



1,104,803  
calls so far

October 2005

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### Chairman's annual review

The past year has been a major success for What's Up, with the telephone counselling service consolidating and rising to a position of unprecedented strength.

Little more than 12 months ago, What's Up was emerging from a period of significant stress, with its cash reserves counted in days not months. The service has survived through enormous support from its loyal staff, from young people who really cared about What's Up's value, from its sponsors and benefactors.

As a result, What's Up was able to resume its 12 hours a day service late last year, enabling counsellors to answer more calls from children and young people. On 1 July, What's Up registered its millionth call, a significant milestone for a service less than four years old.

Our association with Barnardos, the country's leading children's organisation, has been very positive, with Barnardos Board Chair, Warwick Harvey, and Chief Executive, Murray Edridge, bringing their great experience in the non-profit sector to the governance of What's Up.

Their expertise in this area has also helped us establish a closer relationship with government funding agencies like Child, Youth and Family.

In addition to Griffin's, our enormously committed foundation sponsor, we have enjoyed the generous support of our new sponsors, and the Child Health Services Trust.

As well as highlighting What's Up in its 18 telephone directories, White Pages® is holding a Charity Art Auction in November, which will boost public awareness of What's Up as well as bring in valuable funds.

With the encouragement of our Youth Ambassador, international triathlon star Terenzo Bozzone, Plumbing World made What's Up to be a beneficiary of its Plumbing Industry 2005 Charity Event, raising an amazing \$20,000 for our work.

Nearly 12 months ago, the Board established a telephone donation service through an external contractor, which is proving very successful in raising funds for What's Up.

During the year, Executive Director, Grant Taylor, attended the international and regional conferences of Child Helpline International, of which What's Up is a member. His appointment as Chair of the Corporate Liaison Taskforce is an indication of how positively What's Up is viewed internationally.

I extend my thanks to my Board for its hard work this year, to our sponsors and to our loyal staff and I look forward to the continued strength of What's Up as we meet the needs of New Zealand's young people.

**Allan Barber, Chairman of The Kid's Help Foundation Trust Board**

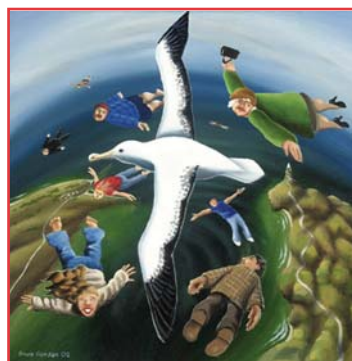
### Every dollar goes to What's Up

White Pages® holds its Arts Charity Auction in Auckland on 3 November, with every dollar raised earmarked for What's Up.

It's a great opportunity to own an iconic original piece of New Zealand art, while supporting the free telephone counselling service for kiwi children and young people.

Going under the hammer are the artworks from the covers of White Pages 18 directories as well as 82 others submitted for the 2005 White Pages Art Awards, a competition aimed at capturing the spirit of New Zealand's regions.

If you can't make the auction, you can support What's Up by offering tenders by post or online at [www.whitepagesarts.co.nz](http://www.whitepagesarts.co.nz). This site also has an online gallery of all the artworks being offered for sale.



"The Return of The Albatross" by Frank Gordon graces the front cover of the Otago White Pages

The event is free and open to the public. It starts at 6pm in the Ellerslie Convention Centre and will be an evening of fun, drinks and nibbles.

Fantastic cause. Great art. Be a bidder.





Grant Taylor in Japan at the Asia-Pacific meeting of Child Helpline International earlier this year. From left: Le Quynh Lan, Vietnam; Grant; Kajol Menon, India; Ho Kyoony Lee, Korea.

## Executive Director's Report

How do you explain the phenomenon that is What's Up?

The last year has seen What's Up grow from strength to strength. Increased funding from sponsors, Child Health Services Trust, Child, Youth and Family and the public enabled the service to resume its 12-hours-a day service in October 2004. And the calls began to pour in at a rate of 1000 a day, a good half of which we were able to pick up and answer.

A year on, What's Up has a clear plan of action to ensure its future viability, the ongoing support of sponsors and benefactors, and the commitment of Board members and staff. Calls now average 1,500 a day.

There can be no doubt that What's Up is well established as part of the lives of children and young people throughout New Zealand. It has established a strong relationship with them through the telephones as well as its website.

Few, if any, organisations in New Zealand have such a strong connection with so many children and young people. This puts What's Up in a special position to address their needs, which are many, given the limited and patchy resources available, especially for those in their pre-teens.

There is much that The Kids Help Foundation can do and is doing to fill the gaps. We want to broaden our support from the adult population, initially by raising awareness and understanding of What's Up's work. A number of initiatives will be undertaken over the coming year to strengthen our financial capability so that What's Up can respond to the growth in demand for its counsellors and address areas of unmet need.

As I write this, eight new counsellor trainees have just joined our team, lifting the number of hours of counselling What's Up is able to offer each week.

Why has What's Up been so successful so quickly? Why has it proven to be so durable?

What's Up is a very special service that attracts amazing people and support at all levels. Yes, it is greatly needed. Yes, it is thoroughly professional. Yes, it is well governed and managed. But there is something else. People fall in love with What's Up, making a commitment to it that gives it strength beyond sheer professionalism.

I love being a part of it.

**Grant Taylor, Executive Director, The Kids Help Foundation Trust**

## Our strategic planning day

Having broken the back, in the short term, of some of the more pressing financial issues that faced What's Up, it was timely and important to consider the long-term future of the organisation.

So over half a day in June, members of The Kids Foundation Trust Board gathered with senior What's up staff, a colleague from Australia and an able facilitator to debate and discuss how What's Up could confidently move forward into the future.

The future was captured pictorially in the form of a wheel, with the three key areas forming the rim: infrastructure (building a strong and capable organisation through people); sustainability (making sure we have enough money to take us to the desired future); and community (how to engage and maintain relationships with the range of organisations and individuals in the community so as to collectively benefit children) forming the rim. The spokes are the activities to be undertaken to achieve these key areas, and are linked to the hub, which is children and young people, the core focus and reason for being of What's Up.

Wheels are very strong objects. I believe the What's Up wheel will enable the organisation to roll forward with strength and direction. It was a privilege to be part of the process. The fact that it was possible to achieve the plan in such a short time was in my view a reflection of the commitment to children, vision and experience of those who attended.

Since the meeting, the Board has been working on detailing operational plans that will turn the strategic plan into real development of What's Up over the next three years.

**Andrew Wood, General Manager, Barnardos Support Services, and non-voting member of The Kids Help Foundation Trust Board**

## New counsellors begin in October

What's Up has an enviable staff retention record, with half its current staff having been with What's Up since it began in 2001.

About once a year, What's Up runs a counsellor recruitment and training programme. One of these has just finished, with eight new Trainee Counsellors successfully completing the pre-employment training programme in late September. Four of these began work a fortnight later, with the remainder of their basic training being completed on-the-job over the next three months.

The new recruits will bring our roster to 230 hours of counselling time offered each week. We would like to see the roster grow beyond this over the coming months so that a larger proportion of the 1,500 calls made to What's Up every day can be answered, but this is dependent on funding yet to be obtained.

What's Up selects counselling applicants on the basis of attitudes and aptitudes, so a wide range of ages and backgrounds are represented within its counselling team. This recruitment has seen the proportion of male counsellors grow. The principle of What's Up offering its callers a choice of gender is now very much a reality, with five of the 14 Counsellors men.

## What's Up clocks up millionth call

What's Up registered its millionth call on 1 July. More than 432,000 of those calls, registered since the free phone was launched in September 2001, were answered by our professional, paid and trained counsellors.

The rest would have struck the queue or the busy signal, with counsellors already on the lines to other children and young people.

The confidential and anonymous nature of our free phone means we cannot identify and count individual callers, but we estimate more than 22,000 individuals call each year, many of them several times. We know almost two-thirds of those callers are girls. And the largest age group to call are 12 to 13 year olds.

More than 40 per cent of callers who talked with counsellors were concerned about relationships with peers (top of the list), family and partners. Bullying was the second most common reason for calling.

What's Up isn't fazed by the high numbers of young people calling the free phone. Very few calls are from children or young people in crisis, and there are strict guidelines to ensure that those calls are dealt with safely by an appropriate agency.

Most of our calls are about issues facing many young people and children in today's environment.

The willingness of thousands of young people to call What's Up about these issues is both a reflection of modern times, and the confidence of young people about using the telephone as a counselling medium, but more importantly is a reflection of the high level of trust and confidence young people have in the service.

Children and young people do not always want to confide in their parents on these issues, at least at first. In many ways, What's Up has taken on the role of a trusted friend in the community.

## Some of the calls that remind us why we do the work we do

- K called back to let me know that the bullying at school stopped. She spoke to the teacher and principal who then spoke to the bullies and they apologised to her. K says things are going well now. Rang to say thanks.
- H called back to say thank you for helping her out with her problem she was having with teasing at school. All is good now and she has made more friends.
- M phoned us earlier in the year about a bullying problem and rang today to say thanks for our help. Things have improved heaps since and he is looking forward to uni next year. He said the most helpful thing What's Up did was to encourage him to be himself-this really worked for him and he is very grateful.
- M spoke to us when she was having a rough time with her family. She called back to let us know everything worked out and to say thank you very much.
- Caller had been having bullying problems at school- phoned back to say thanks as things have improved heaps since speaking
- T started calling when she was just 14. She had a variety of problems mostly surrounding a sexual abuse incident that happened to her when she was 12. The last time T called before today was a year ago. T regularly self-harmed and has been on antidepressants for 5 years, as well as seeing various counsellors. T had many suicide attempts, didn't get on with her family much at all and had even assaulted her Dad. Today, T is a different person. She no longer cuts herself, loves her family and gets on well with them, works part time at a rest home, and is also studying to become a registered nurse. This was my first time talking to T and it wasn't until after the call when I read her case file that I really understood just how far this young lady had come. She still sees a counsellor but she wants to live.

## What's Up key facts

- What's Up is a free telephone counselling service for children and young people aged five to 18 years.
- The What's Up help line number is 0800 WHATSUP (0800 942 8787).
- What's Up operates seven days a week from 12 midday to 12 midnight.
- What's Up receives about 1,500 calls every day – current funding enables its Counsellors to answer about 401 of these.
- What's Up is unique in that it offers early intervention, rather than picking up the pieces later.
- More than 40% of the problems children and young people call What's Up about involve relationships with others – peers, family, partners.
- What's Up counsellors are paid professionals, trained specifically in techniques and skills for counselling children and young people by telephone.
- What's Up is operated by The Kids Help Foundation Trust, an independent New Zealand-registered charity, based in Auckland. What's Up works in association with Barnardos New Zealand and is supported by funding from Griffin's, White Pages® and the Child Health Services Trust.



## Sponsorship brings award for White Pages

White Pages® (published by Yellow Pages®) recently won the Robin Hood Foundation Award for Integration, for its sponsorship of What's Up, at the 2005 Marketing Magazine Awards.

White Pages staff believed supporting What's Up wasn't just about substantial funding or about providing telecommunications services to the call line, though those things were critical. Raising What's Up's profile was important too.

To raise awareness even further, White Pages took What's Up into almost every home and business in the country in the most high profile way they could offer: on the cover of the White Pages. Further information was included inside White Pages.

It didn't stop there. White Pages integrated support for What's Up into billboards, magazine lift-outs, online ads, a dedicated internet microsite, t-shirts and their hugely popular White Pages Art Awards and Charity Auction.

"The entire organisation was inspired so that initiatives to support What's Up were being suggested from every corner," says Jude Mannion, Chief Executive of the Robin Hood Foundation. "In evaluating this year's award entrants, we found that Yellow Pages had created a number of new mechanisms for including What's Up in its business and substantially exceeded our current benchmarks."

Staff right across the 550-strong organisation took the project to heart, getting involved in activities ranging from fund-raising barbecues and events to educating local school children about What's Up.

## What's Up Supporters 2004-2005

### Corporate Patrons

Griffins Foods Ltd,  
White Pages®  
Child Health Services Trust.

### Takahe Group - More than \$10,000

ASB Trust	JR McKenzie Foundation
Barnardos New Zealand	Lotto
Child Health Services Trust	Plumbing World
Child, Youth and Family	Kellogg New Zealand

### Kakapo Group - \$1,000 - \$9,999

Awarua Ltd	Legal Search Ltd
Boystown Family Care	Southern Trust
Friedlander Foundation	Telecom Directories
Omni Group	Touchdown Productions

### Kea Group - \$100 - \$999

CT Yule	Merck Sharpe & Dohme (NZ) Ltd
Centre For Enabling Leadership	Penguin Books NZ Ltd
Croxley Stationery Ltd	ProCare
Essence Research Ltd	Rotary Club of Otorohanga
Marie Dyhrberg	Youth Justice North
M Baker	

### Tui Group - Up to \$100

Wilcher & Sons Ltd	EB Creese
Waikato Sail Planes	FJ Hopkins
J Palmer	WB & PA Duncan
CR Mancer	TNZ New Zealand Ltd
PA & N McVicker	WJ Steenhuisen
WM Gribble	JWR Davies
D & JN Skidmore	PD & C Martin
MR Sutton	NZ Herald
P Dey	



## Kidsart@What's Up

Brother and sister, Tyler and Chloe Fuiono, created a prize winning artwork each for the walls of the What's Up offices. Tyler's 'giraffe' won the June award while Chloe's 'duck' took the May award. Each sibling received a pack of goodies from Griffin's and a book from Penguin Books for their efforts. For details on how to enter, check out the [www.whatsup.co.nz](http://www.whatsup.co.nz) website.

## What's Up Info Sheets published

What's Up collects non-identifying information on every call answered. This is compiled into a database on the issues faced by New Zealand children that now runs to over 430,000 records. This fund of information is used to compile Information Sheets that are published on the What's Up website as a public information resource.

What's Up's data on these issues is special in that it is generated directly by the children themselves and reflects the issues that they see as a priority.

The latest addition to the Information Sheet concerns calls to What's Up about family relationship problems. Some highlights:

- children and young people ringing What's Up about family relationship problems are much more likely to come from sole parent families than families with two parent;
- Almost half (46%) of calls to What's Up about family relationship problems are reporting signs of serious family problems, ranging from frequent conflict to separation or divorce;
- Younger callers and girls are most likely to call about family problems;
- Approximately 2.8% of the problems presented to What's Up involve sexual or emotional abuse, neglect or domestic violence.

Visit the What's Up website to read more [www.whatsup.co.nz](http://www.whatsup.co.nz).

Organisations wishing to utilise the information in the What's Up call database should contact Grant Taylor.

To donate funds, call the What's Up office on (09) 630 4144 with credit card details, call the What's Up donation line 0900 YOUR CALL (0900 96872) to have an automatic \$20 donation charged to your telephone account, or post a cheque to What's Up at PO Box 56-642, Dominion Rd, Auckland.