

Issue:

The social issue we want to address is child poverty in New Zealand. We chose this issue because of how prominent it is in New Zealand with 14% of children living in poverty. This is one of the highest rates in the Western World. Child poverty is also more likely to be experienced by Māori and Pasifika children.

System:

The system we are going to support to address the issue of child poverty is to work with the charity KidsCan. While the government is doing some things towards trying to address the experience of children who live in low-income households, such as like 1500 new homes that are warm and dry, healthy school lunch programme and free period products there are still lots of children who go without the basics, such as shoes, raincoats and enough food. Often this means that they do not come to school, and do not get an education and end up in the ongoing cycle of poverty. To help fill the gap of what the government can't support, charities must also help. One organisation that does this is KidsCan. Their website says that they provide essential services to 889 schools, 204 ECE and support over 60,000 kids. Last year they sent out 67,000 rain jackets and 57,000 pairs of gumboots and shoes. Sometimes KidsCan do receive government funding to do their work, but most of the time they are reliant on the donations of individuals and companies to help these children in poverty.

Action and Impact:

The first step was to contact KidsCan to find out more around what type of support they may provide for those who want to fundraise for them. They were able to send us some key resources to use as part of our fundraising efforts. After this, the next action we took was to make posters to advertise the bake sale and to educate people around the work that KidsCan do. We distributed them the school in various places. *[Here the student inserted pictures of their posters, these supported the points made in the paragraph below].*

Raising awareness through posters is an important part of supporting KidsCan. For people to feel motivated to come to our bake sale and spend their money with us, they need to feel that they care about the social issue of child poverty. There are a few ways we tried to do this. Firstly, by including key statistics about KidsCan and what they do, so that people feel that the money they donate will be well used. We also included some personal stories from the KidsCan website, which helps to create 'emotional appeal' and connect with people about the impact that poverty can have on children, how hard their lives are and the difference KidsCan has made to them. This will make people feel that they should try and make these better for these children, and that KidsCan is a worthwhile organisation to support as they have already made a difference for lots of young people. While it is hard to judge how effective these are in terms of making people come to our bake sale, it would be highly likely that if we didn't promote our cause then we wouldn't get anyone coming to our fundraiser. It may also have the benefit of making people think further about how they could contribute to KidsCan beyond just attending our bake sale, extending the impact of our social action.

Finally, we held our bake sale. *[Here the student inserted evidence of the bake sale, such as pictures, their pricing sheet and further evidence of their organisation].* In total we raised

\$220.00 for KidsCan. The direct impact of this is that this money is all being sent directly to the charity. They are then able to use it as part of their wider programme to help continue the work in providing jackets and shoes to school children. In August this year, the KidsCan website said they had a record number of schools and early childhood centres asking for their help and that their waiting list was the longest it had been in 19 years, so although this is a small amount of money – they say on their website that “little things can have a significant impact”.

Suitability:

Firstly, our overall social action of working to fundraise for KidsCan was suitable when trying to make an impact on child poverty and the humanitarian system. Although on their website they say 80c to every dollar is spent on children directly, by giving them the money – rather than trying to spend it ourselves is probably going to have a bigger impact because they already have connections with the schools and families who need the money most, know what they need and have probably negotiated good prices for things like jackets and shoes. KidsCan are also a very reputable charity, who are widely respected therefore selecting them as our charity to help address the issue of child poverty was appropriate. As people already trust KidsCan as a charity, it may mean they were more likely to support our bake sale.

The bake sale was also suitable form of action to take. A bake sale was an easy way for school students to raise money with the resources we had available to us, and raising funds is the main way we could impact the system. \$220 is a pretty good amount and will be able to help purchase some key items for children in poverty. However, there were some limitations. Most high school students carry debit cards instead of cash which means a lot of people who may have been involved in our fundraiser, couldn't. A second way we could have improved the suitability by increasing profit would have been to more carefully consider the price range. We sold most of our items for \$1.00 to \$2.00 reduced what we could make. Having some fancier baking items available for \$5.00 could have increased the amount we were able to make. Therefore, we might have been able to more carefully think about different forms of fundraising where we could make more money but still have been manageable for a small group of students with limited time, like doing a quiz night. In relation to raising awareness for the cause, the posters were somewhat suitable, but probably didn't have a huge impact. Although they contained lots of valuable information, we were reliant on students stopping and taking the time to read what we had written, if we were really going to achieve our goal and we couldn't guarantee this.

While making some of the changes I suggested would increase the amount we raised, allowing KidsCan to buy more items, a single bake sale is probably not going to ever raise enough money that it would have a long-lasting impact on the system and lead to significant changes in supporting children affected by poverty.