

An initiative of the Abused Child Trust

Sponsorship helps abused kids

Soon there will be even more reasons to feel good about eating at Subway. Not only will you be able to choose from a range of fresh, healthy eating options, but shortly you'll also be able donate in-store to help ACT for Kids put a stop to child abuse.

Our new partnership with the sandwich giant was launched on 28 July, and we're asking you to keep a look out for the "Feel Good" collection devices (featuring our adorable logo character, Emmy) which will soon be inside your local Subway store.

Brisbane Board Chair, Fiona Maloney said that Subway is proud to be associated with such an important cause.

"When we learned about all the inspirational things ACT is doing for kids who deserve a better life, we knew that we wanted to be a part of it," she said. "At Subway we want kids to feel good about themselves, their family, and their future."

Our fundraising manager Karyn Lambert says that we're aiming to raise at least \$70,000 in Subway store donations over the coming twelve months.

"We rely heavily on support from the community to continue the work we do, and fundraising is very tough at the moment, so Subway's support couldn't have come at a better time," she said.

Collecting public donations is just the first stage of what we believe will be a longstanding partnership between our two organisations.

The high visibility of our brand in Subway stores will be a great step towards making the public more aware of our mission, to give all Aussie kids a safe and happy childhood.

So thanks Subway, and welcome to the ACT for Kids family!

"When we learned about all the inspirational things ACT is doing for kids who deserve a better life, we knew that we wanted to be a part of it"



From the Chairman's desk

Welcome to this edition of the ACT for Kids newsletter. While times are tough for everyone in the not-for-profit sector, we're buoyed by our new corporate partnership with Subway (p1), heart-warming support from schools (below), and the airing of our new TV commercial (p6).

Remember, National Child Protection Week runs from 6-12 September. There are a number of ways you can play a part in the fight against child abuse. You can raise some money (p3), attend an event (p8), or be a hero and make a regular pledge to help our kids recover (p7). We're counting on your support!



Denis Looney, Chairman

Kids Helping Kids

Students at Ashgrove State School and Hillsdon Kindergarten have proven that, no matter how big or small you are, anyone can make a difference for mistreated kids. Both have chosen to donate proceeds from recent fundraising events to ACT for Kids.

Ashgrove State School held its fete in May, themed "Celebrating our Children" in deference to the children affected by the tragic Victorian bushfires earlier this year. Students and parents organised all kinds of fun activities including art sales, games stalls, and even a scary ghost house! To round out the day, the kids entertained audiences with their very own entertainment spectacular, "Ashgrove's Got Talent".

Fete Co-conveners, Justine Eddy and Angela Banning, were proud of the students' decision to share the event proceeds with kids less fortunate than themselves. "ACT for Kids helps some of the most

vulnerable children in our communities, so we can draw some comfort knowing we can help a little," said Justine. Sandy Rosentreter and Vanessa Cribb also deserve special thanks for their hard work leading up to the event.

Hillsdon Kindergarten also adopted a "Children helping Children" theme for its annual fete in June. It was the kindy's 47th annual fete, so the day worked like clockwork with great food, coffee, handicrafts and rides for the kids.

Hillsdon Director, Sharon Ross, said the support shown by the community was nothing short of amazing. "Local events like our fete are particularly important to communities right now, as they provide relief from the stress of the current economic climate and a return to old fashioned family values and community spirit," she said.

In a definite show of that kind of spirit, Hillsdon has chosen to support us again at its Art Show on Friday 11 September. Thanks Ashgrove State and Hillsdon Kindy kids – in our opinion you are all stars!



Rigby, Isabella and Hugo of Hillsdon Kindy show off their beautifully painted faces. Image courtesy of Queensland Newspapers.

Justine Eddy presents donation to Barbara Clifford on behalf of Ashgrove State on 28th June.



6-12 September 2009



Child Protection Week – It's time to take action!

Child Protection Week is all about raising awareness of child abuse and neglect across the country, because it's everyone's responsibility to make sure our communities are safe for kids.

No matter who you are, there's something in our Child Protection Week program for you. Check out our Date Claimers calendar at the back of this newsletter for a list of activities we've organised. Or, if you're unable to get involved in those, why not get your work or school to do something positive for our kids during Child Protection Week?

Have a go at one of these fun and easy fundraising ideas:

- Be a Master Chef** Bake some treats and hold a morning tea with donations in exchange for goodies. Invite staff, friends or family to attend.
- How embarrassing!** Sponsor your boss or teacher to do something out of character, like doing reception duty or dying their hair a funny colour.
- Oh... Golly!** Have a swear jar in your office for a week and make those who blow it, pay for it!
- Ditch the tie.** Have a dress-down or fancy dress day and pay for the privilege.

- Going once...** Hold a raffle or auction and donate the proceeds.
- Sell, sell, sell!** Order a box of ACT for Kids merchandise to sell to your staff, customers and community. From classy to cheap and cheerful, we have something to suit all tastes.
- Simply register your fundraising event online at www.actforkids.com.au and we'll send you some helpful ideas and tools to get you started. So get your friends together, have some fun and make your influence positive during Child Protection Week!





Stories from our staff

Meet Miranda, one of our most talented and hardworking members of the ACT for Kids team.

Miranda is an experienced and trusted family therapist. As the senior practitioner on the Gold Coast, Miranda gives advice and professional supervision to ACT for Kids family workers. She also manages our relationships with other services, so that they know how to find us, and we know how to find them. Additionally, Miranda works to help couples resolve their marital problems so that kids can be protected from family violence.

One of the people Miranda is helping right now is “Megan”, a mother who came to us of her own accord after giving her daughter up to foster care. Megan had a history of drug addiction but was determined to turn her life around and be reunited with her daughter. When they first met, Megan had no home, no job, and no ability to create a safe home for her daughter. But over nine months, while working with Miranda and attending other ACT for Kids services, Megan transformed herself into a more confident and responsible person. Knowing how motivating it was for Megan, Miranda also coordinated supervised visits so she could see her daughter. This proved to be a significant milestone as Miranda could see how important the re-connection was to both mother and daughter. In a few weeks, a court will decide whether Megan is fit to care for her daughter again.



Miranda Bain, Family Therapist

Irrespective of the decision, Miranda will continue to help Megan build a healthy relationship with her daughter.

We rely on people like you to help us employ staff like Miranda, as we get no government funding to cover her salary. If you or your business can help out by sponsoring a therapist, we'd love to hear from you! Please call Karyn for more information on (07) 3337 7521 or email karynl@actforkids.com.au

What kind of family is a risk to kids?

The following article is an extract from the Queensland Department of Child Safety's Annual Performance Report for 2007-08, released in June this year. It summarises the growing demand for child safety services and the critical need for the follow-up services we provide.

Over the period 2003-04 to 2007-08, the number of intakes recorded by the Department (calls from members of the community about concerns of harm or risk of harm to a child) increased by 61.1 per cent, from 44,631 in 2003-04 to 71,885 in 2007-08.

This increase in demand means that today, approximately 1 in 7 children, and 1 in 4.5 Indigenous children in Queensland have had some form of contact with the Department. If this upward trajectory continues, it is projected intake demand could grow to 110,000 by 2012-13.

Children and young people who require tertiary intervention come from a wide variety of households. In 2007-08, the Department commenced a study into the characteristics of parents in the child protection system. The study provides a profile of the household environments and characteristics of parents believed responsible for substantiated harm or risk of harm to their children over the period April to June 2007.

The study found the median age at the time of the substantiation was 32 years for mothers and 34 years for fathers. Ten per cent of households had at least one parent aged 21 years or younger.

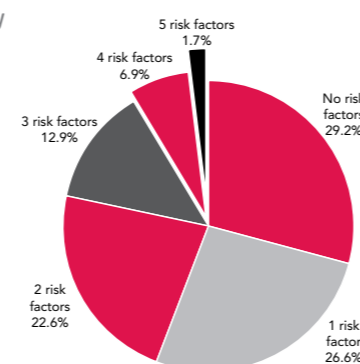
The study also found a significant proportion of vulnerable children and young people come from households characterised by alcohol and

substance abuse, domestic violence, criminal history, mental illness and/or intergenerational abuse:

- in nearly half of all the substantiated households (47 per cent) one or both parents have or have had a drug and/or alcohol problem
- over one-third (35 per cent) of households had two or more incidents of domestic violence within the past year
- one-quarter (25 per cent) of primary parents were abused or neglected as a child
- around one-fifth of primary parents have a criminal history (21 per cent) and around the same proportion have a current or previously diagnosed mental illness (19 per cent).

Multiple risk factors (that is, a household with more than one risk factor recorded) existed in nearly half (44 per cent) of the households studied. It is therefore not surprising that many children requiring care have often experienced a life characterised by instability and time out of school, and need additional support in their emotional, mental, physical, and health development. Education, health and other wellbeing outcomes for these children are significantly lower than for the general population.

Number and proportion of parental risk factors within households



“...today, approximately 1 in 7 children, and 1 in 4.5 Indigenous children in Queensland have had some form of contact with the Department.”

Experience a new E-motion

Draw opens 4th September

The all new E350 Avantgarde sedan

Attention grabbing styling and technology, to help your focus stay squarely on the road. Naturally, you'd expect nothing less from nine generations of technological innovation and standard-setting design. New Mercedes-Benz E350 Avantgarde lives up to its name impeccably, with an exterior that's more dynamic, distinctive and ready for action. A perfect match, in fact, for the sportiness of its interior.

Be quick, for your E-xclusive chance to win!

Tickets are strictly limited to just 9,000 in the ACT for Kids Platinum Class Lottery. Buy one or more, and the odds are very much in your favour.

1800 968 946
www.platinumclass.com.au



New Mercedes-Benz E350
yours to win

Emmy speaks!

After 20 years of silence, the little character in our logo (affectionately known as Emmy) has finally spoken out against child abuse.

Emmy has sprung to life in our new ACT for Kids commercial, thanks to our creative friends at advertising firm Publicis Mojo, and Cutting Edge post-production services. In the closing line she challenges Australians with a profound statement about child abuse: "You can pretend it's not a problem, or you can donate and ACT for Kids".

When it came to finding a voice for Emmy, we asked around for a volunteer. Fortunately, up popped 7 year old Caitlin, daughter of Publicis Mojo copywriter Andy Bird. Caitlin had never done a voice recording before, however she proved to be perfect for the role.

Caitlin had a lot of fun doing the recording and she is very pleased to be helping kids less fortunate than her. Caitlin has already presented the ad to her class at Bulimba State School as part of show-and-tell, and she's eagerly looking forward to hearing herself on air. Thanks Caitlin, for all your talent and professionalism!

You can see Emmy's performance on our website, on YouTube, or of course on TV!



Kids Crusaders to the rescue!

If you received our special appeal for assistance in May, you'll already know that ACT for Kids has taken a big hit from the global financial crisis. During a two week period in April, we lost \$110,000 in 2010 sponsorship, as several of our key corporate sponsors cut back on their support for our cause.

We'd like to thank the hundreds of generous people and businesses who responded to our plea and helped us raise \$60,000. Unfortunately, we still have a daunting fundraising challenge ahead just to meet the basic needs of the children who need our help.

We're asking individuals and families to show some heart and help fill the hole created by sponsorship withdrawals. We need 350 people to pledge a monthly donation by the end of September to raise the extra funds.

From as little as \$1 a day, you can be a hero and fund a child through our programs.

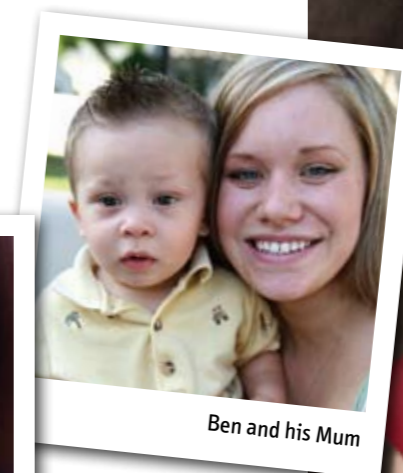
\$25 a month can pay for a social worker to help a child like Ben and his mum find emergency accommodation and escape from domestic violence.

\$35 a month can ensure someone like Sally gets counselling to heal from years of sexual abuse by a family friend.

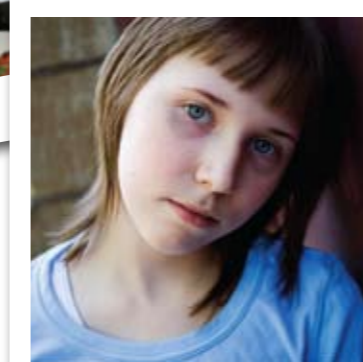
\$50 a month can give a child like Matthew the chance to enrol in the ACT for Kids kindy, giving him the specialist attention he needs from our teachers, psychologists, and child health professionals.



Matthew



Ben and his Mum



Sally



Malcolm honoured by AO award

ACT for Kids is proud to announce that our Deputy-Chairman, Malcolm Middleton, was awarded an Order of Australia in June for his support of our charity and his national contribution to urban design.

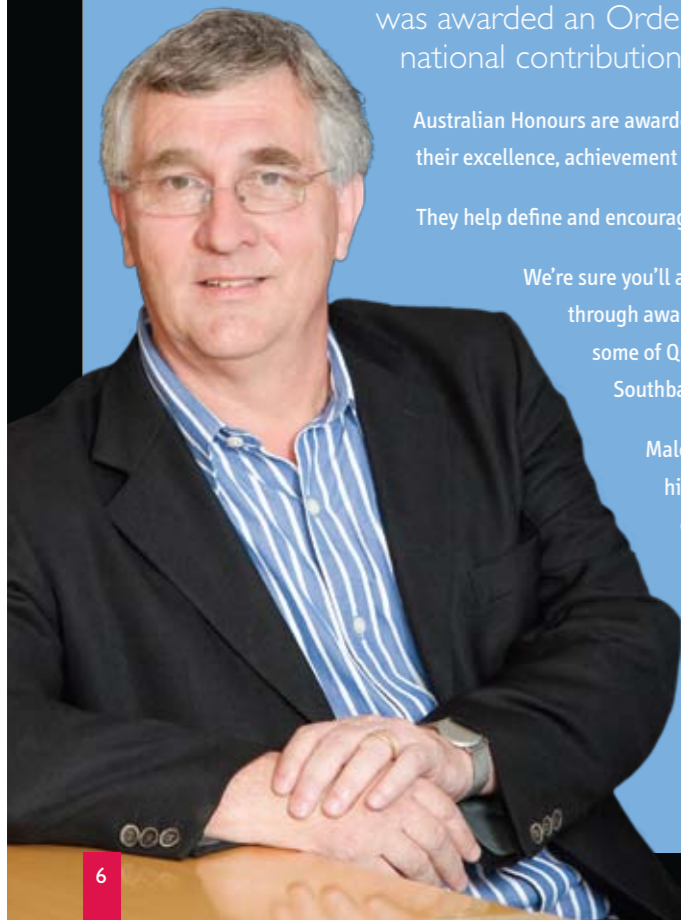
Australian Honours are awarded by Her Majesty Queen Elizabeth II to citizens who are worthy of being recognised for their excellence, achievement or meritorious service.

They help define and encourage national aspirations and standards by identifying outstanding role models.

We're sure you'll agree Malcolm is indeed a role model. Most prominently, he has enhanced all of our lives through award-winning urban designs. His influence on the way we work, live and play is visible in some of Queensland's most iconic public spaces including Roma Street Parklands and the popular Southbank precinct.

Malcolm's work to help victims of child abuse and neglect, while less well publicised than his architectural achievements, is just as close to his heart. As an unpaid director of our organisation since 1994, he has worked tirelessly to grow ACT for Kids from its infancy into a far-reaching and professional not-for-profit.

In both a vocational and voluntary capacity, Malcolm has demonstrated an incredible ability to build better communities and better futures for his fellow Australians. We would like to thank him for the invaluable support he has afforded us, and congratulate him on this wonderful achievement. Well done Malcolm, you deserve it!



Anyone can be a hero

Becoming a Kids Crusader is a simple but profound act of kindness which can change a life forever. Call us on (07) 3337 7508 for sign-up info or follow the links on our website www.actforkids.com.au

* Crusader reports include real cases, but we change identifying information to protect our kids' privacy.

"I give a monthly gift because I believe all children deserve the chance of a happy life. My heart breaks knowing so many kids miss out on the most basic love and care. But it feels good knowing my donations are bringing real joy into the lives of kids who've only known sadness and hurt."

Angela Szczepanski.



Date claimers

To see an up-to-the minute list of fundraising and community events which benefit our programs, go to www.actforkids.com.au and click on "News & Events".

24 August	AIIA Qld Branch Annual Golf day, Brisbane Golf Club
4 September	ACT for Kids Brisbane centre officially reopens after refurbishment
4 September	"Dinner in the Secret Garden" Annual Supporter Celebration, Fortitude Valley
6-12 September	National Child Protection Week
9 September	"Shake-a-Can for Kids" Street Collection Challenge, Brisbane CBD
11 September	Hillsdon Art Show, Taringa
11 September	Burleigh Heads Rotary Golf Day, Gold Coast
23 October	"Record Breaking Comedy" with Lindsay Webb, Gallery of Modern Art

Thanks to our Supporters

Official Partners



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ACT for Kids is a not-for-profit organisation which provides free services to treat and prevent child abuse. We deliver professional counselling to abused and neglected children through our network of ACT for Kids centres. We have helped thousands of little people overcome the pain of abuse and neglect since we were established as The Abused Child Trust in 1988.



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www.actforkids.com.au

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