



OFFICIAL NEWSLETTER MARCH/APRIL 2010

A WORD FROM OUR PATRON

Hi everyone,

I hope you've all been out there enjoying the last of this amazing kiwi summer and getting good wear out of your KidsCan designer jandals! It's been another busy and exciting couple of months at KidsCan StandTall HQ as we get ready for our 5th birthday and giving away our 50,000th raincoat in June, just in time for the cold and wet winter months.

Our Number 1 Shoes Mystery Envelope Appeal draws to a close at the end of April and we have been really pleased with the fantastic support from people right around the country.

There are plenty more fun and exciting events and campaigns coming up, so if you would like to get involved make sure you get in touch with the KidsCan Team as they would love to hear from you.

Ali



GEORGE WESTON FOOD LAUNCH

As part of a pilot within our 'Food for Kids' programme, George Weston Foods (GWF) has been delivering Tip Top Super Soft bread to 60 KidsCan partner schools across the country each week, keeping little tummies full and ready for a day of learning.

This generous sponsorship was celebrated with a fun-filled launch at Otahuhu Primary School on 19 February, 2010. George Weston Foods and KidsCan staff, along with TV personality Josh Heslop, handed out funky Tip Top Super Soft bread lunchboxes full of pikelets and crumpets to over 500 grateful pupils.

Vanessa Haslam, Marketing at George Weston Foods says staff are excited and proud to be instrumental in giving Kiwi children more energy in the classroom. Thanks George Weston Foods!



MARCH & APRIL FOOD DISTRIBUTIONS

Two major Food for Kids distributions over the past two months saw 189,000 servings of food picked, packed and shipped out of our Mairangi Bay warehouse to hundreds of schools all over New Zealand.

In March, the fabulous team at McConnell Dowell donned their hi-vis vests and gave up their day to get amongst it. Then in April the wonderful guys and girls from Conferenz joined our committed ambassador, Josh Heslop, and the KidsCan Team to get thousands of muesli bars, fruit pottles and cartons of raisins out to kiwi kids in need.

Thanks
McConnell
Dowell,
Conferenz and
Josh for all of
your hard work!

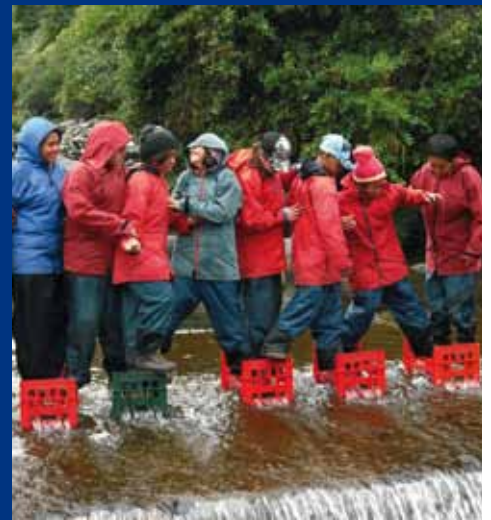


2010 KICKS OFF FOR STANDTALL CADETS

There were over 200 applicants for the 30 StandTall Cadet places again this year, and 22 girls and 8 boys from our 5 Manukau StandTall schools were selected as the 2010 Cadets. On Sunday 21st March the Cadets met each other for the first time as we travelled to the Sir Edmund Hillary Outdoor Pursuits Centre in Tongariro National Park in the glorious sunshine. The view of the mountains was breathtaking as we drove past. Unfortunately that was the last time we saw both the sun and mountains for 5 days! On Monday morning the Cadets were split into 3 groups and kitted up with their rain gear, boots, packs and thermals, and looked like true adventurers. Over the next few days they enjoyed caving, rock climbing, abseiling, high ropes, tramping, orienteering as well as bonding and teamwork activities. Unfortunately, most of this was done in the rain but this didn't seem to dampen their spirits. The children are also expected to do chores, help with meal preparation and complete journal work while there, which was done without too many complaints. On the third night after a day tramp the cadets pitched their tents for the overnight camp. A massive downpour during dinner flooded the tents so we moved inside the lodge and appreciated the fantastic log fire.

All instructors were great with the kids, the activities were challenging but achievable and the 30 Cadets bonded as a group very well. I think the bad weather even helped with that bonding process as they were all going through that challenge together. They all passed the course and were again complimented on their good behaviour, great attitude and high standard of work.

On the final day the sun came out so we got to see the mountains again on the way home - great timing! All 5 teachers participated every day, and many of the activities were challenging to them as well. Feedback was very positive and all said they would love to do it again. Roll on next year.



FIGHT NIGHT

Corporate Fight Night is where mild-mannered business people transform through training and attitude into professional prize fighters for that one night – in the Fight against Child Poverty in New Zealand. Join us on the 21st of May 2010 for an evening of glamour, dining and entertainment accompanied by a battle of strength, endurance and determination. Sanctioned by the New Zealand Professional Boxing Association Inc, the Corporate Bouts of 3 x 2 minute rounds will be under NZPBA's Social Boxing Contest Rules. Fight Night VI Contenders are raising funds for KidsCan StandTall Charitable Trust – helping to meet the basic needs of Kiwi kids living in poverty.

Get on board and support a contender (and KidsCan!) online at www.fundraiseonline.co.nz/kidscan, or for ticket information contact Ringside on (09) 355 6776 or online at www.ringsidenz.com.

MEDIA AWARDS

KidsCan is very excited to be named a finalist in two of the 2010 CAANZ Media Award categories. The CAANZ Media Awards celebrate excellence in strategy and implementation of campaigns, and KidsCan, in partnership with TV3, have been named finalists in the Best Use of Television, and the Best Integrated Media Campaign categories for The 'Big Night In' Telethon. Winners will be announced at the Awards Show in Auckland on Thursday 6 May, so stay tuned!

SCHOOLS ROADTRIP

At the end of February, Schools Coordinator Fiona Schuler spent a week travelling around Northland visiting KidsCan StandTall schools looking at programme effectiveness and accountability. She met with principals, KidsCan StandTall coordinators, teachers and children. A total of 8 partner schools were visited from Kaeo all the way up to Waipapakauri. It was great to see the KidsCan StandTall programmes in action and the positive impact on the school children.

The main feedback was:

- Communication increased between child and teacher; and parent and school – including identifying the need and feeling comfortable to ask for help.
- Children are happier and healthier.
- Increased attendance.
- Increased concentration and demonstrating more settled behaviour.
- Significant reduction in the number of lunches being stolen.

Fiona would like to thank all the schools who welcomed her and also to the Wayfarere Motel, Kaitaia for a lovely stay!

NEW KID ON THE BLOCK

Kat (Katherine) Shields has recently joined the KidsCan Team in the role of Marketing Coordinator. With a background in not-for-profit organisations, Kat is excited to be part of a vibrant and meaningful organisation making a real difference to the lives of thousands of Kiwi kids every day. Kat will be helping with marketing, fundraising campaigns, and looking after our volunteers.

You can get in touch with Kat by emailing katherine@kidscan.org.nz or phone (09) 478 1525.

JOIN US ON FACEBOOK

Join the KidsCan Team on Facebook – search for 'KidsCan StandTall Charitable Trust' and become a fan today!



CHRISTCHURCH GOLF MASTERS RAISE FUNDS FOR KIDSCAN

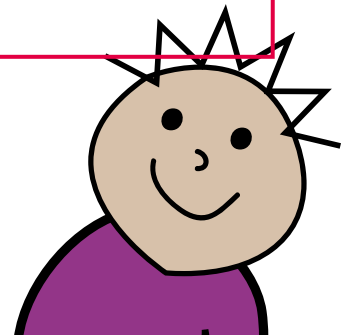
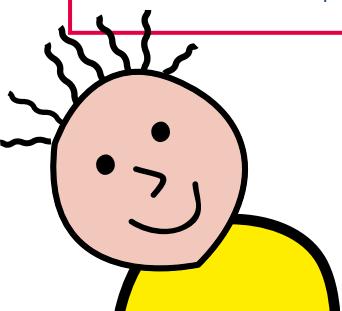
On Monday 12 April KidsCan Marketing Manager, Vasso Koutsos, headed south to the Christchurch Golf Club for their annual golf event. The Christchurch Casino Golf Masters is based around the most prestigious golf event in the world – The US Masters, played in Augusta, Georgia, and 120 players took to the course in the hope of being the overall champion, but it was Mike Stenhouse of Sheffield Consultants who won the tournament and was presented with the customary green jacket. Once again KidsCan StandTall Charitable Trust was the proud recipient of some of the funds raised through the silent auction held during the Champions Dinner on Monday night, totalling \$14,175. Special thanks to our good friends and in-kind sponsors, Chambers Strategy and Communication, for being fabulous hosts, and to the wonderful people at Peppers Clearwater Resort for sponsoring our accommodation.



CALLING ALL VOLUNTEERS

We have a range of fun events and appeals planned for 2010 that we need extra help with – so if you are keen to lend a hand and can spare an hour or two we would love to hear from you!

Any assistance you can offer is a huge help to the KidsCan Team and the thousands of kids across NZ that we assist through our programmes. If you are interested, please email katherine@kidscan.org.nz or call Kat on (09) 478 1525 to find out about upcoming opportunities in your area.



SPECIAL THANKS

- **Winifred Knight Trust - \$1000**
South Taranaki, 16/2/10
- **William Toomey Charitable Trust - \$500**
Canterbury, 23/3/10
- **CH Iazard Bequest Fund - \$410**
Wellington City, 13/4/10
- **Valder Ohinemuri Charitable Trust - \$2,000**
Paeroa, 20/04/10
- **Rotorua Energy Trust - \$4,000**
Rotorua, 27/4/10

BIG THANKS TO END GAME

This month a very BIG thanks goes to Andrew Butel and Jamie Wilson of Wellington Web Software company 'End Game' (www.end-game.co.nz) who have kindly contributed to supporting Pukeatua School for the next 12 months. According to Andrew, "End-Game refers to starting with the end in mind. In software, this is understanding the business model and exit strategy. In life, it includes helping those in need. We love investing into software, but equally as much we love investing into our kids - shoes, breakfast and raincoats etc are a small investment that will flow into their whole day/life."

SPECIAL PARTNER SCHOOL

Our school is well supported by KidsCan StandTall Charitable Trust, helping provide many wonderful opportunities for our children. These include providing healthy food for children who don't have any. Our children also proudly wear the Adidas All Black Jackets provided for those cold, wet winter months, with some children never being seen without their jackets rain, hail or shine.

The support that KidsCan offer is greatly appreciated by the entire school community and has impacted our children in a positive way, with many showing an increase in attendance (particularly over the winter months). The school community also feels secure in the knowledge that if they are unable to provide food at any time, there is a supply at school for their children.

Forest Lake School wish to sincerely thank KidsCan and all of their sponsors for the wonderful service provided.



CONTACT DETAILS

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Ph: (09) 478 1525 • Fax: (09) 478 1523 • Email: info@kidscan.org.nz • Website: www.kidscan.org.nz



Yes I would like to join the 'IN OUR OWN BACKYARD CLUB' to support New Zealand children!

Post this form to:
KidsCan StandTall Club
PO Box 31646
Milford
Auckland

Monthly Donation Amount \$15 (supports one child for a year) \$30 (supports two children for a year)
 \$45 (supports three children for a year) \$_____ amount of your choice

Or fax to
09 478 1523

Contact Person _____ Company Name _____

Postal Address _____

Telephone Number _____ Email _____

Payment:

If you wish to pay your membership monthly a direct debit form will be sent for you to complete. If you wish to pay in full for one year's membership we will send you an invoice:

I would like to pay: Monthly (tick box) Yearly (tick box)

For further information visit www.kidscan.org.nz or email info@kidscan.org.nz - telephone 09 478 1525 or fax 09 478 1523