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Auckland Sexual Abuse  
HELP Foundation  
Annual Report 2016 - 2017

## From HELP's Chairperson

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This has been a significant year for the organisation, with much change and development.

Service data shows that we were able to increase service delivery in some areas, while others stayed around the same levels, within resource constraints. Comparative data is not available for all services as we were still embedding our new client management database. While there has been quite some frustration along the way with this process, we are looking forward to improved access to quality information about the services that we provide and who we provide them to.

Highlights in service delivery included our first year of operation of social media project DearEm, which offers teen girls information following sexual assault, and access to different role models of resilience and attitude change. Challenge can lead to innovation – in the face of a growing waitlist for counselling we developed a psychoeducational skills group, to assist people in managing post-trauma physiological changes as they wait for counselling.

HELP has continued its journey of building an evidence base for the work we do with leadership of the development of the Good Practice Guidelines for Crisis Support Services. This was a community research project, focussing in particular on working with survivors from diverse groups. They were created for the sector through national organisation Te Ohaaki a Hine – National Network Ending Sexual Violence Together, and have been picked up for use by government in this year's new guidelines for sexual harm crisis support services.

The organisation welcomed new Trust member Tina MacLean, who brings with her much experience of marketing, analytics, systems and technology. Her commitment to applying systems thinking and delivering performance based outcomes will strengthen the organisation's performance. We were also pleased to gain a new treasurer chartered accountant Rachel Orchard.

A particular challenge for the year was the need to move out of our usual building while it was earthquake strengthened. The 3 month project turned into 6 months of temporary premises in Greenlane. The move both ways were massive undertakings, which we managed with the assistance of incredible volunteers Sandy MacLeod and Anne Mikhailiadis.

It has been the first year of our transition to a new management structure, as we brought former Clinical Manager Kathryn McPhillips into the role of Executive Director. This has been a transition for the organisation as a flat 3 person management structure had been in place for 20 years. The trustees are optimistic that the change will be a positive one for the organisation.

The Trust continues to be committed to providing services for those harmed by sexual violence and working to end sexual violence. Increasing government investment in the sector means that we are looking forward to working more closely with government to solve this significant social problem.

Nicola Craig  
Chairperson



To work towards a society where relationships are based on co-operation and respect – so we can end sexual violence.

### Purpose 1

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to support and empower women and children in their healing from the effects of sexual abuse/assault.

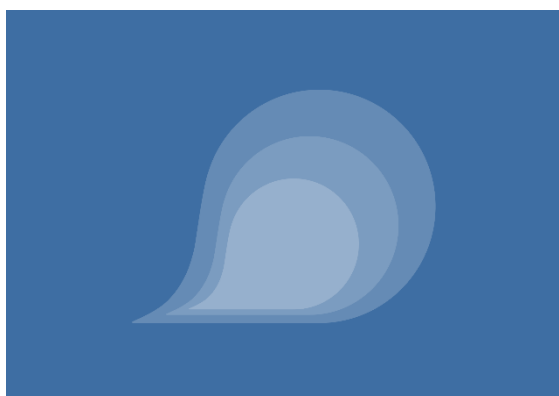
### Purpose 2

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to prevent sexual abuse and assault



## Crisis Support Services



**55** Support Sessions (+4%)

**181** Support at medical examinations (+9%)

**284** Support through police interviews (+4%)

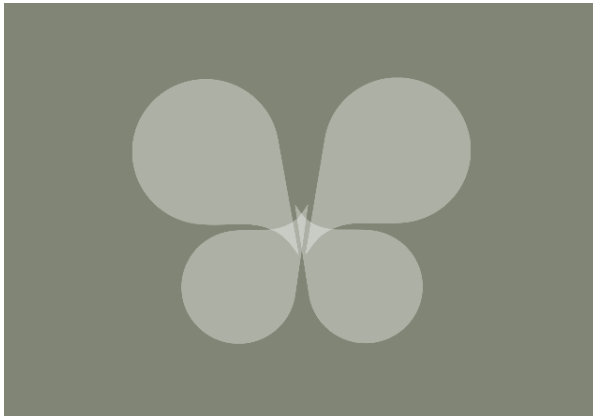
**13107** phone calls, texts and emails

Providing support and assistance at the times that survivors need it most is the core of our crisis team work. Our 24/7 telephone support service is both the gateway into all services, and a lifeline for those in acute need due to recent assault, or chronic impacts of sexual abuse which tend to be worse when it is dark and we are lonely and frightened, in the night.

We work alongside police and providers of forensic medical exams to promote the well-being of the survivor, through support, advocacy, information and doing what is needed to assist the survivor to get as physically and emotionally safe as possible so the process of traumatisation stops.

You being here has made a difference. I feel as though I'm going to be alright. I would never have got through that without you.

Thanks so much – you saved my life!



**77** Support in court (-16%)

**96** Sessions emotional preparation (-3%)

**158** Other e.g. Victim Impact Statements (+140%)

New Zealand's current trial process is frequently re-traumatising for survivors of sexual violence.

We provide practical support through liaison with police and prosecutors and assisting with victim impact statements, but our primary role is in assisting survivors to develop the skills and knowledge to manage their emotional responses through the process.

This brings a sense of control which reduces the re-traumatisation which can occur through being in the presence of the person who caused the harm and the questioning of the defence lawyer. Such control also supports the person in giving the best evidence possible

To my mind, there is no doubt that the evidence that she gave was the overriding factor in convincing the jury of his guilt, and I wanted to thank you for the support that you provided her as she went through that difficult process.

Thank you for the excellent job you did looking after my girls. The girls were at ease and managed an extremely difficult situation, all because of your help and support. You were so kind, pleasant and you knew exactly how and what to do. And I saw how passionate you are with your work. My family appreciate your hard work and there are no words to express how thankful we are to you and to your office, Help



## Therapy Services



### The Team

**216** clients came to **2725** sessions

### Affiliates

**151** clients came to **2103** sessions

HELP provides client-centred counselling and psychotherapy to survivors and their close family and friends. The youth team works primarily in local high schools providing service where young people need it while the adult and child and family teams work from our Mt Eden site.

Most of the adults we work with present with high and complex needs, so we also provide a **Dialectical Behaviour Programme** which supports improved emotion regulation.

Demand for the service is about 4 x its capacity, so this year we have established a **Psychoeducation Group** to assist people to understand and manage their trauma symptoms while awaiting counselling.

1:1 Therapy	Psychoeducation Group	DBT
<p><b>50%</b> of clients met 80% or more of their goals</p> <p><b>65%</b> of clients made moderate or significant improvements in their trauma symptoms</p> <p><b>61%</b> of clients made moderate or significant improvements in their overall psychological recovery.</p>	<p><b>38%</b></p> <p>reduction in trauma symptoms, from “quite a lot” to “a little bit”</p>	<p><b>23%</b></p> <p>reduction in dysregulation, with a range of 8 – 40%</p>
<p><i>Most powerful counselling I have ever had. Life changing. I am so grateful.</i></p> <p><i>I think it got better because I’m now doing my best and trying in school.</i></p>	<p><i>I have insights as to why I do things or feel things in certain situations, environments, or around certain people. Am aware of unconscious triggers etc</i></p>	<p><i>I got a lot of help from the group and I know I have started moving my life on</i></p>

Youthnet – [www.DearEm.nz](http://www.DearEm.nz)

DearEm is primarily an online project to reduce the impacts of sexual violence on teen girls and contribute to undermining the cultural supports of sexual violence. It uses facebook, Instagram, twitter and a web-site to offer “survivor-safe” ideas about coping with difficult times in life, and role models in the form of the stories of other young women.



Young women are integral to the constant creation of the project, bringing their stories, assisting with content and doing Instagram takeovers. It also comes “live” through engaging with girls in schools, such as at the Mt Roskill Grammar Consent week, and the Wellington High School flea market.



# emm.

facebook likes **6,805**

reach **323,035**

instagram followers **403**

twitter followers **188**

web sessions **13,378**

users **10,327**





## Purpose 2

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to prevent sexual abuse and assault

### Preschool Prevention Programme We Can Keep Safe

**35** preschool centres

**213** parents

**853** children

We Can Keep Safe engages parents, preschools and 3-5 year olds in keeping safe from sexual abuse. Parents learn how to talk with their children about this, how to foster the child's safety skills, how to recognise the signs of someone who is inappropriately interested in children, and how to respond if a child is sexually abused.

Preschool centre staff learn all of this as well as the games and activities which can keep the skills alive in the preschool environment.

Through fun, games and puppetry, children learn the names of their body parts, about okay and not okay feelings, the concept that they are the bosses of their own bodies, how to tell and keep telling adults if something happens that they don't like, and the difference between secrets and surprises. But their favourite parts of the course tend to be the "touching rules", and the concept that they are the bosses of their own bodies.



Feedback about the programme is consistently great – we know the children love it as they ask for puppet Toby to come back and see them, and their parents consistently report significant behaviour change which shows that they have learnt the touching rules, correct names for body parts, how to tell a safe adult if they don't like something and how to say "stop that, I don't like it".

*Wonderful! Great for the children to learn ways to keep safer. Also explained in a way that was perfect for their age group*

*The programme gave us the skills/vocab/relationship to talk about our bodies & safety. We took the book to share with our Kindy teachers and sang them the songs*

*An excellent programme - school is too late for this advice and help. I was quite worried about what to say/do.*

*Really good to talk about a subject that is not really discussed & to make it ok for children to talk about it*

*I'd like to strongly recommend this programme to other parents. As a mum I hope my kids have the knowledge to protect themselves when I'm not around.*

*Exceptional programme we would like to see continue at Summerfield. Valuable education for our kids to keep them safe*

*Very age appropriate. I liked how the sensitive topic was incorporated into other discussions rather than singled out (ie naming of body parts)*

*Well done. It is a relief as a parent to get this support*

*Loved how engaged the children were. Really liked the way everything was presented in a non-scary way.*

*Great how "big problems" get approached in a child friendly way*

*Fantastic programme would like to see it available for all preschool children  
Excellent relationship building with Toby over the five weeks. Really thorough yet lightweight and knowledge*

*So pleased we did it, makes me more comfortable to have these conversations with my children*

*It's great to open the dialogue about this topic from a young age. Jude was great at relating to children*

*Jude was awesome at getting the children to participate - Good to have a universal saying that all the children connect to "Stop it I don't like it"*

## Statement of comprehensive revenue and expense

For year ended 30 June 2017

	2017	2016 (13 months)
	\$	\$
<b>Revenue</b>		
Government contracts	1,743,785	1,756,168
Government grants	39,500	240,408
Non government grants	194,936	305,778
Other income	144,568	165,999
Interest income	5,647	18,442
Other grants	14,246	14,246
<b>Total revenue</b>	<b>2,128,466</b>	<b>2,501,042</b>
<b>Expenditure</b>		
Employee expenses	-1,504,801	-1,614,382
Contractor expenses	-382,506	-584,334
Administrative expenses	-155,345	-292,979
Other expenses	-37,798	-51,572
<b>Total expenditure</b>	<b>-2,080,449</b>	<b>-2,543,267</b>
<b>Surplus for the year</b>	<b>48,016</b>	<b>-42,225</b>
Other comprehensive revenue and expense	-	-
<b>Total comprehensive revenue and expense</b>	<b>48,016</b>	<b>-42,225</b>

# Statement of financial position

As at 30 June 2017

	2017	2016 (13 months)
	\$	\$
<b>Assets</b>		
Cash and cash equivalents	474,211	544,825
Accounts receivables and payments	171,642	93,482
<b>Total current assets</b>	<b>643,854</b>	<b>638,307</b>
Property, plant and equipment	28,444	34,704
<b>Total non-current assets</b>	<b>28,444</b>	<b>34,704</b>
<b>Total assets</b>	<b>672,298</b>	<b>673,011</b>
<b>Liabilities</b>		
Accounts payable and accruals	103,200	231,543
Employee benefits	105,375	92,228
Other liabilities	3,438	11,257
Deferred revenue	125,096	50,811
<b>Total current liabilities</b>	<b>337,110</b>	<b>385,839</b>
<b>Total liabilities</b>	<b>337,110</b>	<b>385,839</b>
<b>Net assets</b>	<b>335,188</b>	<b>287,172</b>
<b>Trust Funds</b>		
Accumulated funds	335,188	287,172
	<b>335,188</b>	<b>287,172</b>



## Statement of changes in trust funds

For the year ended 30 June 2017

	Accumulated funds	Total trust funds
	\$	\$
<b>Balance at 1 June 2015</b>	<b>329,397</b>	<b>329,397</b>
Surplus for the year	-42,225	-42,225
Other comprehensive revenue and expense	-	-
<b>Balance at 30 June 2016</b>	<b>287,172</b>	<b>287,172</b>
<b>Balance at 1 June 2016</b>	<b>287,172</b>	<b>287,172</b>
Surplus for the year	48,016	48,016
Other comprehensive revenue and expense	-	-
<b>Balance at 30 June 2017</b>	<b>335,188</b>	<b>335,188</b>

## Statement of cash flows

For the year ended 30 June 2017

	2017	2016 (13 months)
	\$	\$
Receipts from Government Contracts, Grants & Other Sources	2,118,944	2,401,132
Interest received	5,647	18,442
Payments to suppliers, employees & others	-2,182,915	-2,464,210
Interest paid	-	-
Other	-7,819	-45,305
<b>Net cash flows from operating activities</b>	<b>-66,143</b>	<b>-89,941</b>
Payment for property, plant & equipment	-6,471	-33,297
<b>Net cash flows from investing activities</b>	<b>-6,471</b>	<b>-33,297</b>
<b>Net cash flows from financing activities</b>	<b>-</b>	<b>-</b>
<b>Net increase/(decrease) in cash held</b>	<b>-72,614</b>	<b>-123,238</b>
Cash at the beginning of the year	544,825	668,063
<b>Cash at the end of the year</b>	<b>472,211</b>	<b>544,825</b>

## Thanks

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Many, many thanks to Eva McGauley, who shared herself and her dreams with us, to help us to help others.

Thanks also to all of those who gave so generously to our appeals, or on a monthly basis.

We are also very grateful to the philanthropic trusts and government funders who provided financial assistance through this year, so we could keep doing what we do best.



## Trust Board Members

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### Nicola Craig – Chairperson

After completing a Bachelor of Arts and LLB (Hons) at Auckland University, Nicola worked in the Litigation Department, specialising in employment law for a large law firm in central Auckland. She's also represented members of the New Zealand Nurses Organisation in employment and health law forums, and advised on constitutional, structural and other issues. Nicola has recently been appointed as a Member of the Employment Relations Authority, where she will be involved in deciding employment cases.

### Geraldine Whiteford – Secretary

Geraldine has been a feminist for 40 years, since she was a University student in the 1970s, picketing against beauty contests and marching against the Vietnam War. Geraldine worked for many years in the Human Rights Commission, as an investigation officer and then manager of the discrimination complaints team, before becoming a lawyer specialising in family and civil litigation. Geraldine is strongly committed to all aspects of social and economic injustice, volunteering as a committee member of the Human Rights Foundation and writing articles for the Auckland Women's Centre newsletter on women and the law.

### Rachel Orchard - Treasurer

Rachel is Chief Financial Officer for the New Zealand office of a large global corporate. An experienced leader, Rachel has worked across a number of industries which has seen her revamp business processes and influence change within organisations. She has reported to Boards on company budgets and managed the financial performance of businesses she has worked for. Rachel brings strong commercial acumen to the table with a focus on the bottom line. Her passion for strategy and an aptitude for numbers is evident by her membership as an Associate Chartered Accountant and having gained distinction when completing her MBA.

## Kelly-Ann Harvey

Kelly-Ann has been a Trustee for over eight years and is currently the Treasurer. With a BCom/BA, she has worked in financial services product management and marketing for nearly 10 years. She has also previously worked for Parliamentary Service (Auckland Central Electorate Secretary) and Youthline, managed the Auckland branch of the Institute of Directors and been a member and Deputy Chair of the Waiheke Community Board.

## Carol Stott

Carol worked for many years as a social worker, mostly in children's health, but also in family violence and mental health. With experience as a policy manager for CYF, Carol returned to the health sector 20 years ago and worked at ADHB as a service manager of community child health services and as a planning and funding manager responsible for child, youth and women's health. Carol has now left ADHB and relocated to Waiheke Island, but she still undertakes work in the health and social services sectors on a contractual basis.

## Prudence Fisher

Prue Fisher is a Clinical Psychologist who has worked in a primary women's health setting for many years, specialising in working with adolescents and young women who have complex gynaecological conditions. Prue also works in private practice as a clinician and supervisor/consultant, and completed a PhD in 2010. Before all of this, Prue was a co-coordinator for the first Auckland 24 hour crisis line, established by the Independent Collective of New Zealand Refuge, where she stayed as a volunteer, the workers' advocate, consultant and researcher with North Shore Women's Refuge for 14 years.

## Kathryn McPhillips

Kathryn joined HELP as Clinical Manager in 1997, following a time doing crisis work at HELP as a student in the early 1980s, before embarking on clinical work in Mental Health Services and a research role at the University of Auckland. Highlights of her work at HELP include the establishment of the national organisation TOAH-NNEST, development of a model for the practice of restorative justice (Project Restore), and development of a family reconciliation programme with SAFE. She has contributed several research papers to the Task Force for Action on Sexual Violence, and has developed guidelines for crisis support services and restorative justice with sexual violence, which are used nationally.

## Sylvia Yandall

With a background in the corporate world and experience in psychology, sociology and counselling, Sylvia is responsible for overseeing our Crisis and Justice services. She supports our staff working in these areas, develops community relationships and establishes connections with other Auckland agencies to ensure our most vulnerable groups are kept safe and healthy. She also furthers the work of the team by liaising with migrant and refugee communities to ensure they have the support they need.

## Tina MacLean

Originally from the UK, Tina has worked in a number of blue chip services organisations such as Centrica UK. Tina brings experience in marketing, analytics, systems and technology and has worked on a number of large business transformation projects. Her passion is to see organisations succeed through understanding their goals, applying systems thinking and delivering performance based outcomes.

**HELP**   
SUPPORT FOR SCHOOLS AND COMMUNITIES

[helpauckland.org.nz](http://helpauckland.org.nz)