

What is Kidscape?



Founded in 1985, Kidscape has set the pace in innovative thinking and effective action for children, families and schools concerned about bullying, child abuse and safety.

Kidscape's Mission



Kidscape believes that all children should be able to grow up in a world free from bullying and abuse, and that all adults should keep children safe and help them to reach their full potential.

The mission of Kidscape is to ensure children live in a safe and nurturing environment. By providing training, support and advice to children, parents, schools and those in professional contact with young people, we enable them to gain knowledge and develop the confidence and skills to challenge abuse and bullying in all its forms.

We believe that

- all children have the right to lead their lives free from bullying and abuse

- all adults have a responsibility to support, nurture and care for children enabling them to reach their full potential
- all children should have the opportunity and confidence to report bullying and abuse
- bullying and abuse in all forms are not acceptable and should not be tolerated
- children, confidentiality and trust are at the heart of everything we do

Kidscape's History



In past years, Kidscape has been named Charity of the Year, and Michele Elliott (Kidscape's founder) has received an OBE and was also named Children's Champion. Michele was determined to equip children and their families with the skills to ward off such threats as bullying and abuse, to help those who were suffering, and to change attitudes that led to the endangerment of young people. She remains very active in Kidscape.

The small charity made an immediate impact, offering training to schools and organisations, consulting with government on policy, developing workshops for children, and offering other forms of information and support. It was the first charity to examine the culture of school bullying, and remains at the forefront of new techniques and support.

The charity continues its innovative work, adapting to such new challenges as cyber bullying, and most recently adding Youth2Youth, a peer helpline run by young people for young people. Kidscape is now directed by Claude Knights, a ten year veteran of Kidscape, who has a background in teaching and psychology.

What Kidscape Offers

INFORMATION

- Publications for children and young people, families and professionals, about bullying, sexual abuse, street safety, and more. Posters, books, and other resources are available.
- Our website is the first stop for practical information, coupled with the encouragement and advice needed by parents, professionals and young people. Downloads of publications, facts, advice are available. www.kidscape.org.uk

SUPPORT

- A helpline for parents and other adults concerned about bullying.
- A new helpline, Youth2Youth, complements the advice and information provided by the original helpline. Staffed by young people, the Y2Y confidential helpline serves those 11-19 years old via phone, email, or chat. www.youth2youth.co.uk
- ZAP. Unique, free and effective, this day-long workshop was developed by Kidscape for severely bullied children, often suicidal, self-harming, and deeply depressed. With a concurrent workshop for parents, the ZAP day has proven its worth - over 80% of those attending are able to block the bullies and regain their lives.
- Current projects include the development of a school-based programme to help young people displaying the early stages of bullying pattern. Kidscape is also originating a new nationwide anti-bullying programme for the Department for Education that will train teachers and other professionals to stop the bullying cycle.

TRAINING

- Our trainers work with schools, parents and community organisations nationally and internationally on techniques for effective anti-bullying measures, child protection and safety issues, peer mentoring support, and other ways to make schools and communities safer for children.
- Programmes, publications, lesson plans produced for professionals to use to deliver sessions on safety, bullying, sexual abuse, and for families to use at home.
- Conferences for professionals on such topics as anti-bullying, working with young offenders, the listening school, and female sexual abuse.
- Lessons in “bully-proofing”, maintaining self-esteem, other vital life skills.

ADVOCACY

- Consultation with government on issues affecting children, including school anti-bullying policies, cyber-bullying.
- Extensive work with media to promote an informed perspective on issues of child abuse, bullying, and other topics of child protection

Please support Kidscape

Kidscape has provided vital services to children, parents and professionals for over 25 years. We have supported over 2 million families during this time, but there are many more who still need our help. Kidscape needs to raise over £650,000 every year to continue our essential work and keep more children safe. There are many ways you can help us reach this target:

- Make a one-off donation or consider becoming a regular support of Kidscape
- Hold a fundraising event in your local community or join one of Kidscape's fundraising teams
- Help us increase our profile in your local community by distributing Kidscape literature and talking about our work
- Volunteer for us - we are always happy to hear from people with some time to spare who would like to help us.

For more information on how you can help please call Kidscape on 020 7730 3300 and ask to speak to the Fundraising Manager or email fundraising@kidscape.org.uk

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