



PAT CRONIN  
FOUNDATION

# ANNUAL REPORT 2024



*Be Wise*

LET'S END THE COWARD PUNCH





## Contents

A message from the Cronin family	3
Financial statements	4
Our corporate partners	5
Our partners & supporters	6
Our team	7
Our ambassadors	8



## A promising future, stolen in an instant

**He will never have another birthday, or play another footy game, or finish studying health science and physiotherapy under the scholarship he was awarded.**

Pat went out on Saturday, April 16, 2016 for a few quiet drinks with mates after playing his first senior football match alongside his big brother.

He wasn't a fighter – it just wasn't his scene. But when a brawl started to build outside the pub – being a loyal and caring mate – Pat stepped in to pull a friend away.

It was then that Pat was punched in the head from behind.

He stayed on his feet, checking all his mates were OK. Soon after however he started to develop symptoms, had a seizure and was taken to hospital unconscious.

Two days later his family made the agonising decision to turn off his life support. Pat's death has left a gaping hole in their lives and devastated his friends and the broader community.

**If this can happen to them, it can happen to anyone.**



### Always 19 years old

We are here to honour Pat's life by helping young Australians make wise decisions so we can end the senseless violence that devastates families and communities.

In 2024 we are here to end the Coward Punch. Be Wise. Think Carefully. Act Kindly.



## A message from the Cronin family

**It seems like every year is our 'best ever', as we continue to reach new milestones and expand our impact.**

The 2023-2024 financial year however was truly transformational for the Foundation, as detailed in our 2024 Impact Report – a sister document to this one.

From launching the Act Kindly Activity Kit and expanding our evidence-based Be Wise Education Program to children as young as five, we took bold steps towards building kinder and safer communities.

Our Pat Cronin Foundation Round enjoyed unprecedented community support, bringing together 50,000 players and a crowd of friends and supporters that could have easily packed the MCG to the rafters.

And in March, we shared one of most intimate projects yet. Our powerful new documentary, From the Foundation Up, offered a powerful reflection on our journey in the wake of Pat's tragic death.

2024 also marked the launch of our largest fundraising partnership yet—the Retreat Caravans Raffle.

This exciting new initiative represents a significant step forward in securing the Foundation's future, with plans afoot for similar projects in 2025.

Amid these achievements, the year also carried a deeply personal milestone - Matt's 60th birthday in May.

A reminder that growing older is a privilege, this moment underscored why our mission matters.

Every life touched by our work is another step towards a world where no family has to endure the heartbreak of losing a loved one to senseless violence.

With a quarter of a million young Australians having now attended our signature Violence is Never OK presentation, we continue to honour Pat and create a safer future built on kindness and respect.

As always, we remain steadfast in our mission to End The Coward Punch.

**Matt, Robyn, Emma and Lucas**





# Financial statements

at 30 June 2024

STATEMENT OF FINANCIAL POSITION	2024	2023
	\$	\$
Total Assets	379,145	577,883
Total Liabilities	73,939	63,246
<b>Net Assets</b>	<b>305,206</b>	<b>514,637</b>

STATEMENT OF PROFIT OR LOSS	2024	2023
	\$	\$
Revenue	831,368	873,266
Other Revenue	10,559	4,622
Depreciation	(16,451)	(13,820)
Event & Fundraising Costs	(100,589)	(135,641)
Awareness Costs	(69,329)	(107,073)
Education Costs	(196,068)	(172,504)
Merchandising costs	(6,118)	(16,633)
Staff Costs	(502,476)	(430,492)
Other expenses	(160,327)	(71,170)
<b>Total Profit or (Loss) for the Year</b>	<b>(209,431)</b>	<b>(69,445)</b>

STATEMENT OF CASH FLOWS	2024	2023
	\$	\$
Receipts from donors & fundraising	283,809	345,901
Receipts from merchandise sales	14,778	19,877
Receipts from education & awareness sessions	153,681	64,738
Receipts from Government Grants	216,500	236,750
Receipts from partnerships	162,600	206,000
Interest received	10,559	4,622
Payments made to suppliers & employees	(1,058,304)	(906,850)
<b>Net cash provided by operating activities</b>	<b>(216,377)</b>	<b>(28,962)</b>

## Our corporate partners

The Foundation is deeply grateful to its partner organisations, whose generous support and financial contributions are instrumental in our mission. Their commitment allows us to deliver fully-funded violence-prevention education, resources and training to schools, clubs and community organisations each yea, helping to create a safer future for all.



Our teams across Victoria feel strongly about the vital work being done by the Pat Cronin Foundation.

We love seeing the engagement across all of our team members with the Foundation's work, from local school and sports team visits, to the events of the Be Wise Walk and Be Wise Ball.

Well done to the Foundation team for delivering such a worthwhile and crucial service.

**Lisa Pennell**  
CEO Barry Plant Group



The Pat Cronin Foundation provides vital educational presentations and programs.

Their deep connection to the community and desire to make a positive change is inspirational.

We are so proud to be partners.

**Andy Brown**  
Regional Manager  
Le Pine Funerals



YVE are proud to be a major partner of the Pat Cronin Foundation. The foundation values aligned extremely closely with ours. Our core principle 'My Family My Safety' is something that guides all our work. We all want to go to work, be safe and come home. This principle should be the same in social settings.

The more people the foundation can reach out to, the better and safer we all will be and their mission of stopping violence and end the coward punch will become closer to a reality.

**Alastair Garlick**  
General Manager YVE



Retreat Caravans were honoured to have partnered with the Pat Cronin Foundation. From the moment we first heard about Pat's story we wanted to make a difference.

Meeting Matt and Robyn really made it so much more real! We can't speak highly enough of Foundation, and we wish them all the best in stopping the Coward Punch.

**Tilly Rexhepi**  
GM Retreat Caravans



# Our partners & supporters

## Corporate Supporters



## Government Partners



## Community Partners



# Our team



**Dr Geoff Smith**  
General Manager



**Belinda Ceritelli**  
Operations Manager



**Steve Layt**  
Partnerships Manager



**Nadine Curphey**  
Education Development Manager



**Sharyn Noy**  
Admin Assistant



**Amy Annetts**  
Marketing Lead



**Darren Grant**  
PR Manager

## BOARD



**Matt Cronin**  
Chair  
Founding Director, Pat's father, Certified Financial Planner



**Robyn Cronin**  
Board Director  
Founding Director, Pat's mother



**Rick Atkinson**  
Board Member  
Certified Financial Planner & Chair of AMP FPA



**Liam O'Brien**  
Board Member  
Health and recreation specialist with business background



**Anthony Guy**  
Board Member  
Chartered accountant with commerce and law qualifications



**David Hrovat**  
Board Member  
Secondary school teacher



**Michael Bishop**  
Board Member  
Commercial lawyer with not-for-profits experience

## EDUCATION PRESENTERS



**Alan Latu**  
Seasoned public speaker and sports coach




**Aidan Phelan**  
Background in education and special needs




**Stacey Dvorak**  
Embraces courageous choices for personal growth




**Peter Kennedy**  
Based in Queensland, Peter is a family friend and experienced TAFE teacher



**Gail Ackroyd**  
School chaplain with counselling experience in the juvenile justice system



**Peter Tresseder**  
Family friend and professional presenter



**Warren Richards**  
Family friend and active member of the local community



# Our ambassadors



## Matthew Richardson

Matthew Richardson was a successful AFL footballer, playing 282 games with the Richmond Football Club. Since retiring, Richo has become a strong media performer, featuring on several Channel Seven sporting shows, and as a football commentator on both television and radio.



## Denis Walter

A popular TV and radio presenter, Denis' career spans 40 years, 16 albums and one Be Wise Ball performance. He was the MC of the Be Wise Ball in 2022. He was awarded an OAM in 2015 for service to the performing arts.



## Sam Switkowski

Sam Switkowski is a current player in the AFL at the Fremantle Football Club. Sam played junior football with Pat and is passionate about supporting the work of the Pat Cronin Foundation. Sam co-ordinated a Walk to Anywhere event in Perth attracting new supporters to the Foundation.



## Craig Huggins

Craig 'Huggy' Huggins is a radio broadcaster on Melbourne's Gold 104.3 and is a family friend of the Cronins. Huggy got to know Pat through the Research Junior Football Club where his son Tye also played.



## Peter Helliard

Peter Helliard is a well-known comedian, actor, television presenter and writer. Since 2014 Peter has been one of the regular hosts of The Project on Network Ten. Peter participated in the 2019 Be Wise Walk to the Valley and cited it as one of his top 10 highlights of the 2019 year.



## Sarah Rowe

Multi-code athlete and Collingwood AFLW star Sarah describes the Cronin family's drive to change attitudes to violence as an 'incredible sense of purpose'. "For me, if the initiative can save the lives of others, the effort will have been worthwhile."



## Mark Murphy

Mark is the Principal of Whitefriars College—the secondary school Pat attended. He is married to Caroline, and they have five children (including Luke who was in the same year level as Pat at Whitefriars). Mark is our first Education Ambassador.



## Heidi Murphy

Heidi Murphy is a highly experienced journalist and broadcaster, with a demonstrated, and award-winning history in Melbourne media.



## Ash Riddell

Ash Riddell, a star midfielder for the North Melbourne team, is a four-time AFL Women's All Australian. The Foundation is a cause deeply personal to her as she went to primary school with Pat.



**PAT CRONIN**  
**FOUNDATION**



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