

The logo for ISPCC is contained within a white rectangular box. It features the acronym "ISPCC" in large, bold, white, sans-serif capital letters on a blue rectangular background. Below the acronym, the tagline "ALWAYS HERE FOR CHILDREN" is written in smaller, white, sans-serif capital letters.

ISPCC

ALWAYS HERE FOR CHILDREN

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BOARD MEMBERS

BOARD MEMBERS

Dan Flinter - Chairman
Pat Byrne - Hon.Treasurer
Turlough Galvin - Hon.Secretary
Mary Bennett
Caroline Downey
Conor Daly
Sharman George

Clodagh Hopkins
Stephen O'Byrnes
Donal Quinn

CHIEF EXECUTIVE

Ashley Balbirnie

I was honoured to be appointed Chairman of the ISPC in mid-2011. While we have been operating in a period of obvious economic challenges, having served as a Board Member for some years now, I am well aware of the strengths and virtues of the Society and am confident of its ability to navigate the current stormy waters.

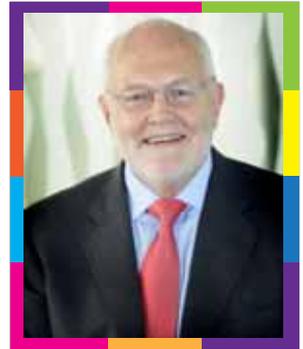
The Society had prudently created some financial reserves during the more prosperous recent years and that has allowed us to not only maintain but actually grow our service levels despite the obvious difficulties in the fundraising arena. This situation is being monitored closely by your Board in the current year as we strive to ensure the present and future financial viability of the Society.

I note with some regret that another AGM of the ISPC will pass without a Children's Referendum having been held. Everyone connected to the Society appreciates the importance of this Referendum and the Board, management, staff and volunteers will continue to press vigorously for the announcement of a definite date.

I would like to pay a personal tribute to Pat Byrne who last year completed six years as Chairman. During that time his commitment, authority, and constant good humour played a huge part in strengthening the Society. It is undoubtedly true that the ISPC of today is so much the better for his leadership.

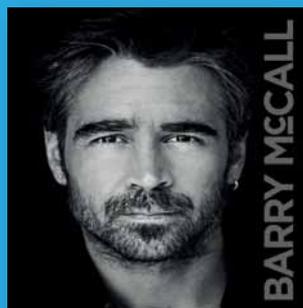
I would like to give thanks for the support and guidance of the entire Board to myself and the CEO during the past year. In 2011, two board members Anne Condon and Bruce St. John Blake resigned after many years of great service to the ISPC, which I would like to acknowledge.

Finally, I would like to pay tribute to our staff and volunteers who give so much to the organisation. These are not easy times for anyone with the current economic situation posing huge individual challenges. It is thus to be even more appreciated how high the level of commitment is that we receive from both staff and volunteers. This has never been more valued.



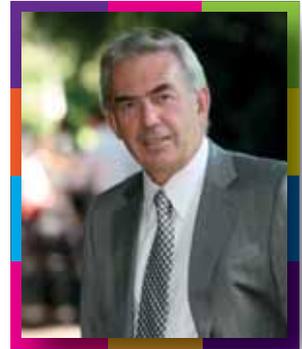
Dan Flinter
Chairman

A handwritten signature in blue ink that reads "Dan Flinter".



The economic difficulties of the country in 2011 impacted significantly on the Society's ability to raise adequate funds to cover the cost of service provision. At a time of unprecedented demand for the services of the ISPCC, we faced major challenges in generating the income to cover the cost of these services and had to further utilise the reserves which the Society had carefully built up in better times.

The ISPCC has never helped as many children as it did during 2011. Childline received well over 2,000 calls every single day of the year. The demand for our Childline Online service also increased dramatically with record numbers of interactions also being experienced in our Teenfocus and Childfocus services. The only area which (thankfully) showed a decline in activity was our Leanbh service where there was a definite reduction in sightings of children begging on the streets of Dublin.



Ashley Balbirnie
CEO

The fundraising environment was extremely challenging in 2011. The obvious issue of lack of disposable income for both corporates and individuals was clearly paramount however, this was further exacerbated by the amount of competitive activity in the charity space with many charities that had previously been totally reliant on statutory funding now entering the fundraising arena. The area of legacies was particularly hard hit.

In terms of the cost base of the Society the major objective was to preserve the key area of service provision whilst making savings in all other areas. This was largely achieved but not to the extent that it prevented another significant deficit for the year 2011.

Notwithstanding the economic difficulties we have still managed to further grow the number of volunteers who donate their talents and expertise to the Society. This continues to be a huge positive and is probably the single biggest contributor to our continuing the high levels of service provision in these challenging times.

I would like to thank our Board for their constant support and encouragement, my fellow employees for always going beyond the call of duty, and our volunteers for making the ISPCC such a special organisation.

A handwritten signature in black ink, appearing to read 'Ashley Balbirnie', written in a cursive style.



CHILDLINE

Childline provides a 24 hour service for all children up to the age of 18. Childline is the only listening service in Ireland that is available for children 24 hours a day, 365 days a year.

Childline is a service that children in Ireland clearly trust which is reflected in the number of children contacting its services each year.

Childline seeks to empower and support children using the medium of telecommunications and information technology. Childline can be contacted by telephone, text and through the web.

Telephone

This is a free phone service available 24 hours a day, 365 days a year. Young people can call Childline on 1800 66 66 66.

Text

TEENTXT is a live, interactive, one to one text messaging support service for young people. By texting the word 'Talk' to 50101 a young person from anywhere in Ireland can avail of this free confidential service.



Automated Text

This is a free service which provides a young person with support on a variety of issues via an automated text system. Text 'List' to 50101.

Web based Support

Childline provides support via a One to One live chat service on the web. Childline's website www.childline.ie also has a support page which contains information about Childline, children's rights and information on various support topics. It also has a

public message board and a private message board where children can post messages which will be responded to within 3 to 4 days.

Childline Statistics 2011

Childline responded to 555,978 contacts from children last year to its

range of services. This reflects the increasing need for Childline and for children to be listened to in Ireland.

Childline Statistics	Communications
Telephone calls received	839,258
Telephone calls answered	523,804
Text conversations	17,082
Web engagements	6,454
Hits to website	65,082
Automated Texts	8,638

Throughout 2011 there was a significant number of contacts from children talking about mental health issues, with 18% of online contacts and 9% of phone contacts relating to this area. Another cause for concern was the number of contacts relating to abuse and violence, with 9% of online contacts and 14% of phone contacts relating to abuse and violence. For more information on Childline log on to www.childline.ie

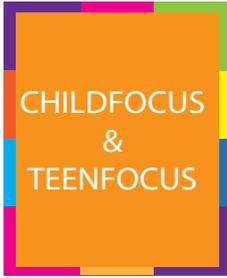
Childline Case Study

Amy, age 13, has been calling Childline for about 6 months. She told Childline that she was being bullied in school, on the way home from school, and on a social networking site.

Amy stated that she felt scared and embarrassed by the things the bullies said to her. She said that she felt alone as she was afraid to talk to anyone about it. Childline expressed concern about what was happening and gave Amy information on how to keep safe on social networking sites. Childline listened to Amy and with time Amy understood that this was not her fault and that she should not have to experience bullying.

Childline explored options with Amy such as talking to a trusted adult. After talking for a while about different options Amy decided to tell her parents about the bullying. With the help and support of her parents and teacher things have now improved in school, and Amy doesn't feel as intimidated by the bullies anymore. Her coping skills and resilience are developing through the support of her school and family.

Amy contacts Childline regularly for further support options.



CHILDFOCUS & TEENFOCUS

The purpose of ISPCC Child Centred Support Services (Childfocus & Teenfocus) is to build psychological resilience among young people and to increase the capacity of families to care for their children through the provision of integrated programmes. All targeted work with children and families is preventative in nature with the intention of providing a range of accessible tailor made supports to high risk groups within hard to reach areas.

All ISPCC Child Centred Support programmes have the united purpose of reinforcing informal social networks and promoting social inclusion. Programmes are available in the East, North East, South, West and Mid-West Regions.

The services are one to one support (including out of hours access) for children and young people up to 18 years of age who are experiencing emotional and behavioural difficulties. Support sessions are provided face to face, via the telephone, online or through a combination of all three in accordance with the client's needs and preferences.



Childfocus & Teenfocus Statistics

Referrals to service

Clients in individual work	548
Clients in teen mentoring	124
Clients in parent mentoring	80
Clients from 2010 who also received support in 2011 Tracking	139
Top up	590
Brief interventions	78
Total number of individual clients	22
Web & telephone support clients	1,581
Case review meetings & case conferences	285
Outreaches	135

Clients

999
548
124
80
139
590
78
22
1,581
285
135
102

The mentoring aspect of the service develops a young person's self-esteem and social skills through support and encouragement from a volunteer mentor. These skills help the young person to overcome any difficulties they face now and give them the coping skills to deal with, and bounce back from, any challenges they may face in the future.

Summary of the service in 2011

The ISPCC Child Centred Services received 999 referrals in 2011. 891 clients received support from the ISPCC through individual and mentoring support. In addition to this 690 clients received tracking, top up or brief intervention support. All of this work was achieved with 24 staff members and 140 dedicated volunteers. The ISPCC recognises the value of parents accessing support and in 2011, 274 referrals came from parents.

In total the ISPCC Child Centred Services provided support to 1,581 clients through Teenfocus and Childfocus in 2011.

Source of Referral

Source of Referral	No
HSE	400
Parent	274
Education Sector	194
CAMHS	52
Community Services	49
Child	20
Psychology	8
Garda Diversion Project	2
Total	999

Reason for Referral

Reason for Referral	No
Behaviour	281
Family relationships	174
Self-esteem	144
Socialisation	102
Parenting	86
Loss	78
School related	71
Anger management	34
Emotional needs	22
Bullying	5
Mental health	2
Total	999

Teenfocus Case Study

Alana, aged 14, was referred to the service by her school initially as she was having difficulty making it in every day. She had no friends, had a poor relationship with her parents, and found it difficult to leave the house. She was receiving support from Child and Adolescent Mental Health Services (CAMHS) but had stopped attending her sessions, and was linked in with the school guidance counsellor and a local community support group. The case was open for 9 months.

On opening the case, the initial assessment indicated that Alana needed support around making friends, building positive relationships and self-esteem. The ISPCC's Teenfocus Worker spent a number of months building a positive trusting relationship with Alana as she was very withdrawn and found it very difficult to talk about her feelings. Over time Alana revealed a love of animals as one of the things that made her happy, and identified horse-riding as something that she would like to do which the Teenfocus Worker arranged for her. This had a very positive outcome on Alana and resulted in her re-engaging with CAMHS.

Her psychiatrist reported that her 'face lit up when talking about horse-riding and that this was the only thing that she looked forward to in her life.' Alana returned to school on a reduced timetable and her mum reported that there was a change in Alana's self-confidence and that relationships at home had improved.



LEANBH

Leanbh is a unique service that addresses the specific needs of children, young people and parents from different minority ethnic groups. Leanbh primarily provides support to children who are begging, or at risk of begging, in the Dublin area and to children in the asylum process.

In 2011, Leanbh reported a dramatic reduction in the number of sightings of children begging from 924 in 2010 to 466 in 2011.

This decline in the number of children begging can be attributed to both the 'on the ground' work of the Leanbh service as well as the introduction in 2011 of new begging legislation. Leanbh staff and volunteers continued to focus their energy around the needs of the clients and their families and the delivery of professional services to address these needs. This has contributed to the huge level of success of the service.

Leanbh is an essential service which has been enhanced by the ISPCC's positive relationship with the Irish Youth Justice Service. The financial support received from the Irish Youth Justice Service has enabled Leanbh to maintain its services to children who are begging, or at risk of begging, and to continue supporting these vulnerable families.

The Leanbh service in client's words:

"With your help, my two children have stopped begging and are in school now. They are happily waking up in the morning to get ready for school; they miss it during breaks, they absolutely love it!"

Parent

"Since I've been working with Leanbh I feel that I can communicate more with other people, I am able to express my feelings, I can stand up for myself and I am able to make a wise decision."

Madalina, 17

Leanbh Statistics 2011

Clients

Clients that received individual support

56

Parents that received support through Leanbh Parenting courses

20

Clients involved in group activities

50

Number of sightings in 2011

466

Approximate number of hours of street work

1,370

Leanbh Case Study

Leanbh first met Ana in 2005 while she was begging on the streets of Dublin with her family, she was 10 years old at the time. Ana was sighted begging regularly, for long hours and in all kinds of weather. It seemed that Ana felt she had little or no control over begging as there was a long history of begging within the family and an expectation that she would beg.

While engaging with Ana, Leanbh expressed concerns regarding the dangers of begging and that she was missing out on education. Leanbh staff and volunteers encouraged Ana to talk about her feelings around begging and not attending school and they reassured her about her rights. Ana's parents were reluctant at first to engage with the Leanbh service as they didn't see begging as a dangerous activity for a child but eventually with Leanbh's persistence they agreed that Ana should go back to school and cease begging.

In 2011, Ana came back to the attention of Leanbh as she was sighted begging again. Leanbh had serious concerns regarding Ana's well being as she appeared pale and anxious. Leanbh got involved with Ana and her family once again and it emerged that they were going through numerous financial difficulties at the time and felt begging was the only way to deal with them. Through Leanbh's intervention, Ana's family has now been linked in with other services providing support and as a result, once again, Ana has stopped begging and can continue living her life as a child.

ISPCC Support Line

The ISPCC also ran a support line helpline for members of the public who may be concerned about the welfare of a child or who need advice and support. In 2010 the ISPCC received just over 180 calls on this line, this increased to 254 in 2011. The areas discussed included: sexual, physical and emotional abuse, how to deal with a disclosure, concern about a child in their community, family relationships, bullying mental health issues and seeking support for their own child. The service is available from Monday to Friday 9am-5.30pm. Call ISPCC Head Office on 01 676 7960.





Evaluation

Outcomes are often described as the answer to the 'so what' question - *so what difference did we make?* The ISPCC care about the quality of our services and we want good outcomes for all those who use them.

Our focus on outcomes has not occurred by accident but has been the result of systematic planning over a number of years. Evaluation has always been a vital ingredient of our child centred services; each client of the ISPCC has an individual programme plan. This plan includes details of the client's agreed goals and the steps that will be taken to help him/her achieve this. Following a period of intervention clients participate in a detailed evaluation of outcomes which captures their change and the benefit of the service to them.

In recent years we have built on this evaluation framework with the integration of a range of evaluation measures approved for the ISPCC's use by the Child and Family Research Centre, NUI Galway. These evaluation tools are a scientific measure of the change that has occurred for the child or parent, and coupled with the child/parent's self report by the ISPCC online client evaluation system, *Viewpoint*, allow us to capture both the client and parents perspective of the service as a whole, including how beneficial the service was to them.

Throughout 2011, ISPCC professional staff worked with 947 clients through all it's services. A further 103 clients received top up or brief intervention work. A dedicated group of 140 volunteers acted as mentors to 228 children and parents. 645 clients were tracked in 2011 bringing the total number of children and parents who received support in 2011 to 1,695.

Out of a total of 947, 897 clients completed their intervention in 2011. As a result of our intervention 87% of clients record a positive change or benefit in their life. A total of 111 (12%) clients demonstrated no significant change or benefit as a result of ISPCC involvement and support offered as a result of this is dependant on the reason for non-improvement. For some clients this may be because the intervention provided simply didn't work for them or that they required alternative professional support in order to have their needs met.

A minority, 8 (1%) clients, indicate a disimprovement or deterioration during their intervention period. This was often as a result of a crisis that arose or general worsening of symptoms. In all instances the needs of clients are assessed and all clients are offered a range of supports including continued involvement and/or referral to another service depending on their needs.



Consultation

Consultation with children is an important part of all ISPPC services and we continued with this throughout 2011 in a variety of ways.

Children's Advisory Committees (CAC)

Six advisory committees are in operation in the ISPPC nationally. There are 30 local representatives who attended over 20 meetings in 2011.

Junior Advisory Boards (JAB)

Young people from the CAC's are represented at a national level at the JAB. These children give their views about children's rights, and the needs of children in their communities. In early 2011, young people in JAB met with the Minister for Children and Youth Affairs, Barry Andrews, in Dail Eireann.

The National Children's Consultation (NCC)

The ISPPC's National Children's Consultation has been successfully in operation since 2008. It was established with the aim of obtaining children's views on matters that affect them.

Findings of the National Children's Consultation Report 2010 - "This will come back and bite us in the butt."

In 2010 over 18,000 children and young people in both primary and secondary school aged 11-18 years took part in the consultation focusing on their experience of using the internet. The report identified key concerns around young people taking safety precautions online. The key findings of the report are as follows:

- **44%** (of secondary/youth surveyed) said they used the internet at home in their bedroom rather than in a communal area within the home
- **24%** (of secondary/youth surveyed) responded that they did not use privacy settings
- **36%** (of younger primary group) indicated that they did not know how to keep their social network account private
- **26%** (of the older group) said they or someone they knew had been bullied online, but fewer than **10%** of them had told anyone other than their friends about it

This report was published in 2011.



Advocacy

The ISPCC continued to pursue its vision that 'all children are heard and valued' through a wide range of advocacy activities both nationally and regionally.

Key Issues in 2011

In 2011 the ISPCC continued to focus on the proposed Referendum on Children's Rights but sadly we are facing into 2012 with no date secured for the holding of this Referendum. The ISPCC also focused on securing the number for the Missing Children's Hotline, bullying, internet safety and the management and treatment of sex offenders with regard to lenient sentences.

Following the successful pilot of our Advocacy and Volunteer Project, the ISPCC launched the programme nationwide. Our Regional Volunteer Organisers are located in four regions around the country (North, East, West, and South) and are working closely with other ISPCC staff to recruit and support services and fundraising volunteers. They are also working with our newly recruited advocacy volunteers to progress advocacy in the regions and local communities.

We also launched the "Join the fight for children's rights" campaign including an online viral ad 'I Can't Wait Until I Grow Up' depicting a young boy being physically abused. The ad was viewed over 800,000 times on YouTube bringing much needed attention to the topic of physical abuse in Ireland.

Interagency Work

The ISPCC has continued its firm commitment and belief in working in partnership with others. In 2011 we worked with a number of other NGO's and statutory agencies to address child protection and welfare issues and advocate on behalf of children. The Society has also collaborated with colleagues in Northern Ireland, Europe and beyond to address common concerns.

Advocacy makes a difference!

The Society was delighted to hear the announcements from the Minister for Children, Frances Fitzgerald, regarding Children First Guidance and Garda Vetting, both of which are to be placed on a statutory footing in 2012. This coupled with the announcement of a new Child and Family Support Agency are very welcome developments. These are areas that the ISPCC has been advocating on for a number of years and signifies the Minister's commitment to improving Ireland's Child Protection and Welfare systems.

ISPCC AMBASSADORS





Fundraising Review

Income for 2011 came in just below the projections for the year. The overall performance of the fundraising department was quite impressive in what was a very turbulent environment for fundraising.

Highlights of the Year

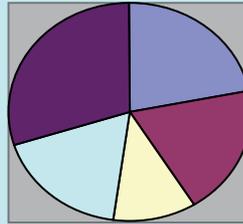
We are forever thankful to our most generous corporate partner **eircom** for their continued support of Childline. Their kind sponsorship enables us to be here for so many children in Ireland.

2011 saw the launch of “**Join the fight for children’s rights**” campaign which asked Irish people to support the ISPCC in our bid to ensure that all children in Ireland can grow up free from harm. We are deeply indebted to our partners **Ogilvy** and **Blinder Productions** who helped make this campaign possible. As part of this campaign the ISPCC launched an online viral ad ‘**I Can’t Wait Until I Grow Up**’.

The ad depicted a young boy reading our manifesto for children’s rights while being physically abused. The ad was viewed over 800,000 times on YouTube and brought much needed attention to the topic of physical abuse in Ireland while also allowing the agency to perform on a fundraising platform that would otherwise have been unavailable to us.

The ad also received much attention worldwide both online and in traditional media. In May 2011 it took gold at Ads of the World, as well as Best Direction and Best Spot on TVads.ie. The ISPCC ad was also awarded Best Ad in the World by Business Insider in 2011. Our partnership with Ogilvy also won 3 awards for work in 2011 at the National Newspapers of Ireland Awards.

Sources of Income



- Community
- Corporate
- Direct Marketing
- Tins
- Events



Growing year on year the **Cheerios Childline Breakfast Together** week 2011 did not disappoint. Over 1,800 schools, creches, companies and individuals nationwide registered to hold breakfast mornings raising €265,000 for Childline.

Our star-studded Breakfast in **Fire Restaurant, Dublin** in association with **Today FM's Ian Dempsey Breakfast Show** was a great success with All-Ireland winning Dublin footballer Alan Brogan, rugby great Shane Horgan, our very own Miss World Rosanna Davidson and the Overtones lending their support.



Huge thanks also to **Dundrum Town Centre and customers** who welcomed us again in 2011 for a weekend of fundraising, the highlight of which was Breakfast at Frangos with TV3 and Keith Barry performing some of his trickery.



A special mention must go to **Kincasslagh National School** in Donegal who won our Celebrity Breakfast Competition and booked themselves a date with Jedward.

Our partnership with **Brown Thomas** continued to blossom. Our annual ISPCC/Brown Thomas Fashion Show hosted by Donna Air at the Four Seasons in Dublin raised over €50,000.

The **Barry McCall "Pho20graphy"** book which was launched in Brown Thomas raised over €200,000 for the ISPCC.

2011 was a very successful year for our partnership with **Elverys Sports** with over €70,000 raised through the sale of Elverys Sports gym bags and the Elverys Sports Kilimanjaro Challenge. All of our Corporate Supporters can be viewed on www.ispcc.ie/corporates



The **FM104** Help a Dublin Child concert was held in October and raised over €40,000. DJs Adrian Kennedy and Jeremy Dixon also trekked across Europe to raise much needed funds for the ISPCC.

With a sell-out crowd at The O2 and a host of top talent, the 2011 **Cheerios Childline Concert** raised over €400,000. Hosted by Nicky Byrne, the mega-star line-up included Westlife, Jedward, JLS, The Wanted, Cher Lloyd, Parade and Mannequin.

The 2011 **Holly Days** badge campaign raised over €100,000. These funds were raised by volunteers in shopping centres, public sales and the fantastic contribution from schools throughout the country.



To all those that laced up their walking shoes or trainers and took part in the various **challenge events and marathons** that took place around the country, thank you, over €100,000 was raised through sponsorship at these events.

There are so many people to thank each year and it is not possible to mention them all here but we would like to acknowledge the support of **The**

American Women's Club of Dublin and **The Irish Open International**.

Red FM continued their amazing support of Childline in Cork in 2011. A team of brave volunteers took to the skies in December raising over €11,500 from their skydive.

We would like to thank everyone at Red FM and all their listeners for their continued commitment to the ISPCC.



Making a Regular Donation

In 2011 over €100,000 was donated to the ISPCC by our regular monthly donors. Regular donations are so important to the ISPCC. They are a steady stream of income to not only maintain, but expand, our vital services. What's more, the ISPCC can claim tax back from Revenue for donations of over €250 each year at no additional cost to our donors. Our total reclaim from Revenue in 2011 was just over €16,000. To become a regular donor log on to www.ispcc.ie or call 1850 50 40 50.

Thank You

Finally, we would like to thank all of our donors. Whether you are a corporate partner or an individual who ran a marathon, your support makes a real difference.

When you donate or raise funds for the ISPCC you are making a decision to affect positive change in the life of children in Ireland, you are joining the ISPCC in our fight for children's rights. It is not an exaggeration to state, that without your support, children who are suffering or have experienced abuse would not be supported.

Thank you!

A gift that will last for generations

ISPCC
ALWAYS HERE FOR CHILDREN

Imagine a world in which every child is given the opportunity to experience love, happiness and equal opportunity. With your support, we can make our shared dream a reality. By remembering the ISPCC in your will, you can provide a lasting gift to future generations of children in Ireland.

Find out how you can leave a gift in your will to the ISPCC
Contact us on 1850 50 40 50 or log on to www.ispcc.ie to receive our legacy brochure.

STATEMENT OF FINANCIAL ACTIVITIES		
Year Ended 31 December 2011		
	2011	2010
	Total	Total
	€	€
Income		
Income from statutory bodies	621,454	640,636
Raised voluntary income	4,455,416	4,455,600
Legacies	120,674	696,073
Investment income	8,244	8,131
Other income	702,230	699,300
	5,908,018	6,499,740
Expenditure		
Services to children	5,486,744	5,460,195
Fundraising and services promotion	1,365,640	1,550,084
Administration	103,901	126,078
Total expenditure	6,956,285	7,136,357
Deficit	-1,048,267	-636,617
Unrealised gain on investments	24,762	62,430
Total Deficit	-1,023,505	-574,187
Balance of funds at 1 January	9,412,221	9,986,408
Balance of funds at 31 December	8,388,716	9,412,221

The Society has no recognised gains and losses other than those included in the deficit above and, therefore, no separate statement of recognised gains and losses has been presented.

There is no material difference between the deficit for the year stated above and the historical cost equivalent.

The results above derive wholly from continuing operations.

BALANCE SHEET				
Year Ended 31 December 2011				
	2011		2010	
	€	€	€	€
Fixed assets				
Tangible fixed assets		6,016,519		6,051,593
Investments		2,074,577		2,499,815
		8,091,096		8,551,408
Current assets				
Debtors	105,043		470,454	
Bank and cash	549,787		749,900	
	654,830		1,220,354	
Creditors	-267,639		-269,970	
Net current assets		387,191		950,384
Net assets		8,478,287		9,501,792
Funded by				
Restricted funds		-976,920		-919,123
Unrestricted funds		9,365,636		10,331,344
Revaluation reserve		89,571		89,571
		8,478,287		9,501,792



Volunteers

A major part of the strategic focus of the ISPCC in recent years has been to significantly grow the amount of volunteer input into the Society. It is the major asset of the organisation and what makes the organisation unique.

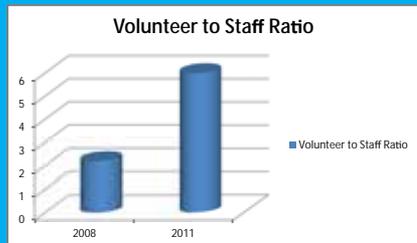
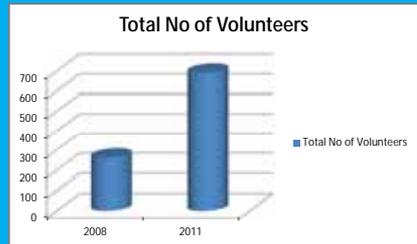
In 2009 we put a proposal to Atlantic Philanthropies to help us radically grow our volunteers base over the following five years. The results of this can be clearly seen in the graphics below.

It is the firm intention of the Society to maintain this progress in the coming years and to benefit even further from the wonderful knowledge and skills that our volunteers give to the children in Ireland.

Volunteers provided support to children and families through a variety of means:

- 1) Provision of mentoring support to children and parents
- 2) Provision of listening services to children through Childline
- 3) Advocacy for children's rights on a local and national level
- 4) Fundraising to support the ISPCC to maintain service provision levels

The ISPCC currently has over 600 volunteers without whom it would not be possible to maintain current service levels.





ISPCC Head Office

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East Team , Leanbh & Childline

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The Irish Society for the Prevention of Cruelty to Children
(Company Limited by Guarantee)

Cumann Na h-Eireann um Chosaint Leanbhai
Company Registration No. 15958

Registered Office: 29 Lower Baggot Street, Dublin 2.

Charity Registration No. CHY 5102

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Allied Irish Bank, 62 St. Bridgid's Road, Artane, Dublin 5.

Auditors: PricewaterhouseCoopers, One Spencer Dock, North Wall Quay, Dublin 1.

Solicitors: Matheson Ormsby Prentice, 70 Sir John Rogerson's Quay, Dublin 2.

For confidentiality, the pictures of children and parents used in this publication
are posed by models or taken at actual ISPCCC events.