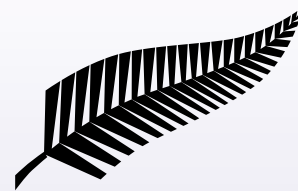


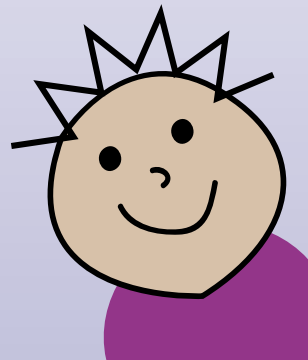
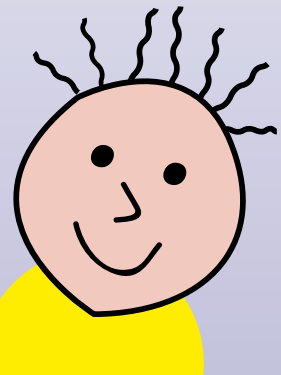


Official charity of the



ALL BLACKS[®]

**Supporting The Education of Children
'In Our Own Backyard'**



Intro_{duction}

Education equals opportunity! Unfortunately in New Zealand thousands of children live their lives in extreme poverty, going without the basics most of us take for granted and this has a major impact on their ability to learn and participate at school so they can reach their full potential.

So what is daily life REALLY like for the more than 200,000 New Zealand children living in poverty? These are New Zealand's forgotten children who exist in a world where they cannot be sure of having three meals a day, suitable clothing and heating in their home in winter. It means getting sicker more often, shortened life expectancy, poor nutritional status and not achieving age-appropriate developmental milestones. It means missing out on school excursions and not being able to participate fully in classroom activities; which leads to social isolation, feelings of worthlessness, loneliness and alienation.

Without direct intervention children living in poverty very rarely catch up as their ability to access opportunities that are available to more fortunate children is reduced and so... the cycle of poverty starts all over again. The good news is there are simple tangible things that can be done to enhance the capability of New Zealand children less fortunate than others so they can grow into adults who can make a positive contribution to society.

KidsCan StandTall Charitable Trust is a national charity dedicated to ensuring all Kiwi kids affected by poverty can look forward to a brighter future. Founded in August 2005 by Julie Helson and Carl Sunderland the KidsCan StandTall delivers targeted programmes which remove the physical barriers preventing children in low decile schools from getting the most out of their education. These tangible initiatives currently support the education of more than 25,000 children each year in 102 low decile schools across New Zealand ensuring they get through the school gate in a better position to learn.

The demand for our programmes is such that we now have more than 30,000 children in 115 low decile schools across New Zealand waiting for our support. We want all New Zealanders to get involved! There are many ways you can support us and help to reduce our waiting list to ensure no child in our country goes without the basics they need for a healthy happy life.



How is KidsCan StandTall making a tangible difference?

KidsCan StandTall was founded on the back of research conducted in 80 low decile schools which identified the top three things children were missing out on which was preventing them from getting through the school gates in a position to learn. Our first programme 'Raincoats for Kids' was launched in 2006 at Weymouth Primary School in Auckland. From there two more programmes were implemented and overviews of all are provided below.

'Raincoats for Kids'

Low decile schools report high rates of absence in winter as many children simply do not own a raincoat. We provide over 10,000 free adidas raincoats to children from low income families each year, ensuring they arrive at school warm, dry and in a better position to learn. So far 25,000 children in 102 low decile schools around the country have received coats

'Food for Kids'

Children living in poverty can never be sure of receiving three meals a day, often filling their tummies on what they get out of the school water fountain. I am sure you will agree all kids deserve to have full tummies, regardless of whether their parents are good people struggling to make ends meet or those who waste money and neglect their responsibilities. The KidsCan 'Food for Kids' programme currently provides free food at school for over 8,500 financially disadvantaged children a week (this equates to 240,000 meals a year). This

programme has had a remarkable effect on improving learning ability and concentration levels in class.

'Shoes for Kids'

Provides free quality footwear and socks for children who consistently come to school in winter without shoes or with shoes that are in bad condition. Before the programme was introduced many of the schools we now support reported that they had to sellotape or staple kids shoes together as they were often falling apart. 'Shoes for Kids' (proudly supported by Number 1 Shoes) reduces foot injury and illness and keeps little feet warm and dry in winter. So far more than 5,000 pairs of shoes have been given to children throughout New Zealand.

StandTall (launch February 2009)

StandTall is a motivational programme developed to capitalise on the research conducted by Massey University Research in 2006 which found the KidsCan StandTall programmes increase attendance at school, pride and the self-esteem. The aim of the

'StandTall' is to provide inspirational and challenging opportunities, underpinned by core values for children who don't experience life beyond the corner dairy. Successful New Zealand business, sports, arts and entertainment personalities act as StandTall Ambassadors/Role Models developing positive relationships with them and the school they attend.



We support children in 102 Schools and counting...

Finlayson Park School, Manurewa
Kelvin Road School, Papakura
Te Horo School, Whangarei
Kawakawa Primary School, Kawakawa
Peterhead School, Flaxmere
Porangahau School, Central Hawkes Bay
Omarumutu School, Opotiki
New Brighton Catholic, Christchurch
St Patrick's School, Dunedin
Muriwai School, Gisborne
Te Kura o Hato Hohepa, Kaeo
New River Primary, Invercargill
Paeroa Central School, Paeroa
Pukenui School, Kaitaia
Wymondley Road School, Otara
Te Kura Whakapumau i Te Reo, Christchurch
Central New Brighton School, Christchurch
Glenmoor School, Christchurch
Favona School, Otara
Pukeatua School, Lower Hutt
Opotiki School, Opotiki
Prospect School, Auckland
TKKM o te Tonga o Hokianga, Far North
Mangere Central School, Auckland
Waterview Primary School, Auckland
Naenae Primary School, Lower Hutt
Miramar South School, Wellington
St Patrick's School Nightcaps, Southland
Te Matauranga, Auckland
Allandale School, Whakatane
Robertson Road School, Mangere
Refugee Services Aotearoa New Zealand, Mangere
Te Kura Kaupapa Maori o Waioweka, Opotiki
Te Kura Kaupapa Maori o Te Whanau Christchurch
Otahuhu Primary School, Otahuhu

Homai Primary School, Manurewa
Forest Lake School, Hamilton
Waipawa School, Waipawa
Tiaho Primary School, Wairoa
Peria School, Kaitaia
Picton School, Picton
Wairoa Primary School, Wairoa
Wairakei Primary School, Taupo
Waitara Central School, Taranaki
Umawera School, Okaihau
Oceanview Heights School, Timaru
Kaitaia Intermediate, Kaitaia
Te Kura O Hato Maria, Northland
Haypark School, Mt Roskill
Aorangi School, Christchurch
Bromley School, Christchurch
Rata Street School, Lower Hutt
Broadwood Area School, Far North
Cannons Creek School, Porirua
Flat Bush School, Auckland
Glenbrae School, Auckland
Mamaku School, Rotorua
Rhode Street School, Hamilton
Taitoko School, Levin
Taipa Area School, Northland
Gilberthorpe School, Christchurch
St Joseph's Catholic School, Matata
Owhata Primary, Rotorua
Ramanui School, Taranaki
Keith Street School, Wanganui
St Anne's School, Manurewa
Herekino School, Kaitaia, Far North
Te Kura Mana Maori o Matahi, Whakatane
Cosgrove School, Papakura
Weymouth Primary, Manukau

Western Heights Primary, Rotorua
Flaxmere School, Flaxmere
Waitara East School, Waitara
Churton Park School, Wanganui
Coley Street School, Foxton
Dominion Road School, Auckland
Linwood North Primary, Christchurch
MT Cook School, Wellington
David Henry School, Tokoroa
Weymouth Intermediate, Manurewa
Randwick Park School, Manurewa
Waverley Primary School, Taranaki
Bairds Mainfreight School, Otara
Wainoni Primary School, Christchurch
Ashbrook School, Opotiki
Horohoro School, Rotorua
Paparaoare School, Awanui
Totara Grove School, Whangarei
Tui Glen School, Lower Hutt
Matauri Bay School, Far North
Kelston Intermediate School, Auckland
Leabank Primary School, Auckland
Te Kura Taumata O Panguru, Northland
Te Kura o Torere, Opotiki
Te Whanau-a-Apanui Area School, Opotiki
Onehunga Primary, Auckland
James Street School, Whakatane
East Tamaki School, Auckland
Lakeview School, Masterton, Wairarapa
Te Kura o Waima, Kaikohe, Far North
Kaitoke School, Auckland
St Joseph's School, South Taranaki



Summary of Massey University Research

Below is an overview of the research released by Massey University in 2007:

A programme tackling child poverty by giving raincoats to children at low decile schools has done more than simply keep kids dry – it has boosted their self-esteem, pride in their school and attendance in the process. Professor Mike O'Brien, who teaches and researches social policy at Massey's School of Social and Cultural Studies, has just evaluated the free raincoat scheme provided by the KidsCan Charitable Trust - believed to be unique internationally. A concurrent scheme provides free low sugar, low fat muesli bars which have protein and fruit for a quick nutrition boost to children in poorer areas. He found that many children were so proud of their quality black adidas rain jackets adorned with the All Black fern logo that they wore them rain or shine. "It is resoundingly clear that gifting of a normally expensive and quality item has made a huge impression on the children for whom this rarely, if ever, occurs," he says in the just-released report titled Full Tummies and Dry Clothes: Evaluating the KidsCan Programmes.

"The All Black logo has also played an important part. Reports of some children

wearing them every day and all day and of all children taking much more care of their raincoats than any other item of clothing is clear evidence of this. Furthermore, there are numerous reports that it has lifted self-esteem and pride in both themselves and their schools," he noted. Anecdotal evidence suggested that having a raincoat meant more children attended school on rainy days, when they might otherwise have stayed home because they lacked one. A food distribution programme offering free muesli bars and pottles of fruit to hungry children was also deemed successful by the report.

Lack of food is widely believed to interfere with a child's ability to concentrate, learn and behave well. The study, through recording teachers' and principals' observations, confirmed that offering a nutritious health bar and fruit pottle definitely helped children who may have had no breakfast or lunch to cope with classroom work. The availability of food at school had been pivotal in extreme cases of deprivation, such as reported by one school principal who told Professor O'Brien; "There are

children who don't have dinner. They might get some bread and make a sandwich. They might then come to school with no breakfast. And you can see the unhappiness they bring with them. (It's) on their faces, you can see them walking to school unhappy at the beginning of the day and you can ask what's up and they say, 'I'm hungry' ... They fill their tummies on what they get out of the water fountain."

"If it is true that children 'fill their tummies on what they get out of the water fountain' this is indeed an indication of a serious level of hunger faced by some children in New Zealand today. Perhaps the government should seriously consider taking responsibility for ensuring all children are adequately fed, until such time as poverty is eradicated in New Zealand."



Executive Director

Julie Helson is the General Manager and founding Trustee of KidsCan with over nine years experience in senior roles within the not for profit sector. She is responsible for Programme Development, Key Partnerships with corporate companies, events, public relations and the overall management of the Trust.

Programme Director

Carl Sunderland is the Operations Manager of KidsCan and founding Trustee. Carl is a qualified teacher and holds a degree in Psychology. Carl has a particular interest in the welfare of children who are affected by poverty and learning difficulties and works closely with our partner schools to ensure our programmes are delivered in a professional effective manner.

Trustees

Rick Shera Chairman: Rick is a partner at Lowndes Jordan, he is an expert in information and communication technology law (particularly internet law), and has a master's degree in internet and copyright law. He is a founding member of the Auckland District Law Society's Law and Technology Committee and is Chair of NetSafe the internet safety group and Hector's World Limited, world leading not-for-profit organisations pioneering cybersafety in the use of ICT.

Craig Forbes: Craig is the founder and director of Kinetik Visual Communications which has been involved with KidsCan Charitable Trust from its conception. He has been in the advertising and marketing Industry for over 25 years working on a range of local and national accounts. With extensive knowledge in all aspects of marketing communications, Craig contributes volumes of experience and "know-how" to KidsCan projects

Hayley Thow: Hayley is the Sales Manager for TelstraClear, and has been a part of their sales team for the past nine years, creating business solutions to suit commercial client's needs. She has a bachelor's degree in Business and various qualifications relating to sales and management.

Amanda Hotchin: Amanda became a trustee of KidsCan StandTall in April 2008; with a background in Marketing Management Amanda saw this opportunity as a chance to truly make a difference. Before becoming a Trustee Amanda volunteered her time to KidsCan assisting with the distribution of raincoats and food for children in the low decile schools we support.

Patrons & Ambassadors

Doug Howlett (Founding Patron) Ali Williams (Founding Patron), Martin Henderson (International Ambassador), Karl Urban (International Ambassador), Claire Chitham, John "Cocksy" Cocks, Kimberley Crossman, Grant Fox, James Franklin, Noah Hickey, Claire Kingan-Jones, Jordan Luck, Mike McRoberts, Jeetan Patel, Donald Reid, Miriama Smith, Carolyn Taylor.



Financial Accountability Policy

To achieve honest and prudent financial management of the KidsCan Charitable Trust:

- There will always be two Trustee signatories on each cheque written
- Any individual or closely related payments totalling \$30,000 or over will need approval from the Board before payment
- Any cheques for any of the above must be signed by one or two of the other Trustees dependent on amount
- A financial report for the preceding period (two months) will be provided for each executive meeting
- An annual budget will be decided by the Board in December each year and any expenditure over the budgeted amount must be approved by the Board
- No overdraft facilities will be entered into without the written consent of the Board
- Payment of GST and PAYE by the due date will be the responsibility of the Office Manager
- Financial accounts will be prepared annually by an independent Chartered Accountant
- An annual audit will be completed by April each year and an interim audit completed by September
- All records shall be kept for a minimum of seven years in a secure setting
- Back ups will be made of all financial documentation monthly and stored in a secure location off site

Accountant

Murray Bell

Inspired Business Solutions

Phone: 09 309 2561

Auditor

Peter Conaglen

Integrity Audits

Phone: 09 268 2538

Legal Advisors

Lowndes Jordan

Auckland

Phone: 09 309 2500

