

THE ADELAIDE CROWS FOUNDATION

MORE THAN FOOTBALL

COMMUNITY IMPACT REPORT 2025



ADELAIDE
CROWS
FOUNDATION



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Traditional Owners of the land on which we play the great game of Australian Rules Football (AFL). We acknowledge the Kaurna people as the Traditional Custodians of the Adelaide Plains region and recognise their cultural heritage, beliefs, and continual connection to their skies, lands, and waters.

We extend the same recognition to the many Aboriginal and/or Torres Strait Islander cultures across Australia and the Torres Strait Islands, on all the lands across Australia. We pay our respects to their Elders, those that were, are and will be.





CHAIR'S REPORT – KATE THIELE

As we celebrate the 20th year of the Adelaide Crows Foundation, I am proud of how our work has grown from a community vision into a trusted, evidence based organisation supporting children, young people and communities across South Australia.

In 2025, we continued to focus on mental health, education, inclusion and cultural empowerment, delivering programs that provide sustained, meaningful engagement. From metropolitan classrooms to remote communities on the Lands, equity and access remained central to our approach.

Our programs – **Open Parachute, STEMfooty, Kuwa Circles, Crows on Country and Crows Care** – give young people the skills, confidence and support to navigate real challenges, whether through wellbeing education, STEM learning, cultural pathways or practical community support.

As the community arm of the Adelaide Football Club, we are strengthened by the Club's commitment to being more than a football organisation. Their support enables us to deliver structured, evidence informed programs that respond to community need.

None of this is possible without our partners, donors and volunteers. Your support ensures the majority of our funding goes directly to program delivery and measurable impact. Together, we are shaping futures.

As we look ahead, our commitment remains the same: to use the power of football to inspire, educate and uplift. Thank you for standing with us over the past 20 years.

Kate Thiele
Chair, Adelaide Crows Foundation

OUR 2025 FOOTPRINT

This footprint reflects a year of sustained, structured engagement with children and communities, supported by strong partnerships and a clear focus on impact.



24,810⁺
school aged
students reached



79
community organisations
supported

PROGRAM REACH

OPEN PARACHUTE

20,000⁺ **54**
students school

STEMfooty

3,150⁺ **XX**
students school

TJINDU GPS PROGRAM

60⁺
students

CROWS ON COUNTRY

450⁺
students

CROWS CARE

1,150⁺
students

23
school visits

KUWA CIRCLES

25
graduates



COMMUNITY PARTICIPATION & ACCESS



450⁺

tickets donated

to children and carers experiencing hardship, enabling access to match day experiences



Drought Support Program

3,800⁺

community members engaged

through regional activations and the Drought Breaker Round

PLAYER ENGAGEMENT

990

player appearances

across Foundation and community initiatives

31

community events supported

by all players

GIVING & VALUE FOOTPRINT

\$64,500

in total recorded in kind donation value

merchandise and items provided to community partners

\$100,000

contributed to the Rural Business Support Relief Fund

through the Drought Support Program

\$70,000

donated to The Sebastian Foundation

to support mental health programs

\$22,000

in match day ticket donations

\$1M⁺

invested directly into programs

by the Adelaide Crows Foundation and our partners



OUR PROGRAM PRINCIPLES

PROGRAM REACH

At the Adelaide Crows Foundation, our programs are designed to create meaningful, lasting change for South Australian children and youth. Our work is shaped by four guiding principles that ensure every initiative is consistent, measurable and responsive to need.

ACTIVATING LEADERS

We invest in teachers, coaches and community leaders by providing training and resources that strengthen their ability to support children's wellbeing and development. This builds capability that continues long after each program ends.

IMPACT

Our programs are evidence informed and outcome driven. Through research and evaluation, we ensure our initiatives address real challenges such as mental health, educational disadvantage and social isolation.

EQUITY & ACCESS

We prioritise communities with the greatest need — including schools identified on the Department for Education's Index of Educational Disadvantage and First Nations communities — reducing geographic, cultural and financial barriers to participation.

INTENSITY

We commit to meaningful contact time, not single touch experiences. Each program provides sustained engagement — typically a minimum of 30 hours — to build resilience, confidence and long term skills.

Together, these principles ensure our programs deliver depth, access and measurable impact — shaping futures beyond the boundary.



OUR FUNDING MODEL

We are committed to making every dollar count. Our funding model is transparent and impact focused, ensuring the majority of our resources are invested directly into evidence based programs that support children and young people across South Australia.

In 2025, our expenditure was structured as follows:

Admin Expenses

Providing strong governance, accountability and organisational capability to manage programs responsibly.

Fundraising Expenses

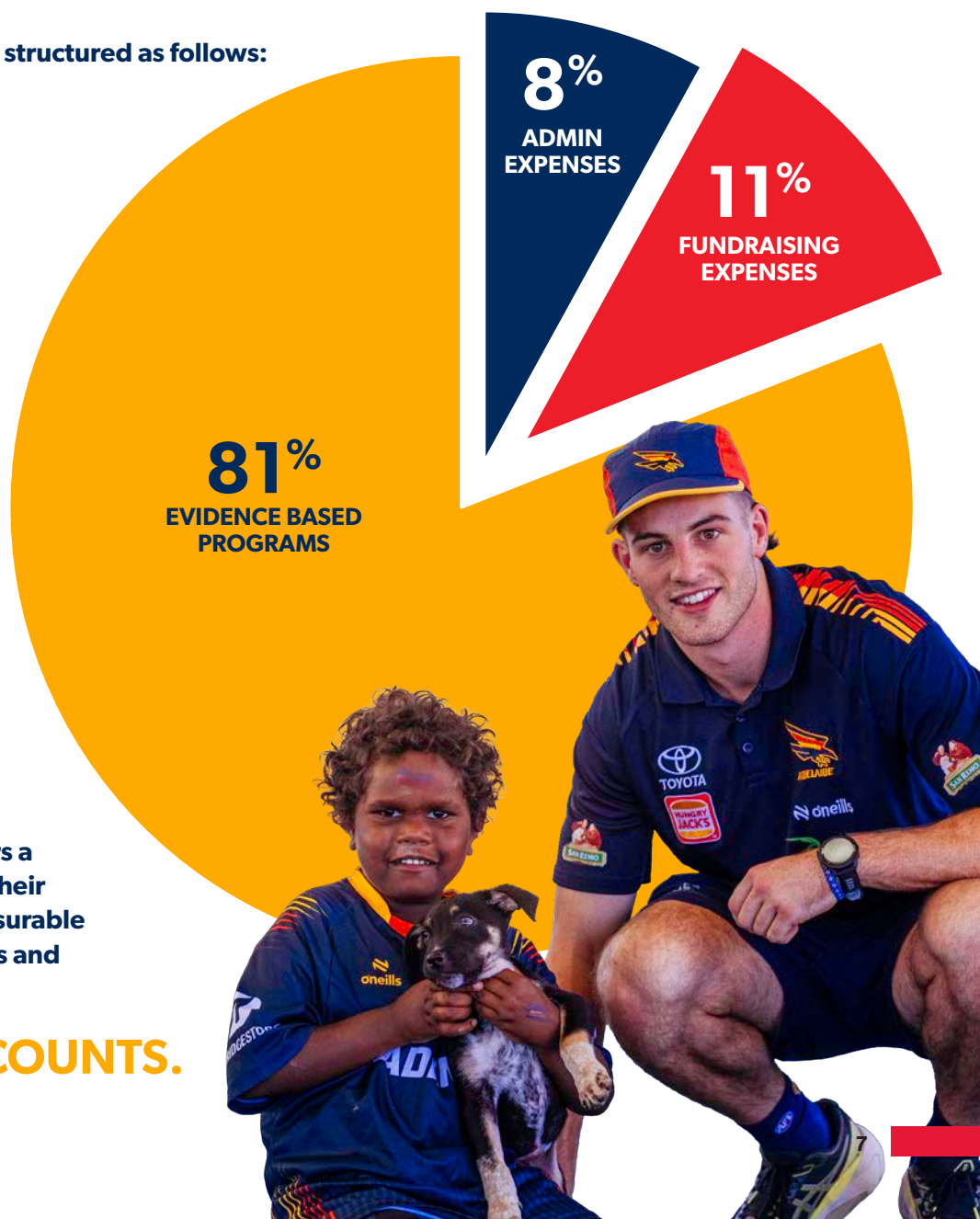
Building sustainable partnerships and diversified revenue streams to support long term community impact.

Evidence Based Programs

Direct investment into structured, evaluated initiatives that promote mental health, education, cultural identity and inclusion.

This framework ensures donors and partners can be confident their contributions are driving measurable outcomes for children, families and communities.

EVERY DOLLAR COUNTS.



OPEN PARACHUTE

Open Parachute is a school based wellbeing program that helps students develop practical skills to understand their emotions, manage challenges and support their peers. Developed by clinical psychologist Dr Hayley Watson, the program uses peer led videos and short guided activities to build confidence and encourage healthy conversations about mental health.

In 2025, the Adelaide Crows Foundation delivered Open Parachute across South Australian schools, with teachers supported through ready to use lesson plans and brief training modules to embed the program into weekly learning. AFL player led resilience talks complemented the curriculum, providing relatable role models who shared their own experiences of managing stress and pressure.

WHY IT WORKS

Open Parachute fits seamlessly within existing classroom routines, providing structured, age appropriate content that teachers can deliver with confidence. Relatable student stories reduce stigma and normalise help seeking, while practical strategies allow students to practise skills such as emotion regulation, help giving and help seeking in real life settings. AFL player content further strengthens engagement, showing students that mental health is relevant to everyone, including elite athletes.



PROGRAM PARTICIPATION



20,000+
students reached



54
schools reached





PROGRAM IMPACT

92%

of teachers

agreed the program fitted naturally into their weekly schedule

84%

observed students

actively using the wellbeing strategies taught

46%

reported increased confidence

in supporting student mental health



TEACHER WELLBEING & CAPABILITY

50%

improved their comfort discussing mental health topics

50%

increased their mental health literacy

38%

reported improved ability to identify student challenges early

PARTNER ACKNOWLEDGEMENTS

openparachute®



THE
SEBASTIAN
FOUNDATION



HealthPartners



Our well-being program is strengthened by the support of our valued partners. Open Parachute provides the evidence-based curriculum that underpins the program, while The Sebastian Foundation broadens access to preventative mental health support across South Australian schools. Variety SA ensures we reach children and communities most in need, promoting equity and inclusion. Health Partners and Thomas Foods International enhance student engagement through AFL player-led resilience sessions that reinforce wellbeing messages and connect learning to trusted role models. Together, these partners expand the program's reach and impact.

STEMfooty

STEMfooty is an Adelaide Crows Foundation education program that uses AFL as a practical context to teach Maths and Science. The program connects classroom learning with real AFL data, sport science investigations and hands on activities, helping students understand how STEM is applied in both everyday life and high performance environments.

In 2025, STEMfooty was delivered across metropolitan and regional schools, all of which are identified through the Department for Education's Index of Educational Disadvantage. These schools often have limited access to specialist STEM opportunities, making the program's structured, curriculum aligned design particularly valuable.

WHY IT WORKS

STEMfooty increases student engagement by linking STEM concepts to football, a context that is familiar, enjoyable and motivating for many students. Practical investigations using real AFL data help make abstract concepts such as statistics, force and motion, and measurement more accessible and meaningful.

The program's clear lesson sequences, ready made resources and digital tools enable teachers to deliver confident, high quality STEM instruction, regardless of their own STEM background. This contributes to consistent, hands on learning that builds capability and encourages interest in future STEM pathways.

PROGRAM PARTICIPATION



3,150⁺

students participated

across metropolitan and regional
South Australia

557

**regional
students**



+35%

improvement

in STEM academic test scores



+20%

**uplift in
motivation**



41%

**reported an
increase**

in seeing AFLW as
role models



100%

**of participating
schools**

were identified on the Department
for Education's Index of Educational
Disadvantage



PROGRAM IMPACT

Students demonstrated higher motivation & confidence

when completing STEM investigations

Teachers reported stronger engagement and understanding

when using AFL based activities and real performance data

The digital platform supported more consistent lesson delivery

across diverse classrooms and school contexts



TEACHER LEARNING INSIGHT

Teachers observed improved capability in key areas including statistics, measurement, scientific reasoning, force and motion, and data interpretation, supported by hands on, AFL aligned activities.

PARTNER ACKNOWLEDGEMENTS

BHP

BHP is a global resources company with a strong commitment to building future STEM capability and supporting regional development. Their investment enables STEMfooty to be delivered across metropolitan and regional schools, expanding access to curriculum aligned, practical STEM learning for students in disadvantaged communities and helping strengthen South Australia's future workforce.

We.

We Create Print is an Indigenous owned digital production and design business. Their partnership supported the development of the STEMfooty online platform, ensuring teachers and students have access to structured, high quality digital tools that enrich learning and support consistent delivery across the state.



KUWA CIRCLES

Kuwa Circles is a collaboration between the Adelaide Crows Foundation and Workskil Australia that supports underrepresented First Nations job seekers to build confidence, strengthen cultural identity and develop practical career readiness skills. The program provides a culturally safe and supportive environment where participants can explore employment pathways, develop motivation and connect with mentors who understand their goals and challenges.

In 2025, Kuwa Circles delivered a series of guided sessions that combined mentoring, cultural learning, wellbeing support and practical employment preparation. The program is designed to help participants identify their strengths, understand workplace expectations and take the next step toward work, training or further support.

WHY IT WORKS

Kuwa Circles uses a wraparound model that recognises the importance of culture, belonging and wellbeing in supporting long term employment outcomes. Sessions are practical, culturally informed and supported by experienced mentors who provide guidance throughout the program.

Employer Yarning Circles give participants the opportunity to hear directly from industry representatives, ask questions and understand local job pathways, including roles across diverse sectors. This approach builds confidence in engaging with employers and ensures participants have the information, support and self belief needed to move into meaningful opportunities.



PROGRAM PARTICIPATION



25

First Nations job seekers



PROGRAM IMPACT

96%

felt confident they could find a job they would enjoy

96%

felt motivated to start work or training

90%

believed they could overcome barriers to finding work

90%

felt prepared to apply for jobs or commence training



EMPLOYMENT PATHWAYS

23.1%

transitioned into paid employment

30.8%

were actively seeking work

38.5%

engaged in pre employment support

92.3%

remain active in employment pathways overall

PARTNER ACKNOWLEDGEMENTS



Workskil Australia is a national not for profit organisation specialising in employment, training and community services. Their partnership with Kuwa Circles provides consistent mentoring, employment support and culturally informed program delivery, strengthening participant outcomes and enabling long term engagement beyond the formal program period.



Budget SA/NT is a trusted provider of vehicle and transport services with a strong commitment to reconciliation and supporting meaningful economic participation for First Nations peoples. Through their authentic investment in car care and community wellbeing, Budget helps remove barriers to participation and contributes to closing the employment gap. Their support enables the delivery of culturally informed, practical opportunities for First Nations job seekers as they build confidence, strengthen skills and move toward long term employment pathways.



CROWS ON COUNTRY

Crows on Country is a bilingual, culturally grounded STEM program delivered in partnership with Anangu communities. The program combines on Country learning with AFL aligned activities to support student understanding of Maths concepts such as probability and measurement, while strengthening cultural identity and language use.

In 2025, the program was delivered across multiple communities on the APY and Far West Lands. Lessons were co designed with Anangu educators to ensure cultural relevance and to support a both ways learning approach, where students, teachers and program staff learn from one another.

WHY IT WORKS

Crows on Country reflects a genuine partnership approach. Learning sequences begin with on Country exploration, move into football based investigations and finish with curriculum aligned classroom activities. This structure helps students connect new Maths concepts to their language, culture and lived experience.

The bilingual resources and presence of First Nations role models strengthen student engagement, confidence and participation. Co designed delivery ensures community ownership and that learning is culturally safe and aligned to local teaching practices, with Anangu educators guiding how content is introduced, discussed and reinforced.

PROGRAM PARTICIPATION



Delivered across

8

APY and Far West communities



450+

students supported across multiple terms





PROGRAM IMPACT

100%

of students enjoyed the learning activities

100%

reported feeling “Pukulpa” (happy)

85%

reported feeling they were learning (“Nintiringanyi”)

100%

used Pitjantjatjara confidently during activities



COMMUNITY INSIGHT

Anangu educators highlighted the strength of “both ways” learning, noting that students engaged confidently in bilingual activities while staff participated respectfully in community led cultural learning.

PARTNER ACKNOWLEDGEMENTS



ANANGU
COMMUNITIES
FOUNDATION



BIBBULMUN
FUND



Far West
Community
Partnerships



SA
Power
Networks

Our work throughout remote South Australia is strengthened by our partners’ support. The Anangu Communities Foundation and the Bibbulmun Foundation help deliver culturally grounded, bilingual learning and lasting resources for remote students. Far West Coast Community support and SA Power Networks extend our reach across the Far West Coast region, ensuring more schools can access meaningful, culturally relevant learning opportunities.



CROWS CARE

Crows Care represents the Adelaide Crows Foundation's community support and giving initiatives across South Australia. The program provides targeted assistance to schools, community groups and young people experiencing hardship through in kind donations, ticket access and player led engagement.

In 2025, Crows Care continued to strengthen community connection by supporting local organisations, increasing access to positive experiences and contributing to a sense of belonging for children and families who may otherwise face barriers to participation. Activities ranged from school visits and match day experiences to tailored initiatives responding to specific community needs.

WHY IT WORKS

Crows Care focuses on practical, community centred support. Whether through donated merchandise, match day opportunities or player attendance at community events, the program offers tangible experiences that connect young people to the broader community and to the Adelaide Crows.

This approach ensures support reaches groups who benefit most from increased inclusion, visibility and participation, reinforcing the Foundation's commitment to equity and access.



PROGRAM PARTICIPATION



79
community
organisations
supported



990
player
appearances
across Foundation and
community initiatives

31
community
events
were supported by players
throughout the year

COMMUNITY ACCESS & SUPPORT



450+
match day tickets
donated to children and carers
experiencing hardship

\$64,500
in merchandise and in
kind support provided

\$22,000
in match day ticket
value donated



DROUGHT SUPPORT PROGRAM

The Drought Support Program was a player led initiative driven by Nick Murray, who used his agriculture background to champion support for communities hit hardest by South Australia's severe drought. Through regional footy clinics, community BBQs and player engagement across towns such as Mannum, Clare and Murray Bridge, the program created moments of connection and relief for farming families experiencing long term hardship.

3,800⁺

took part in clinics and match day activities

\$100,000⁺

raised in the dedicated Drought Breaker Round elevating visibility while



KOKODA TREK

The Kokoda Trek is a flagship fundraising challenge led by supporters including player Charlie Edwards and former Crows Foundation Chair Garry Winter. Delivered in partnership with Inspired Adventures, the trek sees participants take on the demanding Kokoda Track to honour resilience and raise vital funds for young South Australians.

\$110,000⁺

raised for Crows Foundation programs and brain cancer research, strengthening the Foundation's capacity to support children and families across the community.



OUR PARTNERS

The Adelaide Crows Foundation's impact in 2025 was made possible through the commitment and generosity of partners who share a belief in using the power of football to create positive change for children, young people and communities across South Australia.

Together, these partners helped deliver evidence based programs in mental health, STEM education, employment pathways, cultural learning and community support.

PROGRAM PARTNERS

openparachute®

Specialist mental health education
provider led by Dr Hayley Watson



THE
SEBASTIAN
FOUNDATION

Youth and family mental health support



Support for children who are sick,
disadvantaged or living with disability

HealthPartners



THOMASFOODS
INTERNATIONAL

Community health and wellbeing initiatives

COMMUNITY & DELIVERY PARTNERS

We acknowledge the many schools, community organisations, regional councils and service providers who collaborated to deliver local activations, host programs and create supportive environments for children and young people. Their leadership and local knowledge ensure our programs are relevant, inclusive and responsive to community needs.



Employment, training and mentoring for First Nations job seekers



Reconciliation focused support removing barriers to participation and helping close the employment gap

BHP

Support for STEMfooty and related STEM initiatives, building capability and future workforce skills



Indigenous owned digital partner supporting STEMfooty and bilingual resource development



ANANGU
COMMUNITIES
FOUNDATION



BIBBULMUN
FUND



Far West
Community
Partnerships



SA
Power
Networks

Support for Crows on Country, enabling bilingual, culturally grounded STEM learning in remote communities



Spencer
Gulf
Cities



MOUNT BARKER
DISTRICT COUNCIL

Supporting the delivery of community programs that strengthen local participation, wellbeing and connection across their regions

ADELAIDE FOOTBALL CLUB

As the parent club of the Adelaide Crows Foundation, the Adelaide Football Club provides the platform, visibility and player involvement that underpin our work. From classroom visits and community activations to major initiatives like the Drought Support Program, the Club's commitment to being more than a football organisation is central to our impact.





WE FLY AS
ONE



crowsfoundation.com.au