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News from our Backyard

Autumn 2017


Supporting Disadvantaged Kiwi Kids

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*KidsCan CEO and Founder,
Julie Chapman.*

CEO's Report

Term one has flown by for the KidsCan team and now that winter is fast approaching we are focused on getting orders for raincoats, shoes and socks out the door to our schools.

Our dedicated operations team will pick, pack and ship more than 60,000 of these items over the next few months so that children in need can stay warm and dry.

We now support 646 schools across New Zealand, having recently taken on another 25 schools who were waiting for support into our programmes.

Recently, young women going without feminine hygiene products has been in the news which is something we address.

KidsCan became aware about three years ago that some girls were missing school for a week every month because they were unable to afford these products.

Schools told us this was having a major impact on their learning and, as is the KidsCan way, we decided to do something about it. With a grant of \$25,000 from the Ministry of Social Development, we started providing pads and tampons for girls in our partner schools across the country.

We have continued with the programme since then and we are very pleased with the recent announcement by the MSD of a further \$50,000 grant towards this initiative. This funding will enable us to provide products for up to 2,000 girls for a year. We have already distributed over 4,000 packets of sanitary products this year and expect this to exceed 12,000 by the end of 2017.

I'm so proud that we are able to meet this need in our schools. It's just another way we can make it easier for students living in hardship to get to school in a position to learn.

Until next time, keep warm and take care.

Julie Chapman
KidsCan CEO and Founder

We now support 646 schools!

Welcome to these new partner schools:

- Alfriston College
- Coley Street School
- Edgecumbe Primary School
- Kawaha Point School
- Maeroa Intermediate
- Manaia Primary School
- Manurewa Central School
- Maramarua School
- Ohinewai School
- Ruakaka School
- Salisbury School
- Spreydon School
- St Joseph's School (Invercargill)
- St Mary MacKillop Catholic School
- Swanson Primary School
- Te Kohanga School
- Te Kura Kaupapa Maori o Nga Uri A Maui
- Te Kura Kaupapa Maori o Otepoti
- Te Waha o Rerekohu Area School
- TKKM o Harataunga
- TKKM o Hoani Waititi
- Tongariro School
- Waiopahu College
- Waitakere Seventh Day Adventist School
- Whakatane High School

Support a Kiwi kid in need

Together, we can make a difference for New Zealand children in need. There are over 2,350 children waiting for our help right now. Just 50c a day can help more kids in our own backyard get to school warm, dry and happy.

kidscan.org.nz | 09 478 1525



Opinion Piece

Janfrie Wakim, Co-Convenor Child Poverty Action Group

Child Poverty Action Group (CPAG) was established in Aotearoa - New Zealand in the early 1990s, in response to the calamitous cuts to State support of the nation's poorest families, introduced with what has been called the 'mother of all budgets' of 1991. Subsequently, vast numbers of children suffered from the harsh drop in their family's income, and many poverty-related issues became starkly evident.

A number of concerned people saw the desperate need and wanted to convince successive government to reinstate its support of those who would most benefit – the children. And so CPAG New Zealand was formed.

CPAG is a not-for-profit, non-government organisation which today has a core management committee of sixteen, some of whom are high calibre professional researchers, as well as a multitude of associates and regional networks across the nation. Most of these dedicated CPAG members are volunteers. Together we have worked hard to provide evidence of the hardship that blights the lives of about a quarter of our million children and to offer effective policies for improving their life chances.

Why children, people may ask? The answer is simple – because each child deserves the support needed to realise their potential and it is children who will be our nation's workforce. At present, too many are denied the opportunities they need to thrive.

Low-income families, do not have enough money to make ends meet and prevent the damaging effects of poverty on their children. As Dame Anne Salmond has said, "An aging society which does not care for its young has a death wish."

Clearly the children of too many families are becoming affected by the high cost of ordinary living expenses and the serious shortage of suitable, healthy homes. Many children go to school without lunch, and do not have a warm coat and decent shoes in winter. In this prosperous country, 295,000 children live below the income poverty line (less than 60% of the median wage after housing costs) while more than 85,000 children go without over half their essential needs on a daily basis. Around 40,000 hospitalisations of children every year for preventable illnesses occur that are linked to poverty and poor housing conditions, at vast cost to the children, their families and the country.

Some immediate relief is provided by organisations such as KidsCan. Reliance on the kindness and compassion of the public has become the norm to meet shortfalls in essential services, food and goods as is evidenced by the huge demands on KidsCan and other charities. We should protect our children from poverty, just as we have the elderly in Aotearoa-New Zealand. Then our children would no longer need charities for everyday items, or a Child Poverty Action Group.



Have you claimed your Donation Rebate?

Kiwis are great at giving, but we're not so great at claiming donation rebates back from IRD. In 2014, Kiwis claimed rebates for less than 50% of the donations they made. That's around \$200 million sitting with IRD that could be going back into the community.

What is a donation rebate?

When you make a donation of \$5 or more, you can claim up to a third of the amount back from IRD. And even better news, you can claim on any donations made over the past four years.

How to claim your donation rebate?

You can claim your tax rebate easily via the IRD by downloading and completing their Tax credit claim form (IR526) and providing receipts for any donations you have made. And it's entirely free!

For more, visit ird.govt.nz

Tax Management NZ offer another option with their new online form called Smart Donation. You don't have to provide receipts, Tax Management NZ source these for you. If you wish to donate your rebate back to a charity, Tax Management NZ will make sure the rebate goes directly to your charity of choice, rather than to you to on-donate. Smart Donation charge a small fee, capped at \$20, and if the rebate is under \$50 they will not charge at all.

For more, visit smartdonation.co.nz

Whatever option you choose, you can keep this rebate as a reward for your good deed or donate it back to a cause you feel passionate about, the decision is yours.



Schools' Update



“We are already into the second term of the year! School visits are well under way, with our staff having visited partner schools in Southland, Otago, Hawkes Bay, Waikato and Auckland so far.

“In talking with schools, we hear all about the ways that low decile communities struggle, but we also get some fantastic feedback on the ways that KidsCan programmes are helping. Many schools report anxiety amongst students over food insecurity, and this is often exhibited in poor behaviour and students being ‘hangry’. Having KidsCan food on hand – whether at a regular break time, or sometimes even during class – means that students can quickly fill their tummies and get back on track with their learning.

“It has also been great to visit some brand new KidsCan partner schools who came off our waiting list last term. One school principal we spoke to joined KidsCan because she became aware that families in her community were struggling but trying not to show it. She decided to stop assuming that because her

families were working that they were able to make ends meet. Most of the families are on low wages, and many struggle to be self-sufficient. She was excited to start receiving practical items from us and knows they will benefit her students greatly.

“As it gets colder, we are seeing more schools place orders for raincoats and shoes – our clothing items continue to be not only practical, but also popular with students. Socks in particular are a much-loved item, especially in schools where students leave their shoes at the door and walk around the classroom in socks.

“Our 2017 orchard plantings are also under way with three schools in Taupo, Coromandel and Whanganui so far. It has been great to see students actively involved not only in the planting days, but with the continual upkeep of these orchards. It will be very satisfying for these students once the orchards have matured and they get to enjoy the ‘fruit’ of their labour!”

Amanda Farmilo
KidsCan Schools Manager



Programme update

Health for Kids

“Feminine hygiene is an area not often discussed but has been receiving media attention recently. Upon having schools report that some girls were not turning up to school due to lack of access to sanitary products and that many teachers were buying them out of their own money, KidsCan decided to add these products to the health range in 2015 and have been supplying these since that time.

“Initial funding for this programme came from the Ministry of Social Development, however since this funding has run out we have received some very generous donations which has meant that we have been able to buy products specifically for this purpose.

“In 2016 we provided 8,300 packets of sanitary product to girls in more than 280 schools. Although many of these were high schools and intermediates, an increasing number of primary

schools are also requesting these products. Access to feminine hygiene products is an important area where KidsCan helps to remove a barrier that meant some girls were not attending school thus were not getting the opportunity to learn. It is also an important issue that causes embarrassment and impacts on self-esteem.”

Julia Haydon-Carr
KidsCan Health for Kids Programme Manager

In 2016 KidsCan provided

 **8,300**

packets of sanitary products to over

280 
schools

In Their Own Words



*In our own Backyard
Supporter Profile*

Bonnie Lynch

How did you first get involved with KidsCan?

“When we moved to New Zealand from Australia 4 years ago, we wanted to support a local charity that was helping Kiwi kids – KidsCan couldn’t have been a better fit!”

What made you want to join the monthly giving programme?

“I loved that I could see exactly what items our donation would be helping to provide to children. The thought of being able to help give a child a warm jacket and a pair of shoes & socks was very appealing!”

What was your first impression of KidsCan?

“I was amazed at the range and quantity of products that KidsCan provides to schools for children in need. I also felt very comfortable committing an ongoing donation to a charity with a national presence and such a good reputation.”

What would you say are some of your strongest beliefs about child hardship in New Zealand?

“Firstly, I think most people underestimate the extent of the problem – we are a ‘first world’ country after all, yet so many families are struggling. Secondly, education is the best gift we can give our children and this can be negatively impacted if their basic material needs aren’t being met. It is amazing that KidsCan can help alleviate some of these issues such as hunger and warmth to help improve learning at school.”

What do you do in your spare time?

“We have two young boys so I don’t have loads of spare time, but when I do I make the most of it with some good food and wine, at the movies or working on a sewing project if I’m feeling crafty.”

What would you tell someone who is thinking about donating to KidsCan?

“Do it, you won’t regret it for a second. Your small monthly donation will make a big difference to the life of a New Zealand child and at the same time help KidsCan keep doing their amazing work. \$15 a month is less than 50c a day... not much at all when you think about the impact it will have.”



KidsCan Staff Profile

Stephen Langston

Operations & Warehouse Support

How did you first get involved with KidsCan?

“Aroha (KidsCan Warehouse and Distributor Supervisor) and I worked together for 25 years at ITW. Eight months into my retirement, Aroha contacted me to see if I wished to work in the KidsCan warehouse for two days a week.”

What’s your first memory of working for KidsCan?

“The staff culture with their passion to provide help for the children living in hardship.”

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

“I find it hard to believe that New Zealand has a problem of child hardship at this magnitude.”

What might people be surprised to know about you?

“That I spent 15 of the 20 years I worked in the North West of Western Australia cooking.”

What do you do when you aren’t working?

“When I’m not working, I’m spending time with my wife Karen and our four children. Otherwise, I’ll be fishing in the Hauraki Gulf.”



Supporters' Corner



Pork Pie Charity Run!

60 teams, 123 incredible individuals, one baby named Frank and over \$220,000 raised for Kiwi kids in hardship from the Pork Pie Charity Run!

Over Easter weekend, the biennial event saw 60 MINI's of all ages, sizes and shapes drive the length of the country from Kaitiāia to Invercargill collecting donations and support along the way. The six-day trip covered more than 2,500kms and shared thousands of smiles and laughs with the country's biggest cities and smallest towns, helping to spread the KidsCan story far and wide.

The KidsCan team would like to personally thank event organisers Murray and Annie Hemsley who once again worked incredibly hard to create another fantastic Pork Pie Charity Run.

What an amazing job! A big thank you must also be given to the team at MINI who supported the event once again and provided the KidsCan Cab Team with a beautiful MINI to drive the length of New Zealand. And how can we forget the 60 teams who took part in the run, many for their 4th and 5th times, raising over \$220,000 through a combination of sponsorships, online donations and good ol' fashioned bucket rattling. You are the reason this very special event receives so much media attention and is celebrated by young and old.

The funds raised will go towards delivering more practical support to Kiwi kids who need it most, so they can get to the start line every day.

KidsCan kids star in Meridian Energy 'Kākāpō Kingdom' episodes

KidsCan Principal Partner, Meridian Energy, recently worked with Titahi Bay Primary to film some talented kids to star in the 'Kākāpō Kingdom' video episodes in support of Kākāpō Recovery. The episodes aim to shed light on the little-known facts of this endangered native bird, with a twist! The kids were lucky enough to work with television personality Jeremy Wells and were awarded trophies to recognise their hard work on screen. A big thanks to Meridian Energy for providing a KidsCan partner school with this special opportunity. Who knows... these kids might have a future in television one day?

To view the episodes, visit: meridianenergy.co.nz/Kakapo-recovery-programme



Kennards Hire getting behind Kiwi kids

Our friends at Kennards Hire have been busy raising thousands for Kiwi kids living in hardship with their 'Kennards For Kids' campaign. During March and April, Kennards Hire generously donated \$2 from every hire made, and we were lucky enough to benefit from their support again in 2017.

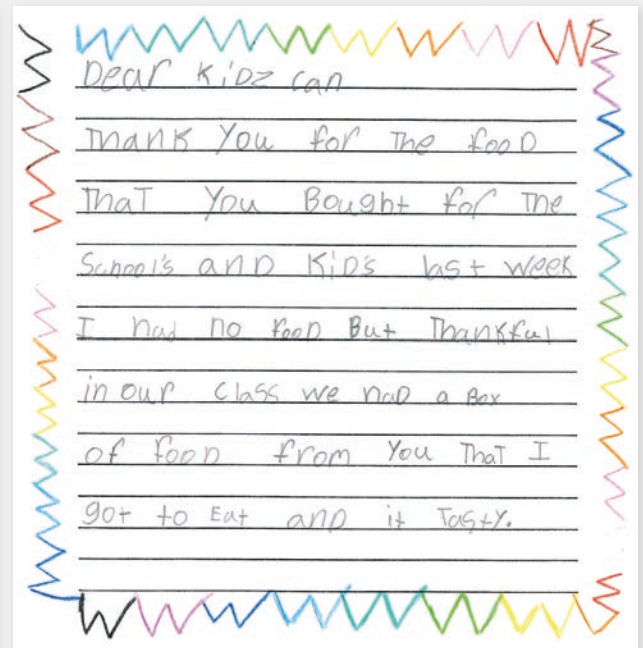
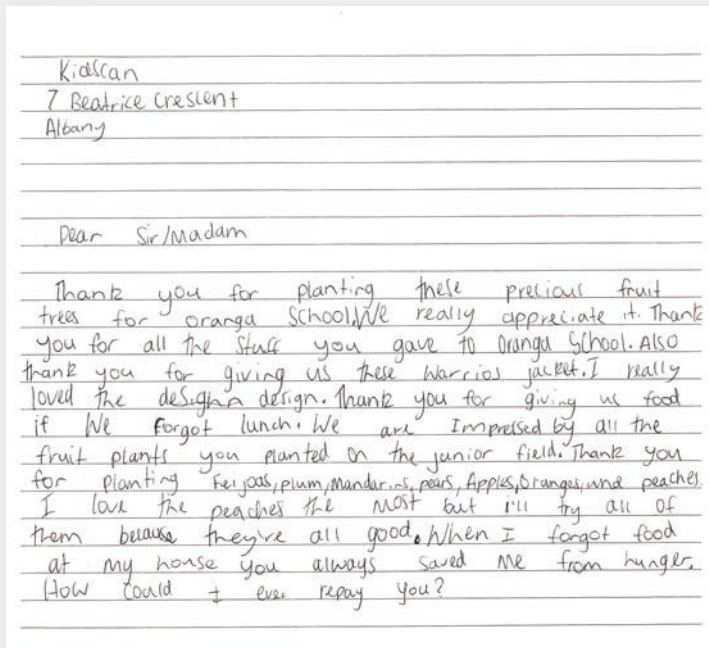
Tom Kimber, General Manager of Kennards Hire New Zealand says, "After three years of partnership between KidsCan and Kennards Hire we have seen

many children fed, taught, cared for and clothed as a direct result of our partnership, which is truly heart-warming - from both a personal and professional viewpoint." Thanks Kennards Hire and your customers - your support really is creating hope for New Zealand children.



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



Jessie Rose Foote of Whangarei painted this masterpiece of Adele which raised \$760 for KidsCan!

A huge thank you to the New Zealand Certified Builders Association for their generous donation of \$5,000!



GET READY TO GET CRAZY!

The annual KidsCan Mufti Day has had a makeover and we are really excited to announce our first ever 'Get a little Crazy for KidsCan' Day!

On **Friday 11 August**, we invite your whole company or school to get a little crazy to raise funds for KidsCan. Whether it's getting creative with your hair, fancy fingernails or silly shoes, or bringing in some bizarre baking - it's totally up to you!



Crazy Hair

Blue? Spikes? A bird's nest? Come to work with your most out-there hair.



Silly Shoes

Flash up your jandals or light up your laces. Step out in crazy style.



Freaky Fingernails

Give your fingers a mega makeover. You have ten to decorate!



Bizarre Baking

Rainbow cupcakes or monster muffins, crazy never tasted so good.

Your donations will help KidsCan to provide food, clothing, shoes and health care products to Kiwi kids in need.

To join in the fun, register at kidscan.org.nz/getcrazy

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 New Zealand children in need.

- ANZ Migrant Team
- Dimock Charitable Trust
- The Flight Centre Foundation
- Gawith Deans Family Trust
- Hamilton Boys' High School
- King Beats Festival
- Kwanto Limited
- Lactic Turkey
- Meridian Energy
- New Zealand Lottery Grants Board – National Community
- NZ Scout Association
- Platform Print Limited
- Proactive Fire Protection
- Queensgate Shopping Centre
- Restoration Projects PTY LTD
- Scotts College
- Trillian Trust Inc
- United States Airforce – Antarctic Operations
- Vodafone Warriors
- Xigo Limited

KidsCan Key Partners



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