

Annual Report

2008-2009



Home & Family
Counselling
Talking it through

Personnel

Patron

Hon. Sir Anand Satyanand
GNZM, QSO
Governor-General of New Zealand

President

Hon John Banks, QSO
Mayor of Auckland

Vice Presidents

Len Brown Mayor of Manukau City,
Bishop Pat Dunn, Bishop Bruce
Gilberd, Bob Harvey QSM JP Mayor
of Waitakere City, Doreen Harper, Rev
Barrie MacCuish, Andrew Williams
Mayor of North Shore City

Vice Presidents for Life

Marian Owen QSM, Pat Gilberd QSM

Board

Bruce Connor (Chair), Anne Hargreaves
(Vice Chair), Ian Jagger (Treasurer),
Michael Perry (Minutes Secretary)
Michael Adams, Eric Allan, Edwina Pio,
Carol White, Robin Yates

Executive Director

Mary Gray

Counsellors, Mt Eden

Anne Smith (Team Leader), Jaqui
Barrett, Muriel Castelino, Anya Godwin,
Sher Gestro, Jude Gilroy, Joanna
Kingsbury (Women's Refuge), Peter
Milne, Yolanda Meima, Brian Scott-
Hughes, Jon Hay, Lynn Yang, Wanny
Wu

Counsellors, North Shore

Shelley Anderson (Manager North
Shore), Christine Carpenter, Heather
McKay, Stephen May, Paul Maloney,
Stefanie Rockwell, Hazel Thompson

Sunshine Girls Facilitators

Estelle Mendelsohn, Angelika
Chisholm, Muriel Castelino



Our Lick & Stick Brigade

Administration and Development

Penny Doggett (Office Administrator),
Ash Arrowsmith (Contract Fundraiser),
Margaret Broadbridge (ME Reception),
Manya Jaura (ME Reception), Jan Hope
(ME Reception), Josephine Mallitte
(NS Reception) Petra Page (Funding
Coordinator), Manju Shelke (Public
Relations Coordinator),
Lindsay Thompson (NS Reception)

Fundraising Teams

Corporate Golf Tournament

Bruce Connor, Peter Cropper, Simon
Feasey, Chris Hunter, Tracey Standing,
Gordon Shute

'First of the Summer Wine' Cocktail Party

Pauline Bridgman, Janet Drummond,
Anne Hargreaves, Phyl Humphries, Liz
Jewell, Ruth Patterson, Margaret Toon

Women's Golf Tournament 2008

Robin Yates (convenor) Jill Huston, Di
Mellor, Karen McNeill, Sally Rumbold

'An Evening at Rannoch' Cocktail Party

Linda Charlebois, Elizabeth Collins,
Jo Connor, Barbara Fava, Anne
Hargreaves, Ru Morton, Kathryn
Sinclair, Gaye Toplis

Movies

Ruth Patterson (North Shore)
Jan Hope (Mount Eden)

*Warm thanks to all staff, volunteers and supporters whose
dedicated commitment has supported the provision of
high quality professional services to our clients.*

344 Mt Eden Road,
Mt Eden, Auckland 1024
Tel 09 630 8961 **Fax** 09 630 8487
Eml info@homeandfamily.org.nz

2A Seaview Avenue, Northcote,
North Shore 0627
Tel 09 419 9853 **Fax** 09 419 9862
Eml northshore@homeandfamily.org.nz

Patron's Message

Greetings, Kia Ora, Kia Orana, Fakalofa Lahi Atu, Taloha Ni.

As Governor-General, it is with pleasure that I provide this message for Home and Family Counselling's Annual Report.



Hon Sir Anand Satyanand, GNZM, QSO
Governor-General

“Enhancing relationships and family life”

The organisation plays an important role in helping New Zealanders cope with the challenges of modern life. By providing professional and affordable counselling, it helps those in need improve their individual wellbeing as well as enhancing relationships and family life. The value and work of its counsellors will no doubt become increasingly evident as our nation faces the world's current economic downturn.

Home and Family Counselling's commitment to migrant communities has seen the development of a new programme, Sunshine Girls, to assist adolescent refugee girls. It also continues to undertake valuable work with adolescents in schools, with its Anger without Aggro and Creating Respectful Relationships groups being well received.

The organisation continued to play a leadership and collaborative role with the wider counselling community in organising Counselling Awareness Week. The highlight of the week's events was a celebratory breakfast attended by a large number of counsellors and supporters from major counselling agencies throughout Auckland.

As Governor-General and Patron of Home and Family Counselling I congratulate the organisation on another year of significant achievements.

No reira, tena koutou, tena koutou, kia ora, kia kaha, tena koutou katoa.

Chair's Report

I am delighted to present the 2008/2009 Annual Report.



Sam Fairhall
Chair

“Provision of quality services has been maintained”

Provision of quality services to a wide range of clients through both individual counselling and our group programmes has been maintained and, where possible, increased. Our After Hours appointment service continues to be in high demand and we will expand this service as need increases and funding permits.

Counselling Awareness Week was again a great highlight this year. In a collaborative venture with twelve other major counselling organisations we promoted the joint message of 'It's better to talk'. The Hon David Cunliffe was our guest at the Breakfast launch for the week. Associated promotion, including several newspaper articles and TV and radio interviews, ensured that the public gained a better understanding of counselling as an acceptable, available and appropriate option for people in distress.

Sustainable Economic Performance has been the main financial focus in the past year. In anticipation of a downturn in Trust funding and donations, we have accelerated our fundraising activities to ensure that funds accrue from a diverse base of sources.

We could not exist without the support we receive from our sponsors, donors and volunteers. Donations, staging of events and general fundraising together with Government grants and contract work enable us to provide the services so needed by the community.

Looking Ahead Long term strategic thinking will ensure that we continue to develop the agency's capabilities. We have a strong capable Board and, importantly, a strong capable staff. Our admiration and respect should go to Executive Director, Mary Gray and her team of counsellors and support staff. Without their effort we would not have enjoyed the success we have had.

Acknowledgements

Trusts & Grants

A H Watson Charitable Trust
ASB Community Trust
ARA Lodge No 348 I.C. Charitable Trust
Ted & Mollie Carr Endowment Fund
Sir Ernest Davies Endowment Fund
Jenkins Trust
Catholic Caring Foundation
COGS Auckland
COGS North Shore
Good Shepherd Sisters
Hostel of the Holy Name
Lion Foundation
NZ Lottery Community
C R Stead Trust
J R McKenzie Trust
Pelorus Trust
Tuakana Trust

Scottwood Trust
SkyCity Community Trust
Sir J Logan Campbell Trust
Southern Trust
United Way

Central Government

Child Youth and Family Services

Corporate Sponsors

Beca Carter Hollings & Ferner Ltd
Carlton-DFK - Auditors
Columbus Cafe
Herbert Insurance
Mighty IT
Architectus
Kamal Chaudary
Matalex
New Zealand Post

Service Clubs

Eden Epsom Lions Club
Rotary Club of Newmarket

Media Supporters

Suburban Newspapers
National Radio
Radio Tarana
TVNZ - ONE
The Indian Newslink
Tots to Teens Magazine
Triangle TV
New Zealand Women's Weekly
M2 Magazine

Honorary Services

Penney Patel Law
Glaister Ennor
Marsh - Insurance Brokers

Event Sponsors

First of the Summer Wine

Genevieve & David Becroft
Ika Lodge
Montana Wines
AKSamba Band
Aroha Mahoney
Bidvest Food Services
Corporate Direct
Earth Angel Ltd
Fifth Avenue Diamond Jewellers
Goldwater Wines
Harcourts Glenfield
Harcourts Milford
John Somervell
Lion Nathan
Liquorland Mt Eden
Liquorland Wairau Road
Liz Jewell
Logical Office Ltd
Margaret Lawlor-Bartlett
Nelson & Simich
Onion Johnny Bistro
Rockburn Wines
Super Liquor Glenfield

Corporate Golf Day

Hawkins Construction
Aircos Service
Safe NZ Ltd
Carter Holt
City Law
Custom Fleet
Harcourts, Manurewa
Dominion Funds
Ford Manukau
Herbert Insurance
Hirepool
Holcim
House of Travel Corporate (Milford)
Ken Taylor
Liquorland Newmarket
Mainzeal
Pascoe Audio Visual
Safeworx
Sebel Hotel Auckland
South Auckland Ford
Telecom/Gen-I
The Diamond Shop
The Golf House
The Langham Hotel
Tramco Group

Warehouse Stationery
You'll Say Wow Carpet Cleaning

Annual Women's Golf Day

Maxwell & Williams
Acland Holdings
Alpress Coffee
Altar Mt Eden
Andrew Paul
Aotea Bakery
Beattie Matheson
Browns Wines
Brumbys
Cable Bay
City Cake Company
City Golf
Delmaine
Dymocks
Fine Wine Co
Fullers
Good Water Coy
Jane Williams
Jill Huston
John Croskey
Kaye Maxwell
Kings Plant Barn
Line 7
Lums
Nelson & Simich
New World
Peter Mellow
Pokeno Bacon
Poppies
Ray McVinnie & Associates
RubADub Car Wash
Seconds on Enfield
Simply Flowers on Benson
The Christmas Store
The Golf House, Newmarket
The Golf Warehouse
Trish Jackson
Wendy Jeffrey
Willie Poynter

Tee Sponsors

Aspec Construction
Barfoot & Thompson
Bayleys Real Estate
Bardebbs Family
RL Button & Co Ltd
Richard Buchanan & Co
Canopy Group Ltd



Central Office Supplies
Mickey Carolan
Forsyth Barr Ltd
Golf Works
Good Use Company Ltd
Jonathan Grant Galleries Ltd
Jenkins Group Ltd
KBB Music
Karen McNeill
Kate McLean Home Care Ltd
Line 7
Leuschke Group Ltd
Mary Kelly Kilims
Nutritech International Ltd
Phil O'Reilly Design
Planhorse Systems Ltd
Plankwall Merchandising Systems
Rosenfield Kidson Ltd
RubADub Car Wash
Maria Ryder
Scanz Technologies
University of Auckland

An Evening At Rannoch

James Wallace and
The James Wallace Arts Trust
Adam Design Studio
Altar Cafe
Clarins
Crossroads Winery and The Crossings
Grant Chilcott & Val Leemon
Fracture Media Syndicate
Lion Nathan
Liquorland Mt Eden
Mark Hyde, Smith & Caughey's
New World Remuera
Robin Yates
Parnell Lawn Tennis Club
Phil Hayes, Bayleys
Telecom
The Diamond Shop
The Grammarphone Jazz Quintet
The Lost Spring

Movie Sponsors

Earth Angel Ltd
Logical Office Ltd
Sabato
Streets Ice Cream
Video Ezy, Birkenhead

Changing lives, Saving lives



Mary Gray
Director

How do we know that we are effective in what we do?

Four times a year we survey current clients. Here are some of these results.

Client satisfaction

Clients rated how helpful their counselling was. 75% of clients found counsellors 'very' helpful and 17% 'quite' helpful, giving a high level of satisfaction from 92% of clients.

How counselling has helped – our client voices

'thinking in different ways' helping to understand what is happening in my child's mind' 'being heard' 'validating and challenging'.

How clients changed as a result of counselling.

Most noted improvements were with partners or their family.

'the opportunity to learn to communicate, recognise behaviours that weren't normal and get back on track'

'helped me with parenting skills and confidence'

'watching my daughter grow from angry teenager to happier confident young adult'

Getting clearer in their thinking, feeling happier, more hopeful, less anxious and more confident.

'dealing with stress and anger'

'feeling more complete as a person'

'giving me strength and insight into how to deal with issues arisen from the abuse and the separation'

'made me feel more confident, outgoing ...happier'

Clients also appreciate our welcoming receptionists, donation base and appointment reminders, especially cellphone texts, introduced this year.

Waiting times are the main concern for clients. These have been building and we are taking steps to address them.

Referrals

We all know the power of word of mouth. A high rate of referrals from relatives and friends (20%) plus returning clients (11%) tells us that they value our services. 36% of referrals come from health professionals and social services. This validation from other professionals is another measure of confidence in the quality of our services.

Why should donors support us?

Ensuring good value for money as well as delivery of high quality services is of key importance to our donors and sponsors.

What proportion of our money is spent on fundraising?

Our fundraisers together with the volunteer fundraising teams were responsible for raising over \$580,000 of our \$840,000 budget, including a \$300,000 grant from Child, Youth and Family Services. The direct costs for this, excluding management and overheads were \$75,000, representing 12% of funds raised.

What does counselling cost?

Our costs for each client attending six sessions averaged \$615. We have maintained a very economical service, reducing unit costs from \$110 - \$120 to under \$105 an hour.

“Changed my very way of thinking / working through feelings of suicide”

Services

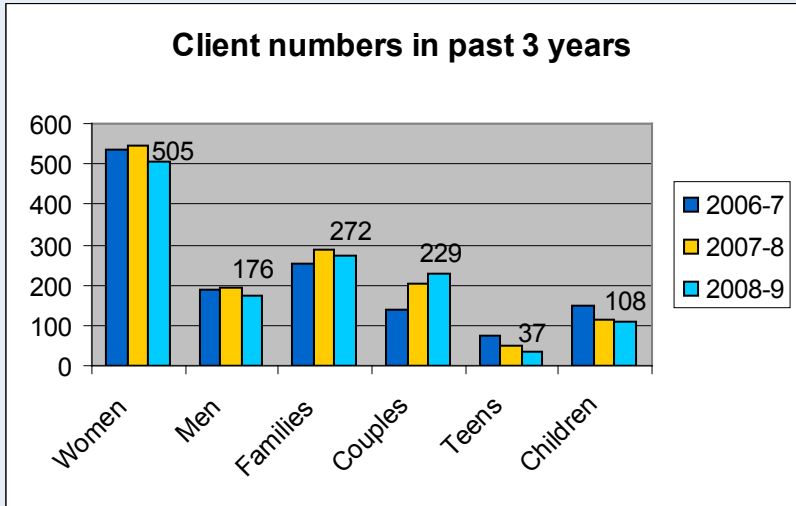
Our clients

Client numbers have remained quite constant over the past three years, as the graph shows. Total client numbers for this year are down a little on last year – 1368 compared to 1405, reflecting the increased time clients are spending in counselling – now averaging 6 sessions compared to 4-5 sessions last year.

“being able to talk freely without being judged”

Anger without Aggro & Creating Respectful Relationships

Our North Shore team continue to run these groups helping teenagers handle anger (31 boys and girls) and understand the dynamics of personal relationships (43 girls) in 6 Intermediate and High schools.



Meeting diverse needs

Having a Chinese and Indian counsellor who can respond to these migrant communities is our way of acknowledging the diversity in our community. Over 100 of our clients came from Indian, Chinese, Iraqi, Iranian and other Asian or African communities.

Another special client group that we serve are women escaping violence in a Women’s Refuge where we continue our outreach. Other women and children similarly impacted by violence in their homes are referred to us from the Family Courts.

Youth groups Sunshine Girls

Our refugee outreach team started a new initiative, the ‘Sunshine Girls’ group working with 23 refugee teenagers. The programme received warm commendations from the girls and school and we plan to run further groups.

Acknowledgements

We have been delighted to welcome Sam Fairhall as our new chair and he is already setting the Board on challenging new directions. Board members continue to add value through sub-committee work and their outreach to the community.

Sincere thanks to staff, new hands and old, for their continued hard work and professionalism. Warm thanks also to our very hard-working and skilled fundraising team volunteers who have produced our best ever results. A special mention of Robin Yates who rebuilt our Women’s Golf team. All are continuing strong efforts to meet challenging times ahead.

Finally I would like to acknowledge the businesses who support our work. Special thanks to John Sinclair who has again contributed his architectural skills, along with Kamal Chaudary architectural draughtsman, and Tony Everitt who has been a very generous sponsor of the past four Women’s Golf tournaments.

Summary Financial Report



Ian Jagger
Treasurer

Statement of Financial Position as at 31 March 2009

Reserves & Balances Held	2009	2008
Property Maintenance Provision	6,000	6,000
General Reserve	198, 552	139,902
Total Accumulated Funds	204, 552	145,902

Current Assets	2009	2008
Petty Cash	130	130
Cash & Deposits at Bank	213,080	21,634
Sundry Debtors & Accruals	14,300	7,906
Inventory on Hand at Valuation	500	500
GST	-8, 823	2,636
Advance to Home & Family Trust Board	20,000	-
Marac Finance	-	143,961
Total Current Assets	239,187	176,767

Current Liabilities	2009	2008
Sundry Creditors	54,456	61,510
Unearned Income	85,702	82,410
Total Current Liabilities	140,158	143,920

	2009	2008
Property, Plant & Equipment	105,523	113,055
Net Assets	204,552	145,902

Statement of Movements in General Funds for the Year Ended 31 March 2009

	2009	2008
General Funds as at 1 April 2008	145,902	165,822
Net Surplus/(Deficit)	58,650	(19,920)
Total Recognised Revenues and Expenses	58,650	(19,920)
Closing Balance per General Funds	\$204,552	\$145,902

Statement of Financial Performance for the Year Ended 31 March 2009

Income	2009	2008
Client Donations	225,328	207,628
Contract Counselling & Court Work	55,557	55,262
Donations	201,530	222,010
ASB Community Trust	52,500	58,167
Grants (CYFS, COGS, NZ Lottery)	347,488	226,920
Sundry Income	22,360	20,589
Total Operating Income	904,763	790,576

Less Expenditure	2009	2008
Audit Fee	3,500	2,000
ACC Levies	2,639	2,677
Advertising, Printing & Stationery	6,574	2,920
Computer Expenses	3,051	3,448
Depreciation	12,190	12,414
Fundraising	17,395	35,977
Loss on sale of fixed assets	-	664
Counselling Awareness Week	7,202	-
Postage & Sundry Expenses	29,087	41,995
Rates, Insurance & Electricity	12,851	10,289
Rent	36,879	37,551
Repairs & Maintenance	7,560	7,326
Staff Recruitment	1,287	1,940
Telephones	10,231	14,885
Training, Education, Supervision & Library	23,026	30,894
Travel	846	1,239
Wages & Salaries	671,795	604,277
Total Expenditure	846,113	810,496
Net Operating Surplus/(Deficit)	58,650	(19,920)

Disclosures

This summary financial report:

- has been extracted from the full financial report for the year ended 31 March 2009.
- This financial report is for the year ended 31 March 2009.
- is not as comprehensive as the full financial report.
- Home and Family Counselling Incorporated Mt Eden can supply the full audited financial report, or it can be accessed on their website: www.homeandfamily.org.nz
- The summary financial report was issued concurrently and approved by the Board with the full audited financial report.
- No material events have occurred subsequent to balance date, or the date these financial statements were approved.
- This report was prepared for Home and Family Counselling Incorporated, consisting of the Mt Eden and North Shore offices.
- The full financial report for the year ended 31 March 2009 was audited by Carlton-DFK, Auckland. They issued a qualified opinion, because of the limited control over cash donations, in common with other organisations of a similar type.

“Focus on solutions”