

News from our Backyard

Summer 2016

**Kids
Can**

Supporting Disadvantaged Kiwi Kids

www.kidscan.org.nz

In Our Own Backyard™

See inside for:

- | | |
|------------------------------|------|
| A word with Karl Urban | pg05 |
| Vice Principal Opinion Piece | pg04 |
| 'Health for Kids' update | pg03 |
| New KidsCan schools | pg02 |



CEO's Report

Welcome to 2016!
I hope you had a lovely
Christmas and New Year
with friends and family.

It is all go here at KidsCan with the new school year underway. We are getting ready to send our first distribution of food to schools ensuring a ready supply to children who need it.

There has been a lot of talk recently about child hardship with various media articles written about the measurement used to define hardship and indeed whether it even exists in New Zealand. Whilst debate is healthy, the one thing that stands out to me is that while people are focusing on measurement and blaming parents, there are children who are going hungry, without warm clothing and getting sick. New Zealand is not a third world country and we should not have children who suffer from third world illnesses, and who cannot be sure of where their next meal is coming from. But we do, and in my view we all have a responsibility to ensure our communities and the children in them

can thrive and have the chance to grow into contributing members of society. Our future productivity as a nation depends on these children.

Perpetuating the myth that parents are to blame does nothing at all to address the needs of more than 300,000 children living in hardship. I speak with experience when I say that the majority of families who live below the breadline are good people who want the best for their children.

There could be nothing more soul destroying for a mother or father than not being able to provide for their children. I have come across many parents over the last ten years who regularly go hungry so that their children won't. By denying the issue or apportioning blame we are in effect resigning these children to a life of underachievement. Are we happy to let this cycle to continue? I know I am not.

The recent Child Poverty Monitor released by the Children's Commission shows that almost 40% of children living in hardship have at least one parent working and 47% of children in hardship are from two parent families.



KidsCan CEO and Co-Founder, Julie Chapman.

The parents I meet could out-budget me any day of the week, but when 50% or more of your income goes on housing costs, the money only goes so far. I'm heartened that the government is increasing benefit rates this year and also continuing to support programmes like ours and other initiatives like breakfast programmes in schools. We are now supporting 530 schools across New Zealand which means more than 114,000 children have access to our programmes if they need it. We will continue to work hard for the children who need us and I would like to thank you for your ongoing support.

Wishing you a very Happy New Year and all the best for 2016.

Julie Chapman
KidsCan CEO and Co-Founder

Contents

CEO report	pg02
New KidsCan schools	pg02
Kids waiting as school starts	pg03
Opinion piece: Nardi Leonard	pg04
'Health for Kids' update	pg04
KidsCan staff profile	pg05
A word with Karl Urban	pg05
Welcome to...	pg06
Thank you letters	pg07
Fundraisers in the community	pg07
Thank you	pg08

We now support 530 schools!

We are pleased to welcome the below schools to the KidsCan family, increasing the total number of schools we support to 530! With your help, our food, clothing and health programmes are now available to 114,000 Kiwi kids.

- Aranga School
- Aranui High School
- Avalon Intermediate School
- Avalon Primary School
- Brandon Intermediate
- Christ the King School
- Edgewater College
- Fairhaven School - Napier
- Fairhaven School - Te Puke
- Fernlea School
- Granity School
- Hamilton Junior High School
- Holy Family School
- Longburn School
- Marfell Community School
- Marton School
- Murchison Area School
- Natone Park School
- Northcote School
- Pukehina School
- Selwyn Primary
- Shirley Primary School
- St Patrick's Catholic
- Tamatea School
- Te Ara Poutama Alternative Ed Centre
- Te Kura o te Moutere o Matakana
- TKKM o Mangere
- TKKM o Whatatutu
- Terrace End School
- Waimarama School
- Waimata School
- Woodville School

1,661 kids waiting for KidsCan help as school starts

We have 14 schools, that's 1,661 children, from the Coromandel to Christchurch waiting to benefit from our support programmes.

This year, our programmes providing: food, raincoats, shoes and basic health and hygiene products, will be available to more than 114,000 children at 530 low decile schools around New Zealand. This means our support is reaching more than a third of children living in hardship. However sadly the need for our support is as great as ever and continues to increase.

Two years ago the average number of children needing food support from us in lower decile schools was around 15% but has since risen to more than 20%. Meeting the extra costs incurred at 'Back to School' time can be stressful for low income families, and we are looking for more caring Kiwis to support a child in need for \$15 a month (50 cents a day) through our 'In Our Own Backyard' programme.

Regular donations of just \$15 per month provide a child with food at school, a raincoat, shoes, socks and basic health and hygiene products. Importantly, the entire 100% of all donated funds go towards meeting the needs of the children.

Help us spread the word to other caring Kiwis, like you, that 50c a day can help to change things!



'Health for Kids' programme update



The end of the school year is always a busy time - and this was definitely true for our health team! More than 90,800 health products were distributed to KidsCan partner

schools in 2015. By the end of term 4, the Nit Busters team had checked and treated more than 14,000 children for head lice in the 111 schools that the programme operates in. As many children are seen more than once, this meant that nearly 30,000 checks were undertaken, resulting in 10,500 treatments. Just before the end of the school year the Government announced that it would continue our funding in 2016 which is great news and means we are currently looking for new 'Health Champions' to join our team.

We have continued to develop some great relationships with those who work at the frontline of health

in schools and now have close relationships with a number of District Health Boards. In Auckland, we have worked with the Public Health Nurse team from ADHB to ensure comprehensive health education around the importance of hand hygiene while KidsCan has been installing hand sanitising systems in schools. In West Auckland the Waitemata Child and Family team has been working hard to ensure that children in KidsCan schools have access to a nit comb and know how to use it.

We have some exciting new initiatives planned for 2016 - so watch this space!

Nardi Leonard, Vice Principal Finlayson Park

Kia Ora koutou,

My name is Nardi Leonard and I am the Vice Principal at Finlayson Park School, (decile 1) a large primary school situated in Manurewa, a southern suburb of Auckland. With over 1,000 students attending each day the school is rich in its cultural diversity, overflowing with sporting and musical talent and committed to recognising an individual's first language by promoting bilingual education.

I have had the privilege of being a part of the Finlayson Park School whanau for over 8 years and every day I wake up excited to be part of such a vibrant and engaging working environment. I am regularly greeted by smiling knowledge thirsty students, surrounded by our committed hard working teachers and our community like most communities throughout New Zealand wants nothing but the best for our tamariki.

However, hardship is a real life challenge for many of our families and a helping hand is needed to not only give our families some respite from the stress and worry but also to give our students a chance at learning. Through the generosity of KidsCan and their

partners, supporting our students has been possible.

KidsCan Breakfast Club is such a blessing for a hungry child. As one teacher said "a full puku equals longer periods of concentration." And let's not undervalue the impact of a socially interactive child. While eating breakfast and talking with peers friendships are being formed. Another teacher expressed "Since she has started having breakfast regularly, she is a different child. She just seems happier, comes to school and has friends. She is ready to learn."

Finlayson Park School have been the recipients of KidsCan initiatives such as raincoats, shoes, head lice product, sun hats, to name a few and all are having a positive impact on the well being of our students.

The most recent and still very much on the minds of our students was the generosity of the Postie+One Christmas Gifts project. Over 700 gifts were donated to Finlayson Park School students, which left us almost speechless. Through the mouths of children "Wow, is it really for me? Really? Geez thanks KidsCan" and "Wow, why would someone want

to do this? Wow we are lucky Postie+ thought about us."

On behalf of our students, families, staff and community we thank you KidsCan for investing in the future of our children. We believe it is well worth it and more. Kia pai to ra koutou – have a good day everyone!

*Nardi Leonard,
Vice Principal, Finlayson Park School.*



Help KidsCan little by little

If you are looking for ways to get involved with KidsCan, Payroll Giving is one of the easiest ways you can help. As KidsCan is an approved IRD "Donee" charity, you can simply gift as much or as little as you like each pay day through your company's payroll system. Some workplaces even match their staff's donations dollar for dollar!

By making a regular donation to KidsCan you would be helping to provide the basics to the disadvantaged Kiwi kids so they can engage in the classroom and reach their full potential in life. If this sounds like something you might be interested in email info@kidscan.org.nz for more information.



Leigh Jeffs – KidsCan Marketing Executive

How did you first get involved in KidsCan?

My previous job was across the road from the KidsCan offices. I decided one day on a walk it would be great to work for an organisation that is focused on helping kids that need it the most. The next day a job was advertised on Seek and the rest is history.

What's your first memory of working for KidsCan?

Our '100,000th raincoat event' took place within my first month working at KidsCan. It was a really touching event. Meeting the kids and teachers at our partner schools is always a highlight of this job and hearing the

stories first hand never fails to tug at the heart strings.

What do you find most challenging working with children living in hardship?

The first hand stories! We are constantly hearing stories about children who haven't eaten or they have walked to school in the freezing cold with no raincoat or shoes. It's something that I don't think I will ever harden to.

What might people be surprised to know about you?

I have anaphylaxis! My body has a reaction to exercising after eating shell fish. My face swells – just like Will Smith in the movie Hitch!

What do you do when you aren't working?

I enjoy being active – playing touch, skiing, mountain biking, swimming and boating. I live close by to the beach and love being in the water.



Karl Urban

KidsCan Celebrity Ambassador

We have been lucky enough to have Star Trek and Hollywood star, Karl Urban, as an ambassador and supporter since 2007 and we love having him as part of our team! Karl tells us a little bit about why he supports KidsCan and sheds some light on what he has been up to lately.



Why did you choose to support KidsCan?

As a father of a couple of kids in New Zealand I found it quite disheartening to realise that there were a multitude of kids living in poverty and living without the basics; no food, coming to school with no shoes, no jackets. KidsCan helps to fill this gap and provide these kids with the support they need.

You recently came along to our 15th orchard planting at Dominion Road School and got stuck in planting

fruit trees for the kids to snack on and enjoy. What was it about the 'Orchards for Kids' programme that attracted your attention?

Not only does it teach kids about health and nutrition, it also gives them a healthy nutritious source of snack food and it's a wonderful thing to be a part of. I feel that if we look after future generations we will have a much stronger country for it and that is why this cause is an important one for me. It's about sustainability and looking after future generations.

You recently used your role in Star Trek to give back to KidsCan through an "Omaze Charity" campaign. Tell us a bit more about this?

This campaign is where people would donate money and have the opportunity to come and be an extra or visit the set of Star Trek. We managed to raise \$160,000NZD and I nominated KidsCan for my charity. I am pretty happy about that and to be able to pay one back to NZ.

Welcome to...

The Flight Centre

The Flight Centre Foundation joined us as a Silver Sponsor in October of 2015, so we'd like to welcome them to the KidsCan family. Already they have rolled up their sleeves, helping us to pick and pack school food orders in our warehouse!

Their support will be providing shoes and socks to children keeping little feet safe and protected, plus they will be enabling five new orchards to be planted in schools this year. Jodie Burnard, chair of the Flight Centre Foundation, says "We're thrilled to be partnering with KidsCan. We're big fans of the amazing work they do around the country and are excited that with their help we're able to maximise the collective good we can deliver to the communities in which we work."



American Express

American Express are our newest partner - joining us in 2016. We are very pleased to have them on board as their support will enable us to continue our work supporting Kiwi kids going without the basics. They will also be making fruit orchards possible for two of our partner schools this year, providing a sustainable source of fruit and learning opportunities for the kids and their communities.

Alison Solomon from American Express in Auckland says "We're thrilled to partner with KidsCan this year. This partnership will help extend the valuable work your organisation does and allows our employees to volunteer their time to give back to the community."



McConnell Dowell

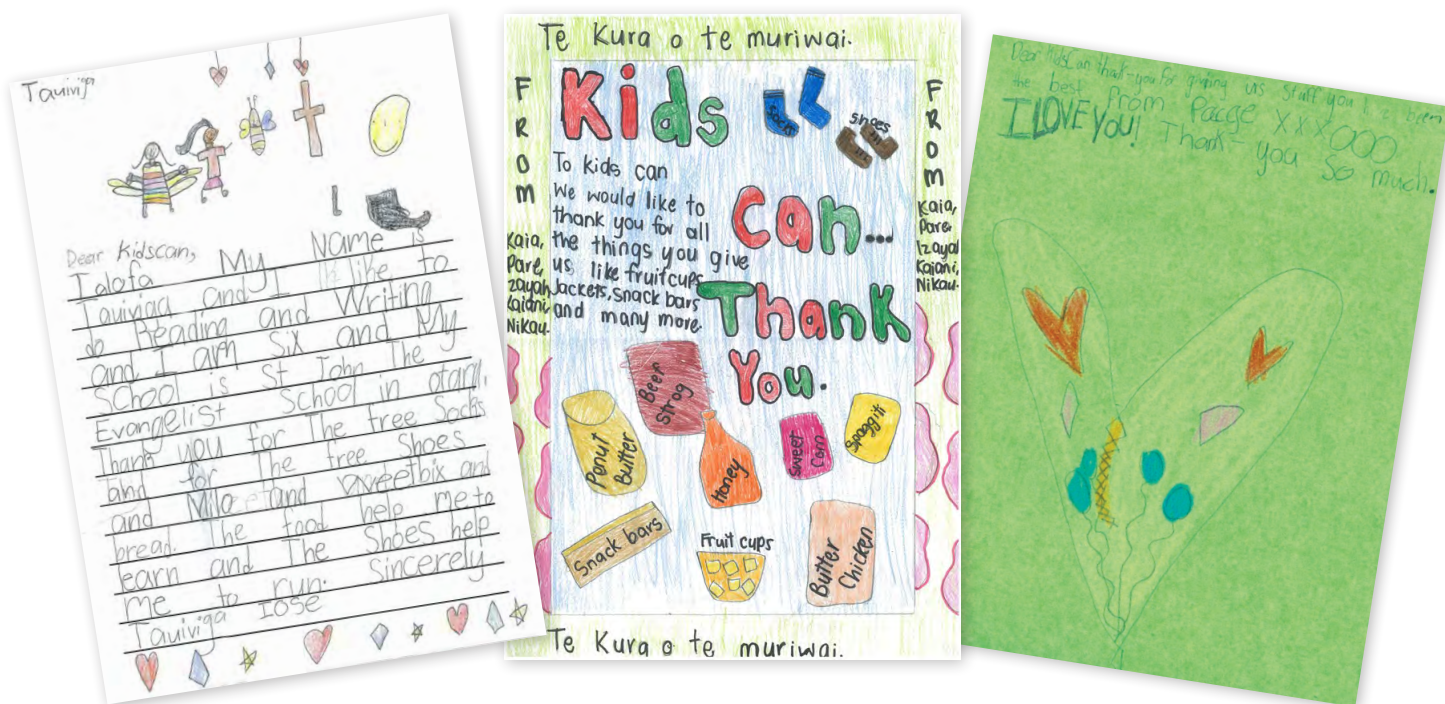
McConnell Dowell has been a valued KidsCan partner of our 'Food for Kids' programme since 2009. McConnell Dowell's contribution over the last five years has helped KidsCan grow the number of food items distributed by an impressive 163%. They have also supported numerous KidsCan fundraising events and their team have regularly volunteered their time to help us over the years. "Just as our work in construction helps build communities for the future, so too does the work of KidsCan," says McConnell Dowell's National Communications Manager Natalie Dyer. "We're delighted to play a part in supporting the kids who are the future of those communities."

We truly value our partnership with McConnell Dowell and look forward to continuing our work with them!



Thank you letters!

We love receiving thank you letters from our partner schools. It never fails to put a smile on our faces!



Fundraisers in the community

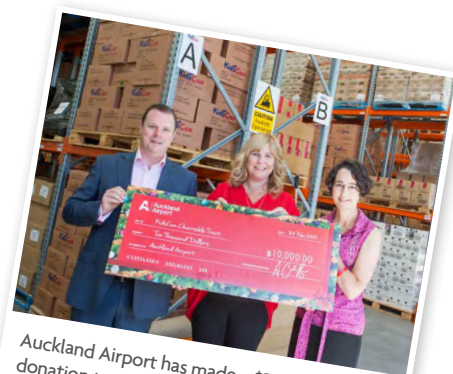
KidsCan is lucky to have so many fantastic businesses, schools and individuals who are passionate about our cause and fundraising for Kiwi kids! We love the creative and different ways of raising much needed funds for disadvantaged New Zealand children. Here are some of our most recent fundraisers. If you would like to fundraise for KidsCan and help support Kiwi kids in need, please visit kidscan.org.nz



The South Island Wine and Food Festival & Smith Auctions raised a \$13,805 via a charity auction for KidsCan. Incredible effort!



Thanks to Postie+ and their Postie+One campaign, 700 Christmas gifts were personally delivered to Finlayson Park School and the kids were thrilled!



Auckland Airport has made a \$10,000 donation to KidsCan from their '12 Days of Christmas' campaign.



The lovely Vicky Aria from St Joseph's school accepting \$30,000 from USANA on behalf of KidsCan. Thanks guys!



Starting on 23 February 2016 Adam McDonald and Russell Allen will be fundraising for KidsCan by embarking on Tour Aotearoa, a 3,000km cycle from Cape Reinga to Bluff. Go boys!



Our amazing friends at Kennards Hire raised over \$40,000 for us through their 'Kennards for Kids' appeal. A huge effort.

Thank you

KidsCan Charitable Trust would like to acknowledge and thank our donors, trusts, businesses, organisations and those who wish to donate anonymously, for all your donations and contributions to KidsCan over the past quarter. With your continued support, we will be able to reach out to new schools and help more NZ children in need.

- * Abano Healthcare Group
- * Adrienne Winkelmann Ltd
- * B.R. Flooring
- * BrandWorld
- * Brittain Wynyard
- * Community Organisation Grant Scheme
- * The Flight Centre
- * Gawith Deans Family Trust
- * Hamilton City Council
- * Hawke's Bay Foundation
- * Holy Trinity Cathedral Auckland
- * Infinity Foundation
- * Jones Foundation
- * Life Church
- * LTD Entertainment
- * LUSH
- * Manchester Unity Friendly Society
- * Marketing Works
- * Merivale Mall
- * Office Products Depot
- * Partridge Jewellers
- * Puncture?WhatPuncture?
- * Queen Margaret College
- * Robert Walters
- * Schneider Electric New Zealand
- * Signcraftsmen Limited
- * South Island Wine & Food Festival
- * St Francis De Sales School
- * SWP Commercial
- * Talent ID Recruitment Ltd
- * Tauranga Korean Church
- * The Edge Radio Station
- * The Great Christmas Market
- * The Really Casual Fun Run
- * Virtual Industries Group Ltd
- * Weltec
- * Hutt Mana Charitable Trust
- * Trust House Community Enterprise
- * SKYCITY Hamilton Community Trust
- * Auckland Airport 12 days of Christmas

KidsCan Key Partners



KidsCan Key Fundraising Partners



Want the "News from our Backyard" emailed to your inbox?

Go to www.kidscan.org.nz/newsletter

 **Email:** info@kidscan.org.nz **Phone:** 09 478 1525 **Fax:** 09 415 0674

 Like us on Facebook: www.facebook.com/KidsCanNZ

 Follow us on Twitter: www.twitter.com/KidsCanNZ

