



**We supported. We prevented.
We healed. We helped.**

HELP Auckland
Annual Report 2021

HELP 
Preventing sexual abuse.
Supporting survivors.

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Auckland Sexual Abuse Help Foundation Charitable Trust

Charities registration number: CC23863

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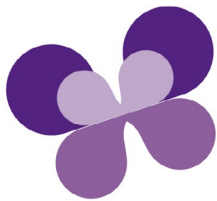
Facebook: facebook.com/helpauck

HELP - Preventing sexual abuse. Supporting survivors.

Our vision

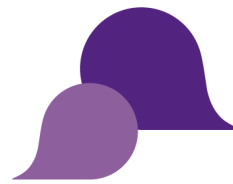
To work towards a society where relationships are based on co-operation and respect.

Our 4 pillars of help



Helping to heal

HELP is here to support Aucklanders who have been sexually abused. Through crisis support, counselling and helpline services, our trained specialists help those who need it most, enabling them to heal the hurt and reclaim their right to live good lives.



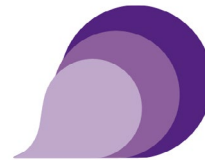
Helping to educate

We teach the Auckland community about sexual abuse, raising awareness and reducing stigma, so we can all support those who have been hurt.



Helping to prevent

We work with families, preschools and communities, teaching them how to protect our most vulnerable by preventing sexual abuse in the first place – skills that help build strength and resilience for a lifetime.



Helping to create change

We lead the change we all want to see in our society. We advocate for the rights of sexual abuse survivors, collaborate with others to develop innovative ways to change, and support young people as change-makers in their own communities... so we can help protect future generations too.

A year of helping to create real change

2020/2021 was a year of immense challenges and successes. A measure of our success is the growing recognition at a national level of sexual violence and its harmful effects.

We're pleased to report that the Government is developing a national strategy for ending sexual and family violence, and the Sexual Violence Legislation Bill is on the table, with an agenda to improve court processes for victims and survivors.

Government recognition of the need to increase the capacity of crisis services led to funding for a larger team, including a dedicated role for child and youth crisis support, and an additional court support role. To house our growing team and provide easier access for clients and staff, we established new offices in Mt Eden and an office adjacent to the new police station on College Hill.

A number of communities are also starting to address sexual violence. HELP supported Soundcheck in providing music industry workshops to raise awareness of sexual violence, and provided support to some of the survivors participating in the Inquiry into Abuse in State Care.

As with most other social services, a key challenge this year was recruitment, as we have insufficient Counsellors, Psychotherapists and Social Workers to meet the growing need. A solution with an eye to the future was to increase the number of student placements.

COVID was also a key challenge, with a significant loss of fundraising from community events. We increased our appeals and were very grateful for the generous response from our donors and supporters.

Demand for counselling and therapy services continues to be extremely high. To help alleviate this demand, we engaged a full-time Therapy Services Manager with a view to increase our capacity for service and specialist Counsellor training. Increasing the size of our organisation has also required other changes, including establishing

a Finance, Risk and Audit Committee, further staff training and implementing a new IT system.

This year saw the redevelopment of the 'Dear Em' programme into a youth leadership programme, supported by a full-time Youth Community Development Worker. We also continued to develop our Sustainable Fundraising strategy, launched 'Do Something HELPFul', an annual peer-to-peer-campaign, and developed a promotional bag with the artist, Flox.

Our client-centric approach means we are always striving to better respond to the cultural needs of survivors. We have established a role of Pacific Lead across the agency to improve service to the many Pasifika survivors and families we support. In addition, we have deepened our relationship with Pacific Counsellors Collective, working together to develop a pilot youth counselling programme for Pacific girls in high school.


Finally, in addition to holding the Crisis Service portfolio with the national organisation, Te Ohaaki a Hine, National Network Ending Sexual Violence Together, our Executive Director has also picked up the Justice Portfolio.

Thanks to our amazing staff and our generous supporters, donors and volunteers, we're truly making a difference. With your continued support, we are healing, we are educating, we are preventing, and we are creating real social change.

We are helping.



Kathryn McPhillips
Executive Director



Nicola Craig
Chair

Laura's story:

“You are more than a survivor.”

At 17, Laura went to a friend's birthday party where, unfortunately, she met the wrong person. “I met a guy who coerced me and raped me, despite me saying no and vomiting through the ordeal,” she says. “I felt humiliated and ashamed, as people seemed to think it had been consensual.”

Laura had already experienced mental health issues, and this traumatic experience heightened her depression and anxiety. “I struggled with feeling safe around men, crowds and even in relationships and was reluctant to open up to those closest to me due to the fear and shame of not being believed,” she says.

When Laura experienced the further trauma of her best friend passing away, she spiralled into a path of alcohol and drug abuse and numerous suicide attempts. She was admitted into a psychiatric ward and diagnosed with post-traumatic stress disorder (PTSD). “It was through therapy that we discovered that I had suppressed the sexual abuse by my swimming instructor at age 9.”

Surviving through sisterhood

Around this time, Laura started to open up about her experiences to friends and loved ones. “As many of my friends had witnessed my mental illness spirals, I wanted to explain what I had been through to help them understand. I started ‘flourishprojectnz’ on Instagram to share more of my story.”

She also started a ‘Survivor Sister’ series on Instagram, anonymously sharing the stories of other survivors who wrote letters empowering and encouraging each other. “I have connected with so many incredible survivors who all shared similar experiences of feeling shamed, scared and struggling to cope.”

Laura says she wanted to make a difference, which led her to find HELP. Last year, she designed t-shirts, hoodies and stickers and raised over \$2,000. “I've seen the incredible support HELP provides in all aspects of healing and support,” she says.



Laura Eustace, Survivor & HELP Advocate

“Sexual abuse happens to far too many of us, and it's horrifying how many survivors are still struggling to get the help they need – which is why the work that HELP does is so so so important.”

Laura hopes to continue speaking up and fighting for survivors, to address the societal view of blaming victims, and to advocate for mandatory consent education.



“Remember, you are not what happened to you, you are more than a survivor, things will get better and you are believed. Your voice will always be heard, even if it's a whisper. I stand behind all survivors, believing in them and being one with them.”

Our board and management team

Our Board and Senior Leadership Team comprise a mix of experienced, visionary and passionate people from all walks of life. Together, they work towards our vision of creating a society where all relationships are based on co-operation and respect.

Board members

Nicola Craig, Chair
Geraldine Whiteford, Secretary
Marnie Webber, Treasurer

Kelly-Ann Harvey
Carol Stott
Kathryn McPhillips

Sylvia Yandall
Genevieve (Gigi) Green
Jessica Palairt

Management team



Kathryn McPhillips
Executive Director



Sylvia Yandall
Crisis Services Manager



Emily Thomas
Therapy Services Manager



Teresa Kavanagh
Business Services Manager



Fiona Philip
Finance Manager

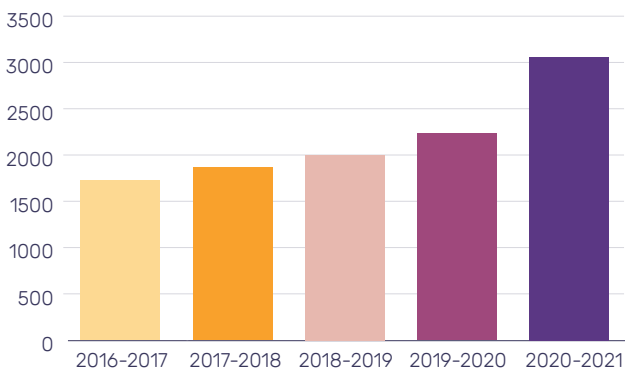


Sarah McKenzie
Communications & Events Manager

Who we've helped

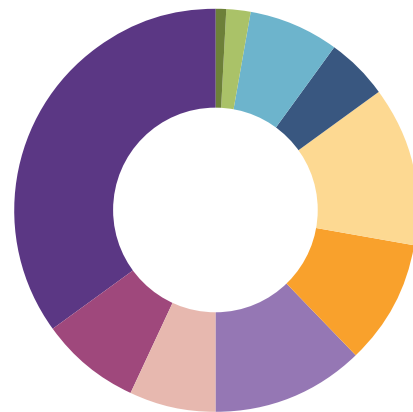
Every year, we support thousands of survivors and their families through our crisis support, education, advocacy and prevention services. Despite many challenges this year, we were able to help more people than ever.

Clients we've helped by year



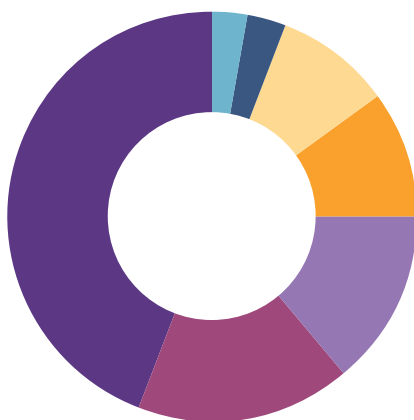
1722 2016-2017 2234 2019-2020
 1868 2017-2018 3058 2020-2021
 2001 2018-2019

Clients we've helped by age



1% 0-12 10% 26-30
 2% 13-15 12% 31-40
 7% 16-18 7% 41-50
 5% 19-20 8% 51+
 13% 21-25 35% Unknown

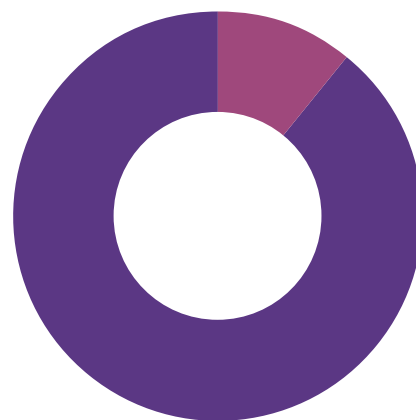
Clients we've helped by ethnicity



3% MELAA 14% Asian
 3% Other 21% Māori
 9% European 52% NZ European
 10% Pacific peoples

Clients helped directly vs family members supported

Primary client (direct support)
 Secondary client (family member)



2713 Primary client
 345 Secondary client

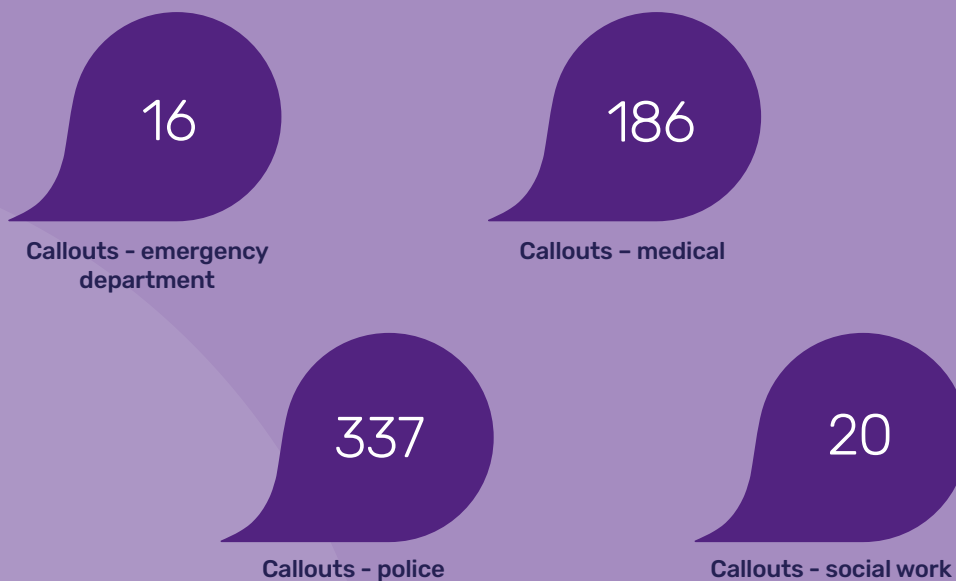
How we've helped

The numbers say it all. In a 'crisis year' for many Aucklanders with the extra stresses COVID-19 brought with it, we were still able to respond to those who needed our help, both in person and online.

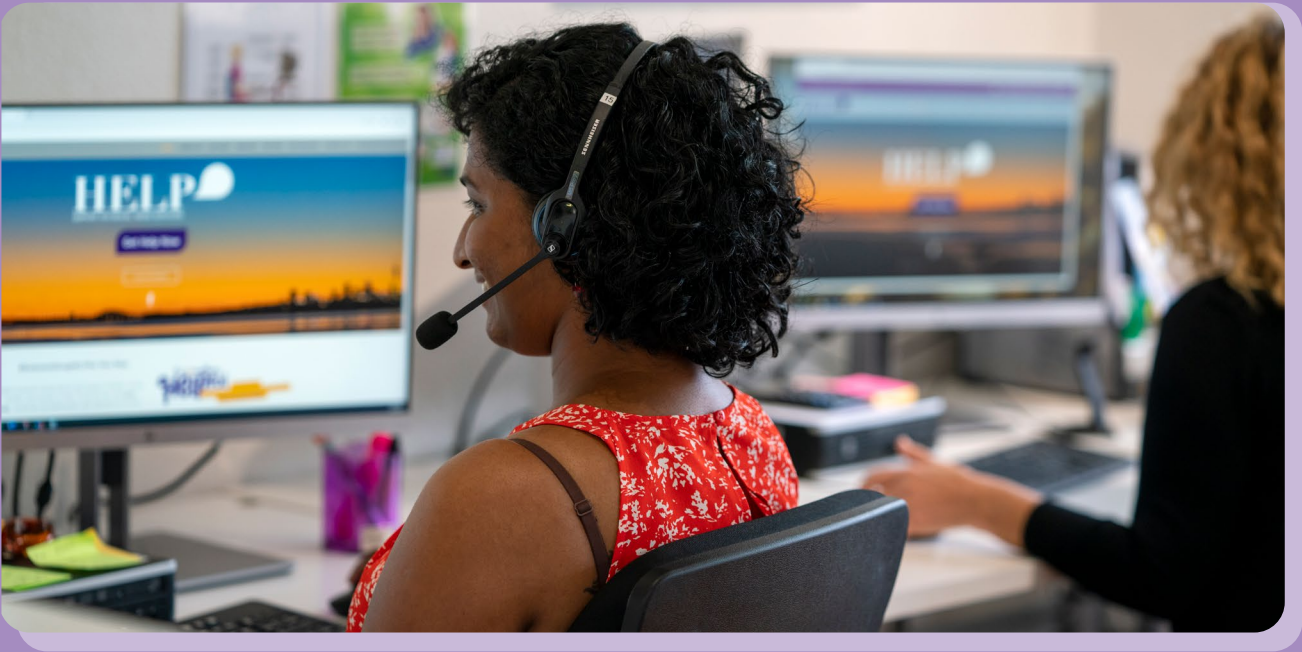
Crisis support for survivors



Crisis Team callouts*



* Number of callouts requested and booked – some may have been cancelled or not accepted by clients.



Court services

129

Hours spent in face-to-face court support despite court closures

1,749

Communications supporting clients during the court process

Therapy sessions

7,193

Individual therapy sessions booked

1,592

Sessions facilitated via Telehealth due to COVID

5,821

Sessions were attended in person

461

People attended 305 group sessions

Helping survivors through a responsive service

Thanks to increased funding for crisis services, 2020/21 was a pivotal year for our Crisis Support team, laying down the foundations to enable their expansion.

New staff members were engaged to support the growth of our team, including an additional team leader, administration staff, recruitment and referrals co-ordinators. This allowed us to increase the number of support sessions, enabling more clients to bridge the therapy waiting list.

All three office spaces were refurbished to be fit for purpose, a new online phone system was implemented to better manage our 24/7 crisis line, and our computer systems were upgraded.

Despite several challenges faced during lockdowns, including recruitment and retention as staff navigated the impacts of the pandemic and working from home, our essential service continued to be available 24/7. Furthermore, we were able to deliver some key initiatives in 2020/21. This included establishing weekly drop-in centres for sexual violence at AUT and UOA. We also developed a closer relationship with the music industry, enabling better support to those who report sexual abuse in this sector.

An important meeting was held with HELP and Tu Wahine Crisis Team, our partners MEDSAC and the police to further understand the different services and part we all play in supporting survivors of sexual violence. The HELP Crisis team also played a key role in the police response to allegations of historical sexual offending at Auckland’s Dilworth School.



“I just wanted to write to say how grateful I was to have your support staff member by my side today for my medical examination. She was so caring and supportive and made me feel comfortable and safe, which I really needed under the circumstances.”

Survivor, age 24

Outcomes

114

Support sessions provided to survivors.

411

Call-outs attended in total.

236

Call-outs attended.

157

Medical call-outs attended.

9073

Phone calls made by our team.

6230

Emails/ texts sent by our team.

Helping survivors through the justice system

Despite a difficult year due to staffing shortages, lockdowns and delays in court dates, our Justice Services team continued to support and prepare our clients during the often-arduous trial process.

Key successes included engaging a new Court Support Advocate in March 2021, who is working well with court advisors, the police and other partners in providing this essential service. From March 2021, we were able to provide support through our Pasifika Social Worker, providing our Pasifika clients with relevant and appropriate services.

The year brought several challenges, not least of which was the loss of our Court Support Advocate after five years. With only one Court Support Advocate, we were often unable to meet demand - sometimes having to choose between two trials on the same day, and much of our work was put on hold until our new recruit started in March.

Other challenges include Tāmaki Makaurau’s two lockdowns and the closure of the courts during Levels 3 and 4 of the pandemic, which was a considerable part of the year. Cases were

rescheduled, pushing trial dates out beyond a further 12 months, and increasing the levels of anxiety, frustration and support needed for our clients in an already stressful process.

On a more positive note, despite these challenges, our clients continued to have access to our 24/7 service throughout. Our Justice Services team were able to assist several children, young people and their caregivers in preparing for the experience of trial, catering to their specific developmental, cultural and mental wellbeing needs.

This support included helping children and young people to use breathing and positive self-talk strategies to build resiliency, remain calm, take breaks when needed, and ‘de-personalise’ the cross-examination. We also provided therapy for children, whānau and youth at all stages of the court process.

Outcomes

74

Young people under 18 years old were contacted about the court process, and 19 of these young people were supported in court.



“I am so proud of my daughter, thanks again for your understanding, support, everything ... my daughter really enjoyed being with you during the time. We feel so lucky!”

Mother of Survivor

Helping communities to keep children safe

We Can Keep Safe is a programme developed to help early childhood education centres and families learn how to keep their 3-5 year old children safe from sexual abuse.

An initial session teaches skills to parents and teachers, and then during five fun-filled sessions, we teach children skills to reduce the likelihood of being targeted and assist them to seek help if they need it. The skills centre around the power of body-ownership, understanding rules about touching of private parts, and persistent communication to someone they trust.

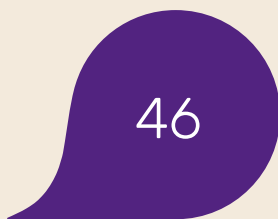
While there were many postponements due to COVID, we were pleased to bring this important programme to 46 learning centres around Auckland.

A new initiative this year was developing and running a social media programme based on We Can Keep Safe, to bring these messages to a wider group of parents. We hope to continue delivering this social media initiative as well as our much-needed We Can Keep Safe programme to more early childhood education centres – so that we can help to ensure fewer children ever experience the trauma of sexual abuse.



Preschool Educator, Jude Bishop, and Toby

Outcomes



Learning centres



Children taught by our programme

"This is an amazing one-of-a-kind programme that I hope can continue widely in early childhood centres. I am a GP and see the terrible effect that sexual abuse can have on young people and adults. It is great that our kids (and us as their parents) can have the opportunity to learn skills to help prevent this."

Parent

Helping young people share their voices

The 'Dear Em' team of young female volunteers continued to do a remarkable job of maintaining our social media programme on Facebook and Instagram – both essential platforms to reach young people.

This unique initiative helps to raise awareness of sexual violence by challenging victim-blaming narratives as well as supporting the wellbeing of survivors and young people in general.

Our team really stepped this up in the first lockdown to provide amazing COVID-related support for young people. However, this was not sustainable in the longer term, and pushed us harder to obtain funding for a full-time Youth Development Worker to support the team and develop other youth-focused initiatives. Fortunately, we were successful in getting time-limited funding for this role, which has allowed us to provide more support to the team and increase our effectiveness on social media.

We wanted to share the Dear Em values with as many girls as possible, so our team have developed an in-school programme for intermediate-aged girls. They use stories from their own experiences to demonstrate the important values of 'empathise, empower and embrace' in strengthening young girls' friendship networks as they move into their teens.

This in-schools programme was a huge hit, both introducing more girls to Dear Em, and encouraging conversations among groups of girls about some of the challenges they face as they move into their teens. However, last year's lockdown meant we had to pause this programme so were not able to reach as many girls as we had planned.



"I have learnt that it's okay to tell your friends that they can tell you how you can help them, and that you don't always have to have an answer to help them at the time."

Embassador

Outcomes

993

Instagram followers

59,623

Instagram total impressions

3825

Website users

68

School presentations given

6

Graduates from our leadership programme

Helping our clients through a pandemic

As with other parts of our organisation, the past year held unprecedented challenges, with multiple lockdowns and ongoing restrictions. The pandemic meant that many of our clients required more support than usual, limiting our capacity to take on new clients.

We responded quickly to minimise disruption by providing more flexible delivery of our therapy sessions using Telehealth (both Zoom and phone). We have now incorporated Telehealth on a permanent basis, which has enabled us to maintain continuity of counselling and ensure high attendance rates for our adult therapy and caregiver clients during recent restrictions.

Unfortunately, Telehealth is not always appropriate for therapy with children and many adolescent clients can't engage safely from their homes. Following lockdowns, we have needed to re-engage with these young people, rather than taking on new adolescent clients at the rate we usually would have.

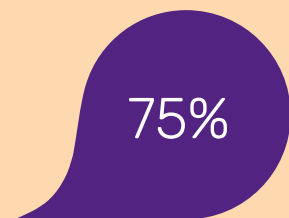
The pandemic also affected the wellbeing of many of our therapy team staff and we increased the level of direct support to our staff as per our 'Building Resilience' policy. In addition, there is a nationwide shortage of Psychotherapists, Counsellors and Psychologists, especially those trained to provide trauma therapy, as is needed for our specialist trauma service.

In short, demand for our service continues to grow, while our clients face long wait times because we continue to be understaffed. HELP would like to offer specialist training to interns and early career Therapists to address this shortage, should funding become available.

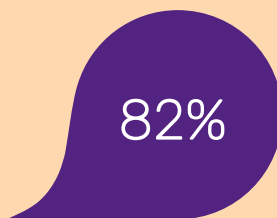
On a more positive note, we successfully recruited a full-time Therapy Services Manager in March 2021, which has increased our capacity to better meet the needs of the community. What's more, planning is underway to provide services to Pasifika youth in schools. We plan to recruit a Pacific Therapist to provide a group intervention programme to teens in schools, alongside Pacific Lead, Sylvia Yandall, and our partners Pacific Counselling Collective.

We received approval from ACC to provide an online DBT group (Dialectical Behaviour Therapy) for adults experiencing difficulties in emotion regulation. This group will run online so that we can deliver DBT to sexual violence survivors nationwide without any Covid-related disruptions.

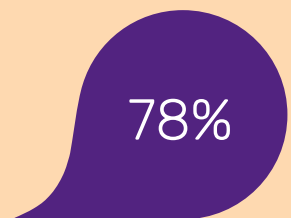
After attending regular therapy sessions...



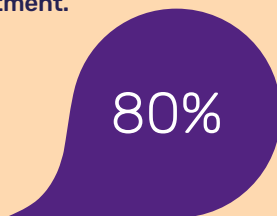
of clients met 80% or more of their goals set at the beginning of treatment.



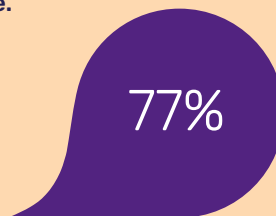
of clients demonstrated an understanding of the impact of the abuse.



of clients showed cognitive and emotional processing of trauma.



of clients learned adaptive coping strategies to healing.



of clients showed a capacity for building new relationships and developing old ones.

About HELP

The Auckland Sexual Abuse Help Foundation Charitable Trust (the "Trust") is a charitable trust incorporated under the Charitable Trusts Act 1957. The Trust was registered as a charitable entity with the Charities Commission on 5 May 2008, with the registration number CC23863. For the purposes of financial reporting, the Foundation is a public benefit entity (not-for-profit).

Legal name of entity

Auckland Sexual Abuse Help Foundation
Charitable Trust.

Entity type and legal status

Auckland Sexual Abuse Help Foundation
Charitable Trust is a Charitable Trust
incorporated under the Charities Act 1957.

Registration number

CC23863

Postal address

PO Box 10345
Dominion Road
Auckland 1446

Contact

Phone: 0800 623 1700

Email: info@helpauckland.org.nz

Website: helpauckland.org.nz

Facebook: facebook.com/helpauck



Executive Director and Clinical Psychologist, Kathryn McPhillips

STATEMENT OF COMPREHENSIVE REVENUE AND EXPENSE

FOR THE YEAR ENDED 30 JUNE 2021

	Note	2021 \$	2020 \$
REVENUE			
Revenue from providing services	2	744,664	674,269
Government contracts	2	3,841,047	2,713,096
Government grants	2	61,279	82,584
Non government grants	2	468,638	363,433
Other income	2	148,859	107,373
Interest income		33,748	23,499
Total Revenue		5,298,235	3,964,253
EXPENDITURE			
Employee expenses		(2,737,155)	(1,979,151)
Contractor expense		(654,817)	(546,718)
Administrative expenses		(555,495)	(377,596)
Other expenses		(64,098)	(84,071)
Total Expenditure		(4,011,564)	(2,987,536)
SURPLUS FOR THE YEAR		1,286,671	976,717
Other comprehensive revenue and expense		-	-
TOTAL COMPREHENSIVE REVENUE AND EXPENSE		1,286,671	976,717

STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2021

	Note	2021 \$	2020 \$
ASSETS			
ASSETS			
Cash and cash equivalents	4	1,138,448	794,823
Investments	5	2,101,830	1,151,830
Accounts receivables and prepayments	6	92,634	72,169
Inventories	7	25,974	-
Total Current Assets		3,358,886	2,018,822
Non-Current Assets			
Property, plant and equipment	4	199,903	133,784
Total Non-Current Assets		199,903	133,784
TOTAL ASSETS		3,558,790	2,152,606
LIABILITIES			
Accounts payable and accruals	10	285,802	231,781
Employee benefits	8	191,685	151,710
Deferred Revenue	9	212,137	186,621
Total Current Liabilities		689,624	570,112
TOTAL LIABILITIES		689,624	570,112
NET ASSETS		2,869,166	1,582,494
TRUST FUNDS			
Accumulated funds		2,869,166	1,582,494
TOTAL ACCUMULATED FUNDS		2,869,166	1,582,494

STATEMENT OF CHANGES IN TRUST FUNDS

FOR THE YEAR ENDED 30 JUNE 2021

	Accumulated funds \$	Total trust funds \$
Balance at 1 July 2019	605,777	605,777
Surplus for the year	976,717	976,717
Other comprehensive revenue and expense	-	-
BALANCE AT 30 JUNE 2020	1,582,494	1,582,494
Balance at 1 July 2020	1,582,494	1,582,494
Surplus for the year	1,286,671	1,286,671
Other comprehensive revenue and expense	-	-
BALANCE AT 30 JUNE 2021	2,869,166	2,869,166

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
Receipts from Services Provided, Government Contracts, Grants and Other		
Sources	5,262,573	3,989,461
Interest received	33,748	23,499
Payments to suppliers, employees and others	(3,886,795)	(2,934,446)
Other	-	947
Net cash flows from operating activities	1,409,525	1,079,461
Investments in term deposits	(950,000)	(700,000)
Payments for property, plant and equipment	(115,900)	(113,809)
Net cash flows from investing activities	(1,065,900)	(813,809)
Net cash flows from financing activities	-	-
Net increase/(decrease) in cash held	343,625	265,652
Cash at the beginning of the year	794,823	529,171
Cash at the end of the year	1,138,448	794,823

Thank you... we couldn't help so many Aucklanders without you

Thanks to all of our generous supporters, donors and volunteers. With your support, we're able to help more survivors to heal, to empower more victims to become survivors, to educate communities to support survivors, and crucially, to HELP protect future generations from sexual abuse.

From 1 July 2020 to 30 June 2021, you helped us through...

- **823 individual donors**
- **5 business donations**
(not including service clubs like Lions, Rotary; ECEs and social enterprises like The Good Registry)
- **27 grant funders**

We're very grateful to these businesses for their support...

Mt Roskill Gilmours
The Women's Bookshop
Dalston
Ruby Project Ceramics
Limitless Events
Planet Wine
Soho wine
Constellation Brands
Tantalus Wines
Craggy Range
Garage Project
Loveblock
Countdown Mt Eden
Farrah's Foods
Roses Florist
Ripe Deli
HelpTank
Paul Leighton
Retyred
The Church Hahei
Ponga Eco Lodge

Aggrey Jewellery
Bronca clothing for Humanity
Chapter Book and Tea Shop
City Cake Company
Club Physical
Dry & Tea
EasiYo
Ecostore
Elizabeth Arden
Exhibit Beauty
MOTAT
My Foodbag
Richardsons Real Estate
Saba Hairdressing
Sanitarium
Spookers
Westbrook
WOOP
Lynn Clayton Photography
Devonport Chocolates
Sachie's Kitchen
Epsom Girls Grammar School
Alexander PR
And to Laura Eustace,
Hollie Smith, Tayla Alexander
and Michelle Maitland.

And to hundreds of helpful individuals...

Huge thanks to all of the wonderful supporters who ran and raised money for us in marathons and Round the Bays, and those who participated in our 'Do Something HELPful' fundraising campaign.

And last but not least, to our much-needed grant funders...

Private Grant Funders

The Mazda Foundation
Maurice Paykel Charitable Trust
Trillian Trust
Pub Charity Limited
Perpetual Guardian Trust – Strathlachlan
Perpetual Guardian Trust
Blue Waters Community Trust Ltd
Dragon Community Trust
Four Winds Foundation
Auckland Foundation – Grassroots
Auckland Foundation – Women's Fund
ANZ Staff Foundation
Sky City Community Trust
Milestone Foundation
Blue Sky Community Trust Ltd
Akarana Community Trust Ltd
The Lion Foundation
Public Trust - NZ Community Growth
Trillian Trust Ltd
Dragon Community Trust
Potter Masonic Trust
NZ Lottery Grants Board
Foundation North

Other Grant Funders

Auckland Council








"The dust has settled; I've moved on from the ordeal and looking back it's been a huge period of growth. Your support and conversations were incredible in shaping this growth and the emotional security that came with it."

HELP client



Contact us

-  0800 623 1700
-  Live chat
-  gethelp@auckland.org.nz
-  helpauckland.org.nz
-  dearem.nz

Connect with us



HELP

Preventing sexual abuse.
Supporting survivors.