

International Patron

Her Royal Highness Crown Princess Mary of Denmark

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 six and three, 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.


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Her Royal Highness Crown Princess Mary of Denmark is The Alannah and Madeline Foundation's International Patron.

Crown Princess Mary became The Alannah and Madeline Foundation's International Patron in 2005. Her advocacy role helps to raise awareness of the Foundation and supports its work in helping keep children safe from violence.

In 2007, Crown Princess Mary's charity, The Mary Foundation, and Save the Children Denmark launched the anti-bullying program, *Fri for Mobberi* (or *Free of Bullying*), inspired by The Alannah and Madeline Foundation's Better Buddies Framework. *Fri for Mobberi* has since been introduced into one in three kindergartens and one in four primary schools across Denmark.

The Crown Princess was also instrumental in helping to gain initial support for the Foundation's eSmart system during a visit to Australia in 2008. The system is now helping thousands of children across Australia become smart, safe and responsible online.

In 2011, The Crown Princess joined business leaders and philanthropists from around Australia at a special luncheon to discuss eSmart's next phase – eSmart libraries. The luncheon helped raise awareness of the need for the community to be equipped with skills they need for the smart, safe and responsible use of technology. In August 2012, the Telstra Foundation committed \$8 million to work with The Alannah and Madeline Foundation to develop and roll out eSmart Libraries to Australia's 1,500 public libraries.

2005	2006	2007	2008	2011	2013
Crown Princess Mary becomes International Patron of The Alannah and Madeline Foundation.	Crown Princess Mary visited a Better Buddies school – Aspendale Gardens Primary School in Melbourne.	Crown Princess Mary launches an anti-bullying program, inspired by the Foundation's Better Buddies Framework, into Danish schools and kindergartens.	Crown Princess Mary visits Foundation and attends an official Foundation dinner to help raise funds for the development of eSmart.	Crown Princess Mary and Crown Prince Frederik attended two official Foundation functions, a private eSmart event and Starry Starry Night.	Crown Princess Mary, together with Crown Prince Frederik, attended an event in Sydney to announce eSmart Homes.

"I am proud to be the International Patron of such a worthy children's charity. Keeping children safe from violence is one of the most important responsibilities that we as a society undertake. As children are the true essence of our future, the importance of providing them with the most basic human right of having a safe and happy childhood cannot be underestimated."

Her Royal Highness Crown Princess Mary of Denmark

