

About Dolly's Dream

Dolly's Dream was established in 2018 by Kate and Tick Everett in memory of their 14-year-old daughter Dolly, who tragically took her own life following sustained and ongoing bullying and cyberbullying.

Kate, Tick, and Dolly's older sister, Meg have since been committed to changing the culture of bullying by addressing the impact of bullying, anxiety, depression and youth suicide through education and offering direct support to young people and their families.

Now in its seventh year, Dolly's Dream has grown to see its support services, resources, education programs and school workshops help hundreds of thousands of Australian families. You can read more about the positive outcomes in the Dolly's Dream 2024 Impact Report [here](#).

Dolly's Dream is committed to supporting young people, their families and the wider community, particularly those more isolated in rural, remote and regional areas, by providing the following support services, programs and resources:

- [Dolly's Dream Support Line](#)
Australia wide, free 24-hour phone and web chat service with qualified counsellors available to help by contacting 0488 881 033.
- [Beacon Cyber Safety app](#)
Free cyber safety app that provides families with trustworthy, practical resources to help them confidently navigate their children's technology use and reduce associated harms.
- [Dolly's Dream School Workshops](#)
Anti-bullying and digital safety workshops for students of all ages, as well as Mental Health First Aid training for teachers to help implement a whole school approach to support wellbeing.

www.dollysdream.org.au

About Do It For Dolly Day

Do It For Dolly Day is a national awareness and fundraising campaign dedicated to bringing the community together to spread kindness and to Go Blue to End Bullying, in memory of Dolly Everett.

Every year in May thousands of supporters across Australia come together to honour Dolly by going blue (her favourite colour), participating in fundraising activities or donating to help support the important anti-bullying work of Dolly's Dream and share the message to be kind and *speak even if your voice shakes*.

Last year in 2024, Do It For Dolly Day saw the highest-ever participation since its inception in 2019. More than 1,100 fundraising activities were undertaken across every state and territory in Australia.

Dolly's Dream raised over \$1.2 million in 2024. This was made possible with the incredible support of our partners [EssenceMediacom](#) who delivered over \$13.6 million in pro bono media and advertising support for our 2024 Do It For Dolly Day campaign. This allows us to continue our vital work in delivering support to young people, their families, and communities across Australia.

On Friday 9 May, we hope to reach more Australians and encourage them to Go Blue To End Bullying and help make Dolly's own dream of a kinder and safer world a reality.

www.doitfordollyday.org.au

Do It For Dolly Day Campaign Key Messages

- Friday May 9 is Do It For Dolly Day
- Go Blue To End Bullying. Dress or decorate in blue (Dolly's favourite colour) to raise awareness on Do It For Dolly Day
- Donate to Do It For Dolly Day. Every dollar helps Dolly's Dream deliver their anti-bullying support services, programs and resources to young people, families and the wider community.
- To donate, register a fundraising activity or for more information visit www.doitfordollyday.org.au

Dolly Dream Social Media

TikTok: <https://www.tiktok.com/@dollysdreamaustralia>
Instagram: <https://www.instagram.com/dollysdreamaustralia>
Facebook: <https://www.facebook.com/dollysdreamaustralia/>
Twitter/X: https://twitter.com/dollysdream_au
LinkedIn: <https://au.linkedin.com/company/dollys-dream>

#DoltForDollyDay #GoBlue #BeKind

For all media enquiries and interview requests, please contact:

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For further information, images and other media assets, please visit our Media Centre:
www.doitfordollyday.org.au/media