

## Media Release

### THE IAN POTTER FOUNDATION & HELLO SUNDAY MORNING PARTNERSHIP

*Hello Sunday Morning and The Ian Potter Foundation join forces to support more people change their relationship with alcohol.*

#### For immediate release

March 2022

Hello Sunday Morning proudly announces a multi-year, capacity building grant awarded by The Ian Potter Foundation.

The Ian Potter Foundation funding is an investment in the strategic vision of Hello Sunday Morning providing operating support over a five-year period.

Mr Andy Moore states “We are thrilled to receive the support from The Ian Potter Foundation to assist us achieve our vision and ensure Hello Sunday Morning can grow sustainably to meet unmet demand for alcohol support services in the long term.”

“With the support from The Ian Potter Foundation, Hello Sunday Morning will focus on capacity building for long term financial sustainability. There is no other organisation like Hello Sunday Morning and our programs have resulted in a growing and active community of people changing their relationship with alcohol”.

“The Ian Potter Foundation is pleased to award a \$2.5 million major grant to Hello Sunday Morning to enable it to build its leadership capability and improve the quality and safety of its programs, that are designed to improve the health outcomes and lives of those battling alcohol dependence. It is expected that this grant will assist Hello Sunday Morning successfully grow and attract ongoing funding to support its services”, says Mr Charles Goode AC, Chair of the Foundation.

## **Media Contacts**

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## **About The Ian Potter Foundation**

The Ian Potter Foundation is one of Australia's major philanthropic foundations. The Foundation makes grants nationally to support charitable organisations working to benefit the community across a wide range of sectors including the arts, medical research, public health research, early childhood development, community wellbeing and environmental science. The Ian Potter Foundation aims to support and promote a fair, healthy, sustainable and vibrant Australia.

## **About Hello Sunday Morning**

Hello Sunday Morning is a digital based alcohol support charity. Its mission is to help people to change their relationship with alcohol, and to provide them with the tools for doing that. Hello Sunday Morning was born in 2009 and has grown into the world's largest online community of people supporting each other to change their behaviour and relationship with alcohol. The Daybreak program is helping people to change their drinking habits one day at a time. Daybreak is a free, 24/7 digital service that can be accessed through an app. It provides an anonymous and supportive community environment for members to set alcohol change goals and it provides access to external health professionals to help achieve these goals.

## **About Daybreak**

More than 400,000 Australians need access to treatment for alcohol use issues (AIHW: Australia's Health 2020), unfortunately nearly 70 per cent won't get sufficient help because existing treatment services are unscalable and expensive. Daybreak is an online program that helps people change their relationship with alcohol through a supportive community, habit-change experiments, and one-on-one chats with Care Navigators. Not only can this provide valuable and anonymous support for individuals in need, it may also assist in reducing the burden on the hospital system. Since 2018, the Australian Government has generously subsidised the registration fees for Australian residents.