



COMMUNITY REPORT

FY2025

The Sisterhood Foundation (formerly the Priceline Sisterhood Foundation) is the official charity partner of Wesfarmers Health and its businesses.



\$13.7m+

RAISED SINCE THE
FOUNDATION'S
BEGINNINGS IN 2011
UNTIL JUNE 2025



\$2,030,264

DISTRIBUTED
IN FY25



EIGHT

CHARITY PARTNERS
SUPPORTED IN FY25



OUR 8 CHARITY
PARTNERS WORKED
WITH NEARLY

10 MILLION

AUSTRALIAN WOMEN
AND GIRLS OVER
THE PAST YEAR



5,679

COMMUNITY
VOLUNTEERS GAVE
THEIR TIME TO
HELP OUR CHARITY
PARTNERS IN FY25

WE INCREASED THE NUMBER OF CHARITY PARTNERS FROM 4 TO 8

Thanks to the effort and generosity of our customers, teams in our Priceline and Priceline Pharmacy stores, MediAesthetics clinics and the broader Wesfarmers Health team, we supported 8 Australian charities that deliver grassroots programs designed to improve the health and wellbeing of women and girls.

This included mental health support, programs to support employment and economic agency, heart disease prevention activities, the provision of period products, and awareness raising for women's health. Our partners are changing lives – building health equity, delivering services, educating and inspiring hope.

Our Charity Partners

Jean Hailes
for Women's Health



share
the dignity

fitted
for work



Motherless
Daughters
AUSTRALIA

Her Heart

sister
works

PURPOSE & MISSION

Over the past year, we worked hard to bring our refreshed purpose and mission to life.

Our purpose is to hear, acknowledge and address the unique health issues impacting Australian women and girls.

Our mission is building capability in frontline charities committed to creating positive health outcomes in the lives of women and girls.

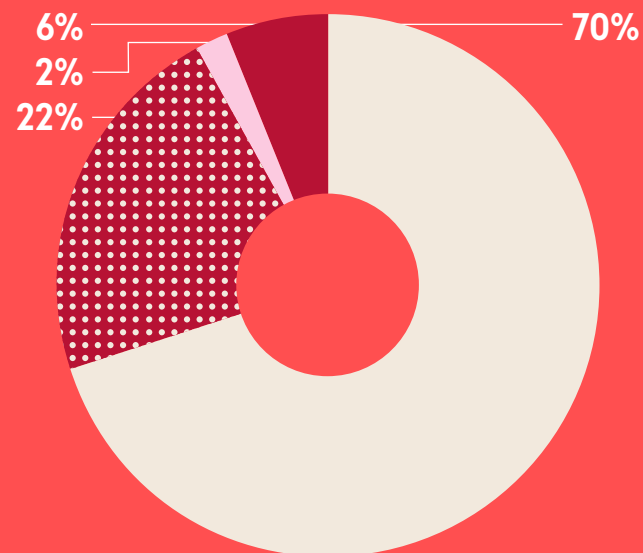
2025 SISTERHOOD AWARD



The Priceline Pharmacy Lismore, NSW team was recognised for their outstanding community fundraising efforts throughout the year. They raised \$30,908 through a range of activities including community days, raffles, school holiday activities and in-store activities like nail bars and hair braiding. Their signature event of the year was hosting a skincare night bringing together Beauty Advisor and Pharmacist expertise.

OUR FUNDING SOURCES

92% of the funds raised in FY25 came from Priceline and Priceline Pharmacy stores across Australia including Priceline suppliers.



TOTAL FUNDS RAISED \$2,621,835

- Priceline and Priceline Pharmacy \$1,838,516
- Priceline Suppliers \$586,602
- Wesfarmers Team Members \$40,260
- Special Events \$156,457



 **SISTERHOOD
FOUNDATION**

IN-KIND SUPPORT

As a corporate foundation, Wesfarmers Health covers most of the costs associated with running the Sisterhood.

As well as cash grants, the Foundation supports our charity partners in many other ways.

In FY25, this included \$112,499 worth of support via:

- Volunteering time and expertise
- In-kind product donations
- Free flu vaccinations for all Charity Partner team members
- Our first Charity Partner CEO convening to network and share knowledge
- Social media cross promotion

ONE WOMAN'S STORY



Essie is one of almost 10 million women our Charity Partners worked with last year. Listen to her story of the support she received from our Charity Partner Share the Dignity to understand how you help Australian women to become empowered and to lead more healthy lives.



[Click here to hear Essie's story](#)

WOMEN'S HEALTH RESEARCH

In FY25, the Sisterhood commissioned Monash University to research the "silent" and overlooked health issues faced by Australian women and girls so that we would be better informed when making funding decisions.

The *Women Deserve Better* report found that Australian women often feel dismissed when it comes to their health. They want gender responsive, affordable and accessible healthcare. Australian women also want more funding and better understanding for all women's health issues. For example,

Affecting women only

- Endometriosis
- Peri/menopause

Affecting women differently and/or more

- Violence
- Mental health
- Heart health
- Body image and eating disorders
- Fibromyalgia



[Click here to read the full report](#)

CHARITY GOLF DAY



The Annual Sisterhood Charity Golf Day is the major fundraising event for the year. March 2025 marked the event's 9th anniversary and this year the event brought suppliers and team members together.

The setting for the event is the Yarra Valley in Victoria where teams played 18 holes of golf, then enjoyed lunch and rounded out the day with live and silent auctions; before the winning teams were announced.

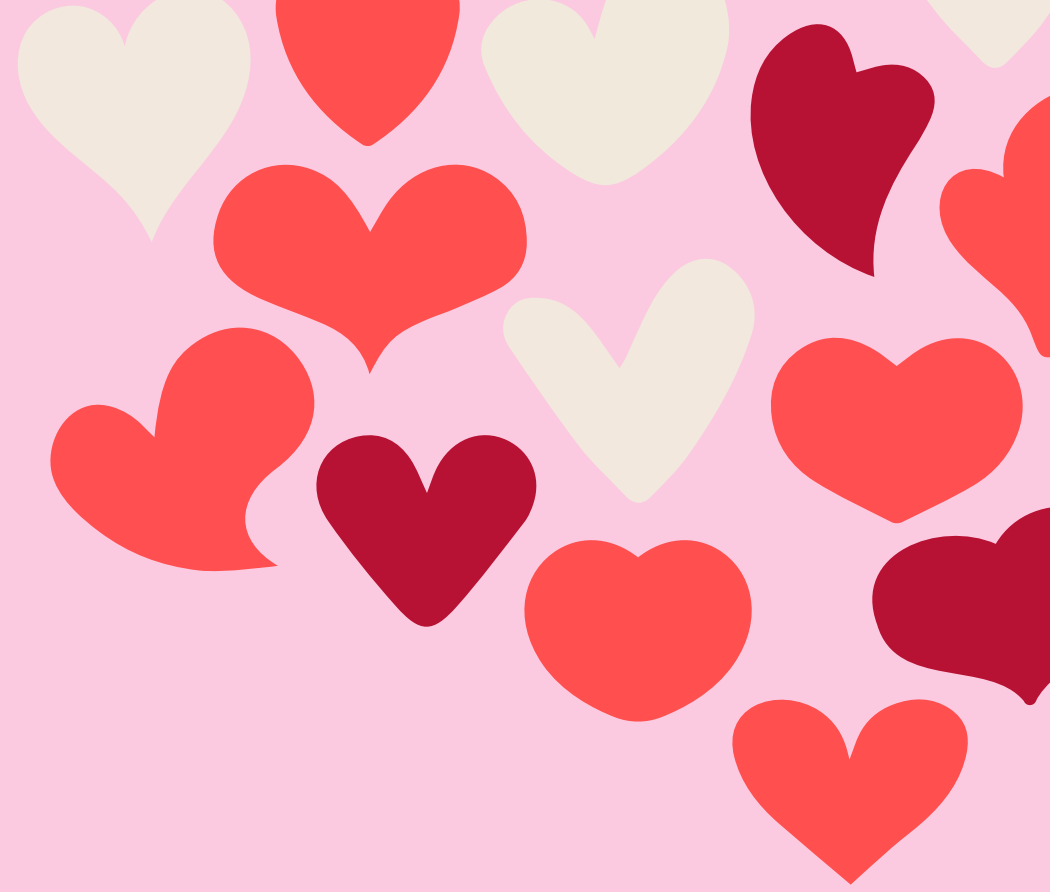
A record-breaking \$156,457 was raised from the event with 23 sponsors involved, 110 players and 13 volunteers.

This event really demonstrated the enthusiasm from the predominantly male attendees in supporting and championing women's health.

An amazing team effort!



[Click here to view the event highlights video](#)



**THANK
YOU**

CONTACT

info@sisterhoodfoundation.org.au
www.sisterhoodfoundation.com.au

