

# Children365

## Fact sheet

The Alannah  
and Madeline  
Foundation



Keeping children safe from violence

### Our history

The Alannah and Madeline Foundation is a national charity protecting children from violence and its devastating impact.

The Foundation was set up in memory of Alannah and Madeline Mikac, aged 6 and 3, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania on 28 April 1996.

We care for children who have experienced or witnessed serious violence. We also run programs that prevent violence and advocate for children's safety and wellbeing. Our vision is that every child will live in a safe and supportive environment.

### Media contacts

Kate Doman  
Communications Manager  
t. 03 9697 0666  
m. 0417 540 600  
e. kate.doman@amf.org.au

Ellen Sproule  
Communications Coordinator  
t. 03 9697 0666  
m. 0407 367 215  
e. ellen.sproule@amf.org.au

w. [www.amf.org.au/children365](http://www.amf.org.au/children365)



Follow us on Facebook

The Alannah and Madeline Foundation's Children365 initiative encourages people to celebrate children every day of the year.

Children365 encourages adults to take the time to think about why the children in their lives are important and how they can spend time together.

The concept for Children365 was developed after the tragic death of four-year-old Darcey Freeman in January 2009. Following her death it was the wish of the family that there be some positive action out of such a terrible tragedy.

The Foundation also set up Darcey's Fund to contribute to the future wellbeing of her two brothers, Ben and Jack.

Children365 was launched on 1 November 2009 at a special family day at Melbourne Museum in partnership with the Victorian Government.

The Foundation encourages celebrities and supporters throughout Australia to make a 365 statement of promises and declarations about the children in their lives:

**3 reasons I love my children**

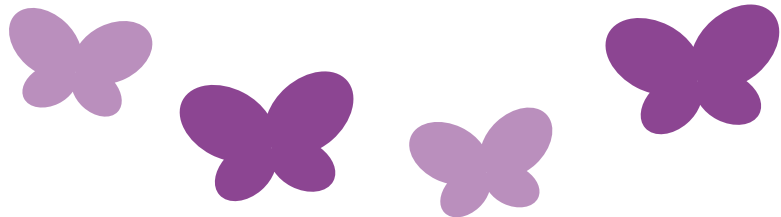
**6 ways they make me smile**

**5 things we will do together this year**

The Foundation produces a Children365 calendar and a monthly Children365 eNewsletter that provides tips and articles about spending time with children and is themed to match the calendar.

The butterfly used to dot the 'i' in the Children365 logo has special meaning to Darcey's family.

For more information visit [amf.org.au](http://amf.org.au) or call 1300 720 747.



Children  
365  
Celebrate  
them every day

The Alannah and Madeline Foundation

**"The Alannah and Madeline Foundation has been a wonderful help to our family during the very trying and difficult period following Darcey's death. We continue to experience assistance from the Foundation in many and different ways. We are extremely supportive of Children365 and would love to see it evolve over time so that children from all families are loved and cared for. Children's Week is an event that all families should naturally embrace and Children365 is a wonderful adjunct to that. Celebrating children should continue forever."**

**Tim Barnes, Darcey's uncle and spokesperson from her family**