

A photograph of an elephant standing in a river, with its trunk resting on a rock. The background is a warm, golden-brown landscape with trees and water. A teal rectangular box is overlaid on the right side of the image, containing the text and logo.

 Empowerment Trust

2021

ANNUAL REPORT CALENDAR

Empowerment Trust provides cutting edge primary prevention work across New Zealand that is trauma-informed and **evidence-based**.

The Kidpower approach **increases protective factors and reduces risk factors** for potential victims *and* perpetrators of all types of violence (including sexual violence) by providing strategies, awareness, and skills to prevent potentially violent situations from escalating and getting out of control, build healthy relationships, and navigate conflict without aggression.

Even though the issues we deal with are serious, the Kidpower approach is **empowering, dynamic and fun**.

We create safe learning experiences for adults and young people to take positive effective action to avoid or stop bullying, abuse and violence.

Skill building, hands-on, positive practices act as a catalyst for change.

Research shows that for too long, adults have been supplied with information and advice instead of active skill building training, coaching and practising of tools that make a difference in daily life.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1 NEW YEARS DAY	2	3
4 DAY AFTER NEW YEARS DAY	5	6	7	8	9	10
11	12	13	14	15	16	17
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DECEMBER 2020

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JANUARY 2021

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FEBRUARY 2021

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Be gentle
with yourself.
There is no
way to do this
perfectly.

Jan Isaacs Henry

Kidpower of Colorado
Executive Director
& Co-founder



FEBRUARY 2021



CHAIRPERSON REPORT

DEAN KELLY, CHAIRPERSON

My first year as Board Chair of Empowerment Trust saw unprecedented challenges across New Zealand and the world. The threat of COVID-19 and subsequent lockdown period tested everyone's resilience and provided uncertain times for the nation.

Despite this, Empowerment Trust continued to achieve remarkable outcomes for those we serve. The last year saw continued growth across our services, increased collaboration with partners and the successful embedding of new operational structures.

None of this would have been achievable without the hard work of our staff and I send my sincere thanks and gratitude for your determination, focus and keeping our Mission and Values at the heart of what we do.

It is a privilege to work with you all. Please enjoy this calendar and annual report.


Dean Kelly, Chairperson

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8 WAITANGI DAY	9	10	11	12	13	14
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JANUARY 2021

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FEBRUARY 2021

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MARCH 2021

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Taking in kindness helps kids to build confidence and belief in themselves, which is a **powerful personal safety tool.**

Meaningful compliments focus on actions like **caring, trying, working, learning or helping** rather than on physical appearance, strength or achievements.

Irene van der Zande
Kidpower Founder
and Executive Director



Kidpower Programmes have been developed to be **easy, positive, safe and fun!**

Our approach builds consistent, common language and strategies for conflict resolution and boundary setting through:

- Professional development for educators
- Child/Tamariki workshops
- Parent/Whānau education

It supports Te Whāriki Early Childhood and the NZ Education Curriculum.

Resources like the Kidpower Flip Cards make it easy for teachers, parents and other caring people to reinforce the learning.



During the Coronavirus lockdown we created a 'Kidpower with Maree' series. These short videos demonstrate how you can use Kidpower in your bubble:

[empowermenttrust.nz/
free-video-resources/](https://empowermenttrust.nz/free-video-resources/)

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FEBRUARY 2021

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MARCH 2021

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APRIL 2021

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Do not think
for one minute
that because you
are who you are,
you cannot be
who you imagine
yourself to be

—
Jesida Isler



“Kidpower has had a significant impact at Kaukapakapa School over a number of years. It’s approach and key vocabulary are something that our teachers use and refer to often both within and outside of the classroom.”

 Principal, Kaukapakapa School

We use our strength based, step-by-step Skills First For Safety **Kidpower Positive Practice™** teaching method (an approach used since 1987) to teach the Essential Safety Skills.

In the past year, 3,382 children practised skills and strategies to:

- keep themselves safe with peers,
- set boundaries with others,
- be safe outside of the family or school environment,
- get help and insist if someone does not understand or help,
- defend themselves as a last resort.

A variety of resources and programmes help caring people practise safety skills with the children in their life and/or work.

This includes a revised Kidpower Confident Kids NZ programme manual, originally developed together with NZ Police complimenting their Keeping Ourselves Safe programme.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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5 EASTER MONDAY	6	7	8	9	10	11
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26 ANZAC DAY	27	28	29	30		

MARCH 2021

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APRIL 2021

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MAY 2021

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*Make the Kidpower
Protection Promise to
your child today*

[kidpower.org/library/
kidpower-protection-promise](https://kidpower.org/library/kidpower-protection-promise)





The past years data regarding adult participants illustrates our reach:

- 58% NZ European
- 9% Pasifika
- 12% Maori
- 21% Asian or other ethnicity

Adults and young people practised how to:

- recognise an emergency situation and take quick, effective action to take charge of their own and other people's safety
- get help as soon as possible
- stop bullies and inappropriate touch or behaviour
- cope with peer group pressure
- turn fear into positive practical action
- de-escalate potentially dangerous situations including:
 - dealing confidently and effectively with verbal aggression
 - stopping aggressive confrontations before they start by being: supportive; redirective; directive; taking charge
- (as a last resort) use effective physical defence skills to stop violence and get help

* reach includes ECE adults, and doesn't include Mates & Dates teens

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APRIL 2021

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MAY 2021

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JUNE 2021

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Whiria te Tāngata

Weave people
together

Pictured:

Maree O'Donnell

Empowerment Trust
Instructor Mentor/
Programme Coordinator





MATES & DATES IN SECONDARY SCHOOLS

MATES & DATES

Mates & Dates is a strengths based healthy relationships programme for secondary school students. It's designed to help **prevent sexual and dating violence** by teaching young people relationship skills and behaviours to carry with them throughout their lives. It's about all kinds of relationships including friends and family.

The themes are:

- healthy relationships
- skills and consent
- identity, gender and sexuality
- when things go wrong
- keeping safe together

Post Survey Results:

- **89% said that the programme helped them understand the importance of consent.**
- **94% had a better idea of what to do to help if a friend who was in a harmful (violent or abusive) situation.**

In 2019/2020 our teams facilitated the ACC Mates & Dates programme in 44 Secondary schools (**an increase of 244% on the previous year**) across the Tasman, Auckland and Canterbury regions, running 316 modules.

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QUEEN'S BIRTHDAY						
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MAY 2021

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JUNE 2021

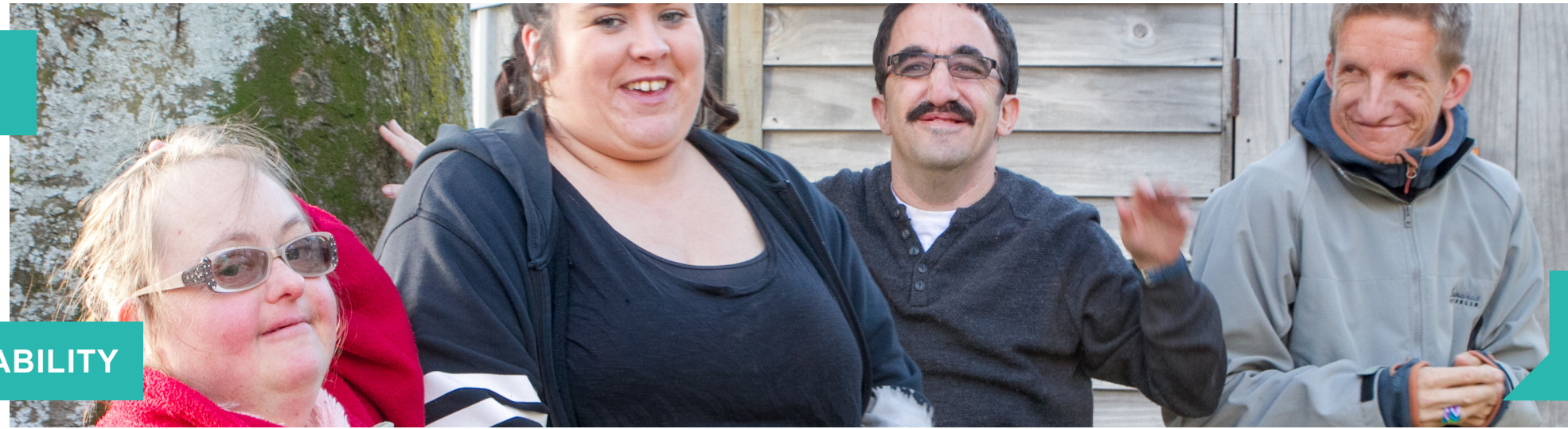
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JULY 2021

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THIS IS A
WONDERFUL DAY,
I HAVE NEVER SEEN
THIS ONE BEFORE

MAYA ANGELOU



More than 1,060 young people and adults with intellectual disabilities used our **Healthy Relationships resources**.

Fullpower Healthy Relationships is a evidence based programm that continues to be developed with and for teens and adults with intellectual disabilities. They provide practical tools to build resiliency and prevent bullying, violence and abuse covering three modules:

- A Four Healthy Relationships Rules**
- B Saying Stop and Stopping**
- C Getting Help**

20 Fullpower Healthy Relationships Ambassadors in Christchurch, Wellington and Tasman are teaching peers and:

- co-lead interactive sessions
- teach relationship skills
- facilitate genuine sharing

Outcomes include

- awareness, safety and inclusion for all
- increased capability
- mutual understanding and connection



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JUNE 2021

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JULY 2021

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AUGUST 2021

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TO TAKE CARE OF OUR CHILDREN, WE MUST TAKE CARE OF OURSELVES.

CHOOSING A THERAPIST FOR YOUR CHILD OR YOURSELF:

[www.kidpower.org/library/
article/choosing-the-right-therapist](http://www.kidpower.org/library/article/choosing-the-right-therapist)

Faamalosi Aiga (Strong Families) is a Pasifika safety programme with whole-community engagement, bilingual and fun activities, songs, role-plays, and visuals.

During the **collaborative process**, the concept of *Outside/Inside Aiga* (whānau/family) emerged. This concept creates a safe space for everyone to understand how the Kidpower skills are relevant and appropriate for Outside Aiga and at the same time acknowledge that every family and community has their own safety strategies and tools which work for them.

The programme encourages communities to identify the differences and to discuss how to make sure their children know them.

This past year our Pasifika reach has dropped to **9%** of the year before, as the Nelson Tasman Pasifika Community Trust has had a change in management which has affected the programme.

“I was really impressed with how fast the children got it. So even the really little ones, the four year olds knew to really clearly say ‘stop, I don’t like that’ very quickly. And it really empowered the children.”

 Pasifika parent

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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JULY 2021

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AUGUST 2021

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SEPTEMBER 2021

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"Te tiro atu tō
kanohi ki tairāwhiti
ana tērā whiti te rā
kite ataata ka hinga
ki muri kia koe"

"Turn your face to the sun and the
shadows fall behind you"



We invite you to make a special effort to transform the fear of bullying, violence, and abuse into a future of lifelong safety and success for today's youth.

Our goal is to encourage every adult, parent, teacher, mentor, safety officer, neighbour, everyone – to make *sure* that the **children and teens in your life can count on you** for help.

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

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		INTERNATIONAL CHILD PROTECTION MONTH				
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Download posters and resources in a range of languages from the Kidpower International website: www.kidpower.org

AUGUST 2021

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SEPTEMBER 2021

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OCTOBER 2021

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September: International Child Protection Month

**MAKE THE KIDPOWER PROTECTION
PROMISE TO YOUR CHILD TODAY!**

"YOU ARE VERY IMPORTANT TO ME!

**IF YOU HAVE A SAFETY
PROBLEM, I WANT TO KNOW**

EVEN IF I SEEM TOO BUSY,

**EVEN IF SOMEONE WE CARE
ABOUT WILL BE UPSET,**

EVEN IF IT IS EMBARRASSING,

**EVEN IF YOU PROMISED
NOT TO TELL, AND**

EVEN IF YOU MADE A MISTAKE.

**PLEASE TELL ME, AND I WILL DO
EVERYTHING IN MY POWER TO HELP YOU."**

PROVEN RESULTS / EVIDENCE

Spontaneous feedback, success stories, and formal evaluations from workshop participants, observers, and professionals have been overwhelmingly positive from the start!

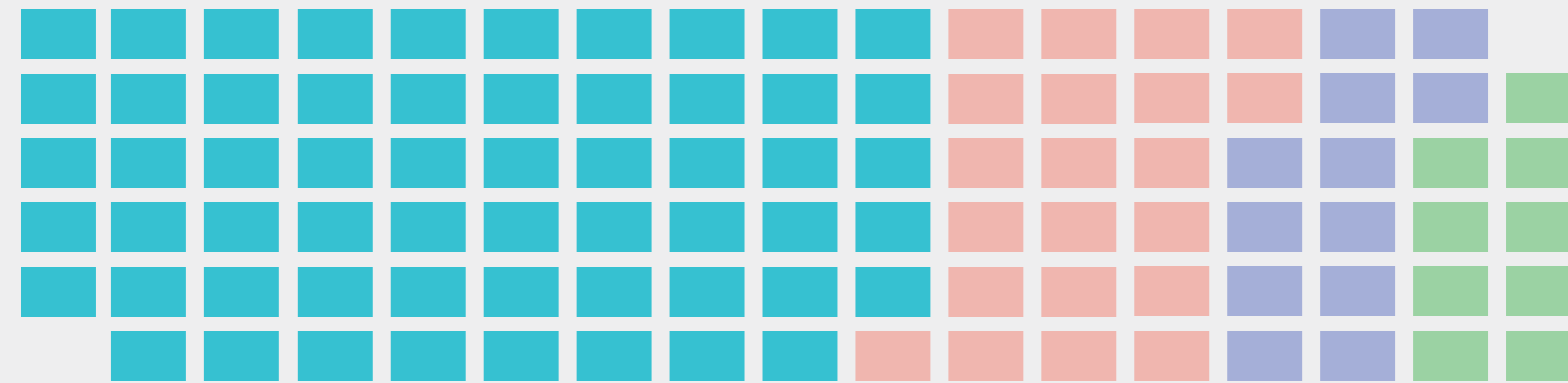
Formal research and independent evaluations in New Zealand, US and Canada provide evidence that the Kidpower programmes are effective and follow best practice in child protection.

Our approach closely aligns with:

- the 10 protective factors conceptual model of ACYF (Administration on Children, Youth and Families)
- the recommendations of the National Scientific Council on the Developing Child
- the Sexual Violence Primary Prevention Toolkit of ACC
- NZ Government's sexual violence prevention work
- the philosophy of Bullying Free NZ, Keeping Ourselves Safe, Kia Kaha, and Positive Behaviour for Learning

*"As a result of only one programme, most have demonstrated **obvious signs of healing past trauma and stepping into new confidence** about their boundaries and self-esteem."*

 Counsellor



STATISTICS (ADULTS)



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LABOUR DAY						

SEPTEMBER 2021

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OCTOBER 2021

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NOVEMBER 2021

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I Love Kidpower!
My joy is people
discovering their own value
and strengths through
positive, fun, success-based
practices!

Maree O'Donnell

Empowerment Trust
Instructor Mentor/
Programme Coordinator

We have proven strengths in community engagement, **community driven programme development**, and ability to work with others to develop courses that address identified needs.

This year, we worked with Multicultural Nelson Tasman to reach refugee and migrant communities, the Nelson Tasman Pasifika Trust developing Pasifika programmes, and disability providers in Auckland, Wellington, and Christchurch.

We are collaborating with Safeguarding Children. Our goal is to work together to provide a holistic training package focusing on keeping children safe.

We maintain relationships with other groups internationally, nationally and locally, to promote the prevention of violence in order to create a safer environment for all. These include networks and forums such as:

- TOAH NNEST (Te Ohaakii a Hine – National Network for Ending Sexual Violence Together)
- MoE/ACC Evaluation of Healthy Relationships Education for secondary schools
- Kidpower International Senior Programme Leader Group
- Safeguarding Children
- Safe Families Motueka

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OCTOBER 2021

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NOVEMBER 2021

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DECEMBER 2021

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**Imagine helping
children; Feel **STRONG**
enough to stand alone,
SMART enough to
know when they
need help, and
BRAVE enough
to ask for help
when they need it.**

Frith Daniels

Empowerment Trust
Auckland Area Manager



Tailored resources make it easy for adults to integrate People Safety practices into their personal and professional life.

Check out our wide range of safety comics and teaching resources on our web page: www.kidpower.org/resources

The **latest additions** are:

- 8 Kidpower songs for young children
- flipcard sets on a lanyard with 16 Kidpower Safety Signals
- a new version of the Confident Kids Facilitator Guide for 5-12 year olds
- a new edition of the Kidpower for Young Children Facilitator Guide for 0-7 year olds
- Pasifika Faamalosi Aiga (Strong Families) resources, for whole-community engagement with bilingual fun activities, songs, role-plays, visuals and other resources

We thank Kidpower International whose support and permission to adapt the curriculum, and ongoing consultation, makes these projects possible.

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CHRISTMAS DAY	BOXING DAY					

NOVEMBER 2021

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DECEMBER 2021

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JANUARY 2022

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WHĀNGAI KA TUPU KA PUAWAI

—
THAT WHICH IS NURTURED,
BLOSSOMS THEN GROWS

FINANCIAL PERFORMANCE & POSITION AS AT 31 MARCH 2020

Revenue

Course Fees	\$ 851,571
Donations & Grants	\$ 110,122
Interest and Other	\$ 3,788
<i>Total Revenue</i>	<i>\$ 965,081</i>

Expenses

Course Costs	\$ 79,318
Staff Costs	\$ 776,054
Other	\$ 5,680
<i>Total Expenses</i>	<i>\$ 861,052</i>
<i>Surplus for the Year</i>	<i>\$ 104,029</i>

Assets

Fixed Assets	\$ 3,174
Current Assets	\$ 410,307
<i>Total Assets</i>	<i>\$ 413,482</i>

Liabilities

Current Liabilities	\$ 172,695
Received in Advance	\$ 42,733
<i>Total Liabilities</i>	<i>\$ 215,428</i>

Funds Available

Opening Balance	\$ 92,024
Net Income (Deficit)	\$ 104,029
<i>Total Funds Available</i>	<i>\$ 198,053</i>

ACCOUNTABILITY

The Trust believes that an organisation like ours is accountable to the community in a number of different ways, such as:

Social: The social benefits and impacts of the Trust's operations are featured throughout this annual report/calendar.

In addition, the physical and mental wellbeing of all involved is one of the core values we continually strive to uphold.

Economic: The summary of our audited accounts is shown here, and the complete audited accounts are available from the Trust upon request.

Environmental: Emissions from travel this year are consistent with the year previous.

Electricity is included in our head office rental and is not metered separately.

All waste is sorted into compostable paper, aluminium, glass and other, and are composted on site or recycled as appropriate. Empowerment Trust reuses paper where possible.

Sound environmental practices are demonstrated and encouraged in the various services offered.

OUR VALUES

We will be:

Honest
Fair
Supportive

Celebrating
Productive
Safe
Confidential

Pro-active
Inclusive
Courageous

APPRECIATION POWER!**\$10,000 and above****New Zealand Lottery Grants Board****Oranga Tamariki****Tertiary Education Commission****\$5,000 - \$9,999****Community Organisations Grants:
Nelson****\$1,000 - \$4,999****ACE Aotearoa****Air Rescue Services****Anglican Diocese of Nelson****Blue Sky Community Trust****Four Winds Foundation****Community Organisations Grants:****Auckland****Waitakere****John Iloff Charitable Trust****Nelson City Council****Network Tasman Trust****RG&EF MacDonald****\$0 - \$999****Golden Bay Community Board****Lion Foundation****Mainland Foundation****Motueka Community Board****One Foundation****Pub Charity****Rehabilitation Welfare Trust****Tasman District Council**

**Plus the many individual donors who
wish to remain anonymous and to all
our other supporters who volunteered
1,420 hours and donated space or
other resources for the Trust this year!**

Special Thanks

To our 2019/20 Board of Trustees:
Fiona Bryan, Trish Casey, Nicola Cheeseman,
Simon Jones, Dean Kelly, Annie Simmons
and Mane Tahere.

We are excited to see the diversity and
growth in our board.

To our wonderful team of Kidpower
Confident Kids instructors who make it
possible for us to offer our programmes
nationally: Cornelia Baumgartner, Maree

O'Donnell, Frith Daniels, Karla Minnitt, Kathy
Garrett, Lynn Blokker, Merridy Grant, Paul
McConachie and Pita Akau'ola.

To our Mates & Dates Facilitators who teach
in Tasman, Auckland and Canterbury regions.
There are now too many of you to mention
individually, but you are all truly appreciated
and have a great passion for working with
teenagers to help keep them safe.

To Cornelia Baumgartner and Martin Hartman
for providing us with an office space that is
not only local but has the best office views -
the Mt Arthur ranges.

To Dominic Scott, our amazing IT volunteer for
keeping our systems running smoothly.

To Flavia King-Turner for volunteering and
supporting us in the office.

To our office team without whom we would
not be able to serve and reach so many.

To Irene van der Zande, the Founder of
Kidpower Teenpower Fullpower International,
for allowing us to use her wealth of
copyrighted materials and for the countless
hours she and her husband Ed van der
Zande donate in support of the International
Kidpower community.



www.empowermenttrust.nz



safeNZ@empowermenttrust.nz



0800 KIDPOWER / (03) 543 2669

Empowerment Trust provides cutting edge primary prevention work across New Zealand that is trauma-informed and evidence-based.



Empowerment Trust

