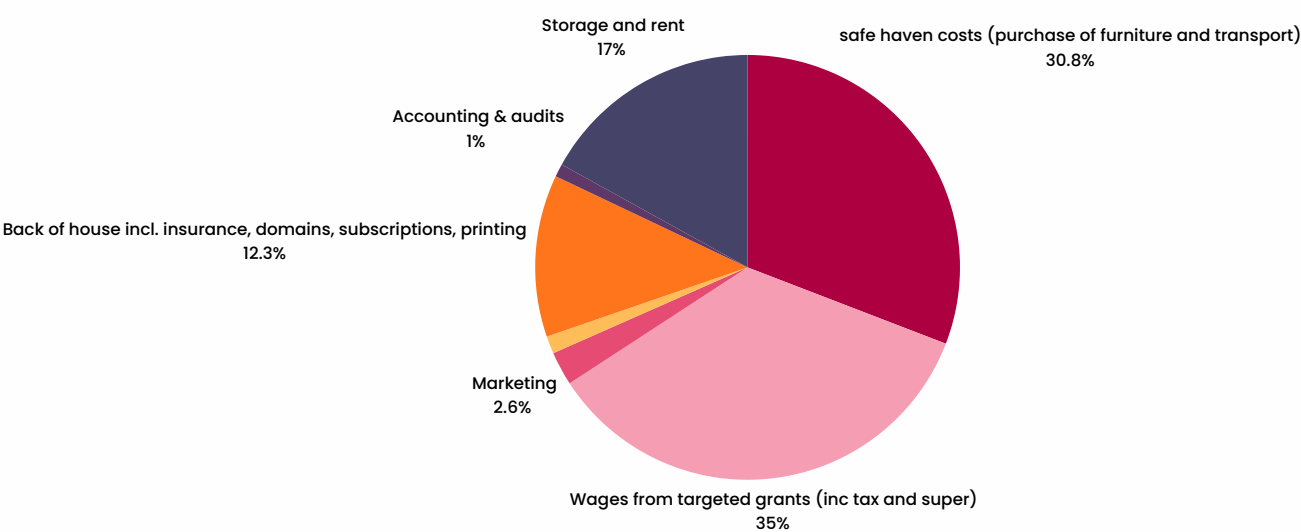
When it comes to expenditure, Worthy Australia Foundation adheres to a straightforward principle: all community and regular business donations are allocated directly to our Safe Haven program. This transparent approach ensures accountability and transparency, enabling our community to witness firsthand the tangible impact of their contributions. Specifically, these funds are directed towards the procurement of Safe Haven goods, as well as the transportation and storage of furniture, and the acquisition of insurance coverage to safeguard our operations.

Conversely, back-of-house expenditures such as marketing, events, and wages are sourced through strategic partnerships, grants, and sponsorships. By leveraging these avenues, we ensure that essential operational costs are met while maximising the impact of donated funds on frontline services. This disciplined approach to financial management underscores our commitment to stewarding resources responsibly and maximising our capacity to support survivors of domestic violence and their families.

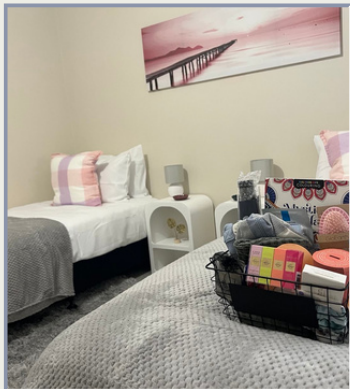
In 2024 we:

- Reduced event expenditure by focusing on external fundraisers
- Used targeted funding for wages and marketing
- Received targeted funding to support warehouse costs
- Utilised discounted accounting services & had our accounts audited
- Continued to work to reduce the costs of Safe Havens, despite ongoing economic challenges
- We had to increase our insurance due to our new warehouse however we removed all of our smaller storage facilities
- We continued to spend a significant amount on furniture transport, which we look to source specific funding for in 2025.

BREAK DOWN OF COSTS ASSOCIATED WITH RUNNING OUR CHARITY.













## MOVING FORWARD...

On behalf of the Worthy Australia Board, our leadership team, and our incredible volunteers, I want to extend our deepest gratitude for the unwavering support we've received from the community this year. Your belief in our mission has been the cornerstone of our success, and we couldn't have achieved all we did in 2024 without you.

As we step into 2025, we do so with renewed energy and purpose. Thanks to the hard work and dedication of our team, we find ourselves in the strongest financial position we've ever been in. However, we are acutely aware that the year ahead will demand even more from us as we continue to strive for growth and stability. At the heart of everything we do is one simple but powerful goal: to expand our reach and provide critical support to more women and children impacted by domestic violence.

In 2024, we focused on consolidating our operations, ensuring we could lay a solid foundation for the future. Now, as we prepare to grow, we are driven by the knowledge that the need for our services continues to rise. Each referral we receive represents someone in desperate need of a safe haven, and every relationship we build within the community strengthens our ability to answer that call.

Together, we've built an organisation that is trusted and respected, but there is so much more to be done. With your continued support, we can take the next steps toward making an even greater impact in 2025.

Thank you for standing with us, for believing in our vision, and for being part of this journey. Let's move forward together, with hope and determination, to create an increasingly impactful 2025.

**Jennifer Ball**

Chair & CEO

Worthy Australia Foundation

