

NATIONAL

# PYJAMA DAY



SUPPORT FOSTER KIDS WITH **BIG DREAMS**



## MEDIA TOOLKIT 2025





## ABOUT NATIONAL PYJAMA DAY

Over 45,000 children in out-of-home care across Australia face the risk of falling behind, struggling academically, and losing confidence.

Together, we can change that.

In 2024, over 5,000 schools, workplaces, and individuals wore their PJs to raise vital funds, helping children in foster care dream BIG and achieve their potential.

In 2025, let's make an even bigger impact, starting with YOU.





## THE STATISTICS

For over 20 years, The Pyjama Foundation has been dedicated to breaking the cycle of disadvantage faced by children and young people in foster care. The below clearly highlights the urgent need for targeted support and intervention strategies for children and young people in care to improve their educational outcomes, health and overall wellbeing.



**57%** COMPLETE YEAR 12  
(OR EQUIVALENT)

of young care leavers (aged 18–25) complete Year 12 or equivalent, compared to 85% nationally, highlighting the educational challenges faced by those in OOHc.

(Create Foundation, April 2023).



**40.8%** IN YOUTH DETENTION LINKED  
TO CHILD PROTECTION

of children in youth detention had involvement with the child protection system. This means young people in youth detention are 19 times more likely to have been in care than the general population.

(AIHW 2016, cited in the 2018 Family and Child Commission report).



**35%** END UP HOMELESS  
AFTER THEY TURN 18

of young people in state care end up homeless after they turn 18. Within one year, 50% of state care leavers will be unemployed, in jail, homeless or have become a new parent.

(Kids under Cover, Youth Homelessness: the Facts and Stats).



**92%** OF CHILDREN IN FOSTER  
CARE ARE BELOW THE  
AVERAGE READING LEVEL  
BY AGE 7

NATIONAL  
**PYJAMA  
DAY**







# ABOUT THE PYJAMA FOUNDATION



The Pyjama Foundation provides children and young people in foster care the opportunity to change the direction of their lives with learning, life skills and confidence.

Through our Love of Learning Program, volunteers called 'Pyjama Angels' are recruited, screened, trained and then matched with a child in care and spend time with them once a week, focusing on learning-based activities.

Pyjama Angels read books aloud with their child, play educational games and help children with their homework.

Most importantly, the volunteers give foster children a chance to reach their life potential, despite a fragile start.

Children in care have the lowest education outcomes nationally. By improving their learning skills, we are making a positive, life-long impact.



## LIFE-CHANGING IMPACT

SINCE 2004

272,471

Hours of support provided to volunteer mentors

1,138,680

Hours of support provided to children and young people

189,780

Hours of mentor support for carers

15,815

Children and young people have been mentored

11,233

Volunteer mentors trained



learn more at [thepyjamafoundation.com](https://thepyjamafoundation.com)



# GET COSY FOR A CAUSE THIS JULY 25 – IT'S NATIONAL PYJAMA DAY!

Australia's comfiest fundraiser is back! National Pyjama Day, proudly hosted by The Pyjama Foundation, is your chance to throw on your favourite PJs and help support little kids with big dreams.

The official date for National Pyjama Day 2025 is Friday, July 25, but the fun doesn't have to stop there—you can host your event anytime throughout July or August and still be part of the magic. All funds raised go directly towards helping The Pyjama Foundation recruit, screen, and train committed volunteers who work one-on-one with children in foster care through the Love of Learning Program.

"Every hour, approximately 2 vulnerable children enter the care system in Australia," said Bronwyn Sheehan OAM, Founder and CEO of The Pyjama Foundation.

"With support from our communities on National Pyjama Day, we can reach more of these vulnerable children and help change their futures."

There are more than 45,000 children in out-of-home care across Australia. Currently, the Foundation can only reach about 1,300—but that number can grow with your help.

Whether you're a school, workplace, childcare centre, or community group, getting involved is easy (and comfy!). When you register to host a Pyjama Day event, you'll receive a FREE Host Kit packed with posters, balloons, stickers, bunting, and everything you need to get started.

More than 200,000 Australians participate in National Pyjama Day each year—and every dollar raised goes toward providing vulnerable children with life-changing learning support and mentorship.

Get involved or register your event today at [www.nationalpyjamaday.com](http://www.nationalpyjamaday.com)

**-ENDS-**

## Media Contact:

Brianna Burraston, Community Events and Engagement Manager  
[brianna@thepyjamafoundation.com](mailto:brianna@thepyjamafoundation.com) or 3256 8802

## About The Pyjama Foundation:

The Pyjama Foundation supports children in foster care—the most educationally disadvantaged group in Australia—through the Love of Learning Program. Volunteers are recruited, carefully screened and trained, then matched with a child in care to offer weekly support focused on literacy, numeracy, and life skills.

## About National Pyjama Day:

National Pyjama Day is The Pyjama Foundation's biggest annual fundraiser. It's all about wearing your favourite pyjamas to raise funds and awareness for kids in care. Schools, businesses, and individuals across the country join in, helping to provide vulnerable children with the educational support they need to thrive.



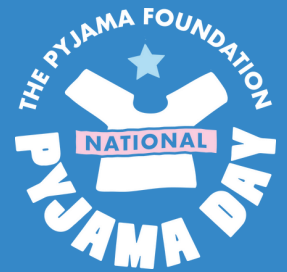
# CONTACT OUR TEAM

## Media Contact:

Brianna Burraston - [Brianna@thepyjamafoundation.com](mailto:Brianna@thepyjamafoundation.com)

## National Pyjama Day Event Manager Contact:

Carina Fétiqueau - [Carina@thepyjamafoundation.com](mailto:Carina@thepyjamafoundation.com)



Sign up or learn more at [nationalpyjamaday.com](http://nationalpyjamaday.com)