



Highlights:

A word from the CEO

New schools we support

Busting the myths of hardship

Businesses supporting Kiwi kids

News from our Backyard

Winter 2016


Supporting Disadvantaged Kiwi Kids

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*KidsCan CEO and Co-Founder,
Julie Chapman.*

CEO's Report

Hello, and welcome to the winter edition of our newsletter.

We have recently completed our term three food distribution with more than 841,000 items of food distributed to 444 of our partner schools across New Zealand.

Food insecurity, and by extension malnutrition, continues to be a major issue for the children we support. Research shows that malnutrition can result in long-term neural issues with the brain, which can impact a child's emotional responses, reactions to stress and learning ability.

At KidsCan we believe education equals opportunity and we are pleased to be able to provide a range of items (baked beans, bread and spreads, scroggin mix, fruit pottles and yoghurt) for the 20,000 children who need our programme each week.

Our winter Hot Meals programme is now running alongside the regular Food for Kids programme with more than 92,000 delicious Kaweka gourmet heat and eat meals going to schools. For many children this will be the only hot meal they eat during the day. Thank you to our valued supporter the Trillian Trust for helping to make this possible.

Right now there are 1,657 children on our waiting list who need food, clothing and health care items.

Please encourage friends, family and colleagues to support our work so we can assist these children as soon as possible.

Julie Chapman
KidsCan CEO and Co-Founder

We now support 568 schools!

- Bathgate Park School
- Cloverlea School
- National Park
- Northland College
- One Tree Hill College
- One Tree Point
- Opuia School
- Paerata School
- Papatoetoe Central School
- Papatoetoe North School
- Pukepoto School
- Raureka School
- Ruawai College
- St Bernadette's (Hornby)
- St Mary's School
- Tamaki College
- Tangaroa College
- Te Hapara School
- TKKM o Horouta Wananga
- TKKM o Huiarau
- Waimate Centennial School
- Waltham Primary School
- West Spreydon School

- Aberfeldy School
- Aorere College

**Support a
Kiwi kid in
need of a smile**

There are still 1,647 kids waiting for our help. 50 cents a day can change things. Support a child today.

kidscan.org.nz
09 478 1525

Busting the Myths of Hardship



Children are the future of New Zealand. The prosperity of our nation depends on their effective education, which will help them to shape our social and economic future into one we can be proud of as a nation.

It makes sense then that we would give them the best start in life, raise them in a country that loves its children and, in the words of former Children's Commissioner Russell Wills, believes that how well you do in life should be determined by talent and hard work, not the wealth of your parents.

But the futures of 305,000 Kiwi kids are being determined by the wealth of their parents. These are children that face, and live through, hardship every day going without what so many of us consider as life's basics; shoes, enough food, raincoats, adequate clothing, tissues and plasters.

Hardship isn't a choice these children have made and how they got there is surrounded by controversy and myth. To clear up three of the biggest myths we spoke to Margaret Samson, principal of Edmonton Primary School, and Julie Chapman, KidsCan CEO.

Busting the three biggest myths about hardship

Myth: Hardship doesn't exist in New Zealand

Julie: People that deny hardship exists are effectively saying that, because some countries are worse than

New Zealand, children who are deprived here should just be grateful. It's not a competition. We're not a third world country.

Margaret: I know that some of my students don't come to school on the days when there's no food in the house.

Myth: Families are wasting their money on alcohol, cigarettes, gambling and poor budgeting.

Julie: Many families are spending more than 60% of their income on rent or mortgage payments. Not enough remains for food and other essentials such as transport, clothing and health.

Margaret: There are negative comments about how families must be wasting their money. In my community, this is not true. Mums and Dads are doing their best with what they have to work with. Often, through family circumstances, too many things happen all at once. If there are no reserves to cover hard times, then it is difficult to ever recover from those times.

Myth: Parents don't put their children first

Julie: I am dismayed at the lack of compassion some people show towards struggling families and, worse still, to the children who certainly did not choose to be born into hardship. I speak from first-hand experience when I say that the majority of families who live in hardship are good people who do want the best for their children.

Margaret: Mums and Dads are doing the best with what they have to work

with. The effort they go to in some cases, working two jobs to provide for their families is very humbling. To people who say parents don't put their children first I ask them to believe in every parents' desire to have the best for their children

The impact of hardship on children

Hardship has detrimental effects on children and one of Margaret's biggest concerns is the growing inequality gap. "The gap gets bigger for those who have and those who have not the means to a comfortable life. They deserve a break."

In fact, parents often make sacrifices for their children, "There can be nothing more soul destroying for a mother or father than not being able to adequately provide for their children." Says Julie, "I have come across many parents over the last ten years who regularly go hungry so that their children won't."

Those sacrifices and the support from KidsCan and the community does create hope. "I have a very special story of a boy who was below in his maths and literacy," says Margaret. "He came to me one day and said, 'this is the best day of my life! Today you gave me a new pair of shoes, you gave me breakfast and I got all my maths right.' This boy is now confident and willing to persevere and has the resilience to keep going. Education is the way out of this cycle."



Schools' Update

KidsCan's Amanda Farmilo visited several KidsCan partner schools across Taranaki, the Bay of Plenty and Whangarei and saw schools innovating to communicate with parents and engage students. She shared these stories with us:

“One of the main challenges for schools in low decile communities is engaging with parents who may work long hours, are under stress from lack of income and resources and who are struggling to make ends meet.

“Schools are engaging parents through some innovative responses, here are my favourite examples of how schools are reaching parents and students: Tawhero School in Whanganui has a special handshake! I was greeted by the principal and he got a good laugh out of me teaching me how to do it. He does it with all of the parents and students who come onto the school grounds, it breaks down barriers and gets people smiling. The principal has tons of energy and enthusiasm and sets the best example for facing challenges: using a positive attitude and a lot of genuine care.



“A school in Whanganui is focusing on engaging parents while providing for its students. They have set up a whanau room with food from KidsCan and parents can go there in the morning and put lunch together for their kids. This approach ensures children are provided for while still allowing parents to maintain care and responsibility for their children.

“These types of initiatives (for parents and students) are springing up around the country. A school in Whakatane runs a lunch club that provides all the elements for students to make their own sandwiches and many students make extra sandwiches to take home for dinner.

“Active lifestyles are also important and a school in the Bay of Plenty hosted a Coast to College event where 300 students and members of the community raced from the coast to their college using a variety of exercise methods.

“It's always good to see schools that are well established with KidsCan and clearly see the programmes working for the students who need them.”

- Amanda Farmilo, KidsCan School Communications & Research Executive

Programme update Health for Kids

Now that the cold days have finally arrived we have been busy ensuring that schools have what they need to limit the spread of winter coughs and colds. Two of our most popular items are boxes of tissues and pump bottles of hand sanitiser, which are available to all of our schools. Many of our schools have KidsCan Byotrol hand sanitising units installed on classroom and common area walls for easy access. Schools are able to order the product and refill these units themselves all year round.

Nits aren't worried about the cold weather – they just love a warm scalp! Nits and common skin conditions can be spread by sharing items like hats and we encourage schools and parents to make sure all hats are clearly named. Our champions are continuing to work hard to reduce head lice in schools. In winter they ensure that all children who are

treated have their hair thoroughly dried with a hair dryer to make sure they can return to class feeling warm and comfortable.

Our Super Nit Buster comb has been flying out the door and parents have been reporting back to us that they really do get every last egg. We have had some great results with these in our clinics also with some children who have had nits for long periods finally being nit-free!

Increasingly we're seeing a higher demand for everyday hygiene items such as sanitary products for young women that can't afford them. We've been providing feminine hygiene products to girls in need in all KidsCan partner schools and have provided 4,000 packets of feminine hygiene products in the last four months.



OVER

23,000



children have been checked by KidsCan Health Champions in 2016

in 2016

34,249

Waterproof fleece lined raincoats provided for children





In Our Own Backyard Business Profile

Southern Cross Horticulture

Tell us a little bit about Southern Cross Horticulture?

Southern Cross Horticulture is an organisation involved in all primary stages of kiwifruit specializing in nursery production, orchard construction, orchard establishment, and orchard management for high quality kiwifruit crops. Our purpose is to enhance the lives of our team, customers, shareholders, suppliers, and the community.

How did your organisation first become involved with KidsCan?

We had a team brainstorm and vote about organisations we could contribute to.

Such an inspired idea to support a child for each staff member, how did this come about?

Unfortunately, we are unable to at this stage to give our time so we thought financial assistance would be our best bet. We wanted each staff member to feel personally involved.

How would you describe the impact supporting Kiwi kids has had on your staff?

They were quite blown away about how KidsCan is having an increasing impact on the wider community. It also gave them a feel good feeling that they are a part of that impact.

What would you tell other businesses who are thinking about supporting KidsCan?

There are kids out there that don't have the same opportunities as other children and lack the basic essentials in life such as food, warm clothes and shoes. Without these essentials they find it very hard to focus on anything, especially learning. Imagine arriving at school wet and cold on an empty stomach. KidsCan provides essentials for these under privileged children raising them to the same level as their more privileged peers. KidsCan also give in a discrete manner so that these children do not feel any different to their peers.



KidsCan Staff Profile

Julia Haydon-Carr

How did you first get involved with KidsCan?

I first met Julie when I was working in my previous role at the Hawke's Bay DHB. I told her I would like to work for KidsCan one day (I was thinking in about 10 years' time). About 8 months later I applied for the Health for Kids Programme Manager role and was very lucky to get it.

What's your first memory of working for KidsCan?

I was in awe of the size of the warehouse and how much amazing stuff was in it!

Also, I loved our team meeting space and the cake we had following the team meeting!

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

I have spent my whole working life working with children in hardship and still find it hard to see such a big gap between the rich and the poor in New Zealand. I believe that all children are born with such potential and it's so hard to see that all children don't have equal opportunities to thrive.

What might people be surprised to know about you?

I am addicted to Sudoku! I have also jumped off and walked around the top of the sky tower.

What do you do when you aren't working?

My favourite thing to do to relax is to bake cakes (and try not to eat too many of them).



Supporters' Corner

Skoolbo

Skoolbo is an online game that immerses children into a learning world that helps them build stronger literacy, numeracy and language skills. The learning based game is available on all platforms including PC, Mac, IOS, Android and the Web free (forever!) for all KidsCan partner schools.

67% of our partner schools are using and loving Skoolbo. Its newest app Ruggedland Kiwi All Stars is tailored for New Zealand with Māori and Samoan language content, essential spelling as well as combining Kiwi kids love for rugby with their learning. Ruggedland is all about short bursts of focussed learning in a fun game environment: www.Rugged.co.nz.

Here's what our partner school teachers have said about Skoolbo:

"The children in my class love Skoolbo! They engage with the games and enjoy the competition in a stress-free way. As a teacher I rest easy knowing that the challenges they are undertaking are aligned to and support my classroom program. They can practice what they are learning without knowing they are learning!"

"I have used Skoolbo in my class for two years now. The children love the competition between each other trying to see who can lead our class leader-board. The recall of basic facts has noticeably improved for those who play it regularly as is the understanding of literacy skills."

Register your school today at: Skoolbo.co.nz



Kidscan and Star Trek: Beyond!

We were happy to be able to offer Star Trek fans an exciting opportunity to see Star Trek: Beyond before the rest of New Zealand – and it was a big hit!

We had two awesome Star Trek: Beyond auctions alongside the event that gave fans that missed out on tickets a chance to head to our advanced screening and to get some super cool collector's merchandise.

One lucky Star Trek fan also won our auction for a signed Star Trek: Beyond poster (signed by the film's biggest names: Karl Urban, Chris Pine, Zachary Quinto and John Cho) and a double pass to view Star Trek: Beyond in any New Zealand cinema.

Thanks to everyone who came along, not only did you get to see an advance screening of the movie, but you also helped to raise over \$4,500 for KidsCan and Kiwi kids going without the basics.

A BIG thanks to long time ambassador Karl Urban, Paramount Pictures and Event Cinemas who made this night possible. There were some very, very happy Star Trek fans!



Meridian Energy E-bill Switch

Thanks to all of the awesome Meridian Energy customers, that made the choice to switch from paper bills to e-bills, and in doing so not only reduced waste but helped to provide food for the kids we support.

Meridian Energy donated \$1 for every customer that made the switch, raising a huge \$8,500 which will help to fill hungry tummies so the children can focus on the important stuff – learning!



Thank You Letters!

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

Pukenui Primary School
Room 1
King St West
Te Kuiti

16 May 2016

Dear Kids Can
Thank you for having hope and faith in those kids that need jackets so they can stay warm and out of the rain. On behalf of Pukenui School we would like to thank you for giving us jackets. We really appreciate it.

THANK YOU!

Sincerely,
Barney Rawiri

Rm 16
Moerewa School

13/5/16

Thank you for caring about us and giving us warm clothes shoes and socks. They keep us warm so we dont freeze in the cold. Thanks for bringing us food and fruit they will keep us healthy for ever. by Phaze

Fundraisers in the Community

The upstairs gallery at Titirangi Lopdell House had children create amazing characters out of wooden pegs. We think they're awesome and everyone did a great job!

University of Canterbury social club opsoc (Opshop society) held a charity art auction and raised \$1,000 for KidsCan.



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.

- Apiculture NZ
- Athletes Foot
- Civil Contractors New Zealand Inc
- Hewlett Packard Enterprise Christchurch
- Kennard's Hire
- Meridian Energy Limited
- Mizuno
- Palmerston North Girls' High School
- Rangiora Earthquake Express
- Rotary Club Invercargill Sunrise
- Soft Solutions Ltd
- The Coffee Club
- Titan Cranes Limited
- University of Canterbury
- Worsler Bay School
- Z Energy
- Trust Waikato
- Whanganui Community Foundation
- Rotorua Energy Charitable Trust
- Geysler Community Foundation
- Pelorus Trust
- Maurice Paykel Charitable Trust
- Four Winds Foundation
- The Lion Foundation

KidsCan Key Partners



KidsCan Key Fundraising Partners



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