

hope



ACT for Kids
Annual Report 2010–11



Formerly known as the Abused Child Trust



Our mission

To treat and prevent child abuse and neglect.

Our vision

2015: To be a national leader in treating and preventing child abuse and neglect.

2020: To be a world leader in treating and preventing child abuse and neglect.

Our values

We are one team who genuinely cares about our clients and each other.

We are passionate and positive, giving our best every single day.

We are honest, consultative and transparent in all we do.

We are innovative, collaborative and proactive as we strive for results.

We are respectful of our supporters, our clients and each other.

About ACT for Kids

ACT for Kids is an Australian charity providing free professional therapy to treat and prevent child abuse and neglect. Established as the Abused Child Trust in 1988, we have been helping Australian families keep their children safe for more than 23 years.

There were more than 46,000 confirmed cases of child abuse in Australia in 2009-10. That is one case every 12 minutes where a child is suffering from neglect or physical, sexual or emotional abuse, often by people they know and should be able to trust. It happens in every community across the country.

Our specialist teams support children and families across the whole spectrum of child protection.

Prevention

- We provide early intervention support for vulnerable families to help prevent abuse and neglect. Our family coaches work holistically with families to address a range of problems and improve communication and parenting skills, health and wellbeing, household budgeting and management, and connect families to other support networks.

Treatment

- Our multidisciplinary teams provide intensive therapy to help children overcome the psychological, cognitive and developmental impacts and delays resulting from abuse and neglect.
- Our innovative Early Education Program kindly in Brisbane is an early learning support and intervention program that complements therapy to help children not yet able to cope with a normal school environment.
- We developed and run safe houses in five remote Indigenous communities to provide a safe and caring place for children to stay while the Department of Communities, Child Safety Services investigates concerns for their safety and wellbeing, or while they are reuniting with their family if they have been in care far from their community. We endeavour to keep kids safe and connected to family, culture, country and community.
- Our proven Youth Opportunity Program in Far North Queensland offers mentoring for young people in trouble with the law and youth justice systems to help re-engage them with work, study and family.

Quality assurance and sector development

- We developed and run an Indigenous Workforce Strategy and cadetship program to build the capacity of the community services sector to better respond to the needs of Indigenous families.
- We have a comprehensive research agenda including program evaluation and outcome measurement so we continually improve our programs and ensure the highest quality outcomes for our clients.

Advocacy and education

- We developed and run a protective behaviours program for young children, teaching them how to identify and trust their instincts, and to tell trusted adults when they feel unsafe.
- We advocate for the rights of children and young people in everything we do - within families, communities and with all levels of government. Our public awareness campaigns bring child abuse and neglect out of the shadows and put it firmly on the public agenda.

All of our services are provided free of charge to clients, while we receive some government funding we rely heavily on donations and fundraising to expand and develop our services, reach out to more children and families in need and remain independent and sustainable.

We provide early intervention support for vulnerable families to help prevent abuse and neglect.



Highlights



01.01.11

ACT for Kids becomes a company

On 1 January 2011 ACT for Kids became a company limited by guarantee. This change enables us to provide services nationally and opens up new funding opportunities.

882

children helped

We helped 882 children and young people who have experienced, or were at risk of, child abuse and neglect. We reached thousands more through our protective behaviours workshops, and an additional 560 families through early support programs.



3

long-standing volunteers honoured

We celebrated the commitment, contribution and critical role of all of our volunteers. At our Gala Dinner, Emmy's Night of Stars we launched our inaugural Emmy's Crusader of the Year Awards. We honoured Helen McGrory, Denis Loane and Kay McGrath - three long-standing volunteers who embody the passion and dedication of our volunteer workforce, vital to the success of our organisation.



\$92,000

from sell-out musical performance

As chosen beneficiary for the WICKED Final Dress Rehearsal in Brisbane we raised over \$92,000 from the sell-out performance - thanks to the generosity of WICKED, QPAC, and to Channel Seven for the opportunity to be considered as charity partner.



First

community referrals

We received our first community referrals, in Brisbane funded by the Bryan Foundation at \$100,000 per year for three years, and in Townsville funded by the Talbot Family Foundation for five years.

250th

Kids Crusader welcomed

We welcomed our 250th Kids Crusader! Our monthly donors provide us the regular support we need to plan ahead knowing we have secure, sustainable funding.



Awards

for volunteer Chairman

Our Chairman, Denis Loane, was humbled to receive the Volunteer Award at the Queensland Child Protection Week Awards, and Australia Day honours and an OAM for his dedication and contribution to Queensland's children.



Appeal

Channel Seven/ACT for Kids Appeal

We took our message, and the cry for help of the thousands of children experiencing abuse and neglect - don't turn your back, face up to child abuse - into homes across the state with the inaugural Channel Seven/ACT for Kids Appeal during National Child Protection Week. We raised funds and awareness of the growing unmet need for support services for children and families.



1 of 3

Helping Out Families pilot program

We were selected as one of only three organisations to develop and run the Helping Out Families pilot program in South East Queensland, a new Queensland Government initiative that follows the shift in services towards prevention rather than statutory intervention after a child has been harmed.



Governor's foreword

As Patron of ACT for Kids, it is with deep appreciation and considerable admiration for the work of this special organisation and what it has achieved over the past twelve months, that I write this foreword.

The issue of child abuse and neglect is one of the most confronting we face as a community. We live in a prosperous country, where opportunities for education and advancement abound, and where the quality of life available to most Australians is the envy of persons around the globe. And yet, within our comfortable communities, there are many persons who need help, who are vulnerable and at risk, dealing with a range of difficulties and challenges in their lives – and none perhaps more so than the children that ACT for Kids (The Abused Child Trust) has been working to protect and assist since its establishment in Queensland in 1988.

In that time, it has achieved a great deal – helping many hundreds of children and their families, developing an impressive range of programs and services to deal with the complexities that surround these sensitive issues and working to raise awareness within the wider community of what needs to be done to treat and prevent child abuse.

In 2010–11, although the numbers of children and families in Queensland needing assistance remained troublingly high, the trend of confirmed cases of child abuse was down – and some significant gains were made across all areas where ACT for Kids is active. These included the launch of a new TV commercial, the announcement of a new, innovative partnership with James Cook University in Townsville, the launch of a new, free family support service on the Gold Coast, the opening of a number of safe houses for Indigenous children in the Cape and Far North Queensland – a first for the child protection sector – a new focus on early intervention and prevention and some very pleasing results achieved with the ACT for Kids Active Parenting Program.

Regular features of the annual calendar – the Annual Art Exhibition, Annual Supporters Celebration Dinner and events during National Child Protection Week (an idea which began here in Queensland), were all highly successful, despite the additional pressures Queenslanders faced this year because of the floods and Cyclone Yasi. As Patron of more than 190 community organisations, I am very aware of the strains the natural disasters placed on the not-for-profit sector, both in relation

to fundraising during the 2010–11 financial year and by creating new pressures on already stressed communities, and I congratulate ACT for Kids on its success in maintaining the tempo of its regular activities, while responding to these increased pressures, and pursuing new initiatives.

I thank and congratulate everyone who has contributed to these impressive outcomes – the Chairman and members of the Board, new CEO, Dr Neil Carrington and staff, the corporate sponsors, official partners and Ambassadors and, of course, the volunteers. Your commitment and determination to deal with child abuse is an inspiration to us all and gives hope that someday we may achieve ACT for Kids' vision of a society where all children will feel safe, special and loved.



Ms Penelope Wensley AC
Governor of Queensland



"The issue of child abuse and neglect is one of the most confronting we face as a community."





Chairman's report

Welcome to ACT for Kids' 2010-11 annual report, our opportunity to share our achievements, challenges and highlights from the last year. It has been a year of enormous growth in our service delivery and while we are proud of our high-quality service expansion, it saddens us that there is still so much need for our child abuse therapy and prevention programs.

This year I stepped back as Executive Chairman to resume my governance role as Chairman of the Board and handed over the management and leadership of the organisation to our new CEO, Dr Neil Carrington. I was pleased to welcome Neil who has focused his considerable energy and capability to steer the organisation through this ongoing period of growth and challenge.

We faced some of those challenges alongside our communities as cyclone Yasi and the devastating Queensland floods ravaged our state. We are thankful that our therapy centres, staff and clients - from Cape York to South East Queensland - largely escaped unscathed. However, as testament to our team, many staff went into action to support those less fortunate in our communities.

Importantly, our CEO has been working with his leadership team to ensure there is strong direction, focus and a shared vision in ACT for Kids. This will ensure the growth in our services is sustained and that it helps to meet the needs of vulnerable children and families into the future. In addition, during the year we have reviewed our Board Governance procedures and we are also implementing plans to increase the number of volunteer directors and expand the activities of both The Abused Child Foundation and ACT Enterprises.

While there is always much to be done in our field, it is important to acknowledge the considerable achievements of our team during the year. I want to sincerely thank the Board and other volunteers, our CEO, managers and staff, and our many committed supporters. It is through your passion and tireless commitment to our work that we can effectively treat and prevent child abuse and neglect. There is no better cause.



Denis Looney OAM
Chairman



"While there is always much to be done in our field, it is important to acknowledge the considerable achievements of our team during the year."

CEO's report

If we look for them, life is full of rich experiences and each one seems to bring something new and add something to the next. I think my years as a teacher, counsellor, university lecturer and leadership and executive development coach led me to the role of ACT for Kids CEO. There is no greater goal than to see children reach their full potential, it is something I have worked for, studied for and now have the opportunity to support on a larger scale.

This year I joined a passionate and expert team and I'm proud of the growth we have been able to achieve in spite of the challenges we faced together. We have reassessed how we will confront the very real issue of child abuse and neglect in Australia – with over 46,000 confirmed cases in 2009-10 it is a sizable problem.

We have renewed strategic objectives for the next five years and have set some ambitious goals. We recognise that to expand our quality services to meet the needs of abused children and vulnerable families outside of the government system we need to create a much larger, sustainable source of funding.

Raising funds and maximising our volunteer support are key to that goal. We also plan to shine a spotlight on child abuse and neglect in Australia – we will confront the silence and give voice to the thousands of children who are not heard. This year we started that conversation with communities with the inaugural Channel Seven/ACT for Kids Appeal during National Child Protection Week. We will continue to speak up and push the public, politicians and ourselves to deliver more for the kids who deserve better.

I want to thank all our staff, volunteers and donors for your significant contribution to ACT for Kids. Without you, we couldn't help the children and families who need us most.



Dr Neil Carrington
CEO

Did you know Neil has earned over \$180,000 for ACT for Kids through his leadership and executive development work with some of Australia's largest organisations?



"This year I joined a passionate and expert team and I'm proud of the growth we have been able to achieve in spite of the challenges we faced together."

Our cause, our work

The challenge

In Australia, every 12 minutes, a case of child abuse or neglect is confirmed. In 2009-10 alone, 31,295 children were abused or neglected¹.

Statistics show that the number of children under care and protection orders and the number of children in out-of-home care are increasing. In 2009-10 almost 36,000 children were in care because they were unable to live safely at home. Sadly, due to a range of complex social and historical issues including poverty, trauma and previous failed policies, Indigenous children are over six times more likely to be in out-of-home care.

Whilst we can only afford to help a small number of these children and families, we continue to strive to address these challenges to give all Australian children the happy, healthy childhoods they deserve.

How we helped, together

While we take heart that we helped 882 children and an additional 560 families this year, we will continue to strive to expand our services even further and reach out to more vulnerable children and families.

This year we experienced huge growth in staff numbers, over 50 per cent and predominantly on the frontline, taking our team from 121 to 182. Importantly, more people means we can provide more support to the kids and families who need it most. Our ongoing challenge is to raise funds to not only sustain these service levels, but grow them further to fill the enormous gap of unmet need.

Prevention

For many years we have called on governments to fund more services for families at risk of child abuse or neglect. Early intervention support can strengthen families and prevent child abuse before it even occurs. This year the Queensland Government took a big step towards the goal of preventing child abuse, changing legislation and providing funding for the **Helping Out Families** pilot program in South East Queensland. ACT for Kids was selected as one of only three organisations to help design, implement and manage the program.

Our Gold Coast team grew by over 30 staff and opened a second therapy centre in order to support the new referrals from community organisations, counsellors and families actively seeking help. Since opening the doors on 30 January, we have taken over 722 referrals. While the program is only in its infancy, of the 215 families receiving intensive family support, 60 cases have already been closed with 56 achieving all or partial goals they set for themselves. We would like to see this program available statewide.

Our long-running **Referral for Active Intervention Program** is also designed to strengthen families before abuse or neglect occurs, but operates under different referral criteria and pathways. This year we worked with 345 families to address a variety of problems and improve parenting and communication skills, nutrition and wellbeing, budgeting and household management.

AIHW 2011. Child protection Australia 2009-10. Child welfare series no.5. Cat. no. CWS 39. Canberra: AIHW

Jessica




Jessica* is four years old. She used to live in flat with her Mum but she was removed when she was three. Her Mum loves her, but when she got drunk - which was often - she would get angry and lash out at Jessica, beating and scratching her.

Even as a toddler Jessica had learnt to read the signs - her Mum would always drink from the same glass and smoke a lot, and then she would start to talk to herself, then yell. That's when Jessica would know she had to go to her safe place.

She would hide in the concrete stairwell of their building, her Mum usually didn't chase after her. Jessica would stay there for hours, sitting on the cold concrete with nothing to do except cry. When she thought her Mum was asleep, she would sneak back into the flat, if she hadn't been locked out.

Now Jessica lives with a foster family and looks forward to seeing her ACT for Kids therapist each week. Slowly, she is learning what it feels like to be calm and not constantly anxious and alert around adults. Before she started therapy Jessica thought the abuse was her fault. Now she is starting to understand that she deserves to be loved and cared for, just for being her.

*Name changed to protect privacy.



While we take heart that we helped 882 children and an additional 560 families this year, we will continue to strive to expand our services even further and reach out to more vulnerable children and families.



It's not just little kids

An independent evaluation of our Far North Queensland **Youth Opportunity Program (YOP)** pilot demonstrated reduced re-offending rates for young people supported through our program. The YOP provides a bail support service and community response service for young people in the Youth Justice system. We approach the program as a form of teen mentoring, our family coaches work holistically with the young person and their family/carers to address the real issues leading to their destructive behaviour.

The evaluation found that young people participating in ACT for Kids' YOP are less likely to re-offend after 12 months, with only 24 per cent re-offending compared to a community comparison group at 48 per cent. Perhaps more importantly, the young people themselves reported that they were 'staying out of trouble' and 'feeling better about themselves'. Many of the young people we work with are now working, back at school or in training. The longer-term social impact of this program will be significant.

Treatment

Unfortunately our programs that help children and young people who have experienced trauma from abuse and neglect continued to be in demand, with

long waiting lists. The multi-disciplinary teams in our **Intensive Therapy Program** helped 185 children overcome a range of psychological, cognitive and developmental issues and delays. An additional 82 children who were referred through our newly established **community referral pathways**, generously funded in Brisbane by the Bryan Foundation and in Townsville by the Talbot Family Foundation, received the same high quality therapeutic support. Our priority is to raise enough funds to offer the same referral pathways in other regions and expand the capacity in Brisbane and Townsville.

The **Early Education Program** kindly in Brisbane supported nine of these children. This unique program combines therapy with early education and learning for children who cannot cope with a normal school environment. Our students have experienced severe trauma from abuse and neglect and have significant development delays. To address their high needs we work with very small classes so they receive the individual specialist attention they require to successful transition to prep. There is a desperate need across the state for this specialist support to help prepare severely abused and neglected children for the challenges of school to enable them to learn and reach their full potential. With funding support, our long term goal is to establish this program in all our regions.

Our **Sexual Abuse Counselling Service** supported 171 children and young people through individually tailored cognitive behavioural therapy programs. Of the 76 closed cases, 61 achieved all or part of the case plan goals they set with their therapists.

We continued to strengthen our relationships with the Aboriginal Corporation of the West Cape York Peninsula Traditional Owners and respected Indigenous Elders and Traditional Owners in the Doomadgee community. We further trained and developed our **SafeKIDS** staff, ensuring even better care and support for the children staying in our safe houses in five remote Indigenous communities. With all five houses now open, 305 children have stayed during Department of Communities, Child Safety Services investigations into their safety and wellbeing, or while reuniting with family if they have been in care outside of community.

We are working with Monash University and Social Ventures Australia to evaluate the effectiveness of the program and wider social returns on investment. Our goal for the SafeKIDS Program is to develop community capacity to provide safe and nurturing care for children who are unable to live safely at home - we hope one day soon no Indigenous children have to be removed to towns far from their family, culture, country and community.

The evaluation found that young people participating in ACT for Kids' YOP are less likely to re-offend after 12 months, with only 24 per cent re-offending compared to a community comparison group at 48 per cent.



Minister for Child Safety – Phil Reeves, MP Christine Smith, Dr Neil Carrington, (CEO) Dr Kaye Pickering (Gold Coast Regional Director), Denis Loaney (Chairman).

Quality assurance and sector development

Our focus on the best possible outcomes for the children and families we support means we strive for **continual improvement**. Thanks to the E Robert Hayles and Alison L Hayles Charitable Trust and the Russell McKimmin Charitable Trust, Griffith University and Monash University, our research agenda includes further program evaluation and developing research projects to measure real outcomes for clients and longer-term community benefits and social return.

In addition to the SafeKIDS Program research noted above and the *Learn to be Safe with Emmy* evaluation noted below, we are working with James Cook University to examine the qualitative impacts of the multidisciplinary program on our Early Education Program students.

While each project has a different timeframe for delivering results, they will all contribute to our knowledge, program improvement and best practice. We are also committed to the longer-term development of the child protection sector and we will share our knowledge with our sector partners, drive developments in education for future service workers and influence government policy and practice.

Our research and quality assurance will be helped significantly by the new client tracker database implemented this year. Working with Vital Software we designed a more comprehensive and efficient database that will enable us to extract and assess client data more effectively. Training for all staff was supported by a \$20,000 grant from the Queensland Community Foundation.

This year we celebrated again as 10 new cadets graduated from our **Indigenous Workforce Strategy cadetship program** with a Certificate III in Community Services Work. Six students will go on to study for their Certificate IV. All graduates leave with practical experience from their work placements, confidence and ongoing support to help them secure work. We know they will add depth, insight and empathy to the community services workforce, helping correct the Australia-wide shortage of Indigenous community service workers.

Advocacy and education

Protective behaviours workshops for grade one students continued to be in high demand from principals and school counsellors. Our *Learn to be Safe with Emmy* program empowers young children to trust their instincts and tell trusted adults when they feel unsafe.

We are currently working with Griffith University to evaluate the effectiveness of this program, if successful and we can raise the funds, our goal is to deliver it to all grade one students across Australia.

The next step is to encourage greater community action against child abuse and neglect, bringing it out of the shadows and into the community consciousness. This year during National Child Protection Week we took the message “don’t turn your back, face up to child abuse” into homes across Queensland through a new TV commercial. Special thanks and congratulations go to Publicis Mojo, Cartel and Cutting Edge for their work on this commercial and winning the coveted 2010 Mobius Award for Direction.

We will build on this campaign and continue to advocate for children’s rights to be protected and cared for – by all.

Dr Katrina Lines

Executive Director of Programs,
Research and Education



Indigenous Workforce Strategy 2010 Certificate IV graduates



Safe house ready for play

It doesn't end here

Goals for 2011-12

We not only want to reach out to all the children and families in need, we aspire to provide high quality, effective services that give children the happy, healthy childhoods they deserve. To achieve this goal, we know we need to focus on:

Our people

- We will recruit and retain the best people in a performance development culture.

Our profile

- We will be more vocal to ensure more Australians will know who we are, support our work and understand the need for our services.

Our services

- We will measure the effectiveness of our programs to continually improve our services.
- We will expand our services into more areas of need.

Our systems

- We will consolidate and enhance our support systems to ensure they are effective, sustainable and scalable for growth.

Our financial sustainability

- We will continue to be fiscally responsible and increase our

fundraising revenue to become a sustainable non-government income stream.

Our capability and credibility

- We will strengthen our research, broaden our education and be credible, vocal advocates for those without voice.

We have set some ambitious targets and next year we will report back to you on these objectives.



Thomas

Thomas* was referred to ACT for Kids when he was three, by the Department of Communities, Child Safety with scratches on his body telling a tragic story of physical abuse. Equally heartbreaking were his developmental delays. As a result of severe neglect he only had the development and coordination of a two year old.

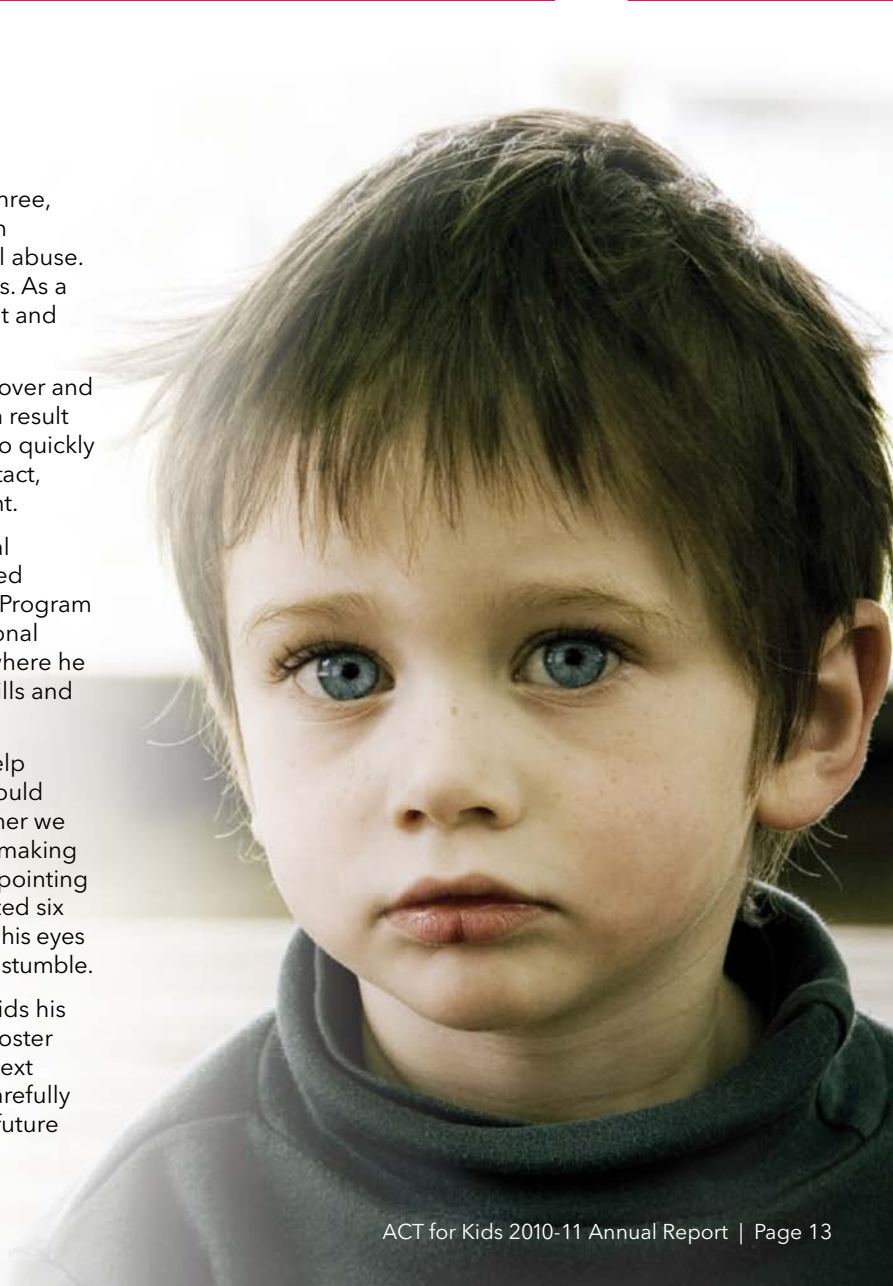
Thomas could barely walk a few steps without falling over and could not string a meaningful sentence together. As a result of only being fed once a day, he gulped down food so quickly that he often made himself sick. He avoided eye contact, never smiled and his vacant stare revealed his torment.

Our multidisciplinary team including an Occupational Therapist, Speech Pathologist and Psychologist helped Thomas, through the ACT for Kids Intensive Therapy Program (ITP), addressing both his developmental and emotional needs. He particularly enjoyed the large play room where he could play and move freely, developing his motor skills and coordination as he progressed through therapy.

Our team also worked with Thomas' foster mum to help her understand his behavior and develop ways she could encourage his independence and confidence. Together we have helped alleviate his separation anxiety and he's making great progress. One afternoon he asked "Can I run?" pointing to the corridor, a sentence he could not have articulated six months earlier. "Yes, go, run!" was his therapist's reply; his eyes lit up as he took off down the corridor without a single stumble.

Though still underdeveloped compared with other kids his age, we are so proud of Thomas' achievements. His foster mum is confident he will thrive when he starts prep next year when he turns five. The team from our ITP will carefully transition Thomas to prep, and work closely with his future teacher to ensure his progress is positive.

*Name changed to protect privacy.



How you helped

Our Volunteers

Our volunteers' contribution, in both economic and social terms, is extensive. Volunteers support every level of our organisation, from our entire Board of Directors, to the bus assistants at our Brisbane kindy, to those who help at fundraising events. Every minute made a real, tangible difference to what we were able to achieve in the last 12 months and will be vital to what we plan to achieve in the year ahead.

Over 120 individual volunteers contributed more than 2,100 hours towards fundraising activities and

events; in financial terms alone this saved us more than \$55,000 in salary costs and helped us raise more than \$85,000. Many of our volunteers also work hard behind the scenes raising awareness and rallying support for our cause because they too believe keeping children safe is everyone's business.

A large and active volunteer workforce is an essential element of our future organisational capability, particularly in terms of growth, expansion and accessibility. In the year ahead we will be exploring new ways to utilise our existing volunteer workforce with a strong focus on recruiting and retaining volunteers to

support Corporate Services so that we can continue to keep our operating costs below the industry average.

"It is so easy to lead self-indulgent lives, use the 'I'm so busy' line, but I think it is very important to step outside that bubble and make a contribution."

Helen McGrory

Our volunteers enable us to turn lives around, and for that, ACT for Kids, and most importantly the kids and families we support, are truly grateful.

Jodie Mears

Volunteer Coordinator



Volunteers from Dibbs Barker selling pins and helping out at the Brisbane Racing Carnival 2011.



Helen McGrory - winner of the Emmy's Crusader of the Year Award



Budget Direct IT team setup the bespoke phone system for volunteers during the Channel Seven/ACT for Kids Appeal

We would like to acknowledge the following corporate, Board and individual volunteers who supported ACT for Kids during the 2010-11 financial year:

Board Directors

Susan Davis
John Eales
Lesley-Anne Houghton
Rob Kent
Denis Loaney OAM
Malcolm Middleton OAM
Don Pinel
Hugh Scott-Mackenzie
Assoc Prof Stephen Stathis
David Wood AM

Corporate Volunteers

Brisbane City Council
Budget Direct
Colorado Group
Conexus
Dibbs Barker
Skelton Sherbourne
SKM
Softball QLD
Suncorp
UBody
Wotif Group

Individual Volunteers

Hannah Anderson
Deb Barnes
Wendy Bliss
Kim Bond
Kathy Briggs
Janet Bruce
Evannia Bunnett
Di Burmeister
Kayla Burt
Anastasia Caris
Rod Carmichael
Liz Castaneda
Frances Clark
Geoff Cook
Alex De Voss
Rebecca Dickson
Jude Douglas
Dan Eales
Robyn Earnshaw
Christine Elliott
Claire Fardoulis
Cheryl Frizzell
Sarita Fruk
Petro Geyl
Amber Gilchrist
Rebecca Glancy
Jeff Graham

Marlene Graham
Donna Hannen
Jenny Hayes
Kerri-ann Hilton
Lorraine Hislop
Kristy Hoffman
Sabrina Holbourne
Jasmine Houghton
Eric Howarth
Renee Howarth
Jayne Hutchinson
Rebecca King
Ruth Knight
Helen Langbourne
Pip Lindley
Chris MacLennan
Helen Matthews
Margaret McDonald
Jenny McGowan
Bev McGregor
Helen McGrory
Melanie McHugh
Tina McKay
Lara McKenna
Tina McKenna
Melissa McKenzie
Sue McKenzie
Emily McMurdy
Neil McNicholl
Karina Meldrum

Amanda Millar
Ebony Morrison
Amy Muller
Emily Newham
Jessica Newham
Karen Newham
Shireen O'Mera
Christine Plant
Rene Poulos
Kim Prosser
Lorena Radford
Max Richards
Judy Russell
Tanya Russell
Markus Saiat
Carol Salvadori
Deb Satterley
Janelle Schlitter
Michelle Schlitter
Marnie Sluice
Robin Smith
Kathy Sweeney
Jade Taylor
Carole Van Der Meer
Greg Whatmore
Marion Wheldon
Sharon Whipp
Peter Williamson
Justine Zulueta
Dianna Zulueta



Thanks to our supporters

In the past 12 months:

- the Talbot Family Foundation generously initiated five years' funding to establish a community referrals service in Townsville following the lead of ACT for Kids' first and highly successful service launched in Brisbane in 2010 thanks to the Bryan Foundation
- we welcomed our 250th Kids Crusader; our monthly donors provide the regular financial support we need to plan ahead knowing we have secure, sustainable funding
- SUBWAY franchisees helped raise \$77,000 through in store ACT for Kids collection containers
- 1st for Women car insurance donated \$10 from each of their new policies, from the promotion launch on 12 April through to 30 June 2011, a total of \$5,870 (www.1stforwomen.com.au)
- Budget Direct provided invaluable IT and system support for donation calls and processing in response to our inaugural Channel Seven/ACT for Kids Appeal
- we raised over \$92,000 through the sell-out WICKED Final Dress Rehearsal at QPAC in Brisbane thanks to the generosity of WICKED and QPAC
- an anonymous and deeply generous couple donated \$250,000 with a very simple message; "we trust you to keep looking after those children".

ACT for Kids is just one part of the community service sector in Australia. We cannot fight child abuse on our own. We are so very grateful that so many have continued to support our vital work so generously, in such difficult financial conditions, whether through a regular donation, taking part in events, including a gift in their Will or by tirelessly raising funds on our behalf.



Volunteers collecting donations at Central Station to launch the inaugural Channel Seven/ACT for Kids Appeal

Donations

With annual operating costs and the demand for services ever increasing, the donations received from thousands of supporters over the past year have helped significantly. Our Tax Appeal set a new record, raising \$80,000. Growing our regular donor program was and will continue to be a key strategy for ACT for Kids. Welcoming more Kids Crusaders than ever before means we have a growing steady, reliable income each month to support our services.

Grants, corporate community partners and sponsors, and donations in kind

ACT for Kids supporters in the business and philanthropic communities helped fund vital new equipment, initiatives and programs that we simply could not otherwise afford. **The E Robert Hayles and Alison L Hayles Charitable Trust** and the **Russell McKimmin Charitable Trust** provided \$61,945 towards an evaluation of the social impacts of our safe houses in Far North Queensland which will influence future community collaboration projects. Griffith University provided \$10,000 seed funding for the pilot evaluation of the *Learn to be Safe with Emmy* protective behaviours program, and **Queensland Community Foundation** provided \$20,000 for comprehensive staff training in our new client tracker database.

Mercedes-Benz Brisbane bought \$35,800 of lottery tickets in our ACT for Kids Premium Lottery - one ticket for every new customer during the year.

Hundreds of dedicated corporate volunteers helped raise thousands of dollars by running fundraising events or helping ACT for Kids staff sell raffle tickets and merchandise at major events including the Brisbane Racing Carnival - special thanks to all the staff at **Dibbs Barker, Malleson Stephen Jaques, Colarado Group, Wotif Group, Budget Direct, Brisbane City Council, Skelton Sherbourne, SKM, Softball Queensland, UBody.**

Special events

This year included many fun and fundraising activities including our two signature events, our 21st Annual ACT for Kids Art Show and Emmy's Night of Stars Gala Dinner. Hundreds of supporters dined with us at the Victoria Park Golf Club and we celebrated the commitment, contribution and invaluable role of our volunteers with the inaugural *Emmy's Crusader of the Year Awards*.

Community fundraising across the state

Our volunteer network, including the Gold Coast Friends of ACT for Kids group and a more informal group in Townsville, raised vital funds on our behalf within their local communities. Without our volunteers, many of these activities and fundraisers just would not be possible. Fun-runners, walkers and other everyday heroes raised funds through the Everyday Hero website, putting their energy and enthusiasm towards our good cause.

Thousands of people across Australia purchased ACT for Kids Platinum Class Lottery tickets, helping to raise thousands of dollars while putting themselves in the running to win cars, holidays and platinum bullion (www.platinumclass.com.au). We would particularly like to thank our Platinum Reserve members who elect to buy tickets in every lottery and our lottery partners Mercedes-Benz Brisbane and travel.com.au

Thank you

We would like to thank everyone who has supported ACT for Kids this year - donors, volunteers, members, sponsors, partners, lottery ticket buyers, granting bodies, the media and the State Government. Over the next year we will launch a new fundraising program and focus our efforts where they can make the most difference. With your help, together, we aim to develop a sustainable platform of income streams to enable us to help those children most at risk of abuse.

Thank you for helping us give more children a second chance and the happy, healthy and safe childhood they deserve.

Kerry Cutting
Director of Fundraising



Not your usual cheque handover after the sell-out WICKED performance raises over \$92,000

Donations

We are grateful for all the support we receive. ACT for Kids would like to specially thank the following supporters for their donations during 2010-11, and those who wish to remain anonymous.

96 Five
ACT for Kids Ambassadors
ACT for Kids Directors
ACT for Kids Kids Crusaders
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West Burleigh Golf Club
Women's Interest Group Society
Mr David and Mrs Lyn Woodall
Wotif Group
Zarrafra's Coffee

*ACT for Kids Ambassadors;
Kay McGrath, Greg Hamblin,
Andrew Griffiths, Joanne
Desmond, Lisa Newman,
Angry Anderson*

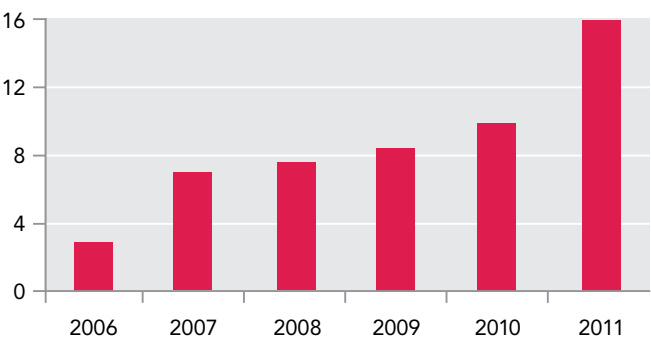


Financial report

On 1 January 2011 ACT for Kids became a company limited by guarantee as agreed by members of the Abused Child Trust Inc at a General Meeting held in November 2010. The new structure enables ACT for Kids to provide services nationally. The activities, operations, assets and liabilities of the association were transferred to the new company and the financial information below is the consolidated results for both entities.

The growth in recent years accelerated this financial year, with an increase in income of 60 per cent taking revenue to \$16 million. Grant income, \$11.5 million, increased by almost 72 per cent and accounted for 70 per cent of total income.

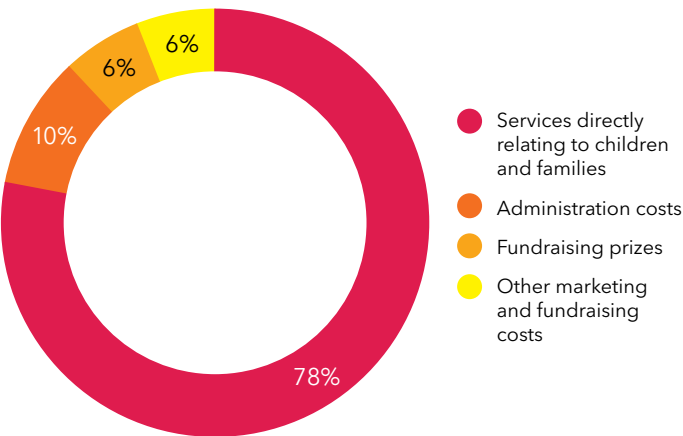
Income \$ Millions



The estimated value of donated (or in kind) services during 2010-11 totalled \$1.8 million. Most of the donated services related to advertising and promotion – particularly during the Channel Seven/ACT for Kids Appeal.

Expenses incurred on direct services to children and families, \$10.7 million, accounted for 78 per cent of total outlays (excluding the estimated value of donated services).

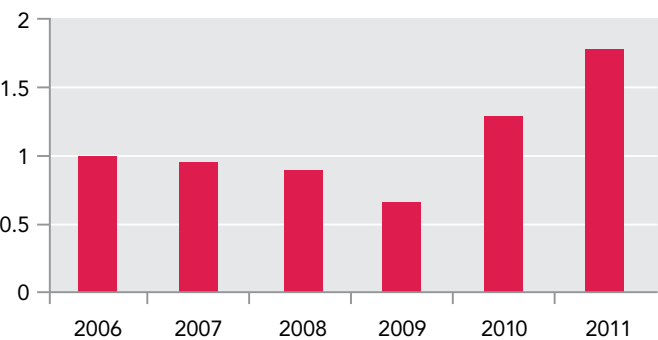
Expenditure



The growth in recent years accelerated this financial year, with an increase in income of 60 per cent taking revenue to \$16 million.

Financial sustainability is one of ACT for Kids' six key result areas and the Board has strategic objectives in place to ensure that the organisation is financially strong and fiscally responsible. Key performance indicators include continual improvement in the levels of working capital and reserves. We achieved significant improvements in both this financial year with reserves increasing by 37 per cent and totalling \$1.8 million on 30 June 2011. The surplus from operations during 2010-11 was \$488,376 and total assets as at 30 June 2011 were \$5.2 million.


Reserves \$ Millions



Leanne Dreves
Chief Financial Officer

Full financial information and notes for both entities are available on request.





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Katrina Christ
photographer

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For more information please call 1300 228 000:

To make a donation today – ask for Sam or visit **actforkids.com.au**

Making or updating your Will and including a bequest to ACT for Kids – ask for Kerry

Regular giving and becoming a Kids Crusader – ask for Sarah

Volunteering and Corporate Volunteering – ask for Jodie

Becoming an ACT for Kids Official Partner or Sponsor – ask for Kerry

Raising funds at work or in your community – ask for Sarah

Funding opportunities of major projects and programs – ask for Kerry

To buy tickets in the ACT for Kids Platinum Class Lottery call **1800 968 946**
or visit **www.platinumclass.com.au**



Formerly known as the Abused Child Trust