

# 52nd Annual Report

## Upper Hutt Parents Centre



Year End 31<sup>st</sup> March 2010

19<sup>th</sup> June 2010

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## **President's Report**

*Robyn Thayer*

It is my pleasure to be able to present the Annual Report for the year ended 31 March 2010. I took on the role of President in May 2009 and have enjoyed leading a team of dedicated volunteers.

2009/2010 was a busy year of change for Upper Hutt Parents Centre. We laid ourselves a challenge at the last AGM when we announced the end of our Childbirth Education classes. This was a tough challenge and required a huge amount of work to keep the Centre up and running. We succeeded only because of the hard work done by a committee of enthusiastic parents who spent their spare time developing our services and promoting them to both members and the local community.

We started the year off with 7 committee members, which increased to 10 a short while later. Throughout the year we sadly said farewell to Bronwen Green, Lisa Soltau, and Deena Gray. We welcomed the help of our Friend of the Committee, Richard Griffith, who has helped organise our events and add another male perspective to our meetings. Richard has now become an official committee member.

The committee is a great bunch of people, all of whom have young children and many of who also work in paid employment. Not only has the committee worked hard in their spare time but this year four members have had their second child and one is due to arrive any day now. I know spare time is precious for all of us, so I thank you all for your hard work and dedication to Upper Hutt Parents Centre.

In November 2009 we celebrated our 50<sup>th</sup> anniversary. Upper Hutt Parents Centre opened in 1957 and became affiliated with Parents Centres NZ Inc in 1959, which is when the anniversaries date from. We celebrated this great achievement with a family picnic in Harcourt Park. We had a good turnout of current and past members ranging from 47 years ago to our newest member at the time, who was only 4 days old.

### **Childbirth Education**

The main reason for change this year was relating to childbirth education classes. At our last AGM we announced that, because another provider had started in the area, we would be ceasing our classes from June 2009. While we did our best to continue providing parent education during this time, we also listened to feedback in the community relating to our decision. After 6 months and considerable discussions the Committee voted unanimously to start providing childbirth education classes again from February 2010.

Our first three classes for the 2010 calendar year have averaged 8 couples each and initial bookings for future classes are strong. We would like to thank Deena Gray for taking on the initial bookings and enquiries for our 2010 classes, especially since the committee had little knowledge of what was required from a national perspective.

2009/2010 saw a total of 23 pregnant mums with their support people joining Upper Hutt Parents Centre. This reflects our lack of childbirth education classes for the majority of the year.

We had a total of 3 classes for the 2009/2010 year.

All our classes this year have been run by Kirstin Scott, our childbirth educator, who has taught childbirth classes for Upper Hutt Parents Centre for 2 years. As a committee, we highly value her commitment and willingness to travel to Upper Hutt for each class. We get fantastic feedback from the attendees of her classes. We look forward to another successful year with Kirstin on board.

We have sent our information out to midwives in the area and have recently started advertising in the Leader. This is our major marketing strategy and works alongside the benefit of word of mouth, recommendations from previous members and Parents Centre's reputation in the area.

I would like to thank and acknowledge those members and committee members who have agreed to convene our childbirth education classes over the 2009/2010 year. I appreciate your contribution to our classes. I know that this does take several hours away from your own family time. The token payment given to coordinators for their time and effort continues and will be reviewed as needed. For 2009/2010 we have filled all class coordinator vacancies with volunteers from current and past committee members; this should ensure well-organised classes for the rest of the year.

We extend a big thank you to Heretaunga College, who provided us with community funding to cover some of the cost of our Childbirth Educator, and the Nikau Foundation who also contributed. Without their help it would be very difficult for us to continue offering our classes at a competitive cost.

## **Parent Education**

This year we continued to offer a wide range of parenting classes for parents and caregivers in the area.

We held sixteen sessions, including seven new programmes: Magic Moments, Speech and Language Development, Brainwave, and the Return to Work Series made up of four courses: Preparing Yourself, Family Finances, Breastfeeding and Returning to Work and the Childcare Expo.

The Return to Work Series was a pilot programme for Parents Centres NZ Inc and we adapted the course outlines to suit our needs. While the content of each of the courses was good, we are unlikely to continue to offer all four again due to duplication with other service providers in the local area. We will however continue to adapt and build on the success of the Childcare Expo.

Marketing initiatives including advertising in Tots to Teens and the Leader, posters on noticeboards and emailing a wider group has helped with attendance. Some classes have been cancelled due to lack of attendance but we hope to reduce this with a rise in membership.

While a full programme for 2010 has been planned we will be reviewing this shortly to tailor it more carefully to our membership. Thanks to the hard work of Bronwen Green and Sarah Kitchen, we are

fortunate to continue to secure some grants for Parent Education, making the courses more affordable for members to attend.

We couldn't run these sessions without our network of presenters, many of whom provide their services and their time at little or no cost.

Unfortunately, at the end of 2009, we farewelled Mary Peryer from Plunket. Mary ran our Moving and Munching, Tinies to Tots and Toilet Training classes. She also gave advice and assistance on a wide range of issues parents were dealing with. We thank Mary for giving up her time and sharing her expertise to support parents in the Upper Hutt area and we wish her well in her retirement.

Sarah Kitchen and Kate Hunt managed the bookings for our classes, organised the calendar for next year's classes and liaised with all of our presenters. We thank them very much for their help.

While Sarah and Kate will continue to be on the Committee, we always welcome any new committee members to assist with co-ordination of our Parent Education programme.

## **Membership**

Membership numbers over the year have reduced considerably due to the seven month gap in Childbirth Education classes. We finished the year with 57 current members. As with all Centres, the majority of new members continue to be those who join as a result of wanting to attend our childbirth education classes. We did however attract a handful of new members who joined when wanting to attend our parent education classes at member rates.

We continue to encourage members to rejoin after their first year expires, as we believe we still have a lot to offer parents in terms of information and support as our children grow and develop into their toddler years.

## **Marketing and Publicity**

One of our objectives for the past year was to promote our services to the community and advertise our parent education classes to a wider group. We've made some progress towards this and continue to develop our marketing tools.

One key initiative undertaken during the year to raise our profile was our presence at the Parenting Expo and Nigel Latta talk held in Upper Hutt. This gave us the opportunity to promote our classes and services to the whole community. We were also able to network with other community organisations in the area. At the Expo we realised the need for a banner or sign to make us more noticeable at events. We worked to get funding for this and purchased a banner we can use at future events.

We publicised our classes in Tots-to-Teens, as well as signing up to a regular advertising schedule in the Upper Hutt Leader. Selected classes have also been advertised on community radio. This has

increased the profile of our services in the general community, and increased enquiries about the parent education classes that were profiled.

This year we will continue to work on raising our profile so that more families are aware of and utilise our services. Other priorities include increasing our membership and ensuring our classes are relevant and timely for our members. We will also continue to promote ourselves to local health providers to increase referrals to our childbirth education classes.

## **Newsletter**

Upper Hutt Parents Centre moved from a hardcopy to an electronic newsletter, in September 2009. This has reduced our costs and has also allowed us to provide more timely information to our members as we are no longer bound by the editorial schedule of Sandbox.

In 2010 we started the year with a fresh new look for our electronic newsletter, thanks to the design work put in by Lisa Soltau. Justine Henare has continued her great work as the Editor and coordinates the expanded content as well as writing articles and compiling the issue each month. Thanks also go to Lisa Haydon who has been the editorial backup and has filled in recently while Justine took a break.

It is great to see that we are able to provide a quality newsletter to our members in addition to the bi-monthly magazines, Sandbox and Kiwi Parent. The newsletter is well received and creates positive feedback for the Centre.

The Sandbox editors, from each of the Wellington Centres, continue to meet regularly and work together to produce the Sandbox regional magazine.

The Sandbox team does fantastic work, producing an informative and interesting read for our members. The Wellington Centres continue to have a successful partnership with Secura-Copy who has had the printing contracts for the hardcopy newsletters and Sandbox since 2006.

We would like to thank Kim Black for her work in the role of Sandbox Editor over the last year.

## **Fundraising**

As always, fundraising is a necessary part of being involved in a not for profit organisation. Our main fundraising events for 2009/2010 were a Chef's Toolbox evening in September and a family photo shoot in October. Chef's Toolbox was a fun evening of cooking and competitions, with prizes and the opportunity to purchase quality kitchen equipment. It is relatively new to New Zealand and, aside from a few hiccups with the Australian parent company, we had a great evening.

The family photo shoot saw more than 40 families attend for a sitting. We had a fully booked day and most people were happy with the photo packages available when they returned for their viewing. We will be repeating the family photo shoot again this year. Thanks to Cameron Thayer for liaising with Jack'n'Jill and organising the timing and room requirements for the event.

Finally, I would like to thank Kerry McGall who has efficiently managed our correspondence in her role as Secretary. She has also ensured that we have enough supplies to continue providing free samples to our members and has sacrificed an area of her house to store all the boxes!

We all look forward to building the profile and membership of Upper Hutt Parents Centre over the coming year. We would welcome any new committee members to join us in providing a great service to our members and the Upper Hutt community.

## **Treasurer's Report for the year ending 31<sup>st</sup> March 2010**

***Kimberley Black***

The financial statements for Upper Hutt Parents Centre for the year ended 31 March 2010 were prepared by Kimberley Black and reviewed by Mark Vallance.

### **Income**

Our total income for the year ended 31 March 2010 was \$23,825.96. This was lower than last year by \$12,053. However, the 2009 year was a 15 month accounting year. Also the break in Childbirth Education Classes contributed to this decrease. Grants were a significant portion of our income this year, totaling 13,842.60, this excludes \$6000 applied for on behalf of the Wellington region for The Sandbox magazine. We also raised \$1797.78 after expenses from fundraising activities.

### **Expenses**

Total expenses for the year were \$20973.10, which was lower than the previous year by \$16,475.17. The main contributing factors for this were, greatly decreased CBE costs due to only 3 classes in the financial year and reduced class expenses, although we introduced new parent education classes such as speech and brainwave these were inexpensive to run.

We spent \$1304.14 on advertising this year as we are aiming to significantly increase our profile. Some of this was paid for by grants. We have now entered a 12 month contract with the Upper Hutt leader at a cost of \$3071.38. This is a significant expense for us but we believe it is already generating increased interest and additional class bookings. We hope that some of this contract will be paid for by grant income.

We recorded a depreciation expense of \$2692, on the advice of Mark Vallance we wrote off the book value of the following assets: DVD player \$500; Library trolley \$500; CBE resources \$1000; and books \$692. Leaving our book value of equipment at \$0. Going forward all new equipment under the value of \$200 is recorded as an expense rather than an asset. All new equipment purchases for the 2010 year were recorded as expenses, the main expense here was \$553.53 of library books funded mostly by a Hutt Mana Grant.

### **Overall**

The year was a profit of \$2852.86. Which is a great achievement with all the new services we trialed. The significant increase in grant income is a major contributing factor to this. We are very grateful to Bronwen Green for leaving us in such a strong position. Already Sarah Kitchen our new Funding Officer is bringing in grant income for this year. Our equity has increased from \$7034 to \$9890. Moving forward UHPC will aim to achieve another profit this financial year to further strengthen our position.

### **Funding**

This year Upper Hutt Parents Centre had a real focus on grants. We achieved a fantastic total of \$13842.60, an increase of \$5748.55 on the previous year. We are committed to keeping the costs of our courses as affordable as possible for our community. So grants to subsidise vital courses or purchase valuable resources are essential.

In 2009/2010 we received the following:

Lotteries via PCNZ	\$1240	Administration
Trust House	\$1800	Rent
Upper Hutt City Council	\$500	Sandbox
Upper Hutt City Council Creative Communities Grant	\$350	Craft Classes
Hutt Mana	\$1220	Banners, Advertising, Books
Heretaunga College	\$2232.60	Tutor hours 08/09
Department of Internal Affairs COGS	\$3000	Magic Moments and PWP
Nikau Foundation	\$3000	CBE classes
Pelorus Trust	\$500	Sandbox

We would like to say a huge thank you to the organisations above who have given us financial assistance. These grants allow us to maintain a professional and fulfilling service to new parents within our community.

In addition we received postage paid envelopes from NZ Post, \$200 of gift vouchers from BP and \$900 of New World vouchers to pay for suppers and coffee mornings for our members. A donation of sausages was received from Roy and Sarah Kingston which allowed us to provide a free sausage sizzle to our members at our 50<sup>th</sup> birthday party. A donation of \$80 was received from P3 Premium Preschool at the Childcare expo. Cherry Tree donated \$150 towards the cost of our advertising banner.

## Fundraising

Our fundraising activities netted **\$1797.78** after expenses. The main fundraisers were:

**Jack n Jill Portraits** – were a great success and the special offer ensured we received \$1000. We are repeating this fundraiser in October 2010.

**The Chefs Toolbox** – was also a profitable evening netting \$763.25 after expenses.

We raised \$287 from selling **Jaffa Tickets** but will not continue with this fundraiser this year as too much administration is required and the tickets are difficult to sell.

The coffee and card mornings with **Karen Perry from Phoenix cards** were enjoyable and we will continue to support her in her business while receiving 10% of sales made through our members.

This is a fantastic fundraising effort from a small team, thanks are due to friends and families of the committee and, of course, our members for their support.