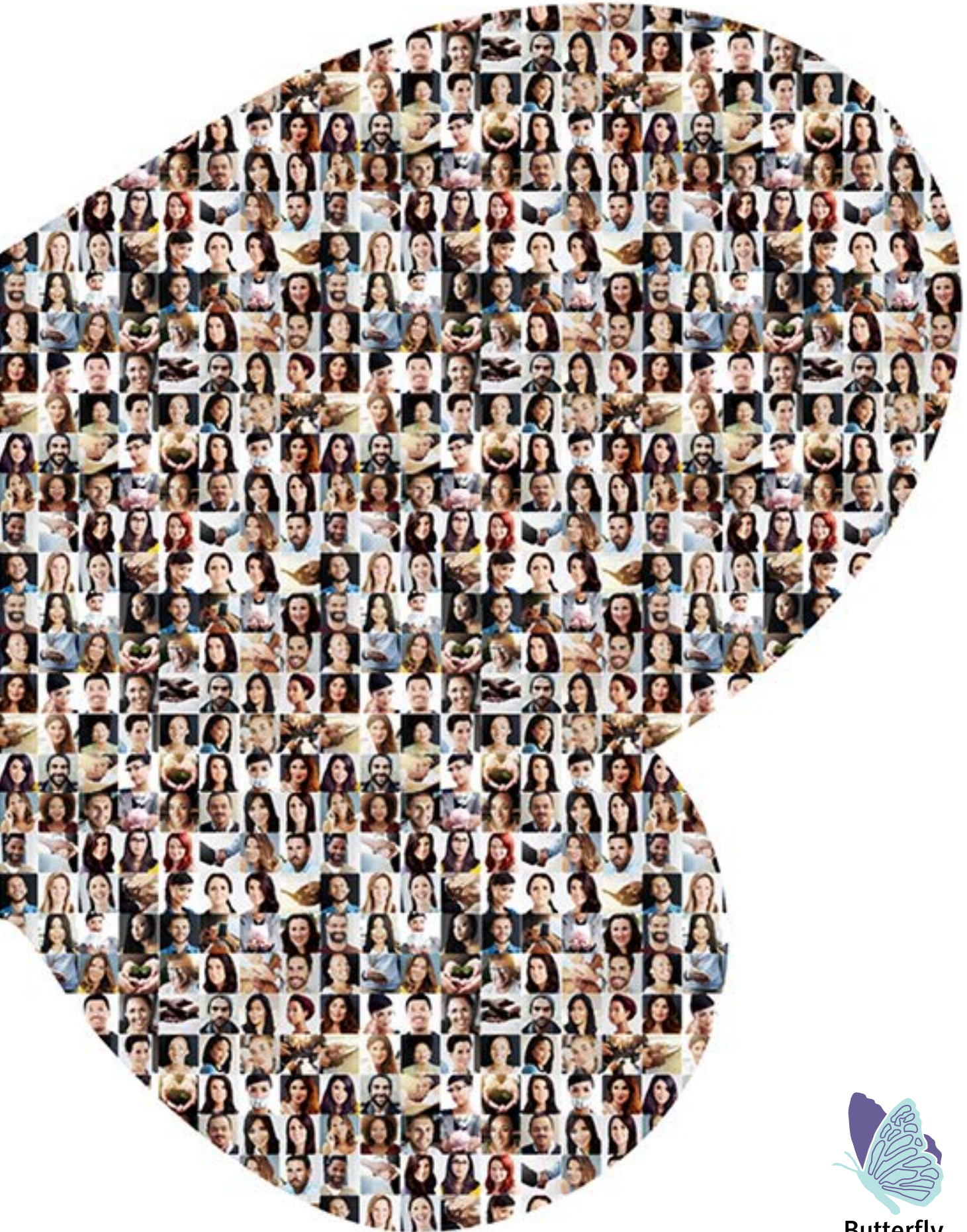


ANNUAL REPORT 2015-2016
MAKING RECOVERY A REALITY



Butterfly
Foundation for Eating Disorders

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Board of Directors

David Murray AO (Chair)

Anne Doherty

Anthony Peter Gill

Catherine Mary Happ

Associate Professor John Richard Newton

Professor Susan Jessica Paxton

Paul Salteri AM

Michael Same

Christine Elizabeth Morgan (CEO)

Founder

Claire Russell Middleton
(formerly Vickery) OAM

Vision, Mission, Values

**The Butterfly Foundation's
vision is to live in
a world that celebrates health,
well-being and diversity.**

**Butterfly is dedicated to bringing
about change to the culture,
policy and practice in the prevention,
treatment and support of those
affected by eating disorders
and negative body image.**

Values:

**Compassion, Commitment, Collaboration,
Initiative, Excellence, Integrity**



Butterfly
Foundation for Eating Disorders

Aims & Objectives

We use
a collaborative
approach to identify,
build and facilitate
strategic partnerships,
to:

Promote positive body image and associated healthy behaviours.

Encourage hope and help-seeking through education and awareness.

Advocate excellence and consistency in the culture of care and support for people with eating disorders, and encourage a better understanding of the complexities of eating disorders and the need for a compassionate, flexible and holistic response.

Operate a financially sustainable national foundation for future generations.

Increase access for all sufferers and carers in Australia to effective treatment and support.

Educate and connect the community, health providers, government and other support agencies to assist in excellence and consistency in the culture of care.

Facilitate the development of effective models of prevention and care for people at risk of or with eating disorders

Snapshot of Our Reach in 2016



80,000

Young people reached through Butterfly Education.



10,000

Contacts through Butterfly's EDHOPE National Helpline.



58,000

Total Facebook page Likes reached.



350,000

Site visits.



5,000

New supporters from MAYDAYS fundraising and awareness campaign.



2,100

Total members of the NEDC reached.

Highlights from the Year



The first state-based Child and Adolescent Day Program

was established with the NSW Children's Hospital Network. This fit for purpose program is centralised in community care.



Butterfly's Intensive Outpatient Program (IOP)

was established as a specialised program meeting a gap in the current continuum of care for eating disorders.



Butterfly's EDHOPE National Helpline

continued its vital and unique work in reaching people for counselling support, information and referrals.



At the Telstra Business Awards 2016,

Butterfly was awarded winner of the 2016 Telstra New South Wales Charity Award.



Butterfly Education celebrated the success of the Champions for Change program, which takes a whole community approach to body image education.



Butterfly celebrated our ten years partnership with Sportsgirl, with a 2016 focus on community based recovery support.



The National Eating Disorders Collaboration (NEDC) developed a workforce blueprint and trained health and community professionals.



The launch of MAYDAYS, Butterfly's call for what is needed in national eating disorders care.

Message from Butterfly's Founder



Fourteen years ago I founded the Butterfly Foundation to raise awareness about the prevalence and impact of eating disorders and, most importantly, to change the culture of treatment and support. In that time we have seen significant shifts in the understanding of these devastating illnesses, and some improvements in how they are treated. However, there is still much to be achieved.

Eating disorders remain one of the most complex groups of mental disorders to identify and treat. We are only just beginning to unravel some of the complexities around the genetics, the brain changes that occur and the biological factors in these illnesses. It is little wonder that we find them hard to understand. But we can all understand that fear and shame are great barriers to action, to help-seeking and to healing. And we can all understand the opportunities for recovery that open up, when the fear and shame are removed and replaced with hope.

Every time we provide support to someone, every time we connect someone with the treatment they need, every time we remove a barrier, they are one step nearer to reconnecting with their family and friends, to recovering

their long-term health and happiness, and to returning to education or work and a meaningful way of life.

We can change the way eating disorders are perceived and understood. By changing the conversation, challenging the culture, and reducing stigma, we can help to make recovery from eating disorders a reality.

Finally, our work is only possible because of the generosity of so many Australians. So many people from different walks of life continue to support us, and every gift makes a difference. My thanks go out to each and every one of you, we simply could not do this without you.

Claire Middleton, OAM, Founder

Battling an eating disorder is the toughest, most unfair fight a person can face. John

Message from Butterfly's Chair



The Butterfly Foundation, as the peak organisation for those with eating disorders, continues to make progress in its mission to bring about change in the treatment of eating disorders and to ensure that anyone affected by these complex illnesses has access to affordable, evidence based care.

The most significant of this year's milestones is Butterfly's partnership with the Sydney Children's Hospitals Network in operating the first in-community intensive treatment program in New South Wales for children and adolescents with eating disorders, located at Butterfly House in Sydney. This project would not have been possible without the commitment and support of the New South Wales Government and Butterfly's decade-long corporate partner Sportsgirl. This is the first of a number of important programs that Butterfly intends to deliver over the next three to four years.

While Butterfly embraces its leading role in piloting best practice treatment and support programs and taking them to scale with the support of government and philanthropic investment, we look to government to recognise and respond to the clear social and economic imperative for Australia to invest in treating eating disorders. The current socio-economic cost of eating disorders is over \$70 billion, with lost productivity of over \$16 billion. Evidence based treatment early in illness can improve recovery rates from less than 50% (current

estimates) to 85%. The Deloitte Investing in Need report calculates a 5.3:1 benefit to cost ratio of implementing such care across Australia.

Butterfly continues to provide education programs, counselling treatment and support, research, recovery programs and collaboration across the eating disorders sector. We have an innovative Intensive Outpatient Program and have developed community based services in Sydney, Townsville and Adelaide. Our education programs have now reached over 550,000 young Australians. Our ED HOPE National Helpline has engaged in 10,000 contacts this year alone. The National Eating Disorders Collaboration has grown to a membership of over 2,000. We are doing a lot but there is much more to be achieved.

Without the support of our Board, our team, our benefactors and supporters, we would not be able to address this most serious problem confronting Australia. On behalf of the Board I would like to extend my thanks to everybody involved.

David Murray AO, Chair

Foreword from Butterfly's CEO



Butterfly Foundation has achievements to celebrate in 2016 but it continues to face an enormous challenge - the challenge of changing the reality that, with an estimated one million Australians with eating disorders, less than 25% are in treatment. This is an unacceptably high burden on all who are impacted – the person with the illness, their carers and their families.

Butterfly is committed to attaining advances in the health system so that any Australian with an eating disorder is able to access evidence based affordable care, early in illness and early in each episode of illness.

The pathway to achieving this commitment involves identifying the gaps in our health system and addressing them through collaboration and innovation.

The systemic gaps exist across national and state boundaries and services, medical and mental health facilities and programs, public and private health services, and diverse health professions. The person with an eating disorder requires coordinated multidisciplinary care irrespective of postcode and which is in sufficient dosage to maintain sustainable recovery.

Our commitment to real change requires new support and treatment programs staffed by trained health professionals, expansion of existing services and programs, and a deeper engagement with community, corporate and philanthropic partners.

A key focus for Butterfly in 2016 has been working with

people with a lived experience to inform health research, advocacy, and the development of services.

The “Insights in Recovery” consumer led research project, funded by the Mental Health Commission of New South Wales and the Ian Potter Foundation, produced practitioner guidelines that are based on the experiences of those who have recovered from an eating disorder. The Guidelines are a strong tool for all health professionals who are looking to work effectively with people with eating disorders.

In its services development Butterfly has partnered with the Sydney Children’s Hospitals Network to deliver an intensive day program for young people. This is co-located at Butterfly House with the Butterfly Intensive Outpatient Program based on the successful work of Carolyn Costin. We have continued to develop EDHOPE, the National Helpline for eating disorders, and expanded our community based Recovery Support Services.

Our Education Services have reached over 550,000 young people since 2007, over 80,000 this year, and we have

CHRISTINE MORGAN CEO

expanded our work to include engagement of young people as Champions for Change.

Committed to collaboration, we have worked with the Steering Committee of the National Eating Disorders Collaboration to deliver blueprints on workforce development and integrated health promotion to the federal Department of Health, and have built NEDC membership to over 2,000.

Funding continues to be a challenge, and focus, for Butterfly. 2016 saw us celebrate our 10 year partnership with Sportsgirl. This partnership is not only dear to our heart for the commitment and empathy Sportsgirl shows for those affected by eating disorders, it demonstrates the very real difference that a corporate partner can make to the work an organisation such as Butterfly can do. So many people have benefited from Sportsgirl's support of Butterfly. We have also benefited from the ongoing support of Dove for work in educating young people and the Future Generation Global investment fund for the development of a youth IOP to be launched in 2017.

A special thank you goes to all those who invest in Butterfly and our work as philanthropists and community donors. So much of Butterfly's work in advocacy, national awareness campaigns and working with people with a lived experience is dependent upon this support.

All that we have achieved, and the way in which it has been achieved, would not be possible without the guidance of the Butterfly Board, led by our Chair David Murray AO, and the wonderful Butterfly team. To each one goes special thanks for their contribution. This year the hard work of the Board and team was also externally recognised, as Butterfly was a state winner at the Telstra Business Awards, winning the 2016 Telstra New South Wales Charity Award.

We plan to build on our achievements in 2017. The lived experience voices will continue to inspire us to deliver measurable change, and help to attract the necessary attention of governments. There is much to be done and the Butterfly passion to succeed continues to burn brightly.

Christine Morgan, CEO

*A safe place to land' is how I like to think
of Butterfly. Emily*

Key Activities and Events



Developing and maintaining a suite of treatment and support services including the EDHOPE National Helpline, recovery support services, and the Intensive Outpatient Program.



Identifying as the national peak organisation for consumers and carers, including developing support through social media and other channels to recognise and share the voice of those with a lived experience.



Providing prevention and early intervention services based on a whole of community and school approach, including school workshops, education resources, train the trainer resources, and education in the workplace.



Partnering with New South Wales Health through the Sydney Children's Hospitals Network to provide the first Child and Adolescent Day Program for Eating Disorders, based at Butterfly House.



Collaboration with all stakeholders in the ongoing development and dissemination of a nationally consistent, evidence based approach to the prevention and treatment of eating disorders in Australia through management of the National Eating Disorders Collaboration (NEDC).



Ongoing advocacy to decrease stigma and encourage help seeking, raising community and government awareness of the prevalence, impact and cost to society of eating disorders, effecting cultural change in the delivery of services and improving access to services.



Providing financial support and assistance for people to access treatment.



Launch of Insights in Recovery, a guide for practitioners.



Continuing to develop and engage with corporate and individual supporters to provide much needed financial and in-kind support for Butterfly's work.

EDHOPE National Helpline Expert Compassionate Support

Butterfly's EDHOPE National Helpline is a free and confidential service for anyone seeking information and support around eating disorders and body image issues. Our professionally trained counsellors provide information, support, guidance, and details on treatment options as well as referral pathways.

In 2015/2016:

- There were approximately 10,000 contacts to the service
- 14% of incoming contacts were referred to the service by a health professional
- Calls and webchats averaged 20-50 minutes
- 60% of contacts were from consumers (people engaging in dieting, disordered eating or who had lived experience of an eating disorder)
- 31% were from young people aged up to 25 years

A typical call - Peter's story

Peter* lives in rural WA with his wife and children. In 2016 he contacted the EDHOPE National Helpline via phone with concerns about his wife's deteriorating health, informing the counsellor that she had been struggling with an eating disorder for 16 years. Peter said he was struggling to hold on to hope for his wife's recovery.

The counsellor helped Peter to understand his own feelings of frustration and anger towards his wife regarding her eating disorder, as well as the guilt he was feeling over not being able to get her enough help. They helped Peter to see that his emotions about the situation were normal, and provided him with supportive counselling for himself, and psychoeducation around eating disorders.

They linked Peter to resources including online support groups, websites and a book to assist carers of a loved one with an eating disorder. Butterfly's eating disorders referrals database was utilised to find a local GP with experience in eating disorders, and a therapist who could provide appropriate treatment sessions using Skype. Finally, Peter accepted the offer of a follow-up call in a couple of weeks from a counsellor to provide further guidance if required.

*(*name and location changed).*

Without
the Helpline
I definitely would
not be where
I am today.

Maddy



National Help Line
Call 1800 334673

Recovery Support Services Help for Communities

Community-based eating disorder services are not readily available, and are particularly absent in regional areas, despite evidence that many eating disorders can be effectively treated in the community when the right services and supports are available.

In 2015-16, in response to highlighted gaps and community concern, Butterfly commenced a pilot of community-based services in two areas, Townsville QLD and Adelaide SA, providing recovery support using models established by Butterfly in NSW. This was made possible by the generous funding of our long-term supporter Sportsgirl.

In each region a local Eating Disorders Coordinator has been employed and co-located with a project partner - Mental Illness Fellowship North Queensland (Townsville) and the Statewide Eating Disorders Service (Adelaide). Programs delivered vary depending on local needs but include regular face-to-face recovery support groups and carer support groups, and multi-week psychoeducation programs.



Recovery from an eating disorder is possible and should be a focus of person-centred care for everyone through their journey of treatment and support.

Financial Assistance for Recovery Targeting Those in Need

With the generous support of Sportsgirl through our Financial Assistance for Recovery (FAR) program, Butterfly has been assisting individuals with the costs of eating disorders treatment.

This already valuable program was reviewed and redeveloped this year to provide support for participants. This development will support them in engaging with their treatment and recovery processes, in maximising use of the opportunity given to them in funding of treatment, and to assist them in finding sustainable avenues of care.

This program currently has 15 participants from across Australia.



*Thank you for
reinforcing my hope for
recovery.*

Carmela



The National Eating Disorders Collaboration Expertise Combined with Evidence

The National Eating Disorders Collaboration (NEDC) is a collaborative project in the Australian eating disorders sector, funded by the Australian Government and managed by Butterfly. Its primary objective is to develop and maintain a nationally consistent, evidence based approach to the prevention and treatment of eating disorders in Australia.

The NEDC has over 2,000 members from a wide range of professionals from health, allied health, education and fitness sectors together with those with a lived experience. It is led by a dedicated Steering Committee of 27 members.

Butterfly has managed this unique collaboration for the past seven years. Working together with its members, the NEDC has broadened community and professional understanding of eating disorders, and developed and disseminated up to date, evidence based resources.

As a result of this phase of activity the NEDC has:

- Brought together stakeholders at leadership and regional levels across a diverse range of sectors to engage with one another in interpreting evidence and experience.
- Created a national level of coordination and consensus in the prevention and management of eating disorders, delivering a reliable evidence base for decision making.
- Supported individual organisations and practitioners to integrate evidence based information in to their service models, processes and practice through the publication of resources on www.nedc.com.au.
- Facilitated access to information relevant to individual audiences and increased the general level of mental health literacy in eating disorders and accessing supports.
- Facilitated access to professional development for community and education professionals and clinicians.
- Developed engagement with young people to determine the most effective approaches in delivering evidence based messaging to youth audiences, resulting in eatingdisordersinfo.org.au.



Butterfly Story Telling Workshops

Learning to Share Safely

Story telling can have powerful effects on both the listener and the narrator. Butterfly is continually contacted by people with a lived experience who want to share their story and the insights they have gained from their experience to help others.

Used well, story telling can lead to increased understanding, awareness, compassion and motivation for recovery and support. Butterfly faced a challenge – how to help consumers and carers to safely and effectively share their stories. The solution took several years of painstaking work, and the involvement of many stakeholders.

As the first stage, through the work of the NEDC, a modular Storytelling Resource had been developed, evidence based and with the input of people with a lived experience.

In 2016, Butterfly adapted this resource for workshop style delivery, and piloted it in Sydney and Melbourne. Attendees of the two pilots provided strong positive feedback, showing that the project had achieved its aim and participants had learned how to share their personal stories in a safe and non-triggering way.

One attendee's feedback:

'...I was not expecting this course to have such a deep impact on me personally. As well as providing clarity about how to tell my story it showed me where I really was in my healing process and that there were more realisations to be had and parts of me that still needed to heal. I was able to process the insights and received more healing as a result. Thank you!'



Butterfly Intensive Outpatient Program Innovation in Treatment

Continuing the work to introduce innovative approaches that have been shown to be effective overseas and that fill gaps in the continuum, Butterfly has been piloting an Intensive Outpatient Program (IOP) for adults in Sydney.

Butterfly's IOP, based on the work of Carolyn Costin in the United States, represents a unique approach to eating disorder treatment in Australia. The IOP aims to empower each person's healthy self and instil a strong belief in the hope of recovery.

Using combined elements of a strong clinical team, high staff to client ratio and individual treatment plans, the IOP works to enhance the ability for the individual to deal with his or her eating disorder by:

- Developing individual skills and strategies
- Identifying underlying psychological issues that may be interfering with recovery
- Improving social and relationship dynamics
- Educating and guiding family members and significant others



Insights In Recovery Developing Practitioner Guidelines

A consumer led approach to recovery is now central to mental health care policy and standards in Australia, yet there is very little evidence on this approach to recovery for people with eating disorders.

The Insights in Recovery research project was conducted over 2015-16 by the Butterfly Research Institute (BRI), with funding from the Mental Health Commission of NSW and the Ian Potter Foundation.

Insights in Recovery sought to inform the development of practice guidelines for practitioners on recovery oriented practice in eating disorders, by collecting narrative data from people who have experienced recovery from an eating disorder. Over 100 people participated in the study, sharing their narratives of recovery through an online survey and focus groups.

The study produced valuable insights into how the participants understood recovery and into what factors they perceived had assisted or impeded their recovery process. Feeling understood, safe and valued in treatment settings emerged as strong themes for the participants, who also wanted to be seen as individuals, rather than feeling categorised by their illness.

The data collected supports the use of the consumer led recovery model as relevant to people with eating disorders. An important finding was that recovery oriented approaches for people with eating disorders may require a different emphasis than for people recovering from other mental health issues.

Findings from this study have informed the development of a new resource on recovery oriented practice as a companion to the National Framework for Butterfly's service delivery and advocacy.



Growing Awareness for Eating Disorders

In order to ignite a community-wide drive for positive and lasting change for eating disorder awareness, Butterfly launched various campaigns throughout the year.

Fat Talk Free February

During February we aimed to change the conversation that reinforces unrealistic beauty ideals, which can contribute to women and men's dissatisfaction with their bodies. This was our campaign to encourage more Fat Talk Free conversation, and create a more positive body image for men, women and children everywhere.

Love Your Body Week

With the support of Sportsgirl, Butterfly held Love Your Body Week (LYBW) to coincide with Body Image and Eating Disorder Awareness Week (BIEAW). LYBW promotes body confidence in all Australians by celebrating body diversity. We encouraged the community to take a pledge to love their body.

World Mental Health Day

World Mental Health Day is marked every year on the 10th of October. During this week, Butterfly spread awareness about why eating disorders are serious mental illnesses we can't afford to ignore.

MAYDAYS

In the noisy environment of awareness campaigns, Butterfly chose the MAYDAYS campaign to sound our clarity of call around the reality for those experiencing an eating disorder.

"Help answer the call! MAYDAYS for Eating Disorders"

MayDays is a cry for help – with the key message being the urgency of the situation for those suffering from an eating disorder - this isn't just a problem, it is a national emergency; a MAYDAY for eating disorders.

While the key focus was on the urgency of the need for action on eating disorders, there were a number of other messages being delivered through the campaign including: The number of Australians suffering from eating disorders is comparable to those suffering with cancer, and far too many of them lose their lives every year.

- Eating disorders have the highest fatality rate of any mental illness.
- In 2015, approximately 1 million people suffered from eating disorders in Australia.
- Eating disorders are among the most misunderstood and underfunded mental illnesses. If we don't make people more aware, more lives will be lost.
- There is a lack of service provision and inadequate treatment options currently in Australia.

The campaign achieved coverage on television, radio, and in parliamentary debate as well as in social media, national print and online publications, resulting in more than 5,000 new contacts, and over \$150,000 in vital funds to support Butterfly's work. Just as importantly, it sparked conversations within the community, mental health sector and media around eating disorders, and raised awareness about the seriousness of eating disorders as a mental illness and the lack of service provision within the public health system.

Thank you for helping
to turn up the volume on the
devastation of EDs
and getting more and more
people to listen, learn, and
generate change.

Max

HELP ANSWER THE CALL
MAYDAYS
FOR EATING DISORDERS



School and Community Workshops Advancing Understanding

Since 2006, with long-term supporter Dove, Butterfly Education has reached over 550,000 young people, and 5,000 parents and professionals through various school and community programs, highlighting the risk factors for eating disorders. These programs are possible with thanks to the funding from various sources, including the major support of the Dove Self-Esteem Project, the Bennelong Foundation and the Lord Mayor's Charitable Foundation.

Our workshops, presentations and resources for young people, professionals and parents address the factors influencing negative body image, disordered eating and the development of eating disorders.



In 2015-16 Butterfly Education achievements included:

- Over 300 school and community workshops and presentations directly delivered
- Over 800 community professionals and teachers trained
- Over 80,000 young people reached through our programs

A special community focus this year was when Butterfly Education was chosen by The Lord Mayor's Charitable Foundation's Youth in Philanthropy Program to deliver a Champions for Change Youth Day. This day brought together selected Year Nine and Year Ten students from schools across Melbourne to develop leadership skills for building body esteem in their own school communities.



Regional Victoria Project Engaging the Community

With funding provided by the Victorian Government and the Cripps Foundation, Butterfly Education entered the second year of delivery of its Champions for Change Youth Forums and Peer-led School Activities Program in regional Victoria.

The program supports regional schools to come together to learn about positive body image, and to develop their own sustainable programs of peer-led school activities. This year Butterfly Education has been engaging effectively with the regions and communities visited in the first year of the program, as well as visiting new regions.

As well as engaging new communities in 2016, many schools and communities that participated in Champions for Change regional forums in early 2015 re-engaged Butterfly to deliver in-school workshops in 2016.



*Butterfly is enabling
me to pursue a healthier
and happier life.*

Zhang Li

Key Activities and Events



Emma Barrow and the Krikke Boys volleyball fundraiser for Butterfly.



Butterfly staff attend the Champions for Change Wellbeing Day during Love Your Body Week.



Butterfly Storytelling workshop.



Gloucester Football Club fundraising event for Butterfly.



Butterfly staff celebrating Love Your Body Week.



Butterfly Chair David Murray OAM, Sportgirl CEO Colleen Callander, and Butterfly CEO Christine Morgan, celebrating the 10 year partnership between the two organisations.



Butterfly CEO, Christine Morgan and Sydney Children's Hospitals CEO, Dr Michael Brydon OAM, at the launch of the Day Program.



Butterfly CEO, Christine Morgan, and staff attending the Telstra Business Awards 2016.



Dove Self-Esteem Project event held in celebration of their partnership with Butterfly Education.



Engaged students, building body esteem, during a Butterfly Education workshop.



Butterfly CEO, Christine Morgan, accepting the Telstra New South Wales Charity Award for 2016.

What They Say About Us

Butterfly is all about people – the people we are here to help, as well as our own staff who are our most valuable resource. Here is a little of the feedback we have received.

A Safe Place to Land

A ‘safe place to land’ is how I like to think of Butterfly.

My recent experience with Butterfly gave me a sense of safety and acceptance I’ve barely ever really experienced in an eating disorder [treatment] setting. It was a safe space to reveal some of my darker corners and to feel 100% respected and appreciated. I think, with an eating disorder, you’re always presenting an edited version of yourself. It was nice to bring the ‘real me’ to the table, warts and all.

Emily

Levelling up an Unfair Fight

Battling an eating disorder is the toughest, most unfair fight a person can face. The Butterfly Foundation’s [support] services helped me to turn this truly unfair fight my way.

John

Counsellors Who Really Understand

I have used the Butterfly Helpline many, many times, and it has helped me enormously! There were days where I felt so awful and trapped in my ED world that I couldn't leave the house and the Butterfly Foundation Helpline was there to talk to me and calm me down, as well as giving me insightful and helpful advice to help me get back on track and connect me with my support network.

People with eating disorders need to speak to trained counsellors who really understand how their minds work, I found that speaking to the counsellors on the Butterfly Helpline was different to any other type of counsellor on the other helplines. I always felt calmer and stronger after a conversation.

Without the Helpline I definitely would not be where I am today.

Maddy

Turning up the Volume

... I was so humbled to be a part of a group of like-minded people and to be guided by your amazing facilitation. You do such great work,

every member of the Butterfly team.... thank you for helping to turn up the volume on the devastation of eating disorders, and getting more and more people to listen, learn and generate change.

Max

Enabling Me to Continue Treatment

I am so very grateful for all the support that [Financial Assistance For Recovery] has so graciously and generously given me over the years. There are no words to express my sincere gratitude.

Fiona

More Confident in My Progress

I feel much more confident in my progress and have greater energy and a less restricted approach to food and life. I believe I am truly benefiting from the expert help and support I receive. ... I am grateful that Butterfly is enabling me to pursue a healthier and happier life.

Zhang Li



A Passion to Help

At Butterfly we take great pride in what we do. Butterfly staff combine professionalism, extensive experience and strong academic/ clinical credentials with their passion to make a difference. We asked three of our staff to tell us what it means for them to work at Butterfly.

Danielle joined the staff team in March 2016

Prior to coming to Butterfly, I was already on a mission to play a bigger part in the prevention and management of eating disorders. Having come from a lived experience, I had developed a level of insight into the complexity of eating disorders, as well as a passion to reduce the stigma attached to mental illness, in order to improve access to support and treatment. The work of Butterfly aligned with my core values and interests.

I became heavily involved voluntarily in research projects overseen by the Butterfly Foundation and the National Eating Disorders Collaboration (NEDC). This led to unique networking opportunities and an invitation to present at the 2015 NEDC Members' Meeting as a member of the 'Lived Experience Advisory Group'. When a position came up that aligned with my skills, I applied – the rest is history!

When I think of Butterfly, a particular word comes straight to mind: Passion. There is a certain energy among Butterfly staff that cannot be learnt. This derives from sheer passion to make a difference and the shared goal to improve the lives of those suffering from an eating disorder and their support networks. Butterfly has managed to establish the perfect balance between professional and personal – through an effective business model and genuine care for their staff.

Danielle Cuthbert,
NEDC Communications Officer



ALL ABOUT PEOPLE

Christopher joined Butterfly in October 2015

As a supervising counsellor at Butterfly I have a dual role; supporting and providing direct help to people contacting Butterfly's EDHOPE National Helpline, and providing guidance and supervision to other counsellors within the team. Previously I worked in both inpatient and outpatient hospital settings for eating disorders; at Butterfly I enjoy being able to apply my knowledge from both settings to supporting those in recovery on a broader scale. My role provides with me a unique opportunity to provide support to individuals across the nation, including people struggling with an eating disorder, their family and friends and health professionals hoping for some guidance.

My role at Butterfly has taught me more ways of engaging therapeutically with people who need help, including phone, webchat and e-mail and has helped me develop a greater appreciation for the difficulties faced by the family/carers of someone in recovery from an eating disorder.

Christopher Fowler,
Supervising Counsellor, EDHOPE National Helpline

Danni joined the Butterfly team in June 2007

It has been incredible to see and be a part of the growth of Butterfly since 2007. Having experienced an eating disorder firsthand I know just how devastating they can be to every facet of your life and your families. I wanted to use my lived experience in the area of education – specifically prevention, supporting young people, professionals and parents to reduce the risk of eating disorders. This has been my passion for nearly ten years.

As part of Butterfly Education, I have been fortunate to facilitate and deliver information and support to thousands of young people, education professionals and parents in schools and communities over the years. From a 'one-person show' in 2007, it has been exciting to see us grow to a team of over 10 sessional presenters, with the ability to offer more programs and sessions in a growing number of locations. In my first year here, we reached just over 20,000 young people. In this last one we reached over 80,000.

Having my own precious children has only strengthened my passion for prevention work. The world, our children – my children - are growing up in is more intense than ever before. I wholeheartedly feel that the work we do at Butterfly is changing the world, bit by bit, and I want to continue to be a part of the change that will benefit my children!

Danni Rowlands,
Butterfly Education Services Manager

*We know what to do now and we're already doing it'...
I feel this service pulled us up out of
paralysed despair. Amanda*

Committees

Board of Directors

The directors of Butterfly are responsible for managing the business and affairs of the company. The Board of Directors currently meets six times per annum.

The names of each person who has been a director during the year and to the date of this report are listed below.

*Directors have been in office for the full financial year other than:

Tania Smorgon and Dr Richard Kausman who resigned on 17th September, 2015 and Claire Middleton OAM on 25th October, 2016. Claire remains actively involved with Butterfly as Founder.

Butterfly Business Advisory Committee

The Business Advisory Committee provides advice on:

- The efficient investment and management of funds and assets of Butterfly;
- Business alignment of the strategic goals of Butterfly and the implantation and delivery of services; and
- Oversight of the management of strategic risk, financial reporting, budgets, audit and compliance issues.

The Business Advisory Committee has been instrumental in the redevelopment of Butterfly House in Sydney.

The Business Advisory Committee is responsible for management of Butterfly's investments, including the Butterfly Foundation Gift Fund – Capital Account, in accordance with investment policy as approved by the Butterfly Board..

Board of Directors

David Murray AO (Chair)

Claire Russell Middleton OAM (Founder)*

Anne Doherty

Anthony Peter Gill

Catherine Mary Happ

Dr Richard Henry Kausman*

Associate Professor

John Richard Newton

Professor Susan Jessica Paxton

Paul Salteri AM

Michael Same

Tania Smorgon*

Christine Elizabeth Morgan (CEO)

Business Advisory Committee

Michael Same (Chair)

Anne Doherty

Anthony Gill

Paul Orenstein

Paul Salteri AM

Christine Elizabeth Morgan (CEO)

Butterfly Clinical Advisory Committee

The Clinical Advisory Committee provides advice to the Board and management in relation to clinical and support services provided by Butterfly.

The responsibilities of the Clinical Advisory Committee include providing advice on and conducting review and monitoring of:

- Clinical processes and protocols with respect to any clinical and support services provided by Butterfly;
- The practice of Butterfly's clinical and support services in relation to legislation, appropriate guidelines and standards, and best practice evidence;
- Any potential issues related to professional and/or ethical standards within service delivery;
- Any material complaints received in relation to such services
- The development of new service models and service delivery opportunities;
- Trends in data over time.

Clinical Advisory Committee

Professor Susan Jessica Paxton (Chair)

Professor Susan Byrne

Carolyn Costin

Anne Doherty

**Associate Professor
John Richard Newton**

Dr Beth Shelton



FINANCE AND GOVERNANCE

Butterfly Foundation is an Australian Public Company and ACNC registered Health Promotion Charity.

Board of Directors

David Murray AO (Chair)

David Murray joined the Commonwealth Bank in 1966, and was appointed its CEO in June 1992. He retired from that position in 2005. In November 2005 the Australian Government announced that he would be Chairman of the Future Fund. His statutory term ended in April 2012. In November 2013 he was appointed to head the Government's inquiry into Australia's financial system. The inquiry made recommendations to foster an efficient, competitive and flexible financial system, consistent with financial stability, prudence, integrity and fair treatment.

Mr. Murray is a member of the Oliver Wyman Senior Advisory Board and Senior Advisor to Credit Suisse, Sydney. He has previously served as a member of the Finance Sector Advisory Council and was the inaugural Chair of the International Forum of Sovereign Wealth Funds. He is Chair of the Butterfly Foundation, dedicated to addressing eating disorders in Australia.

In 2001, he was awarded the Centenary Medal for service to Australian Society in banking and corporate governance and, in 2007 he was made an Officer in the Order of Australia (AO).

David holds a BBUS and a MBA. He holds an honorary PhD from Macquarie University and the University of Technology, Sydney.

Claire Russell Middleton (formerly Vickery) OAM (Founder)*

Claire Middleton is the Founder of The Butterfly Foundation. Claire suffered from bulimia and anorexia in her youth and cared for her two daughters with anorexia. She was honoured by the State Government of Victoria by being placed on the Victorian Honour Roll of Women in 2004, was honoured with the Woman of Achievement award by Brainlink in 2006, awarded the International Academy of Eating Disorders' Meehan Hartley Award in 2006 for community service and in

2012 honoured in the Order of Australia awards with an OAM.

Claire is a member of the Steering Committee Member of the National Collaboration of Eating Disorders having held that position since 2009. She was the inaugural Chair of the NEDC in 2009. She has served on State and Federal Government advisory boards and committees for body image and eating disorders. Claire is an Advisory Board Member for the International Academy of Eating Disorders.

In 2014 Claire co-founded the Australians for Mental Health Organisation with Professor Pat McGorry. Claire holds a BA (Anthropology).

Anne Doherty

Anne Doherty has over thirty years' experience in health, with the majority of that time spent in mental health. Anne worked for twelve years in forensic mental health in New South Wales. She is committed to improving patient/consumer care and the patient/consumer and carer experience. Anne most recently held the position of General Manager Monash Sector, Monash Health.

Anne is a member of the Business Advisory Committee and the Clinical Advisory Committee. Anne holds a BHA, RGN and RPN.

Anthony Peter Gill

Tony Gill worked for Macquarie Bank for over sixteen years, most recently as Group Head of the Banking and Securitisation Group. Prior to joining Macquarie, Tony worked for other banks and was a Chartered Accountant with a major international firm in Australia and Canada. Tony is a member of the Sydney Development Committee of the Australian Chamber Orchestra and is a Company Director of Australian Finance Group (AFG) – listed company; Genworth Australia – listed company; First American Title Insurance Company of Australia – unlisted public company; First Mortgage Services (FMS) – unlisted public company and ASIC External Advisory Panel (EAP). Tony is a member

of the Business Advisory Committee. Tony holds a B.Comm (Hons) and is an ACA (retired).

Catherine Mary Happ

Catherine Happ has over twenty years' experience in investments markets and is currently Executive Director of Private Wealth Management with JBWere. She is past President of the Kambala Parents Association and current member of the investment committee of Kambala, one of Sydney's leading Independent Girls Schools.

Catherine holds a BMUS, BBUS, and Masters of IR.

Dr Richard Henry Kausman*

Rick is Principal of If Not Dieting and specialises in the treatment of eating behaviour, weight and body image issues. He is an active public speaker and advocate. Rick is also the author of 'If Not Dieting, Then What'.

Rick is qualified as MD, MBBS.

Associate Professor John Richard Newton

Richard is the medical Director of Austin Mental Health Service. Austin Mental Health is a large mental health service based in a teaching hospital with a strong research component. It has a diverse range of Adult, Child and Youth, regional and statewide specialist mental health services. He is also a Consultant Psychiatrist and the Clinical Director, of BETRS, a specialist Body image, Eating Disorder, Treatment and Recovery Service. He is strongly committed to consumer and carer participation in Mental Health Service development and the provision of safe effective evidence based interventions for all members of the community in need of mental health care. He is a Board Member of the Butterfly Foundation and an alumnus of the Williamson Community Leadership programme. He has a number of roles within RANZCP including Chair, Fellowships Attainment Committee and is currently Chair of the Victorian Branch. He is a surveyor with ACHS, an Editorial Board member of national and international academic journals and sits

FINANCE AND GOVERNANCE

on numerous federal and state based planning or advisory committees. He has published more than 50 peer reviewed articles or book chapters on a range of topics including CBT, treatment of psychosis, eating disorders, psychosocial interventions in mental health services, health service redesign, and homelessness. He teaches a Masters level course in Structured Psychotherapy at the University of Melbourne and an Advanced Training course in CBT accredited for RANZCPAT in Psychotherapy.

Richard is a Steering Committee Member of the National Eating Disorders Collaboration having joined that committee in 2009.

Richard is a member of the Clinical Advisory Committee. Richard is qualified as FRANZCP, MRCPsych, MB ChB.

Professor Susan Jessica Paxton

Susan Paxton is Professor in the School of Psychological Science at La Trobe University. She is a clinical psychologist and researcher engaged in projects that focus on understanding risk factors for body image and eating problems, evaluating prevention and early intervention strategies and exploring stigma and mental health literacy related to eating disorders in the community. She is Past President of the international Academy for Eating Disorders and of the Australian and New Zealand Academy for Eating Disorders and was awarded the 2013 Academy for Eating Disorders Leadership Award in Research.

Susan is a Steering Committee Member of the National Eating Disorders Collaboration having joined that Committee in 2009. Susan is a member of and chairs the Clinical Advisory Committee. Susan holds a BA(Hons), M Psych, and PhD

Paul Salteri AM

Paul Salteri graduated from the University of NSW in 1971 with a Bachelor of Commerce degree, trained as an accountant, working in Sydney, the UK and Canada, and joined the

Transfield Group (co-founded in 1956 by his late father Carlo Salteri AC and the late Franco Belgiorno-Nettis AC) in 1978. He is a Fellow of the Australian Society of Certified Practising Accountants, and a Governor of the Warren Centre for Advanced Engineering at the University of Sydney. Paul is Chairman of the major Australian industry/technology company, Olbia Pty Limited, the parent company of the Tenix Group, headquartered in North Sydney. He is a past Director of Austrade, a former member of the National Executive of the Australian Industry Group (AIG); former Chairman of AIG's Defence Manufacturers Council and a former member of the Defence Industry Advisory Council. He was appointed a Director of Transfield in 1981 and rose to the position of Joint Managing Director until the Transfield Group split in 1997. Following the split, the Salteri family formed Tenix Pty Limited, the assets of which included the company responsible for the ANZAC Ship Project, later named Tenix Defence. Tenix Defence was sold in 2007. Paul was Tenix Group Managing Director from 1997 to 2007, when he resigned from his executive position and became Chairman.

In 1999, the Italian Government awarded Paul the title Cavaliere Ufficiale. In 2005, he was named an "Innovation Hero" by the Warren Centre for Advanced Engineering in Sydney. He was appointed a Member of the Order of Australia in 2013. Paul is a member of the Business Advisory Committee. Paul holds a B.Comm

Michael Same

Michael joined KNP Solutions in 1986 and became a director in 1989. Over the past 26 years Michael has built a specialist practice including but not limited to sectors such as the legal profession, commercial property, import industry, manufacturers and a range of family businesses. Michael has been instrumental in forming Advisory Boards for various clients.

Michael is a Director of Maccabi Victoria

Sports Foundation Pty. Ltd. Michael was Chair of the Butterfly Foundation from October 2010 to September, 2013.

Michael is Chair of the Business Advisory Committee.

Michael holds a Bachelor of Business (Accounting), Chartered Accountant.

Tania Smorgon*

Tania is coordinator of a friendship group for Montefiore Homes for the Aged and has been on the Jack and Robert Smorgon Foundation Board since its inception.

Tania holds a Bachelor of Economics with a Major in Accounting, Bachelor of Laws (Monash University).

Christine Elizabeth Morgan (CEO)

Christine was appointed CEO of Butterfly in 2009 and joined the Board in 2013. She was formerly CEO of Eating Disorders Foundation of NSW and prior to that role was General Manager at Wesley Mission over portfolios including community services, health, corporate services and fundraising. Prior to joining the not for profit sector, she worked for over 20 years in the corporate sector as Company Secretary / General Counsel for a number of public listed companies, and as Executive General Manager Business Strategy for Telstra. Christine is the National Director of the National Eating Disorders Collaboration, having held that role since 2009.

Christine is a member of the Business Advisory Committee. She is also a Director of Mental Health Australia Limited

Christine holds a BA LLB and Graduate Certificate in Management from AGSM.

** Claire Middleton OAM resigned from the board on 25th October 2016. Claire remains actively involved with Butterfly as Founder. Tania Smorgon and Dr Richard Kausman resigned from the board on 17th September 2015.*

FINANCE AND GOVERNANCE

Financial Overview

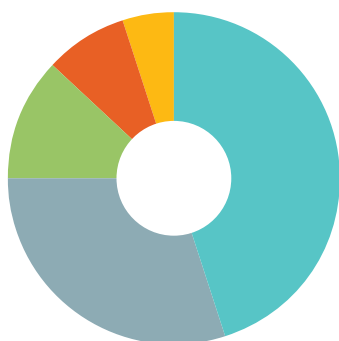
STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 30 JUNE 2016

	2016 \$	2015 \$
INCOME		
Fundraising - Gift Fund	446,730	736,217
Fundraising - Capital Gift Fund	644,513	611,899
Government program grants	2,374,887	1,940,326
Philanthropy/non-government grants	1,562,375	920,077
Fee for service	159,024	218,959
Other	41,002	20,377
Interest	50,489	52,748
TOTAL	5,279,020	4,500,603
EXPENDITURE		
Administration	747,464	835,467
Marketing, fundraising and digital platform	526,636	878,811
Advocacy projects	31,522	342,621
Programs and service delivery	3,004,121	2,291,083
TOTAL	4,309,743	4,347,982
SURPLUS	969,277*	152,621

*Surplus of \$969,277 composed of Capital Gift Fund surplus \$649,046 and operational surplus \$320,231

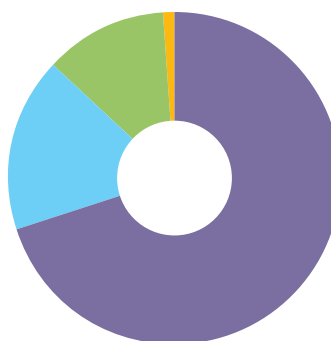
Income 2016

- ▶ Government Program Grants **45%**
- ▶ Philanthropy/Non Government Grants **30%**
- ▶ Fundraising - Capital Gift Fund **12%**
- ▶ Fundraising - Gift Fund **8%**
- ▶ Other (Fee for Service, Interest, Other) **5%**



Expenditure 2016

- ▶ Programs and Service delivery **70%**
- ▶ Administration **17%**
- ▶ Marketing, Fundraising and Digital Platform **12%**
- ▶ Advocacy Projects **1%**



FINANCE AND GOVERNANCE

Financial Overview

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2016

	2016 \$	2015 \$
Current assets		
Cash & cash equivalents	2,386,279	3,218,057
Trade & other receivables	411,102	333,059
Total current assets	2,797,381	3,551,116
Non-current assets		
Financial assets - Capital Gift Fund	1,500,000	0
Plant & equipment	40,989	28,012
Total non-current assets	1,540,989	28,012
TOTAL ASSETS	4,338,370	3,579,128
Current liabilities		
Trade & other payables	119,713	177,166
Other liabilities - grant funds in advance	1,491,872	1,635,755
Provisions	201,807	222,187
Total current liabilities	1,813,392	2,035,108
Non-current liabilities		
Provisions	43,918	32,197
Total Non-current liabilities	43,918	32,197
TOTAL LIABILITIES	1,857,310	2,067,305
NET ASSETS	2,481,060	1,511,823
Accumulated Funds		
Reserves	1,987,159	1,338,153
Retained Surplus	493,901	173,670
TOTAL EQUITY	2,481,060	1,511,823

Auditor's Report



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**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF BUTTERFLY FOUNDATION**

We have audited the accompanying financial report of Butterfly Foundation, being a special purpose financial report, which comprises the statement of financial position as at 30 June 2016 and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the directors' declaration.

Directors' Responsibility for the Financial Report

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and have determined that the accounting policies described in Note 1 to the financial statements which form part of the financial report are appropriate to meet the financial reporting requirements of the Australian Charities and Not-for-profits Commission Act 2012 and are appropriate to meet the needs of the members. The directors are also responsible for such internal control as the directors determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the Australian Charities and Not-for-profits Commission Act 2012. We confirm that the independence declaration required by the Australian Charities and Not-for-profits Commission Act 2012, which has been given to the directors of The Butterfly Foundation, would be in the same terms if given to the directors as at the time of this auditor's report.



A member of Deloitte, an association of independent accounting firms in Australia. The member firms of the Deloitte association are affiliated with and not a partnership. Liability limited by a scheme approved under Professional Standards Legislation. A member of Taxation International. A global network of independent accounting firms.



Auditor's Report



**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF BUTTERFLY FOUNDATION (Continued)**

Auditor's Opinion

In our opinion, the financial report of Butterfly Foundation is in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- (i) giving a true and fair view of the company's financial position as at 30 June 2016 and of its performance for the year ended on that date; and
- (ii) complying with Australian Accounting Standards to the extent described in Note 1 and complying with the *Australian Charities and Not-for-profits Commission Regulation 2013*.

Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the *Australian Charities and Not-for-profits Commission Act 2012*. As a result, the financial report may not be suitable for another purpose.

McLean Delmo Bentleys Audit Pty Ltd

Martin Fensome
Partner

Hawthorn
6 October 2016

Grants, Philanthropy and Volunteers Enabling Our Programs

Butterfly relies on funding from a number of sources to develop and maintain its work.

Donations from philanthropic and corporate donors are critical.

These funds are augmented through community fundraising support, volunteering and in kind support, and through targeted programs funded by government.

Government and Mental Health Commission Funding

Butterfly gratefully acknowledges funding for projects and services, including:

The EDHOPE National Helpline received funding from the **Australian Government.**

The National Eating Disorders Collaboration received funding from the **Australian Government.**

Butterfly Education's Victorian regional program (Champion for Change Youth Days and Peer Led Activities for Schools) received funding from the **Victorian Government.**

The Sydney Children's Hospitals Network Child and Adolescent Day Program for Eating Disorders, in partnership with Butterfly, is funded by the **New South Wales Government.**

The Insights in Recovery research project was commissioned by the **Mental Health Commission of New South Wales** and conducted by the Butterfly Foundation. The Insights in Recovery research project received additional funding from the Ian Potter Foundation.

Corporate Support

A major channel of funding for our services is corporate support. Butterfly works actively with key corporate supporters to develop strong relationships, cultivate mutually beneficial goals for particular projects and secure funds for Butterfly services. We are immensely grateful to longterm partners **Sportsgirl** and **Dove**. In 2015-16 we also gratefully acknowledge corporate support from Wittner.

Butterfly has been interacting closely with Sportsgirl in relation to the building progress of Butterfly House and the implementation of the Child and Adolescent Day Program on site, Love Your Body Week, the launch of the new digital platform and launch of Recovery Support Services in Adelaide and Townsville.

Sportsgirl has given significant funding to each one of these projects and has joined Butterfly in celebrating having raised \$2.6 million over ten years in partnership.

Since the introduction of the Dove Self-Esteem Program in 2006, the Butterfly Foundation has reached over 550,000 young people through the face to face workshops with school students and the training workshops for teachers, school counsellors, youth workers and health professionals who work with young people.

The Dove Self-Esteem Program is a unique teaching and training initiative developed globally by Dove that provides a tool for teachers, school counsellors, youth workers and health professionals who work with young people to help young people put the modern beauty world into perspective, to be more media literate and to learn how to foster a healthy sense of self-esteem.

Butterfly formed a partnership with Wittner Australia in 2015 in order to implement an awareness and

FUNDING AND SUPPORTERS

fundraising campaign called “Heel to Heal”. Wittner, through the sale of their shoes over a period of 12 months, raised \$25,000 for Butterfly.

Trusts and Foundations

Butterfly gratefully acknowledges funding from philanthropic trusts and foundations this year, including:

- Arbonne Charitable Foundation
- ASX Thomson Reuters Charity Foundation
- Bagnall Foundation
- Cripps Foundation
- Ian Potter Foundation
- Lord Mayor’s Charitable Foundation
- MAST Foundation
- Rix Foundation
- Youanmi Family Trust

Community Supporters

Butterfly’s core operations are unfunded, and are possible only because of the generosity of many Australians. Community fundraising is an essential part of Butterfly’s fundraising activity. It not only generates much needed financial support, but also raises community and government awareness about the reality of eating disorders.

Community fundraising events are as diverse and creative as the individuals who deliver them and align with the vision and spirit of Butterfly.

So many amazing, passionate and selfless community supporters from different walks of life continue to support us, and every gift makes a difference. Our thanks go out to each and every one of you.

Volunteers

Butterfly is also grateful for the services of its volunteers who have helped in many capacities in 2015-16.

We especially thank those regular volunteers who have helped on a weekly basis in our offices – your reliable support has strengthened the core work carried out behind the scenes by our team.

As a special project, both Butterfly House in Sydney and the Butterfly office in Melbourne required painting work in 2015-16. Both offices now look fresh and clean. We thank the following supporters, who provided volunteers for the painting:

- Bunnings Warehouse (Notting Hill)
- Wilson Asset Management
- Stockland
- National Australia Bank
- Westpac
- Ernst & Young



Thank You

Thank you to every organisation and individual that contributes to Butterfly or recognises the importance of our work. Your support is an investment in a better future – a future where eating disorders are reduced in incidence and impact; a future where recovery from eating disorders is a reality for everyone.

AUSTRALIAN AND STATE GOVERNMENT

Australian Government Funding

We'd like to acknowledge the funding received from the Australian Government for the EDHOPE National Helpline, and the National Eating Disorders Collaboration.

Victorian State Government Funding

We'd like to acknowledge the project funding received from the Victorian Government.

New South Wales State Government Funding

We'd like to acknowledge the service funding received from the New South Wales Government.

MAJOR CORPORATE PARTNERS



OTHER CORPORATES, COMMISSIONS, TRUSTS, FOUNDATIONS AND AWARDS



Bagnall Foundation

Mast Foundation

Rix Foundation

Youanmi Family Trust



The Butterfly Foundation was founded by Claire Middleton OAM to raise awareness about eating disorders, reduce stigma and, most importantly, change the culture of treatment and support. Since 2002 Butterfly has been working with the community, governments, and corporate and philanthropic supporters to change the way Australians talk about, treat and overcome eating disorders and body image and esteem issues.

thebutterflyfoundation.org.au

For support: 1800 ED HOPE – 1800 33 4673 or email: support@thebutterflyfoundation.org.au

For a downloadable PDF copy of this report visit thebutterflyfoundation.org.au



Butterfly

Foundation for Eating Disorders

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