

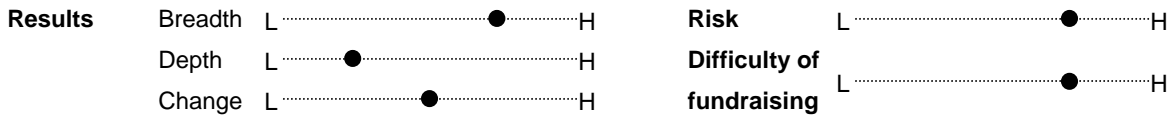
# Eighteen and Under



New  
Philanthropy  
Capital

**Funding needed:** Up to £60,000 per annum

July 2007



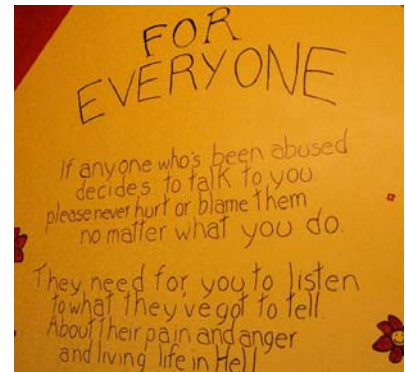
- There is a lack of direct work with children to inform them about abuse
- Eighteen and Under engages children of all ages through fun, games and discussion
- Private funding can improve children's awareness and reporting of abuse
- NPC would like to see the charity's materials reach every school in the UK

## Issue: There is a lack of direct work with children to inform them about abuse

At least 80,000 children in the UK are seriously abused each year. Most of them do not report the abuse at the time. When they do, they find that they have to speak to an average of three people before anyone helps them. If abuse is not reported, it is difficult to stop it happening and to limit its harmful effects, which can be devastating and lifelong. There are barriers to children telling someone about abuse—ignorance of what abuse is, fear of the consequences of reporting it, and the failure of those they tell to listen and take action.

Campaigns to change adults' attitudes are the most publicly visible aspect of charities' work to tackle child abuse. But there is little work aimed directly at children. Schools and teachers are often unsure whether they should broach the subject of abuse with younger children, and lack knowledge about the best ways to inform children without causing fear and mistrust of adults. They are often poorly equipped to deal with the consequences, which might include children reporting abuse to them.

More work is needed to tell children about abuse—what their rights are, how to decide if someone's behaviour is abusive, how to protect themselves and how to report abuse if it is happening to them. Charities with experience of working with abused children are well placed to deliver this work. They can combine their expertise with a child-friendly approach, to inform children without causing undue fear.



Abused children have to speak to an average of three people before anyone helps them

### Case study:

One exercise starts with a volunteer asking a class who is most likely to harm a child—a stranger, a paedophile, someone with mental health problems, or someone they know? They ask the children to go to the first corner of the room if they think it's a stranger, the second corner if it's a paedophile, and so on.

At first, most of the children move to the second corner. A few go to the first, a few to the third and one or two to the fourth corner. Then the volunteer starts to discuss with the children whether they have ever been hurt. Maybe they had a fight with a friend, or were hit by a relative. After five minutes of talking, the facts are matched by the children's position in the room—most know that harm is most likely to be at the hands of people they know.

## Response: Eighteen and Under engages children of all ages through fun, games and discussion

Eighteen and Under uses games, songs and discussion to educate children of all ages about abuse and what to do about it. But it also does something unique—combining this teaching work with helping children to report abuse if it is happening to them. The small charity, based in Dundee, grew out of a young women's and rape crisis centre. Its vision was to shift from dealing with the effects of abuse and violence to try to prevent abuse by working with children. It started down this road in 1998 when it changed its name to Eighteen and Under, and began to develop its award-winning Violence Is Preventable (VIP) programme.

The VIP programme uses DVDs, games, quizzes, songs and other materials to raise children's awareness of abuse, with the aim of intervening as early as possible if abuse is occurring, if not preventing it happening in the first place (see case study). It is delivered by Eighteen and Under staff or volunteers, in school and pre-school settings:

- **Wee VIPs** gives children aged three to seven tips about safety, using games, stories and songs. 300 children were reached in 2006.
- **Tweenees**, for children aged five to thirteen, tackles more complex issues like violence, harm and unsafe situations. 2,500 children received sessions in 2006.
- **Teen VIPs** informs older children—900 last year—about violence, sexual abuse and exploitation, domestic violence and challenging abuses of power.

Eighteen and Under is a small charity, with an income of £113,000 in 2006, two full-time staff and a bank of committed volunteers. It currently works primarily in schools in and around Dundee, but plans to expand its reach by selling its educational DVDs and videos to schools across the UK.

## Results: Private funding can improve children's awareness and reporting of abuse

The results of Eighteen and Under's Violence Is Preventable programme fall into two key areas—increasing awareness of abuse and helping children to report it. Although it is notoriously difficult to measure the results of prevention, there is good evidence that Eighteen and Under's approach works. The children it reaches take on board the key messages around safety and harm, and remember effective ways of dealing with abuse (telling someone and not keeping it secret).

Evidence for the effectiveness of the VIP programme comes primarily from an independent evaluation by the University of Dundee, commissioned by Dundee City Council. This found that the programme effectively delivered messages around safety and harm, regardless of whether it was delivered by Eighteen and Under volunteers or by teachers. It also found that when the programme was delivered by the trained volunteers (not by teachers), it led to disclosures of abuse, from physical abuse to rape. As well as this evaluation, evidence comes from feedback and thank-you letters from service users, and from the charity's excellent profile in the sector (see feedback box). It has won many awards for its work, and is the only UK member of the World Health Organisation's violence prevention initiative. These awards underline the high regard in which its work is held.

Given the fact that most children do not report abuse at the time it happens, there is a clear and ongoing need for Eighteen and Under's work. While it mainly operates in Dundee at present, it is gearing up to distribute its materials much more widely, and to train professionals across the UK to deliver them effectively.

### Feedback:

*'Eighteen and Under's work in the area of violence prevention is sure to assist in spreading public health violence prevention principles and practices to communities of Scotland where they are most needed.'*

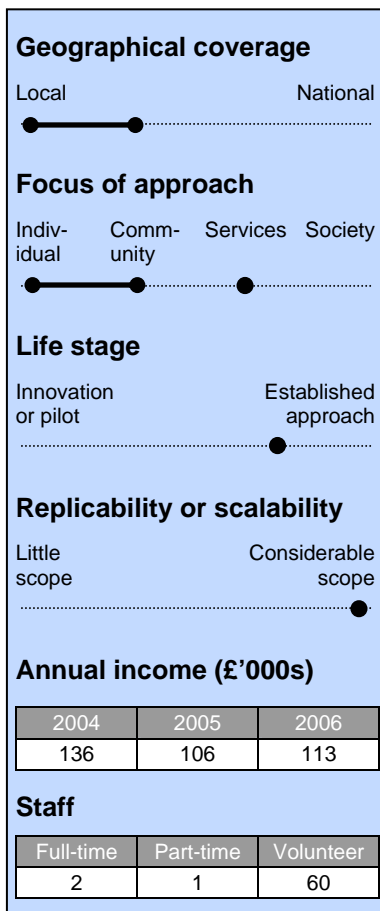
World Health Organisation

*'I don't know what I would have done without your support over the past few months. Thank you for being there for me.'*

Service user

*'The Tweenees lessons appear to be one of the most effective abuse prevention programmes to date when delivered with skill (no other programme has evidenced such levels of disclosure).'*

Ian Barron, Psychologist,  
University of Dundee



## Recommendation: NPC would like to see the charity's materials reach every school in the UK

NPC is impressed by Eighteen and Under's approach, particularly by its unique combination of raising awareness and helping children to report abuse. There is a general lack of direct preventative work with children, and this organisation represents one of the most promising options for private funders wanting to help prevent abuse. It is, however, a small local charity with limited resources, and will require additional support to build its capacity if it is to fulfil its potential.

Eighteen and Under's national coordinator, Laurie Matthews, is a passionate and committed leader with experience and flair in dealing with difficult issues in an incredibly child-friendly way. She is respected in the local community and in the field, and has won awards including Dundee Citizen of the Year and News of the World's Children's Champion. She is backed up by equally enthusiastic staff and volunteers.

Private funding could be used in a number of ways:

- £15,000 could support a marketing drive to reach schools across the UK, including helping to seed fund training teachers in those schools.
- £25,000 per annum could pay for a full-time administrator, to free up the time of the national coordinator and volunteers to focus on work with children.
- £30,000 per annum could pay for a qualified counsellor to help provide support to young people who have been abused.

Eighteen and Under is a small charity with great potential. NPC believes it can reach many more children than it does currently, but expansion carries risk—resources are constrained, infrastructure and staff are overstretched and future funding uncertain.

**NPC believes this is an effective and unique approach to preventing abuse.**

[www.18u.org.uk](http://www.18u.org.uk)

New Philanthropy Capital (NPC) is a charity that advises all types of donors on how to ensure their money has high impact. This document describes one of the charities recommended by NPC in its report on child abuse in the UK. For more information see our report *Not seen and not heard* at [www.philanthropycapital.org](http://www.philanthropycapital.org). Names and potentially identifying details in case studies have been changed.

To discuss this or any of our other recommendations, please contact Harry Charlton on 020 7785 6309.

Last revised on 17/07/2007. Tris Lumley.

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## Glossary

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<b>Funding needed</b>	amount or range of funding required
<b>Results</b>	impact of this charity's work on people's lives – NPC looks at results in terms of three dimensions:  <b>Breadth</b> – number of people affected <b>Depth</b> – intensity of results for each individual affected (greatest depth means a life-saving intervention; lowest means a minor interaction) <b>Change</b> – degree of systemic change brought about by this work; equivalently whether it tackles causes (high) or treats symptoms (low)
<b>Risk</b>	level of risk threatening the delivery of specified results
<b>Difficulty of fundraising</b>	level of difficulty associated with fundraising for this charity (may be due to unpopularity of field of work or lack of fundraising capacity)

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<b>Geographical coverage</b>	charity's area of work – local, regional or national – or a number of these levels
<b>Focus of approach</b>	main groups with which the charity works:  <b>Individual</b> – working directly with individuals, providing services and support to improve their quality of life <b>Community</b> – working with communities and/or families, providing activities to strengthen community life <b>Services</b> – working with organisations, funders and policymakers to improve services <b>Society</b> – working at a national level to change attitudes and tackle causes
<b>Life stage</b>	organisation's developmental stage – from pilot/start-up to mature, established organisation
<b>Replicability or scalability</b>	potential for replication of the charity's model, or growth of the charity itself

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## Good giving principles

- **Pro-active selection of charities based on results:** Donors should support charities that are achieving excellent results for the people that they serve, rather than charities that have the most effective and professional fundraising teams or the lowest administrative costs (all organisations need administrative costs in order to be effective; low admin costs may in fact be a sign of an inefficient organisation).
  - **'Light touch' engagement with charities:** In most instances we recommend that donors minimise the demands on the time and resources of the charities they fund. In practice, this means not imposing arduous reporting requirements and limiting visits and contact with charities.
  - **Funding organisations, not projects:** As a donor, it is tempting to stipulate that a grant can only be used for a particular project, because this makes it much easier to see the direct charitable impact of the donation. However, we believe that this practice can limit the impact of the donation. Firstly, it may cause charities to propose projects that meet the donor's objectives but which stray from their core mission. Secondly, if circumstances change then charities are unable to respond. We believe that the charities we recommend can and should be trusted to make decisions in the best interests of the people they serve, and so in general we recommend that donors fund organisations, not projects. Practically, this means giving unrestricted funding.
  - **'Just right' donations - not too big, not too small:** Judging the right size for a donation to a charity is an art, not a science. If a donation is too big, there is a risk that rapid growth will create significant organisational problems, particularly when the donation runs out. At the other end of the scale, if a donor makes a small donation and requires a charity to go through application and reporting processes then the administrative burden may outweigh the benefit of the donation. Of course, small donations with no strings attached are always welcomed by charities. Our researchers work with charities to understand their financial needs, and recommend a suitable size for a donation. In general, we work on an assumption that contributing more than a third of an organisation's annual income may create problems. However, if a charity is looking to grow significantly and it has a robust strategy for growth, a larger grant may be entirely appropriate.
  - **Multi-year support:** We recommend that donors should provide multi-year support for charities, rather than giving them a lump sum in a single year. Choosing the right length for a grant depends on the specific case – as a guide, grant-making trusts often give three-year grants. Multi-year support gives charity leaders the opportunity to make long term plans to improve their organisations and build projects that will create and sustain improvements in the lives of the people they serve. It also allows donors to build longer-term relationships with the charities, if they wish.
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