

HELPING TO PREVENT BULLYING AND CHILD ABUSE



## Annual Review 2007/2008



## Michele Elliott, OBE



**We work hard to change the world by changing attitudes, changing techniques, inspired by the image of those children who take their first brave step by climbing the tall staircase here at Kidscape.**

Even after all these years, I still get a thrill when I walk into our lunch room, half way through a Zap day. Early in the morning, parents and children gather in the London townhouse where Kidscape maintains its office. They climb the stairs, slowly, and often silently, even reluctantly. Parents look wary, but hopeful; the children resigned, fearful or resentful - now and then a few have run away, or burst into tears. My staff are ready with the stick on name tags and the jolly chat, until the group parts, the children off to their own meeting, the parents getting ready for their separate gathering.

The Kidscape staff knows the stories behind these nine to fifteen year olds. There's the one with autism, who's dropped out of school since the bully broke his leg. There's the girl with red hair, who carved her arm with a penknife when the teasing became impossible. And those who are solitary, friendless, loathing their lives, and themselves - their wounds are invisible, but damaging.

By lunchtime we'll see the beginning of the changes. Amidst the debris of a pizza lunch, the laughs ring out - in one corner a group of boys compete to see who can eat the most pizza (that would be nine slices), two girls are giggling over a joke, and a group is playing tag. I remember a father who could hardly stem his tears as he watched - "It's been years since I've seen other children actually play with my son," he said, touched that this most vital part of childhood might again be part of his son's life.

Is it that simple? No - but for most, the sense of camaraderie, the assertiveness techniques they're taught, the recognition that they have a right to be safe, begin a transformation that, with their families' help, will equip them with new skills, and new attitudes. For 80-90% of them, they'll be able to end their bullying. It is, for many of these children, truly life-saving.

## What is Kidscape?



**For a very small charity  
with a limited budget,  
we make a large impact.**

Kidscape's expertise with children's issues has developed over the last 24 years since Michele Elliott, a school psychologist, started the charity. Though its original goal was to keep children safe, as Kidscape's impact grew, Michele received more and more requests for help with children being bullied in schools.

Kidscape began ground-breaking work to contradict the general attitude that shrugged off bullying as harmless. Now most of us know that a school that tolerates bullying is not keeping students safe, and that the consequences of such aggression can be tragic. Our own surveys reveal how widespread bullying is, no matter the gender, background, or location of pupils. Kidscape's decades of working to change attitudes and behaviour underpins the government's adoption, in 1999, of the requirement that every school needs to have an anti-bullying policy - and to follow it.

Kidscape has many features:

- At the very heart of Kidscape lie the ZAP workshops that make all the difference to these vulnerable children.
- Kidscape's training is used by schools and community groups.
- Our publications are downloaded or purchased by the thousands.
- We maintain a website with up to the minute information for all purposes and free, downloadable literature.
- Our phone line for parents and carers handles thousands of calls for support.
- We consult with government and organisations working to formulate policy on issues like child abuse and other aspects of child protection.

Dear all at Kidscape,

We would like to send a huge thank you to all of you for running a remarkable organisation. My son loved every moment of the day and has been bouncing about with a spring in his step and his head held up high. He probably does not fully realise what he has learnt in the workshop, but I know it has given him a tremendous boost to his confidence and new life-skills... to help him say goodbye to being a victim.

letter from father of a ZAP participant

## ZAP Workshops



Bullying blights academic achievement, the development of confidence, and long term prospects for health and happiness - and in severe cases, can end in bodily harm.

**This year we began to lay the ground work for extending ZAP sessions regionally, and filled every one of our sessions. We are also seeking to extend the number we can handle.**

Severely bullied children from nine to fifteen can apply for a free, day-long workshop that will help set them on the road to change. The day includes specially adapted assertiveness techniques, some relaxation exercises, help with understanding the process of bullying, and ways to stop it. Even posture and eye contact come under discussion, with practice and role-playing to finish the day. The mood is positive and practical, not a rehearsal of the past.

We meet all sorts of children here - over half have contemplated suicide, or have a history of self harm; others have been withdrawn from schools that could not protect them, and are being home-schooled. Many of our ZAP kids come before they enter secondary school, hoping for a fresh start.

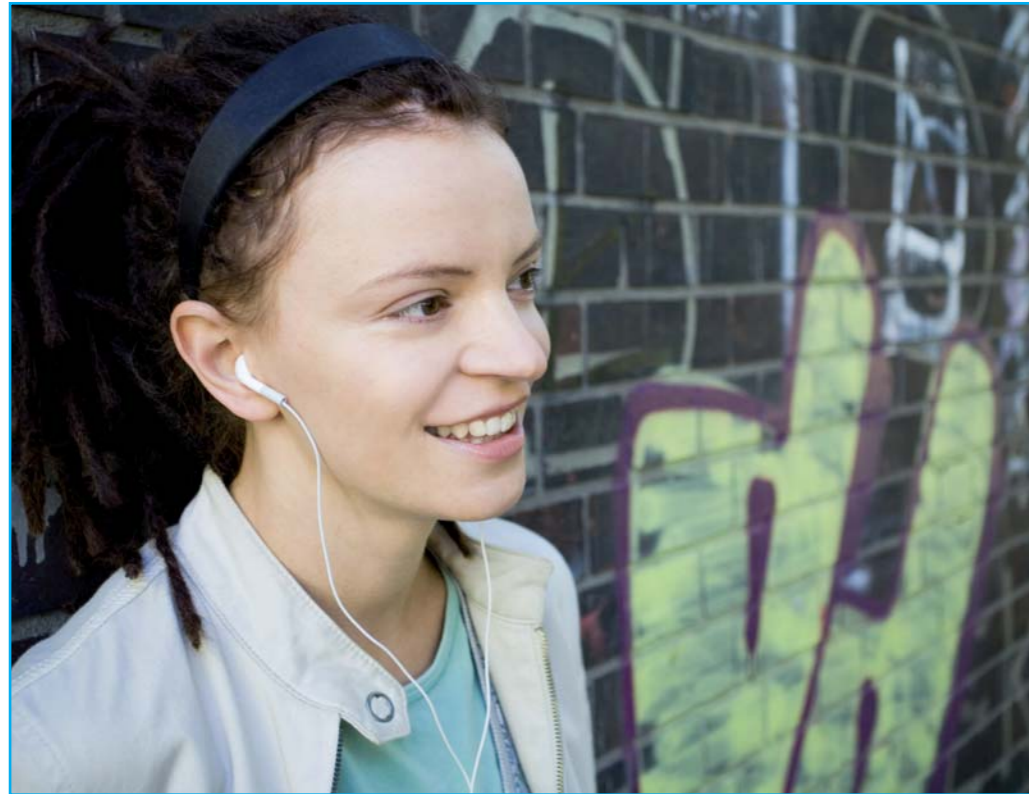
Children come away with real knowledge - a "toolbox" of skills. Even more importantly, they begin to make friends, as they look around and see other children in their situation who are bright, funny, kind or interesting. Many keep in contact by email or meet up later - a supportive circle of friends.

“ When I came to Kidscape and sat down with the other parents, I felt as if I were among friends. It wasn't just that I could speak freely, and feel understood - or that I heard other stories that were much worse than ours. It was helpful to hear just what we can expect from a school, to figure out some new approaches, and to learn the proactive and practical things Kidscape teaches to help the children. When John came in that afternoon with a big smile on his face, I thought we were really on our way, with ideas and the strength to carry on.”

**Mother of a ten year old boy.**

## SERVICES

## PAZAP



The box of tissues is prominent when parents gather for their own PAZAP, an informal meeting led by a staff member or two that offers guidance, and follows the needs of the group.

Most groups are very disparate - different backgrounds, accents, geography, parenting style may at first make it seem they might not work together well. But they share many experiences - the frustration of being able to protect their child, the difficulties of dealing with schools that may be ignoring the bullies and blaming the victims, or staff who use inappropriate and ineffective anti-bullying techniques. Often these are caring parents who have raised thoughtful and kind children, whom the bullies look on as easy targets.

We furnish all with Kidscape's printed materials to take home, then open discussion - many want to ventilate, others, to weep, still others bring innovative ideas to share with the group, as well as information about, for instance, home schooling. The Kidscape trainer teaches the techniques that are being learned by their children - as the family is very much a part of the process of helping the children with these new skills.

There is no other charity in the UK providing such free, face to face workshops, and demand is very high.

"I am training as a therapist, and planning to work with children, so my part-time job at Kidscape is just perfect. I have learned to be a good listener - often people need to talk. I want them to know they are understood, that there are things they can do, and that no one has a right to bully. The stories can be awful, and it's so satisfying when the caller says she feels like she knows what to do now. Helping your child can require lots of courage and energy, and people are welcome to call back. And we can suggest they apply for a ZAP to get the changes started."

**Rosemary**

## Helpline

Our phone lines (08451 205 204) are constantly busy - discouraging to those who can't get through. This year we had more than 8,000 calls that we were able to answer. Parents and other adults - we get grandparents and teachers, too - may need an hour to talk through their concerns and discuss the next steps. We help parents learn how to support their child, how to boost their assertiveness, to know children's rights and schools' responsibilities, and how to work effectively with a school. We monitor calls and collect information from callers that gives us an insight into patterns of school aggression.

This year we concentrated on recruiting and training new phone advisors, and exploring extending the hours when an advisor is available. At present we are open Monday-Friday from 10am-4pm, and we are raising funds to extend these hours.



"The 'Stand by your Child' organisation here in Poland was a very new idea when we began it in 1998. There was no thought of how to deal with bullying, among other children's problems. By 2004 we began to concentrate on bullied children, and soon made contact with Kidscape, after we found them on the internet. We received a grant from the British Council in Warsaw that enabled us to begin, even travelling to London to receive training, then bringing Claude Knights to Warsaw. This year we trained more than 500 teachers, and organised workshops for psychologists and pedagogues from all over Poland, and workshops for children, too. In June we received a large grant that will keep us going for another two years, and underwrites closer cooperation with Kidscape. It means our relationship with Kidscape is not only a summer love but a long term partnership!"

**Joanna**

## Training

As a small charity with big ambitions, we rely on our training arm to spread the knowledge widely. We serve schools and community organisations like foster carers with a wide range of workshops, both inhouse and onsite - and even abroad, where Kidscape has been instrumental in several anti-bullying initiatives in the U.S., Australia, and Poland. We offer:

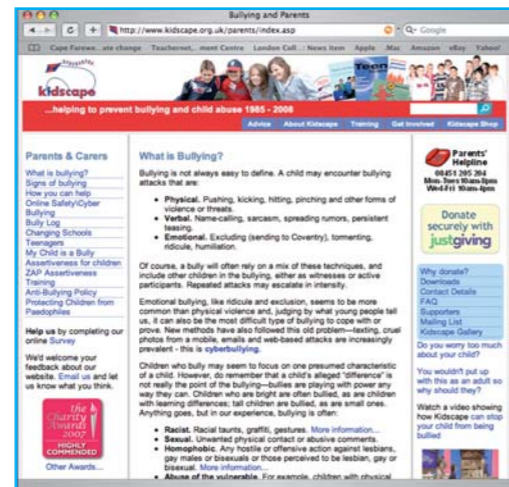
- Anti-bullying courses that enable participants to identify vulnerable children, create listening environments and equip young people with "bully-proofing" tools
- Workshops for staff with a lead role in creating anti-bullying policies
- Awareness raising sessions for staff and parents regarding the changing face of bullying, especially the role of new technologies
- Training and support for staff setting up a peer support scheme
- Child protection courses, basic and advanced

## Website and Publication

Our website (www.kidscape.org.uk) is the first step for many in their search for help with bullying. Our goal is to offer information for parents, teachers and children, an introduction to our services and resources, as well as a warm welcome. Our in house team work constantly to fine tune the site and to add timely information - as technology adds more ways to bully, we offer more ways to block it, for instance. And usage is up by 25%, to more than two and a half million successful page visits.

Our web services were improved this year by spinning off an independent website dedicated to activities and information to increase the impact of Anti-Bullying Week. With the click of a mouse, a teacher could download posters, or get a good grounding in strategy; a child could discover innovative ways to raise money or stage an activity. We hope to add to and tailor this website each year.

Our website also offers a bargain - many of our pamphlets and informational booklets can be downloaded for free, a real convenience to many. For the first time, we are able to offer online ordering and payment for those who would prefer a printed publication, or a bulk order; orders are consequently up. New this year, too, is a book that's the result of two years' work - "Dealing with Bullying: a training guide for teachers of children and young people with special needs" is ground-breaking. Children with special needs - those with autism and asperger's syndrome, asthma, cancer, learning difficulties have all been among the children who come to our Zap sessions; that some of the most vulnerable among the school population are the targets for often violent bullying is a sad truth.



This is a really friendly website, this is important so that if children need help they will not feel intimidated or alienated. Fantastic work!

## Michele's OBE

It was a proud day for Kidscape when founder and head Michele Elliott went to meet the Queen. In February 2008 she went for her Investiture with an OBE. Proud husband Ed and sons James and Charles in their morning suits and top hats joined her - Michele was a picture in her own regalia. The staff was on the watch from our windows as the family walked across from Buckingham Palace, just across the street; we were ready with the champagne - and a crown to match.

Michele was also runner up in the competition to be named best principal in a charity, sponsored by the Charity Times, while Kidscape itself was runner up in the Charity Commission's awards for youth charity.

At the Palace: Charles, Michele, Ed and James Elliott.



## ZAP Reunions

Nearly as exciting as the big benefit party, only with cupcakes, the ZAP Reunions were an innovation this year. Scheduled for children and their families, the parties were all-go from the start, as parents shared new developments and children chattered. Events and campaigns coordinator Jess Leigh had organised a talented magician (who admitted he'd been bullied as a child), relay races, and cup-cake-decorating for the younger children; another day, the teenagers had the world at their feet as they rode the London Eye, then picnicked beneath it. Seeing each other again was a joy all round.



## Kidscape (The Party)

When William Stobart of Stobart Enterprises and Kevin Parke, of Coca Cola Enterprises Ltd, get together, they are capable of producing something with all the fizz of Coca Cola and all the power of one of those Stobart trucks. And when they decided to hold a fund-raising party for Kidscape, an unforgettable evening - and more than a quarter of a million pounds - resulted. The ballroom of the Grosvenor House Hotel was packed, with an audience that was dazzled by Westlife and Sugababes as they performed, with co-hosts Alan Carr and June Sarpong, Amanda and Chico also in the spotlight. Sabrina Beevor and Sam Cheney spoke on behalf of Kidscape, and reminded the crowd of the miracles their support could produce.



## Fundraising

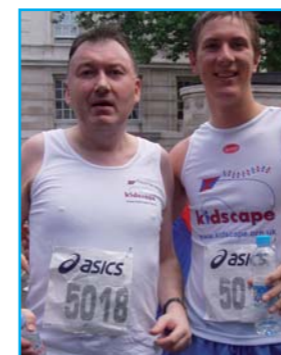
Kidscape has no formal fund-raising department, no consultants or street solicitors or telephone cold callers. We are very lucky in having so many wonderful supporters who provide us with money for our core costs, or special projects, as well as corporate staff who work with us when we have something big to produce, such as a recent attempt to stuff 2,000 envelopes with DVDs and material. However, there has been some special help, besides the wonderful Kidscape party described above.

### Television ad

When AMV came to us and offered to make an anti-bullying television ad, we were thrilled; as one of the top ad agencies in Britain, they have been responsible for some unforgettable campaigns. The process was fascinating as they had several meetings to focus what was important to us to convey, and what of Kidscape's mission could be translated to film. Weeks later, it was finished, a startling and persuasive short film that has as its premise what would happen if adults were bullied the way children are? It was a striking ad - and won the ad agency several awards, and Kidscape some much appreciated attention.

### General Fund Raising

Other donations came from ardent athletes who signed up for several marathons and even the London Triathlon to raise money for Kidscape and one did a benefit sky-jump. Children raised money with bake sales, Great Britain Tennis Girls had a "Wimbledon Ball", and Harry Potter - who was bullied as a child - and his new book raised some money for Kidscape when The Book Warehouse donated their profits from July sales of "Harry Potter and the Deathly Hallows".





## If you would like to support Kidscape

As a registered charity, Kidscape is entirely dependent on grants from public and statutory bodies as well as donations from the general public. We do not have a fundraising or marketing budget - our funds go directly to helping those children and families who need it the most.

- £10 will enable us to send ten packs filled with information and advice to help desperate families trying to cope with bullying.
  - £50 will provide over fifteen self-esteem guides to children attending Kidscape's ZAP assertiveness sessions.
  - £500 will ensure that an advisor can help over 100 families by running our helpline for a week.
  - £1,000 will pay for the printing of 1500 leaflets to send to schools who want to review and improve their anti-bullying policies.
  - £5,000 will enable us to run ZAP sessions, teaching severely bullied children strategies to help them regain their self-confidence.
  - £10,000 will pay for our trainers to run over 20 sessions across the UK, disseminating Kidscape's knowledge and experience.
- Become a Friend of Kidscape by donating a minimum of £25 per year. Friends receive regular updates on our work to let them know how their donations are being spent.
  - Leave a gift to Kidscape in your will. Legacies are exempt from inheritance tax and can be an extremely tax-efficient way of supporting a charity after your death.

If you are interested in supporting a particular aspect of our work we guarantee that your gift will be spent as you specify.

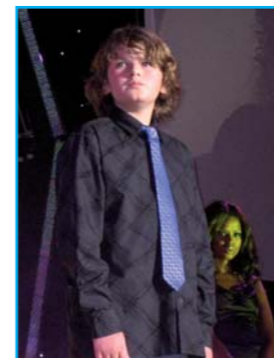
For more information on legacies, donations or any other aspect of giving to Kidscape please visit our website [www.kidscape.org.uk/donations](http://www.kidscape.org.uk/donations) or email [fundraising@kidscape.org.uk](mailto:fundraising@kidscape.org.uk)

If you would like to support Kidscape's work financially, there are several ways of doing so:

- Make a one-off donation.
- Run a fundraising event in aid of Kidscape. We can help with publicity materials and assistance for fundraisers.
- Donate through your salary (Give As You Earn).
- Nominate Kidscape as your corporate charity of the year.

## Supporters

Kidscape and the many families and schools it serves thank our generous supporters for their grants and donations.



BBC Children in Need  
 Dulverton Trust  
 Esmeé Fairbairn Foundation  
 The MacRobert Trust  
 Persula Foundation  
 Virgin Vie at Home  
 John Laing Charitable Trust  
 The Westminster Foundation  
 The Goldsmiths' Foundation  
 Department of Children, Schools and Families  
 The Marchday Charitable Trust  
 The Haremead Charitable Trust  
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 The James Weir Foundation  
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**Thank you all.**

### Kidscape Staff

Michele Elliott (Director)  
 Catherine Calvert  
 Michelle Edwards  
 Linda Frost  
 Rosemary Harrison  
 Nikki Kerr  
 Claude Knights  
 Jessica Leigh  
 Andrew Morrison  
 Steve Perry  
 Lisa Spencer  
 Brenda Stafford  
 Dave Taylor

### Kidscape Trainers

Claire Burnell  
 Jackie Engelberg  
 Jean Gawlinski  
 Olivia Gibb  
 Yvonne Kinsella  
 Vic Sahunta  
 Christine Tanner  
 Debbie Tucker  
 Elana Friedman  
 Tony McKenzie

### Kidscape Volunteers

Jackie Benson  
 Frank Charles  
 Amelia Scott

### Kidscape Trustees

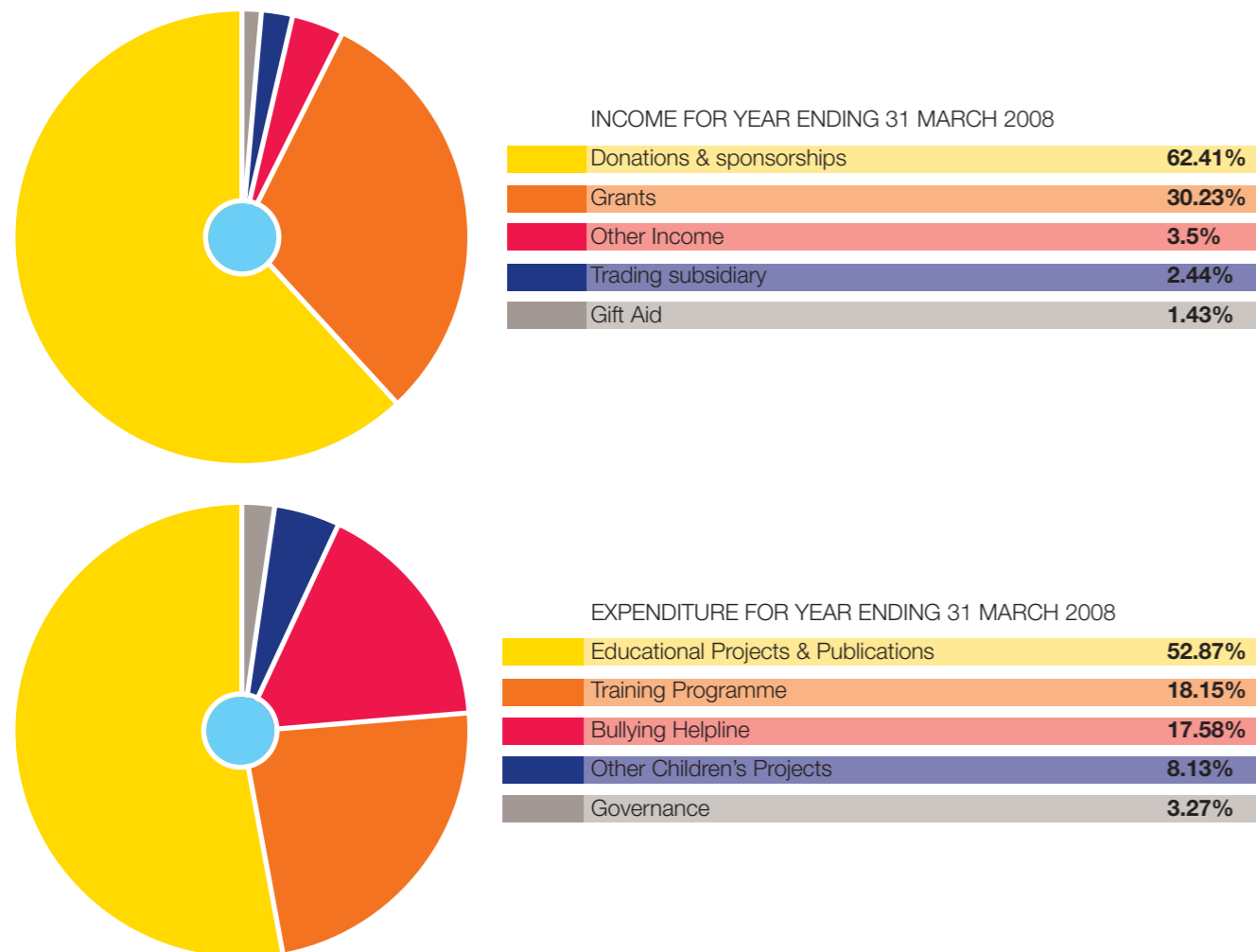
George Gawlinski (Chair)  
 Miles Barber  
 Peter Gwynn  
 John Hadjipateras  
 Kevin Parke  
 Anna Raeburn  
 Amanda Ross

### Kidscape Patrons

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 Claire Rayner  
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## Financial report

This page shows a breakdown of Kidscape's income and expenditure for the year ending 31st March 2008. The full statutory accounts have been audited and can be obtained on request from Kidscape. The full report and accounts have been sent to the Charity Commission.



## Do we make a difference?

I am an average dad - I mean I have a low emotional intelligence and thus I did not pick up that my daughter was being bullied. Luckily I had the good sense to marry a woman, my wonderful wife, who did pick up on this. My daughter did not want to stay in school because of the bully.

So one day we went to a Kidscape workshop, and from that day I had my masculine and very independent eyes opened to some things!

- I got to share experiences with other parents
- I understood that although my daughter was very upset, some children were suicidal because of the bullying
- I saw my daughter transformed into someone who was much more able to deal with the issues that bullies presented her
- I understood, as a male, very independent individual, that how you treat and talk to others can really hurt. Before the session the words you would have heard me say were: "toughen up", "hit them back", "stick and stones will break your bones but names will never hurt you"

HOW WRONG I WAS.

My daughter's life is better and her future better now. She is confident in how to deal with bullies, so Kidscape, I say thank you.

From your average Dad!



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