



- Bullying is a problem for more than one in four children, affecting thousands each year
- Kidscape has been providing practical solutions to bullying for almost 20 years
- Funding can help stop bullying for 80% of the children on Kidscape's courses
- NPC is impressed by the practical work Kidscape does to help victims of bullying

## Issue: Bullying is a problem for more than one in four children, affecting thousands each year

Bullying at school impacts many thousands of children each year, not only making day-to-day existence miserable, but sometimes affecting their future lives. A study in 2003 for the Department for Education and Skills and ChildLine study estimated that one in four secondary school children and up to half of all primary school children have been bullied. In another survey that year young people named bullying as their 'biggest issue'. At the extreme end of the problem, the Home Office attributes between 10 and 14 youth suicides each year to bullying.

Bullying takes many forms. It includes verbal bullying such as name calling, rumour spreading or constant sarcasm; through emotional bullying such as deliberate unfriendliness or exclusion; to menacing behaviour such as demanding money or possessions; right up to physical abuse and violence.

Moreover, bullying is also detrimental to the bullies themselves. Bullies often have problems outside school that need addressing, which lead to their bullying behaviour towards other children. Being allowed to get away with it continually can lead to problems in later life. Long-term studies suggest that bullies are four times more likely to end up in prison, to abuse their families and to have problems with relationships and jobs.



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### Kidscape's ZAP course:

ZAP days are self-help anti-bullying courses for children and their families.

Held every month or so, the ZAP courses run for a full day for children, while their parents attend a complementary half day course (following a lunch laid on by Pizza Hut!). 10 to 20 children, grouped as far as possible according to age, attend each course and come from all over the country, either self-referred via the website or helpline, or sent by schools.

The course, which has been evolving over five years, begins with a discussion about bullying and goes on to teach techniques for the sort of self-assertiveness that turns off bullies.

Whilst the children are in one room, their parents discuss the problem separately, and are taught ways of helping. NPC attended this part of a ZAP course, and was impressed by the help given to the families, some of them desperate.

## Response: Kidscape has been providing practical solutions to bullying for almost 20 years

Kidscape was set up in 1984 by a child psychologist and teacher, Michele Elliott, who was concerned about the sexual abuse of children. In its initial survey of 4,000 children, the charity found that many of those surveyed were also concerned about bullying. In a second, more specific survey, the charity found that 60% of the children had experienced bullying.

Over the years, Kidscape has largely passed the baton on child sexual abuse to bigger charities with national reach, such as NSPCC and ChildLine, and now mostly concentrates on bullying. Its services are:

- **Helpline** for parents, staffed every weekday and handling up to 16,000 calls each year, and a **website** receiving 250,000 hits each year.
- **Publications**, 50 of them, on bullying and child abuse. Over 30,000 copies are sent out each year, and all of them are on the charity's website.
- **Training courses** for children, parents and professionals. 4,000 children and 2,000 adults—teachers, governors and youth workers—attended 250 Kidscape courses last year, most of them given in schools. A further 200 children and their families attended ZAP courses (see box).

Kidscape is a small charity, with a staff of ten, operating out of London but with another eight, regionally-based, freelance trainers delivering its services around the country. The charity's income is £341,000, its funding sources fairly well balanced between grants from grant-making trusts and corporates, as well as some public money, fees from courses and income from publications.

## Results: Funding can help stop bullying for 80% of the children on Kidscape's courses

A website, helpline, publications and training for childcare professionals are the all-encompassing services provided by this relatively small charity. Schools and parents alike are happy to have their advice and support, and demand for Kidscape's services is high. Quantifying the outcomes achieved is often hard, however.

Its helpline staff field around 50 calls a day, mainly from parents, but sometimes from teaching staff or children. Some are simply seeking signposting or publications, while others require support or counselling.

The charity's publications are also written to inform, advise and support. There are over 50 books, leaflets, posters and DVDs, all aimed at different age groups. Kidscape sends out 30,000 publications each year and Argos, for example, has just funded a *Bully-Free* pack for 5,000 secondary schools. Feedback from schools has been positive, and Kidscape hopes now to provide similar packs for primary schools.

Demand is also strong for Kidscape's courses, with a waiting list of around a term. The charity delivers over 250 courses in schools each year, to both teachers and children. Course subjects, which are tailored to the individual school, include setting up peer mentoring programmes, creating a safe environment for children and ZAP days.

The costs and results for ZAP are easier to quantify, as the charity has a full-time staff member here, costing £35,000. If 15 children and families attend each of 12 sessions, the rough cost per family is £200. The children are given simple pre- and post-course questionnaires asking how they feel. The mood of most participants improves over the day and most children subsequently feel capable of handling their bullies. Longer term, 200 participants were followed up a year later—in 80% of cases, bullying had stopped.

### Feedback from ZAP courses:

*'Today I have learnt a lot. I have learnt how to stick up for myself, how to say NO!'*

Ben, age ten

*'The assertiveness training really helped me. I have been encouraged to use these skills in everyday situations... If I knew then what I know now, I'd be a lot better off. Cheers!'*

Claire, age 14

*'When I first phoned, Kidscape was very supportive, and had plenty of suggestions to deal with my daughter's bullying, many of which they've followed up today. Hopefully this will help her cope at school – it's a shame that more children can't be helped in this way.'*

Parent at January ZAP course

### Geographical coverage

Local National

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### Focus of approach

Indiv- Comm- Services Society  
idial- unity

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### Life stage

Innovation Established  
or pilot approach

●

### Replicability or scalability

Little Considerable  
scope scope

●

### Annual income (£'000s)

2003	2004	2005
370	317	341

### Staff

Full-time	Part-time	Volunteer
6	4	1

## Recommendation: NPC is impressed by the practical work Kidscape does to help victims of bullying

Kidscape is an impressive organisation, achieving plenty with relatively small resources. It reaches thousands of children each year, up to 20,000, both directly through its helpline and courses, and indirectly as those trained by Kidscape or who read its publications put their knowledge into practice.

Kidscape is currently fundraising for two new projects:

- £20,000 could fund the replication of its secondary school DVD for primary-age children, such has been the welcome accorded to its *Bully-Free* pack. The DVD shows role plays of different situations in which bullying can occur and ways of handling it, with pauses for group discussion, and Kidscape needs to re-shoot it to make it suitable for a younger audience.
- £25,000 would fund the total costs for a much-needed new staff member at head office. Kidscape would like to employ and train someone to take phone calls, help with courses and training, plus fundraising and general office work.

The charity is well run, and is prudent in its reserving, with over six months worth of expenditure on its balance sheet, but there are risks to a small organisation like this. Kidscape was founded and is run by the immensely experienced Michele Elliott, and, despite an excellent team behind her, it will be interesting to see how the charity copes with succession in time. Moreover, she increasingly spends a lot of time fundraising—which although necessary is frustrating when there are so many other demands on her time, such as media work. Kidscape has been successful in attracting grants from foundations and companies—the Argos' grant is the latest in an impressive list—but few are unrestricted, making core costs hard to fund.

**Kidscape is welcoming and sympathetic to families in crisis over bullying, and gives them practical help too, as well as sharing its learning widely.**

New Philanthropy Capital (NPC) is a charity that advises all types of donors on how to ensure their money has high impact.

This document describes one of the charities recommended by NPC in its report on education in the UK. For more information see our report *On your marks* at [www.philanthropycapital.org](http://www.philanthropycapital.org).

To discuss this or any of our other recommendations, please contact Harry Charlton on 020 7785 6309.

Last revised on 05/05/2006. Dinah McKenzie

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## Glossary

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<b>Funding needed</b>	amount or range of funding required
<b>Results</b>	impact of this charity's work on people's lives – NPC looks at results in terms of three dimensions:  <b>Breadth</b> – number of people affected <b>Depth</b> – intensity of results for each individual affected (greatest depth means a life-saving intervention; lowest means a minor interaction) <b>Change</b> – degree of systemic change brought about by this work; equivalently whether it tackles causes (high) or treats symptoms (low)
<b>Risk</b>	level of risk threatening the delivery of specified results
<b>Difficulty of fundraising</b>	level of difficulty associated with fundraising for this charity (may be due to unpopularity of field of work or lack of fundraising capacity)

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<b>Geographical coverage</b>	charity's area of work – local, regional or national – or a number of these levels
<b>Focus of approach</b>	main groups with which the charity works:  <b>Individual</b> – working directly with individuals, providing services and support to improve their quality of life <b>Community</b> – working with communities and/or families, providing activities to strengthen community life <b>Services</b> – working with organisations, funders and policymakers to improve services <b>Society</b> – working at a national level to change attitudes and tackle causes
<b>Life stage</b>	organisation's developmental stage – from pilot/start-up to mature, established organisation
<b>Replicability or scalability</b>	potential for replication of the charity's model, or growth of the charity itself

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## Good giving principles

- **Pro-active selection of charities based on results:** Donors should support charities that are achieving excellent results for the people that they serve, rather than charities that have the most effective and professional fundraising teams or the lowest administrative costs (all organisations need administrative costs in order to be effective; low admin costs may in fact be a sign of an inefficient organisation).
  - **'Light touch' engagement with charities:** In most instances we recommend that donors minimise the demands on the time and resources of the charities they fund. In practice, this means not imposing arduous reporting requirements and limiting visits and contact with charities.
  - **Funding organisations, not projects:** As a donor, it is tempting to stipulate that a grant can only be used for a particular project, because this makes it much easier to see the direct charitable impact of the donation. However, we believe that this practice can limit the impact of the donation. Firstly, it may cause charities to propose projects that meet the donor's objectives but which stray from their core mission. Secondly, if circumstances change then charities are unable to respond. We believe that the charities we recommend can and should be trusted to make decisions in the best interests of the people they serve, and so in general we recommend that donors fund organisations, not projects. Practically, this means giving unrestricted funding.
  - **'Just right' donations - not too big, not too small:** Judging the right size for a donation to a charity is an art, not a science. If a donation is too big, there is a risk that rapid growth will create significant organisational problems, particularly when the donation runs out. At the other end of the scale, if a donor makes a small donation and requires a charity to go through application and reporting processes then the administrative burden may outweigh the benefit of the donation. Of course, small donations with no strings attached are always welcomed by charities. Our researchers work with charities to understand their financial needs, and recommend a suitable size for a donation. In general, we work on an assumption that contributing more than a third of an organisation's annual income may create problems. However, if a charity is looking to grow significantly and it has a robust strategy for growth, a larger grant may be entirely appropriate.
  - **Multi-year support:** We recommend that donors should provide multi-year support for charities, rather than giving them a lump sum in a single year. Choosing the right length for a grant depends on the specific case – as a guide, grant-making trusts often give three-year grants. Multi-year support gives charity leaders the opportunity to make long term plans to improve their organisations and build projects that will create and sustain improvements in the lives of the people they serve. It also allows donors to build longer-term relationships with the charities, if they wish.
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