

# NATIONAL Pyjama Day

Support little people with BIG dreams



## MEDIA RELEASE

### The Snuggliest Way to Change Life Outcomes for Kids in Care

ONE third. This is the number of adults from a foster care background who are currently incarcerated in Australia.

This heart breaking statistic is also relevant for children in care graduating grade 12, with only one third reaching this important milestone.

For the last 17 years The Pyjama Foundation has been working tirelessly to change these devastating statistics, matching volunteers with a child in care in an effort to build learning outcomes, life skills and confidence.

This July 23, National Pyjama Day is giving the community the opportunity to be part of this effort to change the life trajectory of children in care.

The community is invited to register their school or workplace for the day, spread awareness about its significance, celebrate in their snuggliest pyjamas and raise vital funds to help support the Foundation's life-changing Program.

The Pyjama Foundation CEO and Founder Bronwyn Sheehan OAM said the fundraising day is vital to the sustainability and growth of the Foundation.

"Each year our day continues to expand its reach, and with every new passionate supporter we are able to change another life," she said.

"Last year, despite the impacts of COVID-19, we had our most successful day ever raising more than \$350,000 for our 'Love of Learning' Program."

Mrs Sheehan said with more than 48,000 children in care across Australia, there is a tremendous amount of work to be done.

"Currently, we are only reaching 1,400 children across the country," she said.

"We know our Love of Learning Program has the capacity to create real change in the lives of these kids.

"It is supporting them in building relationships, meeting the educational levels of their peers and giving these kids the belief that they can achieve anything they set their mind to."

Queensland University of Technology Research Fellow, Dr Ruth Knight has been working with the Foundation to evaluate its Love of Learning Program and the impact it is having on children in care.



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"The Pyjama Foundation is well regarded in the community for its evidence-based positive contribution to improving the lives of Queensland's children and young people in care," she said.

"The Pyjama Foundation attracts a high quality of volunteers who are well trained and supported.

"These volunteers are committed to achieving the best practice and establishing a long-term connection with young people at risk of exclusion and isolation."

All funds raised by National Pyjama Day go directly towards supporting the Foundation to recruit, screen and train committed volunteers to make an incredible difference in the lives of children in care.

All registrants receive a free host kit for their fundraising event which includes, stickers, bunting, posters, balloons and much more to support a successful event.

For more information or to register for this years event, visit [www.nationalpyjamaday.com](http://www.nationalpyjamaday.com).

- ENDS -

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## About The Pyjama Foundation

The Pyjama Foundation was founded in 2004 to give children in foster care the opportunity to change the direction of their lives with learning, life skills, and confidence.

Alarmed by the statistics highlighting poor literacy and numeracy levels of children in care, and how this contributes to a lifetime of disadvantage, founder Bronwyn Sheehan made a decision – a decision to offer hope and a more positive outlook for these children.

Through a simple program known as the Love of Learning Program, volunteers called Pyjama Angels are matched with a child in care, and spend just one hour a week focusing on learning based activities.