

2009-10

Annual Review April 09 - March 10



Introduction
from the Director
Claude Knights

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"We work hard to change the world by changing attitudes, and by offering practical information that gives families the help they need."

Claude Knights

I am impressed on a daily basis by how much Kidscape achieves - our impact on children's lives, and our significant contribution to the challenging and prevention of bullying and abuse. Even in a difficult economic environment, we retain our enthusiasm for effective solutions, and the determination to increase the impact of our services.

We are exceptionally excited to announce a Kidscape initiative that should help young people in a whole new way, extending our reach and the quality of advice we are able to provide, as well as supporting our existing programmes. This is the recent merger of Kidscape with the young people's helpline Youth2Youth, which provides peer counselling using telephone, email and on-line chat. The new service is bringing even more positive energy and potential to Kidscape, and is enabling us to offer, for the first time, a helpline for children and young people. The helpline is staffed by 54 young volunteers aged between 16 and 21 who will be well placed to ensure that young people and their concerns are at the centre of all our work.

In our landmark twenty-fifth year, our determination to challenge all forms of bullying and abuse remains as strong as ever. We are inspired by the great courage shown by the bullied children who come to us - their world is upside down, but they are able to learn, to try, to succeed. The Kidscape kite is surely strong enough to carry all our dreams.

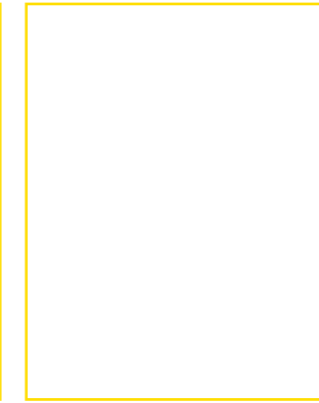
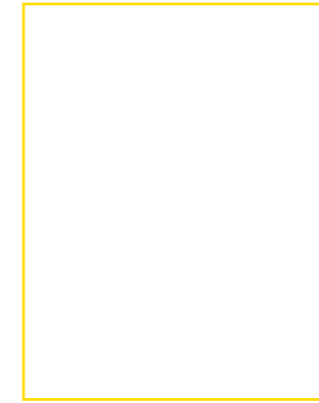
My grateful thanks to all who have helped us during the past year to put Kidscape's vision of a world free from bullying and abuse into practice.

“

We are confident that together my son and I can cope with bullying problems, and if we have doubts, we know Kidscape is there to help us through.

Parent

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Introduction
from the
Deputy Director
Peter Bradley

I was given a wonderful, warm welcome when I joined Kidscape last May. And I've had an incredible - and diverse - first year at Kidscape, whether representing us at sporting events or in discussions with the Secretary of State for Children, Schools and Families.

An adolescent psychotherapist and youth worker, I worked previously managing a project for children excluded from school, and was also managing director of the young people's helpline Youth2Youth. These experiences have been woven together to create a colourful tapestry that I now bring along to Kidscape. Whilst my main role is to support and deputise for Claude, I manage a number of projects, ranging from the website development to the merger process with Youth2Youth.

I have met so many inspiring people this year, but the most memorable are the young people who attend our ZAP courses to learn the skills and gain the determination to face up to bullies and show that they can succeed.

The present climate, political and financial, is making the future difficult for small charities, but I'm sure Kidscape's dedicated approach to its work ensures we can continue to offer vital services. I look forward to many happy years with Kidscape and am confident we can grow together.



"Children are most vulnerable to bullies when they are feeling low, have little confidence and their self esteem is fragile. Kidscape offers children and their families the support that makes a difference."

“

Thank you for ZAP. I had lots of fun and learnt a lot. It was good to meet others who were having the same problems. It made me feel less alone.

9 year old girl

”

What is Kidscape?

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Kidscape is a non-profit-making, registered charity that is committed to keeping children safe. We believe that protecting all children from harm is crucial. We work to prevent the abuse and exploitation of children and any kind of bullying including emotional, physical, and cyberbullying. Kidscape provides individuals and communities with practical skills to stay safe, and to reduce the likelihood of future harm.

Kidscape employs 16 full and part-time staff as well as many regular volunteers, and is currently running several important services for children, their parents, carers and professionals involved with the well-being of children. These include:

- A helpline for parents and carers of bullied children that receives approximately 6000 calls a year. The helpline also gets hundreds of calls from children and young people who cannot get through to other sources of support.
- Following a merger with Youth2Youth (Y2Y), Kidscape now has a service dedicated to meeting the needs of young people aged 11-19. Y2Y is a confidential national helpline run by young people for young people who need emotional support.
- 'ZAP' assertiveness training courses for severely bullied children. We are the only organisation offering this unique, innovative course. The demand is constant. Kidscape ZAP workshops were created in 1999 and since then we have run free courses in our offices for over 3000 children and their families and for over 20,000 children and young people in schools across the UK through our DfE- funded ZAP projects.
- A training arm through which 10 freelance Kidscape trainers deliver a wide range of workshops on subjects which include child protection, anti-bullying, assertiveness training, behaviour management and peer support initiatives. In the past year we have delivered over 150 Safeguarding Children workshops to a cross-section of professionals including the police, school counsellors, and health workers.
- Periodically we organise conferences which address pertinent safety or bullying issues. We also meet with government ministers (e.g. Education, Home Office) to ensure that issues such as bullying and child abuse are given a high priority and that policies reflect the needs of children and young people.
- Serving on advisory boards and panels like the Home Office Sex Tourism Working Group, the Children's Policy Unit, the Internet Watch Foundation, the Anti-Bullying Alliance and many others. We have also chaired Home Office working groups and World Health Organisation panels concerned with the prevention of child sexual abuse.
- Writing and publishing books, manuals, programmes, booklets and leaflets for children, young people, parents and professionals.
- Regularly appearing on television, radio and in print to comment about bullying, child abuse and other issues affecting the welfare of children. We have given over 500 major interviews in the past year.



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Bullying remains a widespread problem despite all the efforts being directed into challenging this destructive behaviour.

It can affect the culture and ethos of a whole school and surrounding community. Statistics vary depending on the nature of the research undertaken, but a report published by the Department for Children Schools and Families (DCSF) in 2010 asserts that 53% of parents of children aged 5-11 and 62% of parents of young people aged 12-17 say that their children have experienced bullying. 46% of young people aged 12-17 report that they have experienced some type of bullying. It is estimated that between 14 and 20 children and young people per year take their own lives due to factors associated with bullying.

Those 6,000 calls that reach the Kidscape anti-bullying helpline also reflect the depth of the bullying problem. We also receive thousands of emails, and approximately 350,000 people visit our website each year. Of those who used the website in the past year 110,000 requested downloads and information, additionally 280,000 parents, professionals and children used the website to obtain help and support for themselves and others.

The Kidscape training programmes cannot reach all those who would benefit from them, unless the funding is in place to increase our reach through the employment of additional staff to extend all our core services.

It is vital that our work reaches many more children and young people in desperate need of help. The cost to society of children not reaching their full potential due to bullying or abuse runs into millions of pounds, and the emotional and psychological costs cannot be calculated. What price for a child who commits suicide because of bullying? Kidscape's mission is to continue to contribute vigorously to the prevention of such avoidable tragedies.

“

I want to tell you what happened after I talked to a Helpline advisor about my badly bullied son, and was advised to take him out of his school, and give him a break.

He then entered an agricultural college. It is amazing that a youngster with dyslexia, who had been attacked at school, could end up, in the end, academically ahead of his old school, and with scholarships and grants - and friends.

He once said to me, that if he had had to return to his first school, he is not sure he would be alive now. He is not only alive, but thriving.

Parent

”

ZAP
Assertiveness
Training

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We continue to run free ZAP therapeutic training sessions for children and young people aged 9-16 as a core service from our base in London. This unique one-day training session works directly with the most vulnerable young people and their parents and is a unique service. Families come to us from all over the UK and even from Europe to attend this intensive skills-based course, which has provided direct and vital support for over 200 children in the past year. Our outreach and training sessions have helped hundreds more across the UK.

The young people we see have many conditions and issues. For example, over half are suicidal or self-harming, and many have learning difficulties, physical and emotional problems, autistic spectrum disorders, attention deficit disorders, dyslexia, dyspraxia, weight problems including obesity, anorexia & bulimia, & phobias. We also support the gifted & talented and academically able who are excluded for their success!

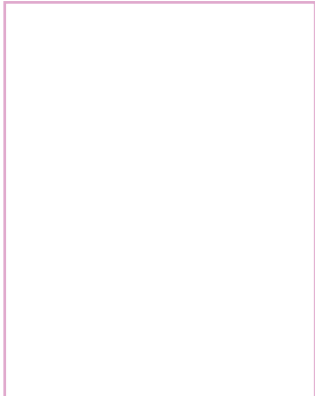
Despite these challenges, ZAP has proved to be a powerful experience; evaluations show consistently that 85% of participants are not bullied again after their day with Kidscape. For the rest, the situation is improved, if not eradicated.

We invite interested professionals to attend these courses as "Participant Observers". In this way, we can offer them free training in exchange for sharing their expertise. Participants are carefully chosen for "best fit", e.g., if we have several children with Asperger's Syndrome, we would invite a participant from the National Autistic Society to join us.

Working with the children's parents is also a vital part of ZAP. They, too are often depressed, angry, and have run out of options. Many, too, were also bullied in childhood and have never resolved these issues, or taught their children workable social skills. By training parents, we give them the tools to help themselves, to provide more efficient support to their children, and the skills to practise ZAP strategies with them until the learning has been fully consolidated and their children have become more confident and independent.

Our ongoing aim is to increase the number of sessions we can offer, so that we can meet the great demand for these 'bully-proofing' workshops.

The joy of ZAP is that it is simple, adaptable, rewarding.....and each year, it saves young lives.



“
The information you gave at the parents' ZAP session was very informative and made me feel more positive about dealing with his school.
”
Parent



ZAP
Anti-bullying
Outreach
Projects



Two large projects, one funded by the DCSF (now DfE) and the other by the Paul Hamlyn Foundation have contributed to the geographical spread of our work.

Paul Hamlyn.

This required us to select four new counties to take on the ZAP project. Our aim was to reach young people who did not have access to our London courses, in the hope that attendance would be improved, and to target Key Stage 3 pupils (ages 11-14) with poor attendance due to bullying issues, in the hope that attendance would be improved by teaching them ZAP assertiveness strategies.

The four areas we partnered were **Durham, Norfolk, Lincoln and Buckinghamshire.**

We ran a training day for a range of professionals in each area. Participants included staff from Local Education Authorities, central advisory groups, schools, Connexions, Victim Support, Youth Support, learning mentors and those responsible for school transport. Each area then selected a number of KS3 pupils with attendance below 85% who were grouped and ZAP trained in a "master class" day where the key staff attended as participant observers.

Attendance was subsequently monitored by Education Welfare Officers, who found that over two terms pupils' attendance improved by between 8.5-12%.

Staff groups from each of these four chosen areas have since begun to introduce the project to neighbouring authorities.

DCSF (Now DfE)

This project, which runs over 3 years, has as its main objective to train staff & vulnerable primary and secondary pupils in 12 areas, enabling local staff to initiate the project in their own schools and areas.

So far, we have established the ZAP model in **Wales, Wiltshire, Gloucestershire, Hereford, West Midlands, Liverpool and Cornwall.** The focus is currently on Suffolk & Cumbria, with further areas to be confirmed for 2011.



I came to Kidscape for a ZAP five years ago. Now I am 17 and I want to thank you for being a great support and catalyst helping me to turn my life around. I have a big group of friends now, and I feel more self confident and outgoing, thanks to the skills I gained within that one day. Your positive, upbeat and friendly attitude is something I will treasure. Keep up the good work.

17 year old girl



Youth2Youth

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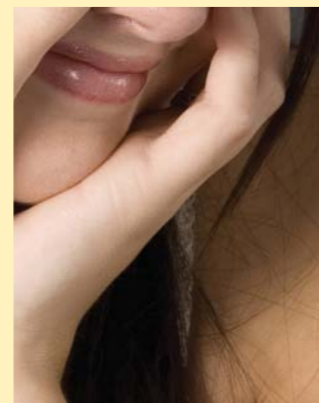
For young people throughout Britain, the helpline at Youth2Youth has become a lifeline. Since its founding in 1997, the charity has had contact with thousands of young people with problems that they cannot solve themselves. Using email, phone and online chat, these carefully trained volunteers provide what many have never had—a good listener.

The staff is carefully selected and trained, as callers can be very vulnerable. Questions of sexual behaviour, trouble at school, drugs, depression all may arise. And professionally qualified staff are always on hand to supervise the volunteers

Youth2Youth has created a unique niche for itself, serving many who were not attracted to more traditional sources of help. In many, if not most, cases, the callers have not told their parents or another adult; they do not trust them, or fear the repercussions, or want to sort their problems out by themselves. We are excited to help Youth2Youth fulfil another of its missions - to encourage young people to volunteer, and to offer them the opportunity to learn many new skills. It is important to all of us that the next generation of young people learns how rewarding volunteering can be. The volunteers will become an important part of Kidscape, too, as an excellent source of direction and insight in addition to new support for other young people.

The establishment of Youth2Youth as a project within Kidscape will enable us to have, finally, a helpline that is dedicated to young people.

Youth2Youth, however, offers exciting new possibilities for Kidscape to help those who have lost their way.



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Events, Achievements and News

Anti-bullying Week - and a contest

Anti-bullying Week is a country-wide effort, organised by the Anti-Bullying Alliance, and is a good way of galvanizing schools and students to remember what makes a peaceful school. It is also useful for charities such as ours to connect with their constituency - students, parents, schools. This year's theme was Cyberbullying, a growing threat that permits young people to target a classmate 24 hours a day, with attacks that can be seen by the whole world. Using phone texts, websites, social networking sites, photographs and films, a bully can rapidly reduce a target to utter hopelessness - in such a secretive way that parents have to be very wise to catch up with the attacks.

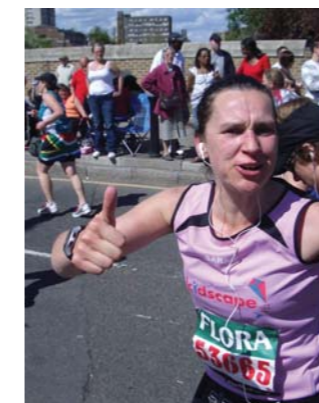
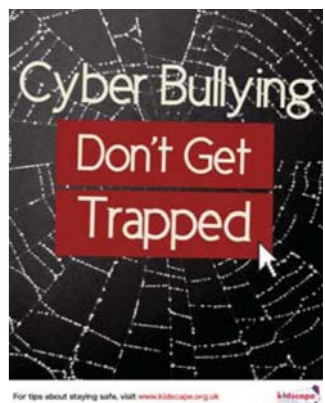
We needed a new collection of posters to reinforce safety considerations, and this led to an exciting contest for young design students. Submissions poured in, and were not only visually attractive, but reflected the young people's special insights into the dangers. Choosing was very difficult, but three designers' posters, aimed at primary and secondary schools, were standouts. They received a good response during anti-bullying week, and after. Take a look

Getting physical

Kidscape staff probably never expected to spend a weekend among some of Britain's most passionate martial arts practitioners. Luckily, our presence in Leicester was for our own good cause. We often tell bullied children that learning martial arts is a good idea - not so they can drop-kick the bullies, but as it aids in self confidence, lets them release aggression a healthy way, even encourages the kind of posture that puts off bullies. Kwoklyn Wan is the brother of Gok Wan, whom we know from his support through Specsavers, and is a major force in the martial arts world. He invited Kidscape to be an important part of the annual conference and displays. With a booth for booklets and chat, and a formal presentation to attendees, the Kidscape crew, with Claude in the lead, made friends for Kidscape, and brought the message to more young people.

Kidscape supporters participated in the London Marathon and other running competitions across the country. Other groups took on the Three Peaks challenge, and even swam the English Channel. Kidscape Trustee Kevin Parke has a heart of gold - and this year we learned he had legs of steel as well. He vowed to cycle the 892 miles from Land's End to John o'Groats, to raise money for us. And he succeeded, with friends Steve Bentley and Adrian Palmer-Geaves, efforts that led to a donation of more than five thousand pounds.

Continued overleaf





Jackie Benson ▲

Interns and volunteers

Kidscape has often been the lucky recipient of help from employees from corporations that support us. A dozen people will descend on the meeting room, and stuff two thousand envelopes, as we supply the tea. We do look for people on a more permanent basis, as well, and have been lucky in those who find us.

Jackie Benson has come every Monday for three years, and Kidscape couldn't function without her (and it's not just because she always brings along a bag full of hot rolls!). She found us after a long search - when she was growing up, she used the services of our neighbour Dyslexia Action, and noticed Kidscape's displays. She promised herself she'd volunteer at Kidscape some day, and years later she went back to find us, only to find the offices had moved. Next she asked the librarian to track us down, and soon marched up the stairs and introduced herself. A day later, she was hard at work here; in a small office, someone who is cheerful, organised and willing is vital, and Jackie became indispensable, with an instinct for knowing what needs to be done.

"This is such a friendly place, full of people who enjoy working together. It's a pleasure to be here," she says. "I've been to a ZAP and I know how important the work is."

Rachael Frankel became Kidscape's intern almost a year ago, after graduating from York with a degree in history and philosophy. "At university, I'd volunteered for the cancer charity Macmillan as the coordinator of volunteers, and I really enjoyed it, as the work was so varied and creative." She was one of many who saw the ad on our website that offered a six month-internship, and was soon selected. For the first six months she worked for everyone, showing her versatility and willingness, even after a long commute from Kent. It was increasingly apparent she was someone Kidscape couldn't do without, and she was soon made a full time staff member, with special responsibility for events, and for sports challenges like Channel swims that raise money for Kidscape - Thomas Noblett has raised £2500 in his Channel attempts. "I am especially interested in working with those who want to raise money for Kidscape by their own projects, like Thomas and his fantastic fundraising efforts and attempts to swim the Channel. I want to help volunteers develop these ideas and ensure we can raise even more with their help."



Rachael Frankel ▼



Michele in Chile, and a new honour in London

Kidscape founder Michele Elliott, who now works with us on a consultancy basis, is still very much a part of Kidscape. Having more time has meant new adventures for her. She was invited to Chile to help launch a Spanish translation of her book *Bullying, a Practical Guide* known as *Intimidacion* and to introduce these innovative ideas. For three weeks Michele toured, and spoke to professionals, met children, led a ZAP or two, spreading the message to an audience in search of new ideas, and receiving an excited response.

For efforts like these, and for the original development of ZAP, Michele was named Children's and Young People's Champion by the Children and Young People Now organisation. "I found the awards evening, which was an exciting time, to be full of meaning for me - dozens of people came up to me to say that they'd been trained by Kidscape over the years. It was so fulfilling to hear that we were able to build a new generation of people who were carrying on the work."

BBC 4 Radio Appeal

Each week, the BBC offers a few minutes during which selected charities can talk about their mission, with hopes that donations will follow. Luckily for Kidscape, Trustee Anna Raeburn is an accomplished broadcasting professional, with a high reputation as a problem solver for listeners, since her first show "Anna and the Doc" originated in the Eighties. Her appeal, which included the story of one of Kidscape's children, was beautifully delivered, repeated twice over a weekend in January. By Monday the flood of envelopes had begun, with donations large and small. A grand total of more than £13,000 pounds was raised, thanks to the listeners and, of course, to Anna.

New Patrons and Ambassador Named

We are delighted that Dame Mary Perkins and writer Anthony Horowitz have agreed to be patrons of Kidscape, and Gok Wan will be an ambassador for Kidscape.

- Anthony Horowitz is the much-honoured author of more than 50 books for adults and for children, who have made the Alex Ryder series a classic. He has also written television dramas like *Foyle's War*.
- Dame Mary Perkins and her husband Doug founded Specsavers in 1985. Their work and inspiration have created a worldwide network of more than 1400 stores and remain the market leader in the UK for spectacles and contact lenses.
- Stylist Gok Wan is the popular, ebullient host of television shows like *How to Look Good Naked*.

“I wanted to tell you what a fantastic activity pack you gave us. It made it very easy for the Guider to run the activity which is always a bonus! What we didn't expect was the profound effect it had on our Brownies. It was as if they were desperate to talk about bullying. Quite a lot of them had had school input about anti bullying but it was the practical elements that made it stand out. In particular we were surprised how difficult some of them found shouting NO - and learning and more importantly practising strategies for dealing with situations was very helpful. Combining it with the elements of self esteem and being a good friend was just brilliant.

Girl Guide leader

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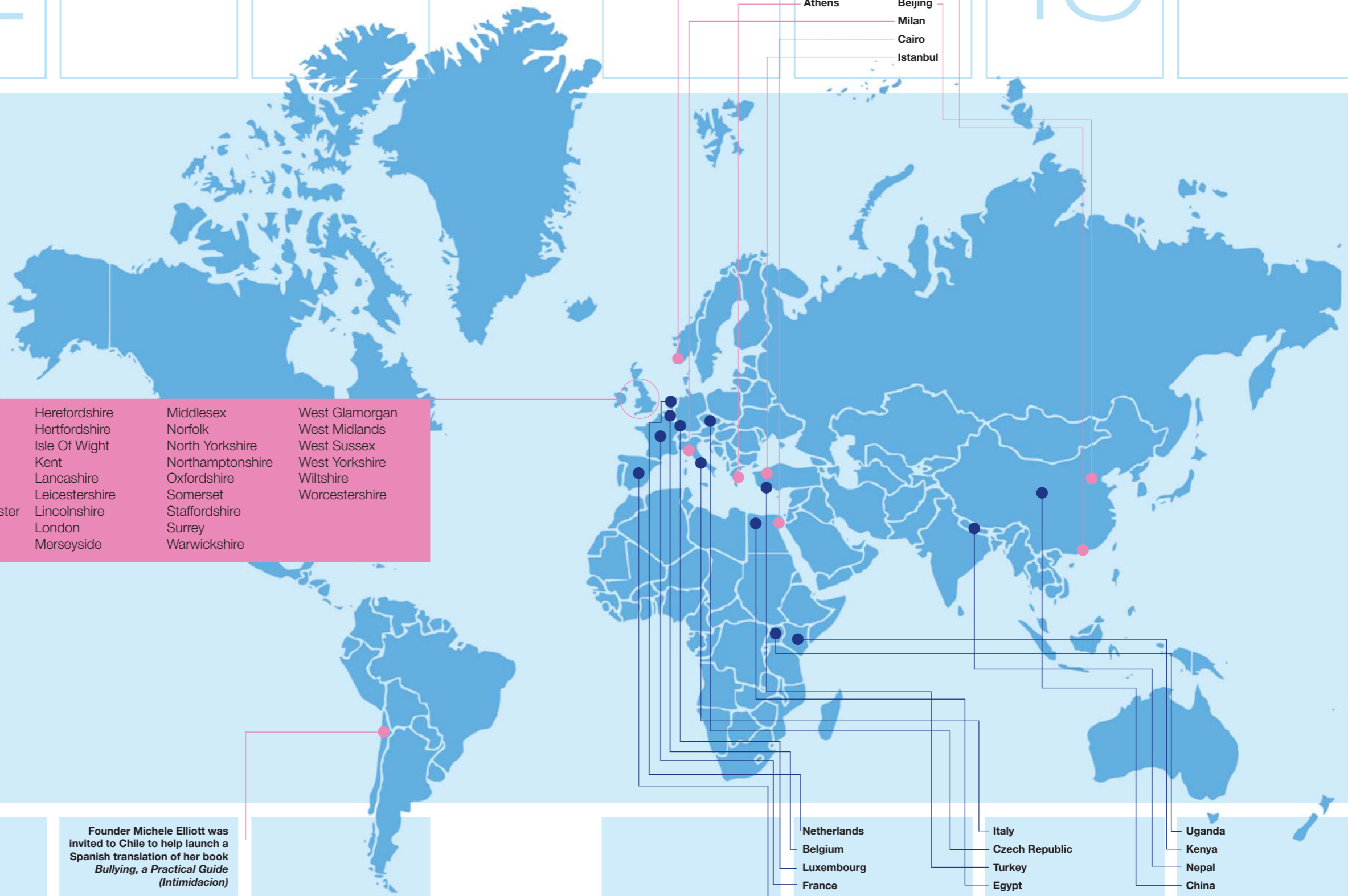
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As a small charity, Kidscape is intent on extending itself as far as possible, enabling others to use our skills and knowledge tailored to their own needs. This year trainers were on the move throughout the country and further afield, as demand has grown. Courses like child protection, anti-bullying techniques for institutions, peer support, staff development, and, of course, the ZAP sessions are among those offered. Staff at schools, children's residential units, corporations, police departments, social services, have all been among those served this year.

- The helicopter below shows all the counties where Kidscape has been this year.



- | | | | | |
|-----------------|--------------------|----------------|------------------|----------------|
| Avon | Derbyshire | Herefordshire | Middlesex | West Glamorgan |
| Bedfordshire | Devon | Hertfordshire | Norfolk | West Midlands |
| Berkshire | Dorset | Isle Of Wight | North Yorkshire | West Sussex |
| Buckinghamshire | East Sussex | Kent | Northamptonshire | West Yorkshire |
| Cambridgeshire | Essex | Lancashire | Oxfordshire | Wiltshire |
| Cheshire | Gloucestershire | Leicestershire | Somerset | Worcestershire |
| Co Durham | Greater Manchester | Lincolnshire | Staffordshire | |
| Coventry | Gwent | London | Surrey | |
| Cumbria | Hampshire | Merseyside | Warwickshire | |



- Stavanger
- Athens
- Hong Kong
- Beijing
- Milan
- Cairo
- Istanbul

Key
 Recent global presence
 Historical global presence

Founder Michele Elliott was invited to Chile to help launch a Spanish translation of her book *Bullying, a Practical Guide (Intimidacion)*

- Netherlands
- Belgium
- Luxembourg
- France
- Spain
- Italy
- Czech Republic
- Turkey
- Egypt
- Uganda
- Kenya
- Nepal
- China

Kidscape also trained teachers from other countries, at our offices, through COBIS, Council of British International Schools:

Kidscape's relationships with its corporate supporters are a very important and valued aspect of our work. As the corporate charity for a number of organisations we have benefited from fundraising activities and professional support throughout the Specsavers

We are always keen to establish relationships with new corporate supporters, and would welcome discussions with any representative seeking a new charity of the year. From the very start of a partnership with Kidscape we discuss an organisation's objectives and expectations and we work closely with them to achieve these.

Kidscape would like to acknowledge the support of the following companies during the year covered by this report:



Protocol Education

Our relationship with education recruitment specialists Protocol Education entered its 4th year this year. Not only have they been incredibly generous financial supporters of our work (with one staff member running the London Marathon this year), but also very helpful in assisting us to achieve our aim to educate and inform those who work with children. With several thousand teachers and support staff on their books, all of whom are made aware of Kidscape and the services we provide to schools, Protocol has enabled us to reach out to a far greater audience. This year Claude was invited to give a presentation at Protocol's annual company conference, and was delighted to accept a cheque in excess of £6000 which had been raised in various innovative ways. We are delighted to be continuing and strengthening this partnership in the years to come.



Google Grant – AdWords

In September we were very pleased to learn that we had been successful in our application to the Google Grants Programme. Google Grants is a unique in-kind donation programme that awards free AdWords advertising to selected charities. We were awarded up to \$330 U.S. dollars advertising a day – that is over \$170,000 a year! The advertising account can be used in a variety of ways, including general outreach, fundraising activities and recruitment of volunteers. We hope the free advertising will help boost our events and fundraising initiatives whilst also providing better signage to our helpline service.

“
 Sadly, I think bullying is on the increase. Thank goodness for organisations like yours. Long may you be able to help other young vulnerable children like my dear daughter.
 Parent
 ”



Specsavers

Our successful relationship with Specsavers continued this year as we were again chosen to benefit from funds raised through its Spectacle Wearer of the Year (SWOTY) competition. Dame Mary Perkins, the co-founder of Specsavers, is very aware that children who wear glasses are often targeted by bullies, and ensures that there is a great range of attractive designs for young people in their line.

SWOTY has been a major source of awareness-raising and fundraising for Kidscape since 2008. Specsavers makes a donation to Kidscape for every entry received, as well as donating the money raised by the auction of priceless experiences at the grand finale.

The commitment of Dame Mary and Gok Wan, Specsavers' resident fashion expert, to supporting Kidscape's work in this way is invaluable to us and we are very excited about the future as we work together in many more ways to help young people facing bullying, especially those who are targeted because of their physical appearance.

Thank you

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Trusts/Foundation

Alchemy Foundation
 Alfred and Peggy Harvey Charitable Trust
 Anonymous
 The Atlantic Philanthropies Director/Employee Designated Gift Fund
 BBC Children in Need
 Beatrice Laing Trust
 Boltini Trust
 Department for Children, Schools and Families
 Edgar Lee Foundation
 Enid Linder Foundation
 Erpios Trust
 Frances Crabtree Charitable Trust
 Goldsmiths' Company
 Haymills Charitable Trust
 Hilda Beer Charitable Trust
 James Weir Foundation
 Kramer Charitable Trust
 Leaver Family Charitable Trust
 The Light Fund
 Marchday Charitable Trust
 The Mercers' Company
 Motorola Foundation
 Persula Foundation
 SLF Charitable Trust
 Simon and Philip Cohen Charitable Trust
 Simon Gibson Charitable Trust

Sir Jules Thorn Charitable Trust
 Souter Charitable Trust
 Stock Exchange Veterans Charity Association
 Thales Charitable Trust
 Welton Foundation

Corporate and other Support

Abacus Cards
 Bridgewater Associates
 Bovis Lend Lease
 Connex Education
 Foresters Acorns
 Google Grants Program
 Girlguiding UK
 Howard Tenens
 Institute for Philanthropy
 Kung Fu Schools
 MAF UK
 PKF LLP
 Portsmouth High School
 Protocol Education
 Roundwood Park School
 Royal College of Music RAG Week
 Source2Sea
 Specsavers

Individuals

Stefan Booth Online
 Emily Griffiths
 David Sales
 Anthony Horowitz

Bronagh Heaney
 Philip Stanning
 Beth McKiernan
 Hilary Wilkinson
 Kevin Parke
 The estate of J H McGregor
 Thanos Papasavvas
 The estate, friends and family of Peter Gwynn
 Richard Davies
 Family of Ron William Mayo

Kidscape Staff

Ann Bailey
 Peter Bradley (Deputy Director)
 Catherine Calvert
 Michelle Edwards
 Michele Elliott (Founder)
 Rachael Frankel
 Linda Frost
 Rosemary Harrison
 Nikki Kerr
 Caroline Kinch
 Claude Knights (Director)
 Andrew Morrison
 Steve Perry
 Lisa Spencer
 Brenda Stafford
 Dave Taylor
Trainers
 Claire Burnell
 Jackie Engelberg

Jean Gawlinski
 Debbie Tucker
 Jenny Drew
 Robin Watts
 Justine Carol
 Jan Harrup
 Jaycee La Bouche
 Yvonne Kinsella
 Christine Tanner
Patrons
 Dame Mary Perkins
 Anthony Horowitz
Ambassadors
 David Davies
 Jill Halfpenny
 Dan Norris
 Patsy Palmer
 Dr. Wendy Piatt
 Phillip Schofield
 Gok Wan

Kidscape Trustees

George Gawlinski, chair
 Miles Barber
 Peter Gwynn
 John Hadjipateras
 Kevin Parke
 Anna Raeburn
 Amanda Ross
Volunteer
 Jackie Benson



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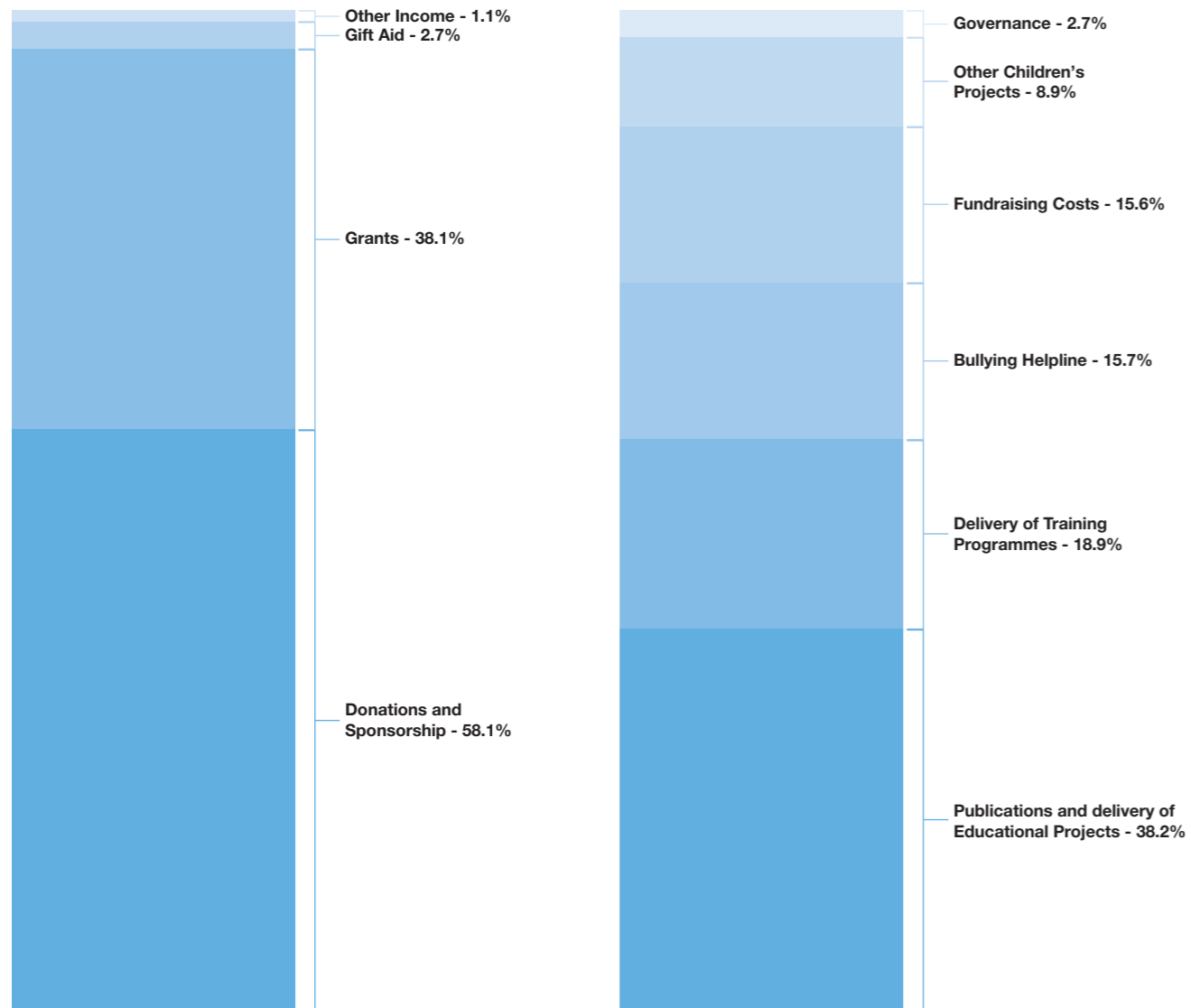


The Westminster Foundation

With the help of the Westminster Foundation, Kidscape has been established near Victoria Station for many years. Our floor of offices enables us to host children and families for ZAP workshops, maintain our helpline and publications, hold training sessions, and deliver other services effectively. The support of the Westminster Foundation has been crucial to Kidscape from the beginning, and we are immensely grateful.

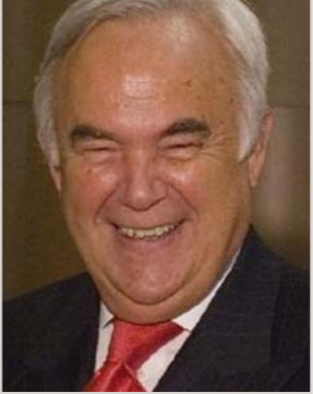


This page shows a breakdown of Kidscape's income and expenditure for the year ending 31st March 2010. The full statutory accounts have been audited and can be obtained on request from Kidscape. The full report and accounts have been sent to the Charity Commission.



Income for the Year Ended 31 March 2010 ▲

Expenditure for the Year Ended 31 March 2010 ▲

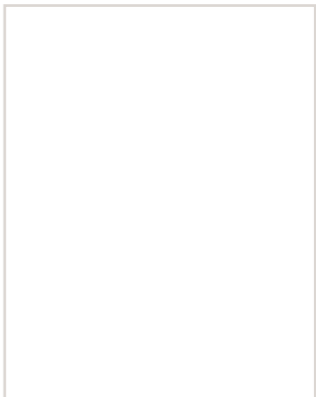
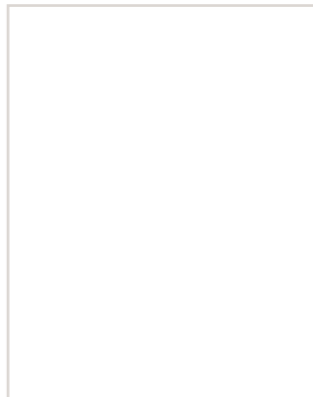
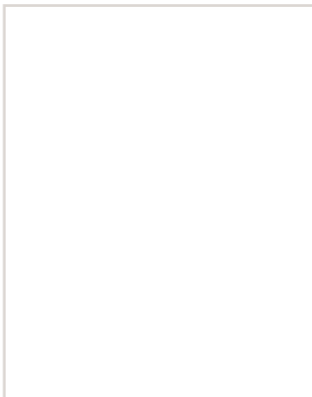
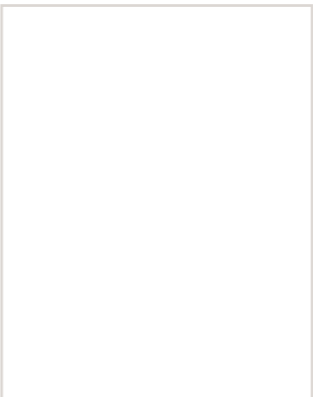
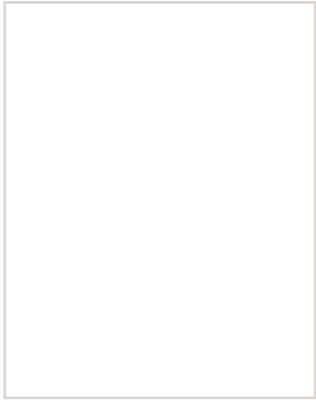
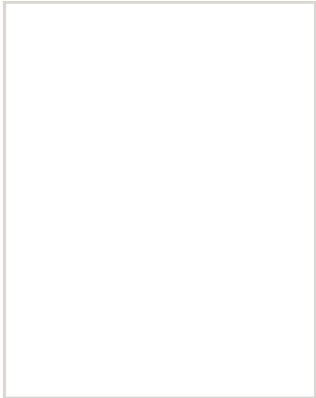



In Remembrance

We were greatly saddened by the death of Trustee Peter Gwynn in November 2009. After thirty years in the Metropolitan Police and City of London forces, he then joined Lloyd's and Christie's, in charge of security services. His extensive experience brought unique insights and guidance for Kidscape, especially in questions of child safety.

He was a trustee for twenty years, and full of wise counsel, delivered with charm and insight.

Thank you, Peter.





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