

CELEBRATING A DECADE OF CARING FOR KIDS

'yes'
OPTUS

Kids Helpline and Optus are celebrating a major milestone, 10 years of partnering to help Australian kids connect with counselling and support.

Over the last decade, Optus has contributed \$3.2 million to Kids Helpline through sponsorship and fundraising activities.

BoysTown CEO Tracy Adams said Optus also provides other vital support to the national counselling service.

"More than 60% of all calls to Kids Helpline are made from mobile phones and Optus is the only network that provides those mobile calls free of charge," she said.

"This not only saves young people the cost of the call but, at times, actually saves lives. Kids Helpline takes 13 calls each day from young Australians thinking of taking their lives, that free call helps them to reach out in their time of need."

Optus also partnered with Kids Helpline to establish our web counselling service in 1999 - a truly groundbreaking service and the first of its kind across the globe.

In the past year, Optus and Kids Helpline have been helping parents understand the world inhabited by their kids and teens through the 'Talk to your kids' website (www.talktoyourkids.com.au).

Recently, Optus confirmed they will support Kids Helpline for a further three years, making this one of the longest running charitable sponsorships in Australia.

"We are proud of the 10 year partnership with Kids Helpline, it highlights our mutual focus on improving communication and connection," Optus Group Manager, Sponsorship and Community Programs Jan Kolman said.

"Every day, Optus connects friends, family and communities through our products and services and Kids Helpline uses their telephone and internet services to connect and help young people throughout Australia," she said.

"In 2010, we are focusing on using our technology to reduce social isolation and disengagement of young people by helping them connect with their community. Our work with Kids Helpline is a key element in this."

some WORDS from *Br Brian*

"In an age of tremendous wealth and progress, thousands of children are denied a future of hope by poverty and ignorance. Working together, our Lasallian tradition drives us to provide education and opportunity to our youngest brothers and sisters, breaking the cycle of poverty and unleashing their true human potential."

These words, published on the homepage of the Lasallian Foundation website, are the heart of all the De La Salle Brothers' services, including BoysTown.

Across the globe, the Brothers provide support to poor and disadvantaged children and young people, giving the opportunity to break the poverty cycle.

In Australia, there are the De La Salle schools and BoysTown, which offers alternative education programs, vocational training, counselling, life skills programs family refuges, literacy and numeracy support, work experience and employment services.

Over the past 100 years, the De La Salle Brothers and their partners have established innovative projects across Australia, New Zealand, Papua New

Guinea, Sri Lanka, India and Pakistan.

The Lasallian Foundation, established in 2004, helps meet the growing needs of poor children throughout the region.

Information on these international projects can be found at www.lasallianfoundation.org.

Like the Lasallian Foundation, BoysTown is passionate about turning lives around and making a difference to those who need it most.

I thank all of you for helping BoysTown to keep the Lasallian passion alive with your generosity. Your support allows us to embrace optimism and believe in the goodness of all people.

Br Brian Cunningham
Chair of Mission
BoysTown



News UPDATE

edition **april** 2010



BoysTown

Fresh start.
New hope.



New connections for DISENGAGED YOUTH

School years can be a difficult for disadvantaged young people, who often become disengaged from mainstream education and later struggle to gain employment.

This year, BoysTown is launching the Youth Connections Program to help young people aged 14 to 18 years rediscover their individual strengths and abilities and create new connections with their communities.

According to BoysTown Chief Executive Officer Tracy Adams, along with individualised youth worker support, young people can participate in arts and sports-based learning activities, engage in a community mentoring program and learn from enterprise and other skills development projects.

"Everyone deserves to feel they fit in to the society in which they live and this program aims to help young people achieve exactly that," she said.

"Through focused support and learning activities, we aim to rebuild their resilience, self-confidence and self-esteem to help them not only re-engage, but take positive actions to achieve long-term change."

Youth Connections operates across Logan, Ipswich the Redlands and in the southern suburbs of Brisbane, Queensland.

The program is funded by the Commonwealth of Australia as represented by the Department of Education, Employment and Workplace Relations.

a WORD from our CEO

It almost defies belief that the year is just about to the half-way mark. BoysTown has already achieved so much during 2010 and we look forward to doing so much more with your support.

The most important thing about the work we do is helping people make positive and lasting change in their life.

Our newly launched Youth Connections Program recognises young people learn in many different ways by offering a wide range of skills-based program options. It also recognises the importance of providing support, offering them both a community-based mentor and youth worker assistance. Each young person is assigned a youth worker, dedicated to identifying the young person's individual needs and strengths, and the community can also get involved by becoming a mentor.

While we continue to launch new services like Youth Connections, we also augment existing services. We have extended Kids Helpline's online counselling hours by almost 50% on weekends. We are now able to offer 10 hours each Saturday and Sunday.

These services would not be possible without the help of our supporters. BoysTown remains grateful for the generosity of our lottery ticket buyers and donors. Without your support BoysTown's innovative staff and volunteers could not continue to create new ways of engaging, developing and assisting those who need it most.

I am confident, that with your support, BoysTown will make the remainder of the year as full of hope and inspiration as these first months have been.



Tracy Adams
BoysTown CEO

Volunteers

Our Youth Connections program in South East Queensland includes an innovative mentoring service, designed to support teenagers who are disengaged from education.

BoysTown Volunteer Coordinator Lisa Bird said mentors create a professional, positive and supportive relationship with young people.

"Our mentors are provided with ongoing training and support to give them the tools they need to effectively support young people," she said.

As the following experiences of Lucas and his mentor Jane demonstrate, the program is making a difference in the lives of both the young people and their mentors.

give hope to young

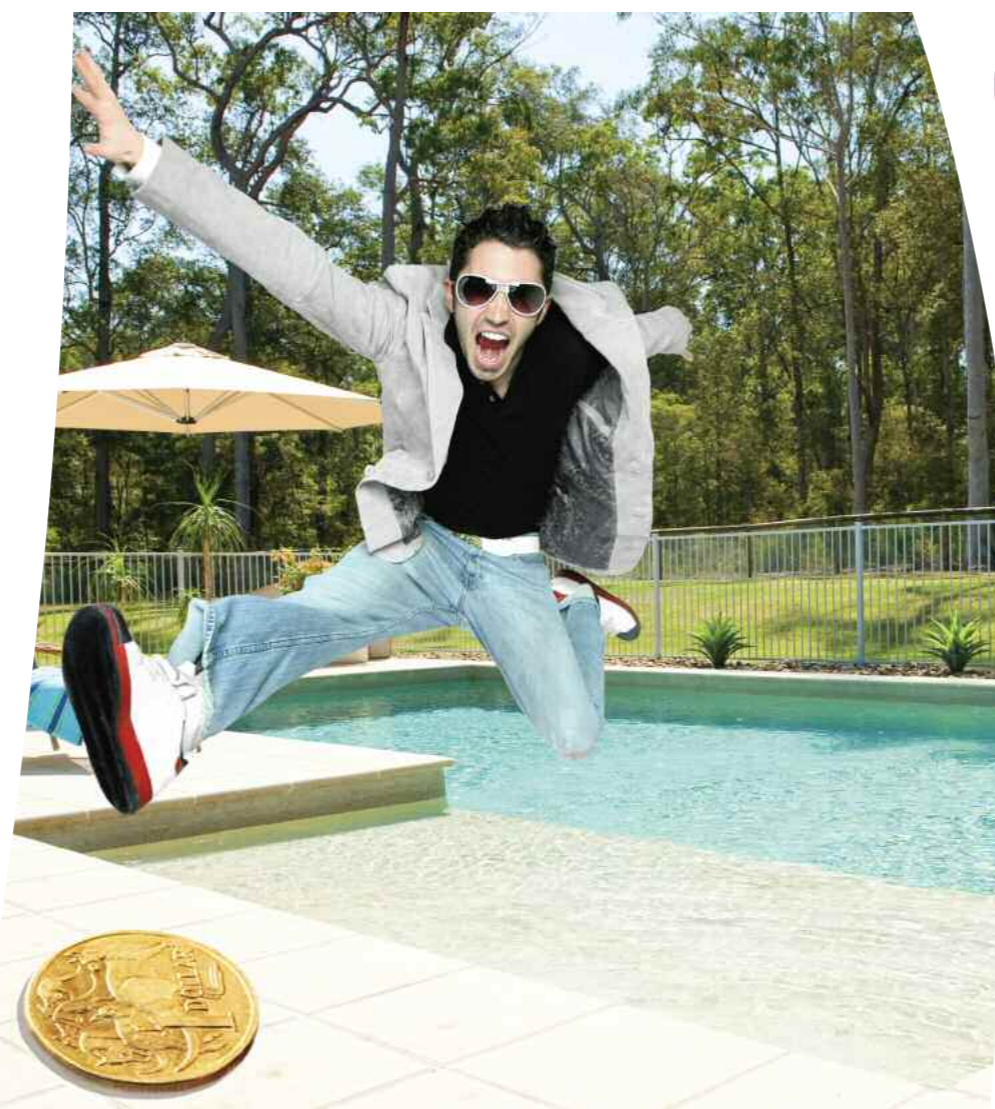
One morning Jane came into the BoysTown office in tears. Jane had just come from the Year 12 graduation for Lucas, a young man she has mentored for over two years. Jane was in tears because she was so proud of how far he had come in that two years from a young man who had dropped out of school to now graduating, but also felt sadness for Lucas as his parents and not been there to see him graduate.

Lucas is now at university and is the first person in his entire family to have considered a tertiary education.

Jane says she has found mentoring to be the most profound gift. She takes great satisfaction being involved in the lives of young people in such a positive and meaningful way.

If you would like to learn more about becoming a BoysTown mentor, please contact Lisa on 07 3867 1340 or lbird@boystown.com.au.

Your time will make all the difference in the life of a young person.



Gold coin Wins \$1.3 million

We recently received a visit from our January winner who shared his exciting story. The Sydney man, who glued a gold coin to his front door step, in the hope of becoming debt-free, has won BoysTown's Luxury House Lottery 393 worth close to \$1.3 million.

Late last year, the retired policeman read a Sydney Telegraph article, which suggested using feng shui practices to bring good fortune. He decided to "give it a go", despite being a non-believer in feng shui.

"I had lost a fair bit of money, so I thought ... why not! That night, I snuck outside and found myself gluing a \$1 coin to the front door step of my house. To be honest, I was pretty embarrassed about it at the time," the man said.

Since gluing the gold coin in November last year, he has also won two small lotto prizes valued at over a thousand dollars. He will be keeping the coin in place.

Aside from winning a Sunshine Coast home valued at over \$1.2 million, the man, a bachelor, also won \$75,000 in gold bullion, which he'll be cashing in to take an overseas holiday. He has elected to sell the luxury prize home, located at Doonan, and will use the money to pay off his debts.

He decided to enter BoysTown charity lottery draws, after years being a policeman working with troubled young people on the streets of Kings Cross.

"I was aware first-hand, of the great work that BoysTown does to help young people in need. So entering the BoysTown lottery was my way to help," he said.