

# DRIVEN

WINTER 2026

By Hyundai Help for Kids

## A National Milestone

Reaching \$16 million through the support of customers, dealers and communities nationwide

## The Impact Behind the Numbers

100,000+ children helped, 27,000+ nights of accommodation and 3.6 million+ kms travelled

## Coast to Coast Activities

Sporting events, medical transport and wishes granted for families when they need it most





## A message from Ellenore Ibrahim

### Welcome to the first edition of DRIVEN.

As the new quarterly magazine of Hyundai Help for Kids, DRIVEN is an opportunity to pause and reflect on what this initiative is really about. While the numbers matter – whether measured by the funds raised to date, the number of room nights provided for families in need, or the many wishes fulfilled – what stays with me most are the individual stories behind that support. They are the lived experiences of children, families and communities navigating circumstances that are often uncertain and deeply challenging and of the people and organisations helping make those moments a little easier.

Since 2014, Hyundai Help for Kids has grown through the collective support of Hyundai Motor Company Australia and the Hyundai dealer network, our customers and our charity partners. Together, that shared commitment has helped fund practical care and created meaningful experiences to assist families in ways that are both immediate and lasting.

Across these pages, you will meet some of the people behind that impact. You will read about Charli and Kev, whose story is a powerful reminder of how life-changing the right support can be. You will see the significance of families being able to stay close during treatment, children reaching specialist care and communities coming together through events, partnerships and fundraising.

Often the smallest acts of care can make the greatest difference. A family staying together near a hospital. A child finding greater calm, confidence and independence. A family enjoying a few hours away from treatment routines to simply play football, laugh, or just spend time together. These may seem like simple things, but for many families they can mean everything.

Hyundai Help for Kids is made possible by people. The charity teams, healthcare workers, volunteers, dealership staff, supporters and customers are, together, what has made this become a reality. This support is made possible by communities that continue to show up for children and families when it matters most. That is what makes this initiative so special and why its impact reaches far beyond the funds raised alone.

Thank you for being part of our journey. I hope the stories in this magazine leave you with the same sense of gratitude, pride and purpose they inspire in all of us who are involved in Hyundai Help for Kids.

**Ellenore Ibrahim**  
CSR Manager, Hyundai Help for Kids



## How every Hyundai helps

Hyundai Help for Kids is Hyundai Motor Company Australia's dedicated corporate social responsibility program, supported by all 168 Hyundai dealers across the country. Since 2014, every new Hyundai sold in Australia has contributed to the program, creating an ongoing source of assistance for charities and organisations working with children and families facing serious challenges.

That simple model has helped build one of Australia's most significant automotive-backed community initiatives. With every vehicle sold, Hyundai Help for Kids is able to back organisations through funding and vehicle support, helping deliver hospital accommodation, medical transport, family assistance, research, inclusive sport, wellbeing programs and

moments of joy for children living with complex illness or injury.

Throughout this edition, you will see that work takes many different forms, but the purpose remains the same – to help children and families feel less alone during difficult times.

At its heart, Hyundai Help for Kids is a partnership between Hyundai, its dealers, its customers and the charity organisations carrying out this vital work every day. Together, we're **DOING BIG THINGS FOR KIDS.**



SCAN TO WATCH THE ANNUAL PROGRAM  
HIGHLIGHTS VIDEO





## The \$16 Million i30

When Glenn recently took delivery of his new Hyundai i30 Sedan Hybrid Elite at Maughan Thiem Hyundai in Cheltenham, South Australia, it marked more than the handover of another vehicle. That single sale quietly pushed Hyundai Help for Kids beyond a remarkable milestone, with more than \$16 million raised for Australian children's charities and family support organisations since the initiative began in 2014. For Glenn, it was a moment of celebration – the excitement of a new car, a handshake, a photograph and the drive home. Yet behind that familiar showroom ritual was something far more meaningful. It meant support for families navigating some of the most difficult moments of their lives.

For more than a decade, every Hyundai sold through Australia's dealer network has contributed funds to Hyundai Help for Kids. This initiative's strength lies not only in the scale of the funds raised, but in what those contributions make possible – keeping families together during treatment far from home, helping regional children reach specialist care, supporting medical research and creating moments of joy, confidence and connection in the midst of uncertainty.

That impact is perhaps most clearly seen through Ronald McDonald House Australia, which has received more than \$4.32 million in funding and vehicle support since the partnership began. The contribution has helped provide more than 27,000 nights of accommodation for families needing to stay close to a child undergoing hospital treatment. Last year alone, Ronald McDonald House Australia supported more than 89,000 families across the country, many travelling vast distances while carrying the fear and uncertainty that so often accompany a child's illness. For those families, the support means far more than a place to stay. It means being nearby for all the long nights, the difficult conversations and the small, precious signs of progress that can make all the difference.

***“Ronald McDonald House Australia supported more than 89,000 families”***



“We all know that children heal faster and families feel stronger, when they can stay close to their sick child.” Said Denise Lumsden, Chief Operating Officer of Ronald McDonald House Australia.

“Hyundai, its dealers and customers make that happen through their ongoing support. It's truly a lifeline for families, no matter how far away from home they are.” The reach of Hyundai Help for Kids extends well beyond accommodation. Little Wings has transported critically ill or injured children and their families more than three million kilometres to access specialist medical care, helping bridge the vast distances many regional Australian families face when treatment is only available in major cities. Make-A-Wish Australia

has granted almost 4,000 wishes for children living with serious illness, offering moments of happiness and escape during extraordinarily difficult times. Assistance Dogs Australia continues to provide highly trained support dogs that can transform daily life for children and their families, while Clown Doctors has brought laughter and relief to more than 118,000 children in hospitals across the country.

For Hyundai Australia President and CEO Don Romano, the milestone reflects a broader responsibility to contribute meaningfully to the communities in which businesses operate. “We all have an obligation in what we do in our businesses and what we do socially within our communities and the work that Hyundai Help for Kids does is our way of giving back to the Australian community,” Mr Romano said.

***“We all know that children heal faster and families feel stronger, when they can stay close to their sick child.”***

While \$16 million is a significant milestone, the true measure of Hyundai Help for Kids is found far beyond the showroom floor. And it all continues, one vehicle at a time.





# More than a companion

**Through Hyundai Help for Kids' partnership with Assistance Dogs Australia, children like Charli are receiving support that reaches far beyond companionship.**

For Charli and her family, everyday life was once shaped by hardship and anxiety. Born with significant disabilities, Charli experienced daily seizures, severe anxiety and emotional distress that could quickly spiral into meltdowns. Busy or unfamiliar places often felt exhausting and unpredictable and even simple outings could become overwhelming. Walking long distances on her own was rarely possible and, when things became too much, she often needed to be carried. It was a reality that touched every part of family life, turning ordinary moments into something far more complicated.

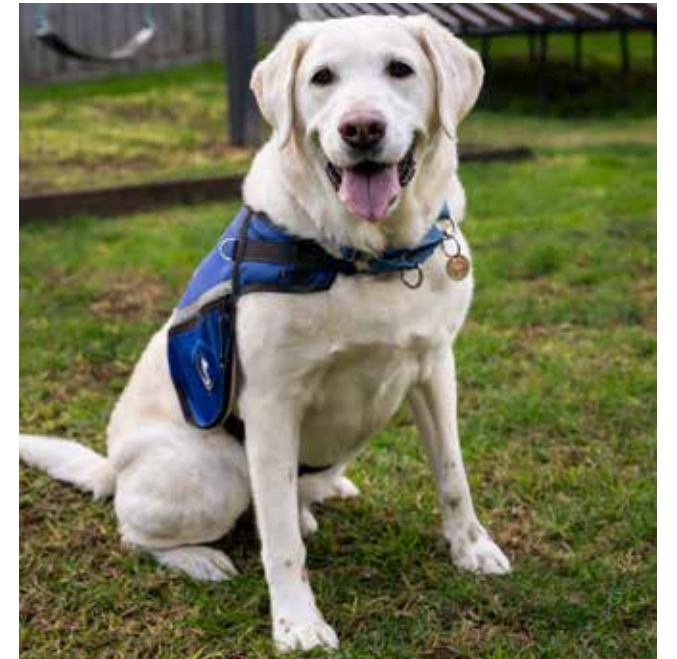
It is for children like Charli that Assistance Dogs Australia exists. Supported by Hyundai Help for Kids, the organisation provides specialist-trained dogs to children and families living with significant medical, emotional and developmental challenges. These dogs offer far more than companionship. They are carefully trained to provide comfort, reassurance and practical support, while helping children experience greater support and independence in their day-to-day lives.



Just before her seventh birthday in 2017, Charli met her Assistance Dog, Kev. Like all Assistance Dogs, Kev had undergone years of specialised training before being carefully matched with Charli and her family. From the beginning, the connection was immediate. Charli quickly formed a bond with the energetic cream-coloured labrador and it was not long before he became a steady and reassuring presence in her world.

What followed was not one dramatic transformation, but a series of deeply meaningful changes. Charli wanted to walk beside him and keep up with him. Slowly, her family began to see something they had long hoped for. Outings that once felt daunting were becoming easier and experiences beyond the home were starting to feel

possible in a way they had not before. From the time Kev entered her life, Charli no longer needed to be carried in the same way she once had and that quiet shift spoke volumes.



Over time, Kev became much more than a companion. When Charli feels overwhelmed, he responds with calming cuddles and deep pressure that can break a meltdown almost instantly. When seizures leave her distressed and upset, he is there to comfort her, helping her feel safe and, in her family's words, "normal" again. At night, he helps her settle to sleep, offering comfort and reassurance at the end of difficult days. Across the rhythm of daily life, his presence has become an important source of calm not only for Charli, but for her whole family.

***"From the time Kev entered her life, Charli no longer needed to be carried in the same way she once had and that quiet shift spoke volumes."***

Stories like Charli and Kev's show the impact of Hyundai Help for Kids in the clearest possible way. Through its partnership with Assistance Dogs Australia, children and families are receiving support that can be life-changing in both practical and deeply personal ways. Sometimes it's in a calmer outing, a better night's sleep, or even just the quiet reassurance of knowing help will always be there when it is needed most.



# Driven by what matters most

## Blues Big Day Out

The annual Blues Big Day Out, held in partnership with Carlton Football Club at IKON Park in Melbourne, brought together VIP guests from Ronald McDonald House Victoria and Tasmania, Very Special Kids, Miracle Babies Foundation, Make-A-Wish Australia, Children's Cancer Institute and Assistance Dogs Australia for a day centred on football, fun and time with family.



For many of those attending, the event offered a rare chance to focus on something other than treatment schedules and day-to-day pressures. Families were able to enjoy the atmosphere and share in the day's excitement. A major highlight came when Carlton players dropped by to spend time with the children and families, creating memories that will last well beyond the day itself.

***"It's about giving back to those who need it most."***

As Ross Flanagan, General Manager Southern Region, said, "It's about giving back to those who need it most." That spirit carried through the entire event. For the families there, the day was not about hospitals or medical routines. It was about football, laughter and the chance to simply enjoy being together.



SCAN TO WATCH HIGHLIGHTS  
FROM THE BLUES BIG DAY OUT

## Santos Tour Down Under

In South Australia, Hyundai Help for Kids created another special experience during this year's Santos Tour Down Under. The organisation hosted the Swansson family for a behind-the-scenes day alongside Olympic gold medallist and former professional cyclist Graeme Brown.

The family has been staying at Ronald McDonald House South and Central Australia while their young daughter, Annabelle, undergoes treatment. That made the outing especially meaningful. For a few hours, the focus shifted away from hospital routines and onto something far simpler – being together, enjoying the atmosphere and sharing a well-deserved break from the pressures they continue to navigate each day.

Travelling in a Hyundai i30 Sedan N during the Hyundai Women's Stage 3 from Norwood to Campbelltown, the Swanssons were able to enjoy the colour and energy of the event from a unique perspective. Adding to the occasion, Graeme Brown swapped the handlebars for a steering wheel and chauffeured the family, helping turn the day into one filled with smiles, laughter and lasting memories.



The day was a reminder that support can take many forms. It can be practical, emotional, or simply the chance to enjoy time together as a family.



# Care in action

## The little things that matter

When a child is in hospital for weeks or months at a time, family life begins to narrow around treatment, waiting rooms and long hours at the bedside. The days are shaped by routines not of your own making and even the simplest tasks – finding a meal, keeping a sibling occupied, stepping away for a moment – can suddenly become difficult. It is in that reality that Children's Hospital Foundation's Family Concierge Program has found its purpose.

### ***“Children's Hospital Foundation's Family Concierge Program has found its purpose”***

The program was launched as a pilot through Hyundai Help for Kids funding, with 2026 marking its second year. In 2025 alone, it supported 915 families with children staying in hospital for extended periods. Its assistance is practical, but never impersonal, focussing on access to food for caregivers, special gift deliveries for young patients and their siblings, carefully selected books from the Book Bunker and support services for parents unable to leave their child's bedside.

What the program understands and what families know intimately, is that care is often felt in small mercies as much as major interventions. A meal arriving at the right time. A book that offers distraction during another long afternoon on the ward. A gesture that reminds a sibling they have not been forgotten. None of these things changes the reason a family is there, but together they can soften the edges of an exhausting and isolating time.

For families living day after day within the rhythms of hospital life, that kind of support can carry enormous weight. It is thoughtful, practical help, delivered where it is needed most.

### ***“In 2025 alone, it supported 915 families with children staying in hospital for extended periods.”***



SCAN TO WATCH THE FAMILY CONCIERGE PROGRAM VIDEO



## Recognition for inclusion

Football Futures Foundation has received well-deserved recognition at the SportWest WA Sports Awards, with Hyundai Help for Kids' Western Region partner taking home two major honours: Organisation of the Year and Hyundai Sport Initiative of the Year for the Mini-Ballers program.

It was an important moment for a program built around inclusion, participation and community connection.

Supported by Hyundai Help for Kids, Mini-Ballers is helping create opportunities for children and families to take part in sport in ways that feel welcoming and accessible. The awards recognised not only the organisation behind the work, but the broader value of programs that create confidence, connection and a sense of belonging through participation.



SCAN TO WATCH THE MINI BALLERS IN ACTION



SCAN TO WATCH THE VIDEO COLLABORATION OF LITTLE WINGS AND MIRACLE BABIES FOUNDATION



## Partnership in motion

Another highlight came through the collaboration between Little Wings and Miracle Babies Foundation, two organisations supporting families through some of life's most vulnerable moments. Hyundai Help for Kids is proud to support Little Wings' Wheels from the Heart missions, helping critically ill children and their families reach specialist medical care, while Miracle Babies Foundation connects families with support and reassurance with a premature or sick newborn.

Together, their collaboration offered a clear picture of what partnership can achieve. One organisation helps families get to the care they need, the other helps ensure they feel supported through the uncertainty surrounding those early and often overwhelming experiences. Different in role, each brings something vital and together they reflect the strength of charities working side by side in service of the same families.



# Best Seats in the House

## iView returns to the Gabba

Hyundai Help for Kids' iView suite at the Gabba, launched another year of match-day experiences in partnership with the Brisbane Lions.

For Opening Round, special guests from Children's Cancer Institute were welcomed into the dedicated suite for a day shaped by football, fun and the chance to simply enjoy the occasion.

Set against the excitement of the Lions beginning their premiership defence, the experience offered families a welcome break. For children and parents alike, it was a chance to step into an atmosphere built around excitement, colour and connection rather than hospital appointments and medical schedules.

Roy the Lion joined in on the fun, alongside players Tai Hayes and Dan Annable, helping create the kind of moments that stay with children and parents long after the final siren. In a space dedicated to enjoyment and shared experience, the day brought football, laughter and a few precious hours shaped by something lighter.



SCAN TO WATCH THE  
'WELCOME TO IVIEW' VIDEO



## Kicking Goals for Kids

Sport and fundraising came together once again during Kicking Goals for Kids, delivered in partnership with Carlton Football Club and the Robert Connor Dawes Foundation. Held at the MCG, the event welcomed 20 VIP guests from Hyundai Help for Kids' Southern Region partner for a special match-day experience.

Every Carlton goal carried added meaning, with \$500 pledged to the Robert Connor Dawes Foundation for each one kicked. By the final siren, Carlton had finished with 11 goals, generating a \$5,500 donation in support of vital paediatric brain cancer research.

Guests were able to enjoy the excitement of match day while knowing that what was happening on the field was contributing to something much larger. Hyundai Help for Kids also acknowledged Essendon Hyundai for facilitating the display vehicle in the MCG precinct and helping bring awareness to such a vital cause.

***"Every Carlton goal carried added meaning, with \$500 pledged to the Robert Connor Dawes Foundation for each one kicked."***



## Walking through the night in Perth

In Perth, more than 1,100 people came together for Up All Night 2026, walking either 21km or 42km through the night in support of families with seriously ill or injured children. Together, they raised an extraordinary \$1,336,865 for Ronald McDonald House in Perth, helping keep families close to the care their children need.

There is something especially powerful about an event built on endurance and shared purpose. Through the long hours of the night, walkers moved with one goal in mind – to help ease the burden on families already facing immense emotional and practical strain. The distance itself was significant, but so too was that it represented a collective willingness to show up, dig deep and keep going for others.

Among the walkers was Brendan Ferraz, Technical Specialist in HMCA's Western Region, who completed the full 42km representing Hyundai Help for Kids. Wangara Hyundai also supported the event, alongside Ronald McDonald House WA, in a strong show of local commitment to families navigating some of life's hardest moments.

The final figure raised was remarkable, but the event's impact extends beyond numbers alone. For families needing to stay close to a child receiving treatment, that support can make an enormous difference, helping preserve connection, stability and a sense of togetherness.



SCAN TO WATCH  
THE WONDERFUL EVENT VIDEO



## Beat the Burn turns 21

In New South Wales, Beat the Burn marked its 21st consecutive year, continuing a long-running fundraising initiative in support of the Burns Unit at The Children's Hospital at Westmead. Since its inception, the event has raised more than \$1.65 million for research and specialist equipment, helping ensure young burns survivors have access to the latest techniques in pain and scar management while also supporting families through an immensely difficult time.

The event has become a powerful example of commitment sustained over many years. Each year, firefighters lay down their hoses to put children first, taking to the road on bicycles to raise both awareness and funds for kids recovering from serious burn injuries. That people most known for responding in moments of crisis go on to continue their care in another form shows the effort, endurance and advocacy of their team.

Hyundai Help for Kids supported this year's campaign by supplying a Hyundai Tucson as the cyclist-friendly support vehicle. It was a practical contribution to an event built on long-standing dedication and one that continues to generate meaningful outcomes for children and families.

For more than two decades, Beat The Burn has shown how community spirit and persistence can translate into tangible support. Year after year, it continues to stand beside young patients and their families, helping ensure they are not facing that journey alone.



SCAN TO WATCH THE EVENT VIDEO  
AND SOME TRULY BREATHTAKING SCENERY



## Connor's Golf Classic

In Melbourne, the fourth annual Connor's Golf Classic returned to Victoria Golf Club, bringing supporters together to help young people facing brain cancer. Hosted by the Robert Connor Dawes Foundation, the event raised almost \$100,000 in support of the foundation's important work.

Ross Flanagan, General Manager Southern Region and Jeff Halsall, Dealer Principal of Chadstone Hyundai and Hyundai Help for Kids Committee member, were among those who took part on the day. Brighton Hyundai also supported the event by allocating a prize vehicle for the hole-in-one competition.

# The impact behind the numbers

Behind every number is a child, a family and a story. Since 2014, Hyundai Help for Kids has worked alongside charities and organisations across Australia through funding, vehicle support, experiences and programs designed to make difficult circumstances feel a little more manageable. These figures speak to the scale of that support, but the real impact is found in the children, families and communities behind them.

## \$16 Million+ Raised nationally since 2014

What began as a partnership between Hyundai Motor Company Australia and the Hyundai dealer network has grown into one of Australia's most significant automotive community initiatives. More than a decade on, Hyundai Help for Kids continues to support charities, hospitals and organisations helping children and families across Australia.

## 100,000+ Children supported nationally

From medical research and respite care to hospital accommodation, transport services and wellbeing programs, Hyundai Help for Kids has now supported more than 100,000 children across the country. Every Hyundai sold contributes to programs helping children and families when they need it most.

## 27,000+ Nights of accommodation

Through Ronald McDonald House Australia, Hyundai Help for Kids has helped families stay close to children receiving treatment, often for weeks or months at a time during extended hospital stays far from home.

## 3.6 Million+ Kilometres travelled

Little Wings provides free air and ground transport services for seriously ill children from regional and rural communities, helping families access specialist medical treatment unavailable closer to home.

## Nearly 4,000 Wishes granted

Support connected to Hyundai Help for Kids has helped Make-A-Wish Australia create unforgettable experiences for those children and their families living with serious illness, bringing moments of joy, excitement and togetherness during difficult times.

## Almost 1,100 Clown Rounds

Clown Doctors programs supported through Hyundai Help for Kids have brought laughter, relief and lightness to children in hospitals and treatment centres across Australia.

## 12 Charity partners Supported nationally

From hospital accommodation and medical research to transport services, inclusive sport and family support programs, Hyundai Help for Kids partnerships span a wide range of healthcare and community initiatives nationwide.

## Hundreds Of community experiences delivered

From sporting events and family experiences to fundraising activities and behind-the-scenes access, Hyundai Help for Kids continues creating opportunities for families to step away from hospitals and treatment schedules, even if only for a few hours.

## Across Australia Supporting metropolitan, regional and rural communities

From major cities to remote communities, Hyundai Help for Kids partnerships continue helping families access treatment, accommodation, transport services and wellbeing programs nationwide.



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THE WEB SITE





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Kids



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