



# Impact Report

2024-2025

## Our Mission

“To alleviate the discomfort and distress of children in hospital through innovative products and services.”

## Overview Statistics

**\$1.275M**

Total donations raised for 24/25 fyr

**50,000+**

Little hero's made since launch

**20,150**

Supertees gifted to children in 2025

**107**

Hospitals in our network nationwide

**1,533**  
Corporate Volunteers

**56**  
Packing Events Held

**4,599**  
Corporate Hours Donated

### FUNDING SUMMARY

2021/22	\$485,465
2022/23	\$788,495
2023/24	\$976,396
2024/25	\$1,275,994

### IN THE MEDIA

<b>9,235</b>	Facebook Followers
<b>3,771</b>	Instagram Followers
<b>21,360</b>	LinkedIn Followers

## Our Major Donors



# A Message From Our CEO



Every time I walk into a hospital and see a child wearing a Supertee, I'm reminded of why we started this. It was never just about clothing; it was about giving families something to hold on to when everything else felt out of their control, and about bringing strength through imagination to our children in hospital.

This year, we reached more hospitals, met more families, and saw more volunteers and companies stand with us than ever before. Over twenty thousand children received a Supertee thanks to people who believed in what we're doing. To every parent, volunteer, and partner who has been part of this journey, thank you for reminding us what real strength looks like and for helping us continue building something that will outlast us all.

**Jason Sotiris, CEO and Co Founder**

## Impact Statements



### Superhero's Journey

Boston has spent more than one hundred and fifty days in the hospital during this latest admission, separated from his brothers and facing challenges no child should endure. His mother Amanda's update shows both the strain and the strength in their family.

In the photo she shared, Boston is with his brothers wearing his Spider-Man Supertee. It symbolises what the garment gives him. It makes daily care easier for nurses, reduces stress for his parents, and offers Boston something familiar and empowering at a time when so much is out of his control.

For children like Boston, the Supertee helps them hold on to comfort, confidence, and imagination through the hardest chapters of their journey.

**Amanda Willett, Bostons Mother**



### Donors Perspective

Brother International Australia absolutely love our partnership with SuperTee. SuperTee days are genuinely some of the best days on our calendar!

Our associates are always eager to get involved and it's been incredible to see our partnership continue to grow and evolve from our first packing event back in 2023. Watching the creative and meaningful ways Supertee supports children and their families in hospital is something we're immensely proud to be part of.

**Brother International Australia Team**



### Volunteer's Story

As my alter ego Super-Rory, I love creating a world where everyone feels seen, supported, and equal, because real heroes lift each other up. Spreading Hope, One Cape at a Time.

Volunteering for SuperTee is my way of helping more kids unlock their inner superheroes, just like I have.

**Super-Rory, Supertee Volunteer**

# Coming Soon 2026

## Power Up Range



PowerUps represent the next chapter in our mission to bring strength through imagination to children in hospital. With the valued support of Brother International Australia and Rise and Shine Education, these practical additions have been developed to make a child's hospital experience easier, more personal, and more engaging. Each PowerUp is created with the same care and intent as the Supertee itself, offering a simple yet meaningful way to improve comfort, independence, and confidence during treatment. The range has been shared with clinical staff at our local Hospital, who have responded positively and expressed strong support ahead of its release.

Designed for play, storage, and practical support, PowerUps extend the story that began with the Supertee, providing children with additional ways to feel supported, capable, and in control throughout their care.

**Jason Sotiris, CEO and Co Founder**

**Looking to create meaningful impact through your business?**

Partner with Supertee to bring purpose to life, strengthen your brand, and give back in a way that aligns with your values.

Let's talk about what a partnership could look like contact [andrew@supertee.org.au](mailto:andrew@supertee.org.au)

PowerUps marked my first design project with Supertee, and it has been an inspiring introduction to the mission of bringing strength through imagination to children in hospital. The final graphics are designed to reflect the extra strength these add-ons bring to our little superheroes.

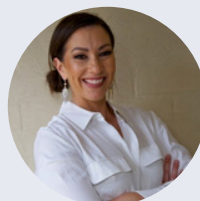
This project made me fall in love with the Supertee mission, and I am excited to continue contributing designs that share hope, courage, and comfort with the kids who need it most.

**Anna Stewart, Supertee Graphic Designer**



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Working alongside Supertee to bring the PowerUps to life has reinforced what a meaningful partnership really looks like. Our team is incredibly proud of the support we're able to provide and eager to be part of the Supertee journey, contributing in ways that help make a real difference for children and their families when they need it most. ”



**Jade Coote**  
Head of Marketing  
Brother International Australia

# Coming Soon 2026

Check out our **NEW Supertee Tradie Design!**



The Tradie Supertee feels personal for me because before any of this began, I was a tradie myself. I know what it feels like to build something from nothing and to take pride in making things work. When my daughter was in hospital, I saw how imagination could shift her from fear to strength, and that same spark is what this design is built around. The Tradie Supertee opens the door for play therapy teams to run construction-themed activities, hands-on problem-solving and creative building sessions that help kids feel capable again.

It gives them permission to imagine themselves as makers shaping their own world, even when everything around them feels out of their control. To bring this design to life for children across the country, we need partners who believe in its impact. If this speaks to you, stand with us and help turn this idea into something real for the kids who need it most.



## Help us bring the new Tradie Supertee to life



We need your support to bring the Tradie Supertee to life. Your donation will go directly towards:

- Completing the design and production
- Manufacturing the first batch for hospitals across Australia
- Ensuring every child has the power to choose the design that makes them feel strongest

Scan or click the code to the right and join the build today!



# Welcome To Our Team

## Rachel Virtue



Rachel Virtue comes with extensive experience in finance, operations, supply planning, and administration.

She comes with a strong focus on problem-solving, process improvement, and stakeholder communication.

Background includes financial reporting, payroll, customer service, and inventory management.

## Anna Stewart



Anna Stewart is an enthusiastic and dedicated Graphic Designer in her final year of a Bachelor of Communication Design.

She brings creativity, empathy, and strong communication skills to her work. Her experience working with children with disabilities has shaped her thoughtful, human-centred approach, combining compassion with purposeful and impactful design.

# Thank You

We'd like to extend our sincere thanks to Shuriken Consulting for all the incredible support and dedication over the past year. Your expertise, reliability, and commitment have made a real difference, and we truly appreciate everything you've done to help us stay on track and grow. Here's to continued success together!





“Out of difficulties grow miracles.”  
Jean de La Bruyère