

# 2020 / 2021 Financial Year Snapshot

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**SOLDIER**  
 **ON**

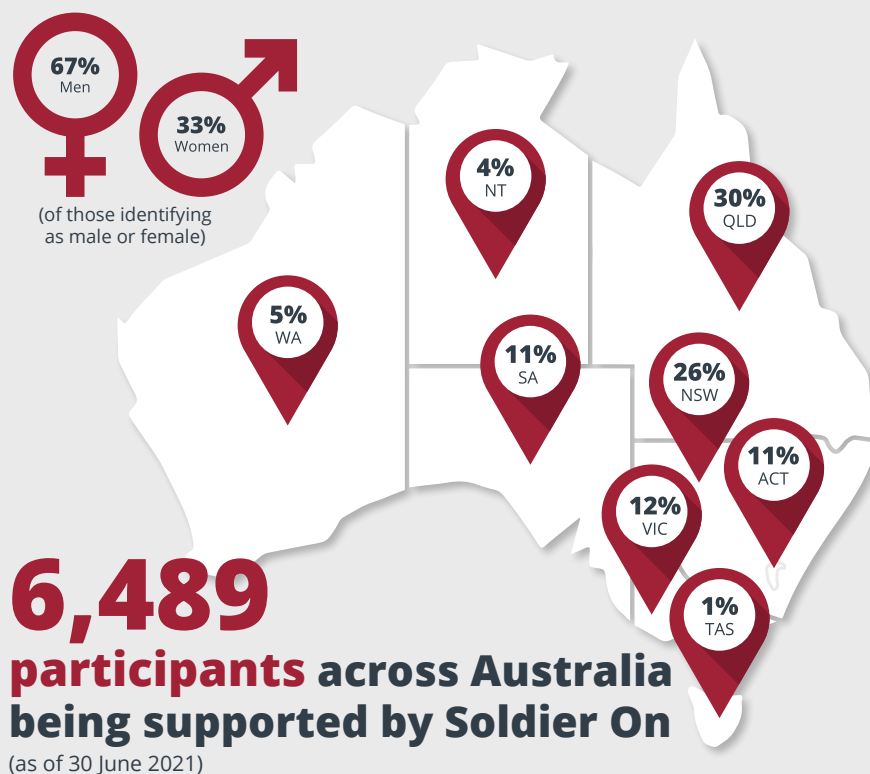
In 2022 Soldier on will celebrate 10 years of operation, with the delivery of life-changing support services, programs and activities, to serving and ex-serving Defence personnel and their families across Australia.

Over the 2020/2021 financial year, Soldier On quickly adapted to provide ongoing and enhanced support services to the veteran community, while also helping them to navigate the implications of COVID-19.

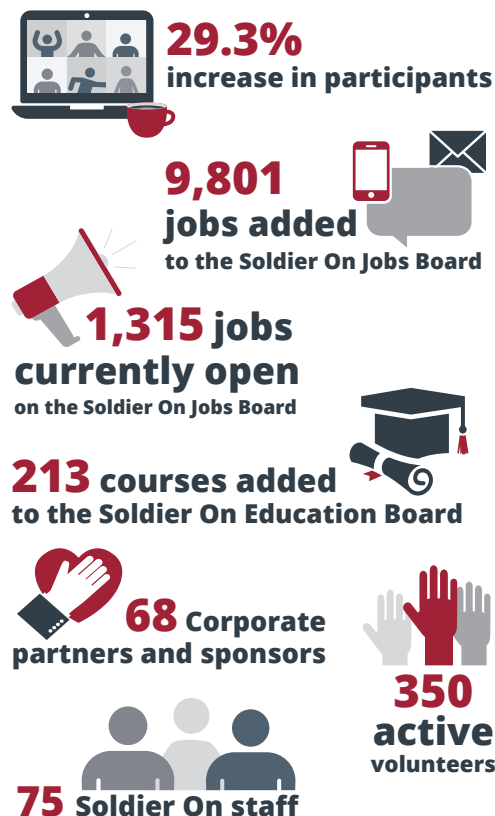
Looking ahead, Soldier On is prepared to continually adapt as required, and to provide support to the Defence community for many decades to come.

## OUR PARTICIPANTS

CURRENT AND EX-SERVING ADF MEMBERS AND THEIR FAMILIES

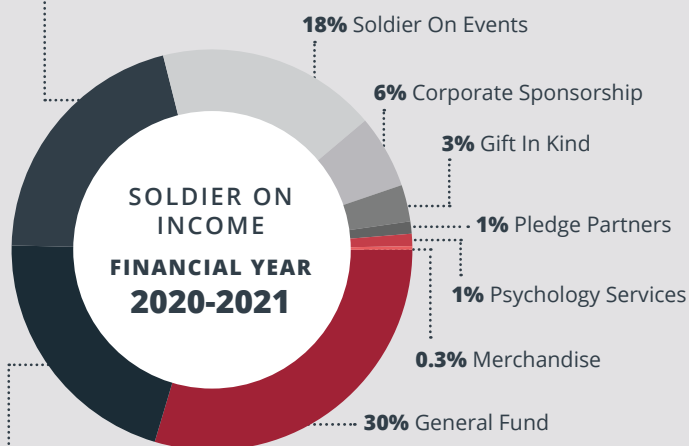


## GROWTH IN 20-21



## 20-21 FINANCIAL YEAR SNAPSHOT

21% Grants - Commonwealth Government



21% Foundations/Trusts/Bequests

## FINANCIAL ACHIEVEMENTS

- August / September 2020** \$2M  
First three bequests in Soldier On history
- August / November 2020** \$110k  
Sergeant Bert campaign (cap ex for March On)
- November 2020** \$470k  
Stronger Together, Matched Giving Day 2020
- February / March 2021** \$1.8M  
March On 2021
- April 2021** \$770k  
Secured fourth bequest
- May 2021** \$1M  
Anthony Pratt pledge of \$1M, Sydney Gala
- June 2021** \$300k  
Fourth Tax Appeal

**Enabling serving and ex-serving veterans and their families to thrive**

## EMPLOYMENT AND EDUCATION

 **5,491**  
instances of support for  
**employment  
and education**

 **229 job placements**  
through Soldier On's  
**Pathways Program** 

 **128 Pledge Partners**

## OUR PARTNERS IN 20-21



 **53 education partners**

## GALA EVENTS 20-21

While some events were cancelled, due to Covid-19, Soldier On were able to host two gala events.

20 March 21, Canberra | 21 May 21, Sydney

## RECOGNITION IN 20-21



## PSYCHOLOGY SERVICES

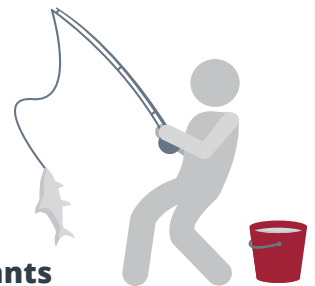
**3,324**  
group and individual  
**psychology  
appointments**  
during 20/21 FY



## SOCIAL CONNECTIONS

**1,198** new participants  
joined our Social Connections  
program in 20/21 FY

**447**  
activities  
**3,807**  
total participants



**6,300**  
participants  
**\$1.8 million**  
in funds raised

PROUDLY SUPPORTED  
BY MARCH ON PATRON  
**Sgt Bert LeMerton**



## OUR PRESENCE FOR 20-21

**123,000** total audience on social media

  
**90,000**

  
**8,200**

  
**15,520**

  
**9,185**

  
**15**  
OFFICE  
LOCATIONS

  
**317**  
MILLION  
MEDIA REACH

  
**6,220**  
MEDIA  
MENTIONS

  
**76,662**  
WEBSITE  
VISITS

**Enabling serving and ex-serving veterans and their families to thrive**



## General enquiries

☎ 1300 620 380

**[soldieron.org.au](http://soldieron.org.au)**

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