



ADELAIDE
CROWS
FOUNDATION

IMPACT REPORT
2023



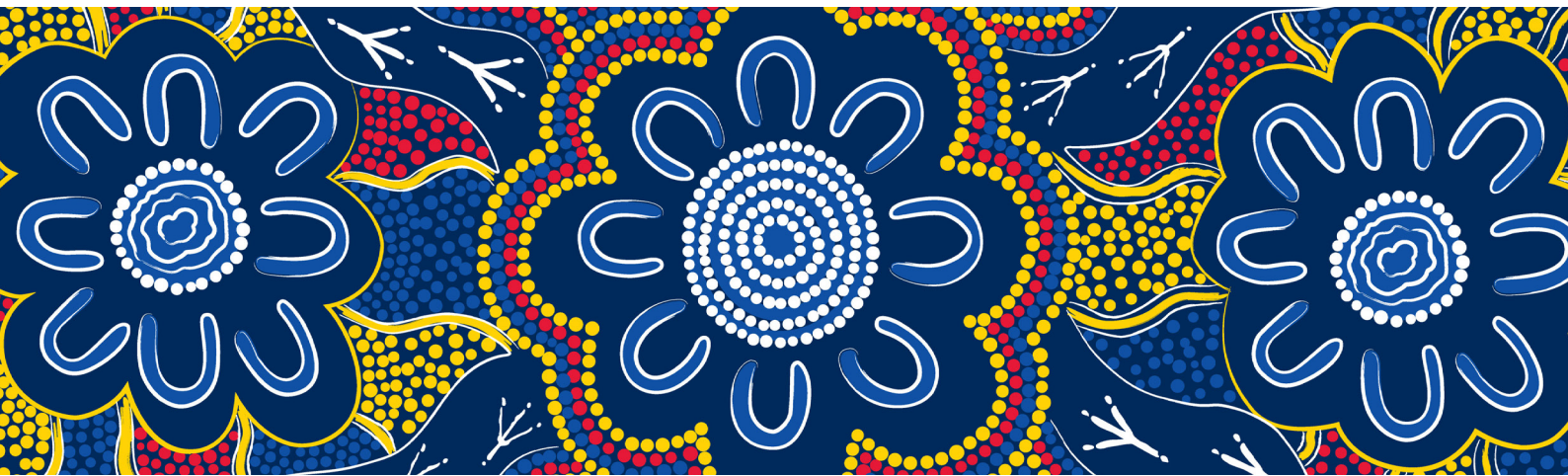
**ADELAIDE
CROWS
FOUNDATION**

The Adelaide Crows Foundation is a for-purpose organisation delivering evidence-based health, education and inclusion services supporting disadvantaged children and youth to reach their full potential. 2023 was our 18th year supporting the South Australian community and was our most impactful year with over 20,000 South Australian children and youth accessing our programs and services year-round.



We use the power of sport to empower South Australian children and youth in need to reach their full potential ”

— Kate Thiele, Chair, Adelaide Crows Foundation



ACKNOWLEDGEMENT TO COUNTRY

The Adelaide Crows Foundation acknowledges the Kaurna people as the Traditional Custodians of the Adelaide Plains Region. We also acknowledge all Aboriginal and Torres Strait Islander peoples throughout Australia as the Traditional Owners of their country and their ongoing connection to land, sea and waters. We pay our respect to them, their cultures, and Elders past, present and emerging.

OUR 2023 FOOTPRINT

PROGRAM PILLARS



HEALTH,
WELLBEING
& RESILIENCE



EDUCATION,
ENGAGEMENT &
PERFORMANCE



ABORIGINAL &
TORRES STRAIT
ISLANDER
EMPOWERMENT



CROWS
CARE

PARTICIPATION FOOTPRINT



20k

CHILDREN AND
YOUTH



57

SCHOOLS USE
OUR PROGRAMS
YEAR ROUND

AGE FOOTPRINT



42%

5-12 YEARS



56%

13-15 YEARS



2%

18-25 YEARS

REGIONAL FOOTPRINT

61%

ADELAIDE

3%

ADELAIDE
HILLS

12%

EYRE &
WESTERN

5%

FAR NORTH

3%

LIMESTONE
COAST

11%

MURRAY
& MALLEE

5%

YORKE &
MID NORTH

SCHOOL FOOTPRINT

74%

1-4 ON THE INDEX
OF EDUCATIONAL
DISADVANTAGE

26%

5-7 ON THE INDEX
OF EDUCATIONAL
DISADVANTAGE

PUBLIC RELATIONS

250k

SOCIAL MEDIA
ENGAGEMENT

OPEN PARACHUTE

Delivered in partnership with the Sebastian Foundation, the Open Parachute Program is a cutting edge well-being program aimed at upskilling students, parents and teachers through peer role-modelling. The program tackles the child and youth mental health crisis by teaching clinically proven practical resilience skills. Participating schools also receive an in-person Crows Resilience Talk where AFL players share their lived experience of building resilience and overcoming mental challenges.

HOW IT WORKS

- 1.**
YEAR-ROUND STUDENT WELLBEING CURRICULUM
- 2.**
TEACHER SUPPORT
- 3.**
PARENTAL RESOURCES

OBJECTIVES

- 1.**
GROW TEACHER CAPACITY IN EXPLORING MENTAL HEALTH CONCEPTS
- 2.**
BUILD STUDENT RESILIENCE
- 3.**
ELEVATES STUDENT WELFARE

SCALE & IMPACT



Open Parachute team!



30

SCHOOLS



16k+

STUDENTS



14%

INCREASE IN
TEACHER'S
COMFORT
DISCUSSING
THEIR OWN
MENTAL HEALTH
WITH OTHERS



34%

INCREASE
IN TEACHER
CONFIDENCE
IN PROVIDING
SUPPORT OF
STUDENTS WHO
ARE STRUGGLING
EMOTIONALLY IN
CLASS



24%

INCREASE IN
PERCEIVED
PREPAREDNESS OF
STUDENT'S ABILITY
TO MANAGE
WELLBEING
CHALLENGES EG.
SKILLS TO BUILD
SELF ESTEEM.



13%

INCREASE
IN TEACHER
CONFIDENCE
IN DELIVERING
MENTAL HEALTH
LESSONS TO
STUDENTS



The Sebastion Foundation
& the Crows!



The Open Parachute program has been integral to our whole school's proactive wellbeing strategy.

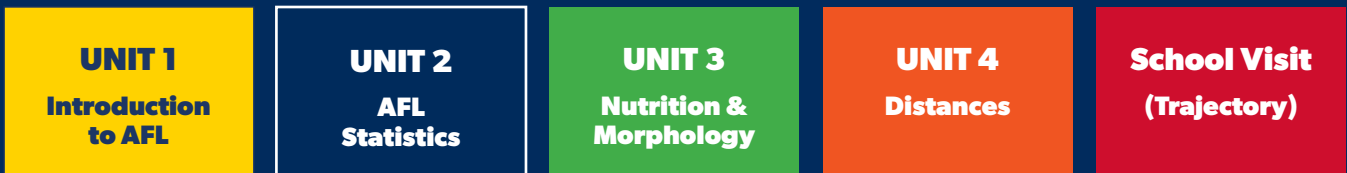
- Leanne Davies, Head of Wellbeing,
Adelaide High School



STEMFOOTY

STEMfooty tackles the gap in STEM education and awareness of career pathways among students, limiting their ability to pursue careers in the growing STEM industry. Our innovative STEM curriculum aims to translate student's love and passion for AFL into an appreciation and understanding of science and mathematics. STEMFooty provides a free 10-week program targeting year 7 students, offering over 30 hours of innovative in-class learning which delivers 50% of the annual mathematics and science Australian Curriculum and Reporting Standards (ACARA).

STEMFOOTY STRUCTURE



OBJECTIVES

- 1. IMPROVED CAPABILITY AND ENGAGEMENT IN STEM EDUCATION**
- 2. GREATER CONFIDENCE FOR TEACHERS TO INTEGRATE STEM PRINCIPLES**
- 3. INCOME AND ECONOMIC GROWTH BENEFITS**



SCALE & IMPACT



31

SCHOOLS IDENTIFIED ON THE DFE DISADVANTAGE INDEX



3.1k+

STUDENTS WITH 63% AS ENGLISH IS A SECOND LANGUAGE (ESL)



Kicking STEM Goals



STEMfooty has been a game changer in our curriculum improving our student's interest in mathematics and science, which has translated to improved academic results - Adriaan Vollebregt, Teacher at St Columba College

ACADEMIC IMPACT



40%

IMPROVEMENT IN ACADEMIC RESULTS ACROSS THE WHOLE COHORT.



70%

IMPROVEMENT IN ACADEMIC RESULTS ACROSS INDIGENOUS STUDENTS.



55%

IMPROVEMENT IN ACADEMIC RESULTS ACROSS ENGLISH AS A SECOND LANGUAGE STUDENTS



15%

IMPROVEMENT IN MOTIVATION ACROSS THE WHOLE COHORT.

KUWA CIRCLES

In Australia, approximately 40% of First Nations youth aged 20-29 are not actively involved in employment, education, or training. Kuwa Circles is a transformative, culturally safe education and development program designed to enhance participants' personal and career growth, with the primary goal of integrating at-risk youth into the workforce. By providing a culturally sensitive and empowering environment, Kuwa Circles aims to empower participants to achieve their full potential, bridge the gap between education and employment, and create sustainable pathways for success within the workforce.

HOW IT WORKS



- 1. KUWA CONNECTIONS - CULTURAL LEARNING AND SUPPORT**
- 2. KUWA CONCEPTS - STEM EDUCATION AND CAREER PATHWAYS**
- 3. KUWA CAREERS - CAREER READY**
- 4. GRADUATION - EMPLOYMENT NETWORKING**


SCALE & IMPACT

 **20**
FIRST NATION
FEMALES

 **10**
FIRST NATION
MALES


2.1k+
HOURS OF
PERSONAL AND
PROFESSIONAL
DEVELOPMENT


1200
HOURS OF
SPECIALIST
JOB READY
TRAINING POST
PROGRAM


80%
PARTICIPANTS
TRANSITIONED
INTO
EMPLOYMENT
OR EDUCATION
AND TRAINING
PATHWAYS

“

I feel like I have developed more self-confidence and self-growth, and it has encouraged me to try new things and not to be afraid of pursuing STEM careers. ”

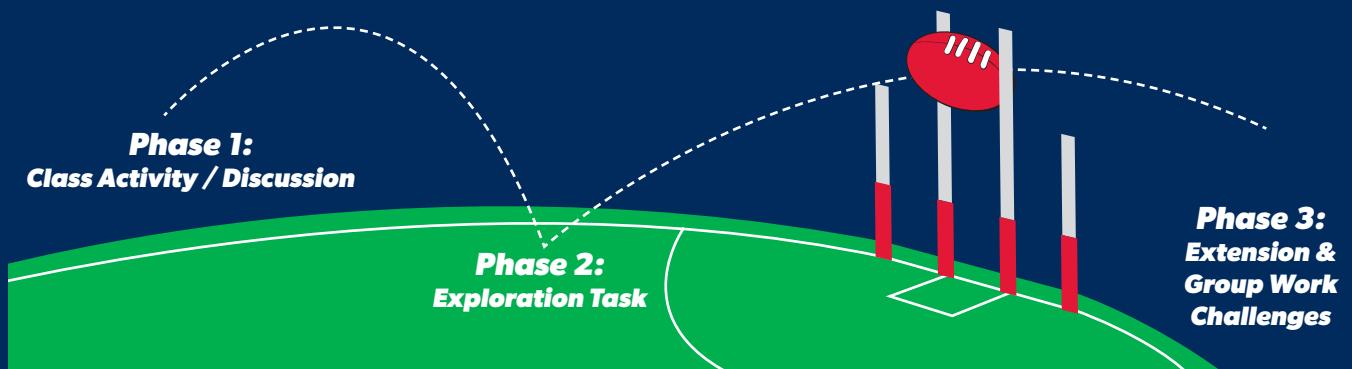
- Program Participant



CROWS ON COUNTRY

Crows On Country provides a tailored, culturally inclusive education program, which aims to translate First Nations student's love and passion for AFL to increase school attendance and literacy in science and mathematics. The program has been adapted to be culturally safe in partnership with remote schools and teachers. The structure consists of a modified bilingual resource using differentiated pedagogy that unlocks the potential of Aboriginal and Torres Strait Islander students with suggested alignment to ACARA.

HOW IT WORKS



SCALE & IMPACT



600

FIRST NATION CHILDREN



3

COMMUNITIES ACROSS FAR WEST



4

APY LANDS COMMUNITIES



9.7k+

KILOMETRES OF LAND

OBJECTIVES

1.

INCREASE SCHOOL ATTENDANCE

2.

INCREASE CONFIDENCE AND DEVELOPMENT FROM TEACHERS

3.

IMPROVED SOCIAL OUTCOMES FOR RURAL REGIONS



Marking Practice!

CROWS CARE

Crows Care is about providing quality experiences to children and families in-need. Through this program we empower our AFL players to give back to people, community groups and local charities with the mission to make South Australia a great place for children to live, learn and play.

SCALE & IMPACT



500
MATCH DAY TICKETS PROVIDED TO CHILDREN IN FOSTER, OUT OF HOME AND KINSHIP CARE



64
CHILDREN PARTICIPATED IN THE CROWS INCLUSIVE ACADEMY



1k+
PAIRS OF FOOTBALL BOOTS PROVIDED TO DISADVANTAGED FAMILIES



2
MAKE A WISH EXPERIENCES



1k+
UNDERPRIVILEGED CHILDREN ACCESSED INNER SANCTUM TRAINING EXPERIENCES.



\$194k+
SPENT WITH ABORIGINAL OWNED AND OPERATED BUSINESSES



300
STUDENTS PARTICIPATED IN KUMANGKA RECONCILIATION CUP



“ If I could rate Jadyn’s experience with the Adelaide Football Club out of 100, it would land somewhere between 300 and 400. The entire time Jaydn had the biggest smile, something I had not seen for a long, long time **”** - Jadyn’s grandmother, Angela

OUR PARTNERS

PROGRAM PARTNERS



ANANGU
COMMUNITIES
FOUNDATION



MISSION PARTNERS



CROWS CARE PARTNERS





ADELAIDE
CROWS
FOUNDATION



WE FLY
AS ONE



crowsfoundation.com.au