

A close-up, high-resolution photograph of a young child's face, focusing on the eyes and forehead. The child has light brown hair and green eyes, looking directly at the camera with a neutral expression. The lighting is soft, highlighting the texture of the skin and the details of the facial features.

ISPCC

ALWAYS HERE FOR CHILDREN

IRISH SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN
ANNUAL REPORT 2007



THE ISPCC VISION & MISSION

An Ireland where all children are heard and valued.

To advocate on behalf of all children in Ireland and to provide a range of independent unique services which are preventative and empowering in nature.

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A LETTER FROM THE CHAIRMAN

Since becoming Chairman of the ISPCC I have been constantly surprised at the tremendous rate of change and positive development within the Society and 2007 was no exception in this regard. The uncertainty that can sometimes come with significant management change in an organisation was more than counterbalanced by significant growth in the services provided by the Society and the infusion of energy and commitment from a new senior management team.

As can be seen from the individual service sections within this report our focus remained on growing the availability of their services to as many children as possible. Whether that is through more calls being answered by Childline or additional face-to-face supports through our Leanbh, 4me! and Childfocus services the emphasis remains squarely on increased access to our services. In this regard I would like to particularly draw attention to the growth in demand for mentoring services – both adult and child. There does seem to be an increasing acknowledgement within the Society that the experience parents have gained from raising their own children can be used to help and influence other parents and children and mentoring can be a perfect way to achieve this.

The ISPCC has continued to use its voice to influence the agenda of children's issues and significant progress was made on such issues as Garda vetting, cross jurisdiction monitoring of sex offenders and begging children. The major issue looking forward remains the Children's Referendum and the Society will remain at the centre of this debate.

As mentioned previously the senior management group did undergo significant change in the second half of 2007 and a new team is now in place under the leadership of Ashley Balbirnie. The ISPCC Board was very pleased to secure the services of Ashley as he has an interesting mix of experience with many years in the very commercial setting of the Smurfit Group and more recently a record of achievement in the not for profit sector. We hope that he will help take the Society on to new levels in the coming years and wish him well in his efforts.



The new management team has already come forward with an interesting and challenging plan which aims to take on the issue of significantly growing our Childline service. Through careful stewardship of funds in recent years the ISPCC has built up a development fund and this has been further supplemented by the timely sale of our previous head office in Molesworth Street. This means that we are in a position to fund the Childline expansion plan in the short term while additional fundraising initiatives are developed.

Once again, I would like to extend my sincere thanks to the board of the Society. Dan Flinter, Mary Bennett, Bruce St John Blake, Anne Condon, Caroline Downey, Judge John Garavan, Sharman George, Clodagh Hopkins, Therese Melia and Rose O'Driscoll are all very busy people in their own right but they never hesitate to make available whatever time is necessary to further the aims of the Society and as Chairman, I am very grateful for that. We unfortunately lost one of our wisest members during the year with the death of Cherry Brandon. Cherry was our longest serving board member and had contributed hugely to many aspects of our work. She will be remembered with great affection.

The progress of the Society is obviously dependant on the efforts and commitment of our staff and volunteers. To that effect I am very pleased to see the emphasis on volunteers and their huge importance to us within this new format of the annual report. It is designed to be more accessible and understandable in terms of the workings of the Society and I welcome any feedback from members.

A handwritten signature in blue ink that reads "Pat Byrne". The signature is written in a cursive, flowing style.

Pat Byrne Chairman 2007





A LETTER FROM THE CEO

I joined the ISPCC as Chief Executive in August 2007 and was immediately struck by the vibrancy and commitment of its unique mix of staff and volunteers. This potent mix helped to make 2007 another year of significant achievement for the Society.

Amongst the highlights were:

- An increase of 9% in the number of calls answered within the Childline service.
- A major public awareness campaign by our Leambh service called “Giving money is not the answer”.
- Securing the tender for the first year of The All Ireland Programme for Immigrant Parents.
- A significant increase in appreciation of and demand for the mentoring services within our 4me! and Childfocus services.
- Our most successful ever volunteer conference held in Castlebar, Co Mayo.
- Significant advocacy impact on issues such as Garda Vetting, cross jurisdiction tracking of sex offenders and the Children’s Referendum.
- The appointment of Caroline O’Sullivan, a twelve year veteran of the ISPCC, as Director of Services.
- The appointment of Molly Morrison, an extremely experienced fundraising professional, as Director of Fundraising.
- The organisation of some of the biggest and best fundraising events including The Ritz-Carlton Inaugural Ball, the 21st anniversary Dove Ball and the 10th Cheerios Childline Concert.



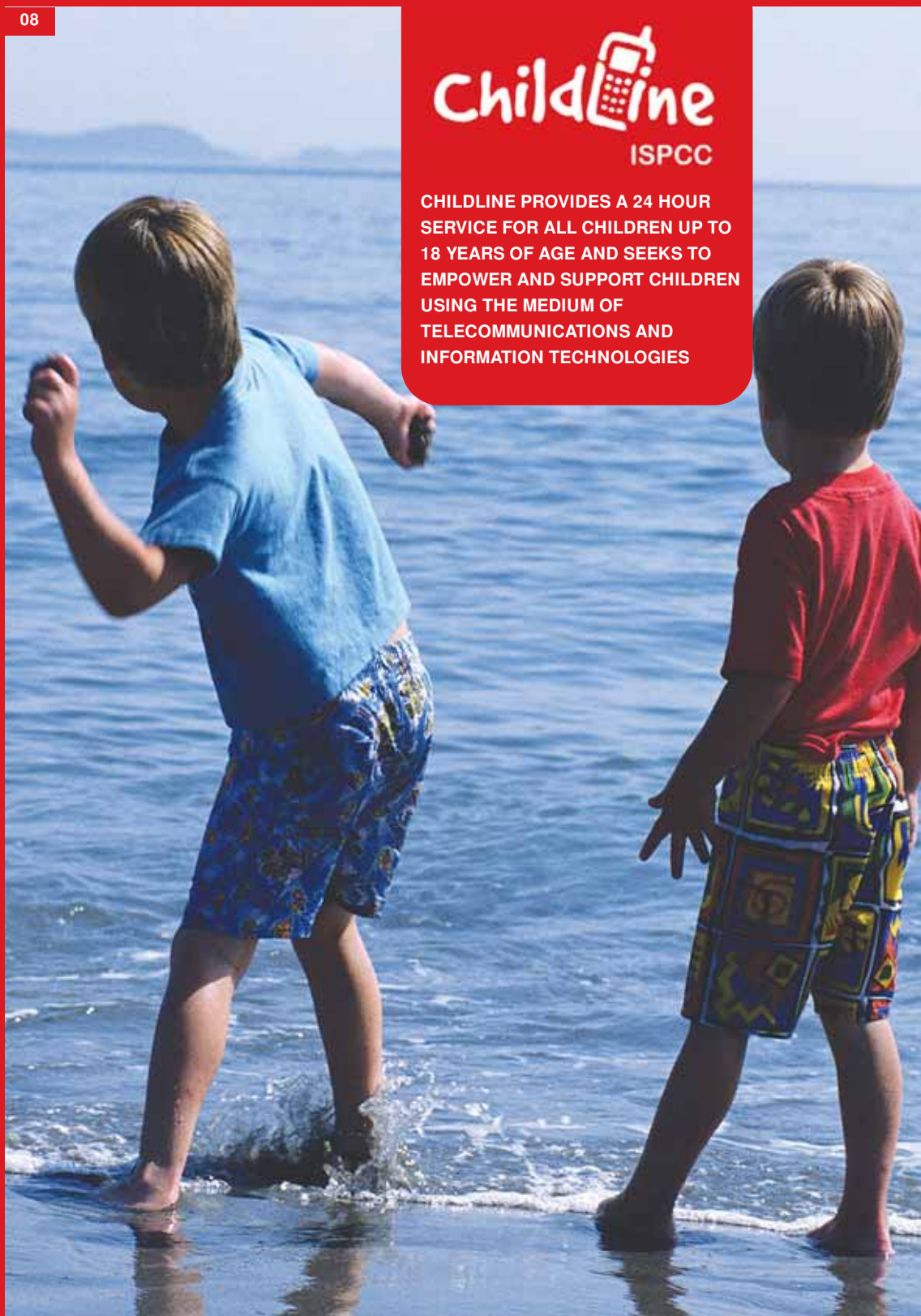
Perhaps the biggest highlight of the year came at the very end and related not so much to an action but more a decision taken on future actions. The Board of the Society approved a plan presented by the new management team to invest heavily in building up the capacity of its Childline service over the coming years to try and go some way towards meeting the demand for the service. We have done well in recent years to increase the number of calls answered to something like 40% of those received but this is clearly not satisfactory. Prudent financial management will now allow the Society to aggressively take on this issue and I look forward to reporting on progress in this area over the coming years.

We are in the process of setting ourselves ambitious goals for the Society but I am hopeful that the combination of an involved and supportive Board and that unique mix of committed volunteers and staff will help bring about further significant improvements in the lives of children in Ireland over the coming years.

Ashley Balbirnie CEO



CHILDLINE PROVIDES A 24 HOUR SERVICE FOR ALL CHILDREN UP TO 18 YEARS OF AGE AND SEEKS TO EMPOWER AND SUPPORT CHILDREN USING THE MEDIUM OF TELECOMMUNICATIONS AND INFORMATION TECHNOLOGIES



THOUGHTS FROM CHILDLINE VOLUNTEERS



Joyce O'Keefe
Childline volunteer

Hi, I'm Joyce O'Keefe and if someone had told me three years ago that I would be a volunteer with Childline in Waterford, I would have looked at them and asked what planet they were on. But a chance remark on a night out with my friend Alison changed all that.

The training was intensive – 8 full days on a Saturday but we had a good bunch of volunteers training together that all got on well, helping each other out. We have remained good friends and often meet up for lunch or a night out. *I will admit my first stand alone call was nerve wracking but your training begins to kick in and you then realise why it was all worth while...*

The main thing I always say to myself is "the call is about the child, not me". I'm there to listen. *And as a mother of 3 grown up children I know what it is to listen and how children and teenagers need a non-judgemental ear...*

My aim is to provide that.

Hi, I'm Cora Dalton and my introduction to Childline was through a personal friend. She told me about the activities of Childline and I was very impressed. This was approximately ten years ago. At the time my children commanded my full attention, however it was something that I made my mind up to do. Five years later I undertook the training programme and started answering the phone. *This gave me a new value on myself, as it took me away from my home for the first time in twenty five years. I felt active and was now living my life for myself...*

I have just finished the UCC/ISPCC Certificate Course in Non Formal Guidance in St. Patricks College. This positive outlook and being a member of this team has increased my self confidence. Instead of Mammy waiting on her three children and husband coming home to tell me what's going on in their lives and living my life through them, I now have my own activities to discuss.



Cora Dalton
Childline volunteer



CHILDLINE receives thousands of calls every year, which are answered by volunteers and staff who are trained to listen and understand children and young people. Young people contact the service for a wide range of reasons such as bullying, sexuality, everyday chat and lots of other issues.

CHILDLINE believes the most effective way of supporting children and young people is by listening to them. CHILDLINE will continue to adapt its service to reflect new methods of communication. It is vital that children seeking support can access such support through the medium that best suits their needs. CHILDLINE supports children by valuing, respecting and empowering them to make real change in their lives.

HOW DOES CHILDLINE WORK?

The CHILDLINE Service can offer support through three main areas:

• Telephone Support:

This CHILDLINE Telephone service has been in existence for 20 years. This freephone service is available 24 hours a day 365 days a year.

The phone service can be accessed by dialing 1800 66 66 66.

• Text Support:

CHILDLINE Text is an automated service that aims to support children by providing a free text support service. A young person can get support on a variety of issues including pregnancy, suicide, facts of life etc. This service can be accessed **by texting 'List' to 50101.**

• Web based Support on the Internet:

CHILDLINE Online answers messages posted on the CHILDLINE message board for all young people. Email support is available for all young people by accessing www.childline.ie.

This website also provides access to games and information about specific topics that are a concern for young people, for example bullying and family break up.

STATISTICS:

A total of 294,908 telephone calls were answered by Childline in 2007, representing a 9% increase on the number of calls answered in 2006.

In 2007, CHILDLINE'S range of services had 298,829 one to one contacts and 75,864 information contacts through the web and automated text service and this reflects the importance of the CHILDLINE service to children and young people across Ireland.

CHILDLINE telephone service is now answering almost half of all calls received.

PLANS:

While CHILDLINE and the ISPCC are proud of the fact that more children have been able to access the service, a gap remains in that we are unable to provide a service to all the children who try to access CHILDLINE. These calls simply cannot go unanswered and to address this, the ISPCC recently launched a strategy, to dramatically improve and expand our services to children. Specifically, we aim to reach 100% call capacity on CHILDLINE by 2011, ensuring every child has a chance to be heard.

CHILDLINE could not survive without the support of the public and its corporate sponsors, whose commitment to the service enables it to grow and develop each year. The ISPCC would particularly like to thank Eircom the main sponsor of CHILDLINE, for their ongoing support through their funding of telephone calls over the last 20 years. Without their support, CHILDLINE simply could not function.

The ISPCC would also like to thank Zamano for their support in providing CHILDLINE'S text services and to the various other mobile providers for their continued support in providing free texts for the whole range of CHILDLINE text services.



CHILDLINE

Listening to you

CHILDREN'S QUOTES:

"Dear C-line, u Dont know how much better it made me feel when u sed i woz never a nuisance to childline. I thought I tell you a problem and get the answer and that was dat!! You told me I am never a Nuisance and dat made me feel so much better as I always feel i am a nuisance to oder people. Thank you so much 4 ur help. xox HB> xox"

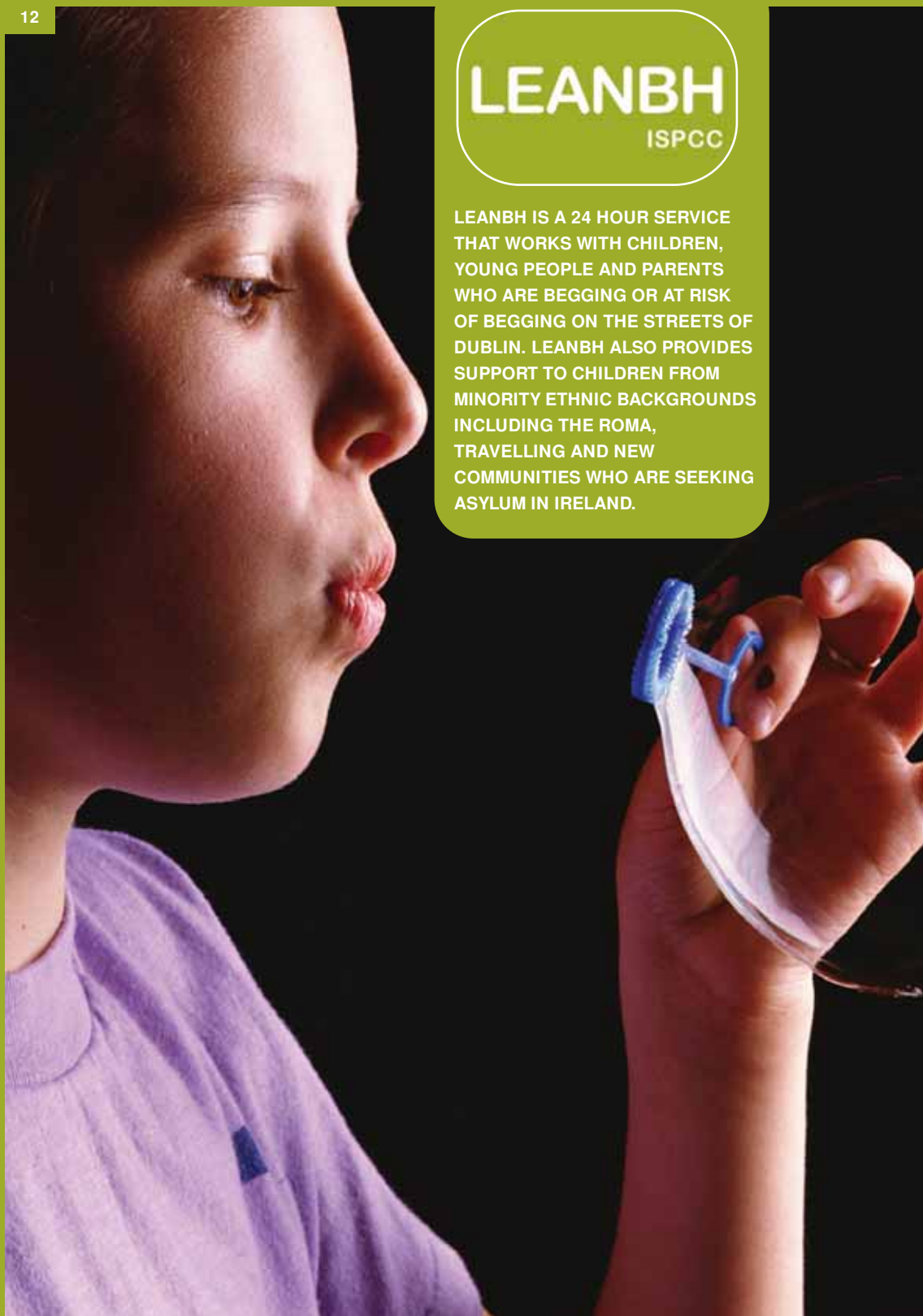
"I would just like to thank childline for all your reassuring advice! and you said i should do something i like to do to make me feel better so i started a drama club because i love singing and dancing! it might sound weird but i love singing! i sing in the shower in my room in my garden with my friend and where i love singin most of all is on my own when i'm on my own i can sing as loud as i want and no one can judge me. i would also like to tell you i have started counselling to help me with school life family life...boys but most of all my self-confidence! thank you soooooooooo much xx"

"I just wanna say thanks for your help...I have at long last told my mum, and my sister brought me to see the doc, he organised meetings wit a psychologist to help wit my depression. If it wasnt for u, I dont think i would of made it this far...Thank you. xxxxxxxx"

LEANBH

ISPCC

LEANBH IS A 24 HOUR SERVICE THAT WORKS WITH CHILDREN, YOUNG PEOPLE AND PARENTS WHO ARE BEGGING OR AT RISK OF BEGGING ON THE STREETS OF DUBLIN. LEANBH ALSO PROVIDES SUPPORT TO CHILDREN FROM MINORITY ETHNIC BACKGROUNDS INCLUDING THE ROMA, TRAVELLING AND NEW COMMUNITIES WHO ARE SEEKING ASYLUM IN IRELAND.



THOUGHTS FROM LEANBH VOLUNTEERS



Avril Carroll
Leanbh volunteer

Hi, my name is Avril Carroll and I have been volunteering with Leanbh for over a year now. At first I was quite daunted at the challenge of engaging with children who were begging on the streets of Dublin. I felt I would not know what to say to them or even worse that I would say the wrong thing. However, the training we underwent prepared us for every possible encounter and combined with the shadowing of experienced volunteers, *by the time of our first street shift, the fear had turned to excitement...*

Some children actually look forward to the Leanbh volunteers on their shift and a lot of the time introductions are not needed as you get to know the children and vice versa. *The biggest challenge I have faced on the street shifts was to take a step back and not rush into telling the child why they should not be begging but instead let the child come up with the reasons why it is not safe by themselves...*

The street shifts are always done in pairs so it is a great opportunity to meet new people and plus there are also a few socials now and then!

My name is Siobhan Brennan. I am 25 years old and I have volunteered with Leanbh since March 2007. It can be challenging work. It can be difficult to explain to parents that we are not against them but are seeking to help them and to look out for the safety and welfare of them and their children. But when some trust begins to form it can be very encouraging. *It is rewarding when a child is glad to see us Leanbh volunteers coming down the street and wants to talk about how things are going with them...*

Before working with Leanbh I knew very little about children that beg in Dublin. Volunteering with Leanbh has given me an opportunity to work with these families, that are most excluded in our society. It has made me less likely to judge and better able to understand the perspective of children and parents that beg.



Siobhan Brennan
Leanbh volunteer



LEANBH was set up in 1997 to address child begging in Dublin. The service works on a 7-day, 24 hour basis to monitor the presence of children begging on the streets. The service is staffed by ISPCC professionals and trained volunteers. The service works in partnership with statutory and other services.

LEANBH is the only service that addresses and deals with child begging on a daily basis.

LEANBH has developed expertise over the years in this area. The child centred, non-judgmental, non-directive approach that LEANBH offers has proven to be effective and successful in the area of child begging.

HOW DOES LEANBH WORK

- LEANBH provides a supportive, empathic face to children begging on the street, it is unique and has developed specific skills in working with minority ethnic groups.
- LEANBH offers face to face support, web based support and telephone support to all its clients.
- LEANBH runs positive parenting programmes and also has a mentoring service available to all the young people involved in the service.
- LEANBH receives referrals from parents, professionals and young people themselves.
- LEANBH actively engages with young people begging on the streets and encourages them and their families to avail of support.

THE STATISTICS:

In 2007 LEANBH staff and Volunteers had 1,152 sightings of children begging. LEANBH staff worked therapeutically with 38 individual children, 4 of whom were actively involved in the mentoring programme. A further 55 children were involved in day activities.

This year, In order to address the rise in sightings of children begging, Leanbh launched a new Public Awareness Campaign. The focus of this campaign was '**Giving Money is Not the Answer**'. The purpose of this campaign was to increase public awareness of the root causes of begging and also to offer other alternatives to the public other than giving money.

PLANS:

LEANBH will establish new links and build on already established links with statutory bodies in order to advocate on behalf of children begging.

LEANBH will continue to provide a positive response to the issue of child begging and continue to raise awareness and educate the public on the dangers of child begging and the best way to deal with this issue.

All Ireland Programme for Immigrant Parents (ALL IPIP)

In 2007, the ISPCC Leanbh service secured the tender for the first year of The All Ireland Programme for Immigrant Parents (All IPIP). The All IPIP is a 24-month project aimed at developing and disseminating a range of parenting information, training and resources for immigrant families and the practitioners who work with them. The project is being developed on an all-Ireland, multi-agency basis. The project is funded by Atlantic Philanthropies, Health Services Executive, Reception and Integration Agency, Department of Education and Science, Family Support Agency and a number of agencies in Northern Ireland.

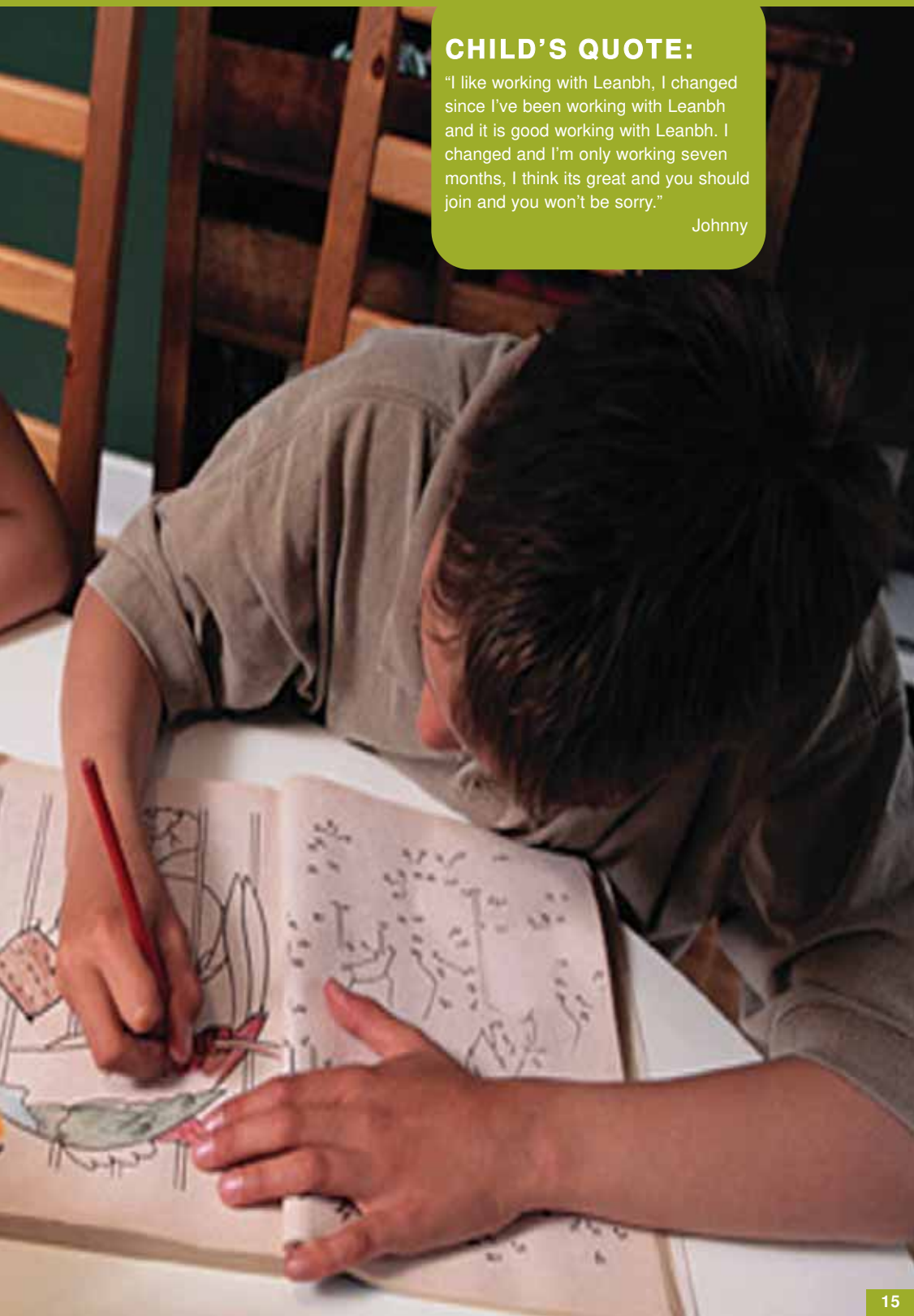
The overarching objective for this programme is to provide information and support for the additional stresses that may be faced by immigrant parents. This will be done through the provision of resource and practice tools, which can be used by practitioners who support this target group. It will also provide a resource booklet for immigrant parents that will be translated into 10 languages and will be accompanied by a DVD to ensure that language and literacy difficulties are addressed.

This programme is now well underway and has completed the research and consultation phase.

CHILD'S QUOTE:

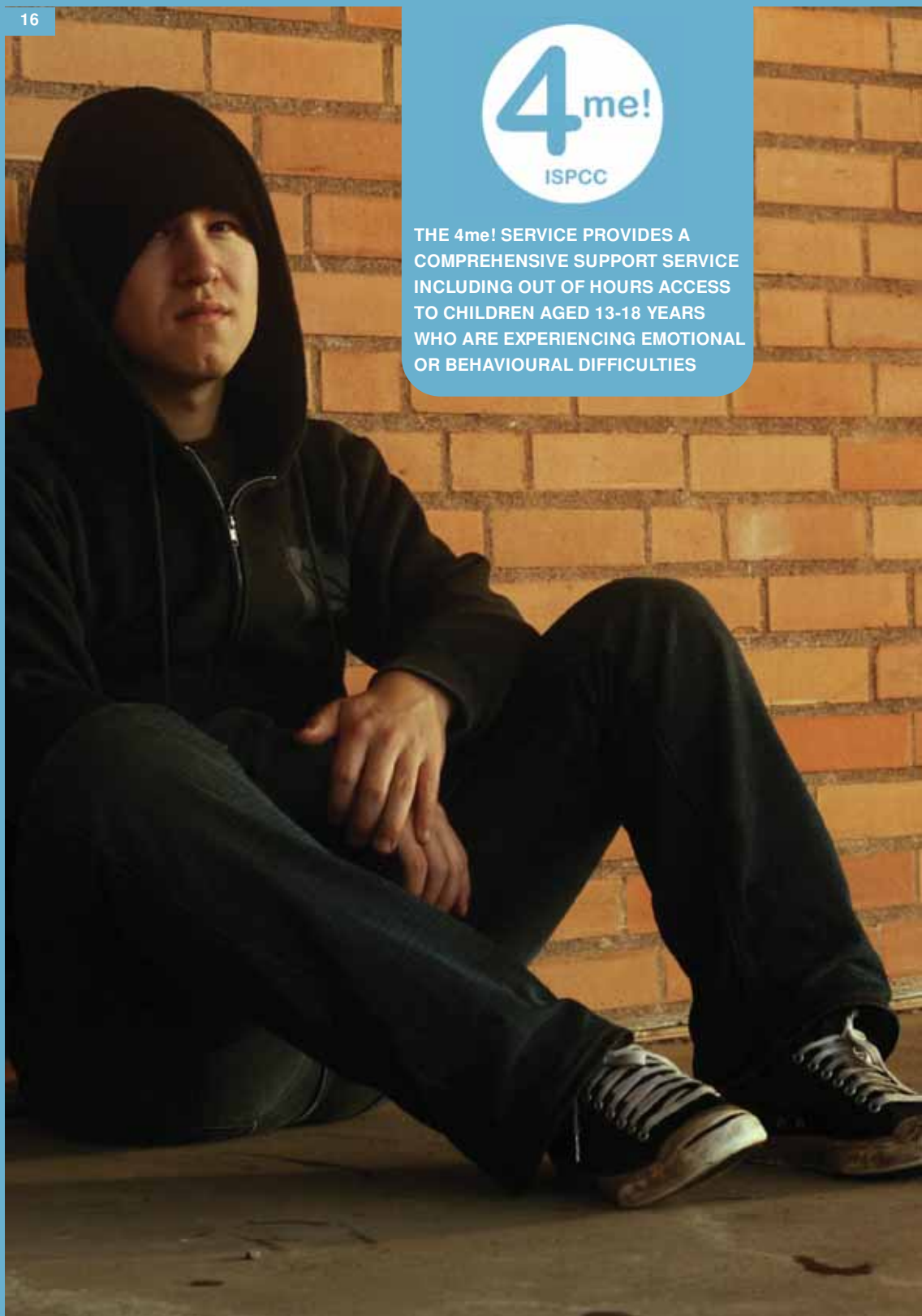
"I like working with Leanbh, I changed since I've been working with Leanbh and it is good working with Leanbh. I changed and I'm only working seven months, I think its great and you should join and you won't be sorry."

Johnny

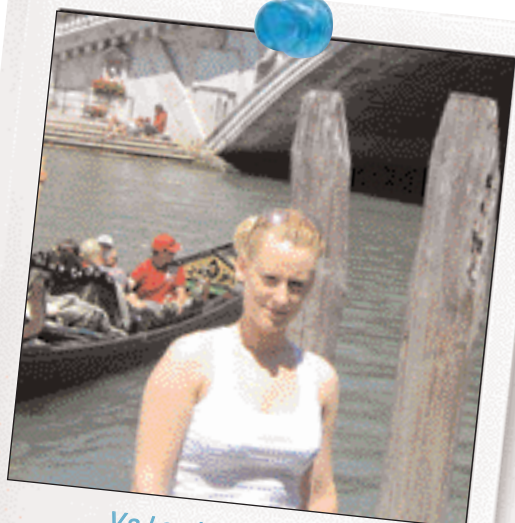




THE 4me! SERVICE PROVIDES A COMPREHENSIVE SUPPORT SERVICE INCLUDING OUT OF HOURS ACCESS TO CHILDREN AGED 13-18 YEARS WHO ARE EXPERIENCING EMOTIONAL OR BEHAVIOURAL DIFFICULTIES



THOUGHTS FROM 4me! VOLUNTEERS



*Valarie Philpott
4me! Volunteer*

My name is Valarie Philpott. I joined the 4me! Mentoring Programme in February 2007. Throughout the mentoring process I have had positive outcomes and also faced challenges, this I feel has only stood to improve my ability as a mentor...

There are days when you feel you've conquered the world but there are also days when you feel it's conquered you!... It's then I look at the bigger picture and remember that it's not about how I feel but how the mentee feels, you may feel you've achieved nothing but what I have done is given one of the most important things; I gave them my time and time is sometimes all it takes (well that and a very good ear!).

The mentoring programme has impacted on my life also. I would have to say I feel a certain responsibility now that I am more aware of children's issues, and have seen and dealt with them first hand.

I'm Aisling Coffey and I have been mentoring with the ISPCC's 4me! Service for a year and a half. During this period I have worked with three teenage boys.

Mentoring focuses on engaging a child with an activity to provide them with the opportunity to mix with peers and also gain confidence and self esteem... With the assistance of their parents, the child and I would pick the facility that suited them best and commence attending. After a period and with the child's knowledge I slowly start to disengage, allowing the child to attend the activity on their own or with a parent. Overall I have found the experience of mentoring to be fun and enjoyable. I am happy to volunteer with the ISPCC and would recommend it to anyone who has a genuine interest in children and some time to spare.



*Aisling Coffey
4me! Volunteer*



In 2007, the 4me! service continued to target young people at risk of social isolation due to their behaviour, mental health difficulties or involvement in the criminal justice system. Where difficulties exist, the programme ensures that young people who are excluded from mainstream society are given the necessary supports to enable them to overcome their difficulties, and participate actively and constructively in the main social structures impacting on their lives.

Referrals to the 4me! service are welcomed from Young People, Parents, Statutory and Voluntary Sector, Education services, Probation services and Youth and Community groups.

HOW DOES 4me! WORK:

The 4me! service provides a number of mechanisms through which individual therapeutic support is provided.

- **Face to Face Support:** The ISPC meets the young person on a weekly basis in the child's home, school or other place they choose.
- **Telephone Support:** This kind of support allows the child to make contact with us without needing to meet face to face. As children today use the telephone to communicate, this kind of support allows some children to feel more comfortable in communicating with us.
- **Web based support on the Internet:** Many children today are used to communicating through the internet and therefore may feel more comfortable to talk about what is going on for them using the web. Web counselling can also make it easier for children who live away from local services to access the support they need.
- **Mentoring Programme:** The Mentoring Service is based on the principle of informal support and the concept of the Mentor being a 'role model and supporter' of the child/young person. Volunteers are specifically selected and trained to work in a mentoring capacity with young people and receive on-going training, support and supervision from ISPC staff.

STATISTICS:	SERVICE	NUMBER OF INDIVIDUALS INVOLVED
The total Number of children involved in one to one work in 2007 was 607	Face to face	207
	Web Based Services	50
	Telephone Support	84
	Mentoring Clients	69
	Tracking/Top Up/Brief Intervention	197

Along side the individual work completed, the 4me! Programme facilitated Groupwork programmes and Outreaches across the country in 2007. Groupwork programmes facilitated included bullying, anger management, transition to Secondary school and self-esteem. In 2007 a total of 107 Group works took place with over 1,000 children participating. Outreaches to schools, Community Groups and Volunteer Organisations are another important component of 4me! which continued in 2007. During 2007, 4me! provided a mentoring service which was availed of by 69 children.

The project, in 2007, was funded under the AIB Better Ireland Schoolmate Programme which aimed to prevent early school leaving, particularly as a result of drug and alcohol misuse. The funding from AIB Better Ireland Schoolmate Programme ceased in December 2007 and the ISPC sincerely thanks AIB for funding this project from 2001-2007.



CHILD'S QUOTE:

"The best thing the ISPCC ever did was to start the Mentoring Programme. I always wanted to act but never got the chance to, but ISPCC gave me that chance. I go to Centre Stage Theatre School and I enjoy it. I made new friends from it, I became more experienced in acting and I gained more confidence from it by standing on stage in front of a lot of people..."

Shane 13,
Limerick



CHILDFOCUS PROVIDES A COMPREHENSIVE ONE TO ONE SUPPORT SERVICE INCLUDING OUT OF HOURS ACCESS TO CHILDREN AGED 12 YEARS AND UNDER WHO ARE EXPERIENCING EMOTIONAL OR BEHAVIOURAL DIFFICULTIES.

CHILDFOCUS ALSO SUPPORTS PARENTS THROUGH THE PROVISION OF A SUPPORTIVE PARENT MENTOR PROGRAMME.



THOUGHTS FROM CHILDFOCUS VOLUNTEERS



My name is Virginia O'Leary and two years ago I began training as a Parent Mentor or as I now prefer to think of it as a Parent Supporter. The training and on-going courses have been as enjoyable and interesting as the volunteer work itself. For the parent, parents or in some cases the guardian, having a Parent Mentor is sometimes their only way to communicate their feelings, in some cases the volunteer might be the only person they see. For me as a volunteer I see the benefit of this unique and necessary service. My role is to listen, support and not to advise. It is mainly to reassure the parent that they are doing their best and that they are not alone. *Being a parent I can draw on my own experiences and discuss what worked for me...*

The time involved is up to the volunteer in agreement with the parent. I have to say I really enjoy being a Parent Supporter as I have met and befriended some fantastic people. This is an invaluable service and it has to continue; the welfare of children begins in the home.

My name is Anthony Cross and I am a Parent Mentor. My experience with the ISPCC has clearly demonstrated to me the importance of this role in child welfare, family communication and relationships. At present, I am dealing with two parent mentoring cases. They all present different challenges to me as a mentor. *As the family is the nursery for community and wider society, the role of the Parent Mentor is invaluable for the ISPCC...*



Anthony Cross
Parent Mentor



The CHILDFOCUS service operated from five counties in 2007 and reasons for referrals to the service varied from family breakdowns, emotional/behavioural difficulties and parent/child relationships. CHILDFOCUS places a particular emphasis on providing support to children who are vulnerable and at risk and those who may not have access to other support options. Throughout the work, the focus remains on the child and his/her needs, thus reflecting the child centred ethos of the service. Children are encouraged to be fully involved in their treatment plan and their views are actively sought and taken into account at all stages of the process, as appropriate to their age and understanding.

On completion of work, all children and families are offered a top-up support service that ensures they receive contact from a Childfocus worker at agreed intervals. This on-going support ensures that support is readily available, possibly in the form of brief intervention work at some stage in the future.

HOW DOES CHILDFOCUS WORK?

Childfocus offers support in 4 ways:

- **Face to Face Support:** This can be in the child's home, school or other place they choose. We meet with the child weekly in a place where they feel comfortable.
- **Telephone Support:** This kind of support allows the child to make contact with us without needing to meet face to face. As children today use the telephone to communicate, this kind of support allows some children to feel more comfortable in communicating with us.
- **Web based support on the Internet:** Many children today are used to communicating through the internet and therefore may feel more comfortable to talk about what is going on for them using the web. Web support can also make it easier for children who live away from local services to get the support they need.
- **Parent Mentoring:** The Parent Mentoring Service is based on the principle of informal support and the concept of the Mentor 'The older and wiser parent'. Parents meet for a coffee and chat once a week and concentrate on the needs of the parent in improving the child/parent relationship.

STATISTICS:

The total number of children involved in individual work in 2007 was 353

Area	Number of Childfocus Workers	Individual Work with Children	Children Tracked in 2007	Children receiving Top up/brief intervention
Cork	2	26	10	10
Drogheda	1	19	8	2
Dublin North	1	22	3	1
Dublin/Wicklow	3	67	33	0
Dundalk	1	16	0	0
Galway	2	18	16	10
Mayo	2	38	37	10
Meath	1	24	2	2
Monaghan	1 (Sept-Dec)	9	0	1

In 2007 the CHILDFOCUS services worked with 353 individual children on a one to one basis. 109 children received a tracking phone call after work was completed and 36 children requested a top up visit or brief intervention session to assist them at that time.

The CHILDFOCUS service also continued to offer support to parents through our Parent Mentoring Service. Feedback has been very positive from parents engaged in this service.

2007 also saw the continuation of professional talks and parenting talks on the subject of positive parenting, children's rights and various topics that affect children in this age group. These talks encourage professionals and communities to implement these positive practices into their own workplace in Ireland.

Engaging with professionals also allows inter-agency work and avoids the duplication of work offered to children thereby offering a high quality and unique service to children in these areas.



TYPICAL CASE

An example of a typical case in CHILDFOCUS is as follows:

Bill is 12 years of age and has been bullying other children in his school both in his class and in younger years. His parents are upset and have tried speaking to Bill about his behaviour but he does not want to talk about his concerns.

Bill agrees to meet the CHILDFOCUS support worker. Over six weeks the support worker meets with Bill on a weekly basis to carry out an assessment of his needs and meets everyone relevant in Bill's life and asks them about Bill since he was born to now.

When the worker asks Bill what is going on for him, he explains that his mom and dad have not been getting along and sometimes he feels so angry he ends up bullying other kids. He feels really bad afterwards and wants to do anything that will help him stop.

Feedback from the adults in Bill's life shows that Bill was a very loving and lively child. His parents agree that there have been difficulties in their own relationship but didn't realise that this affected Bill so much. The worker feedbacks to Bill the findings and he is happy that everyone is involved in helping and supporting him.

Bill completes an Anger Management programme as part of his intervention. He also works on the importance of family and friendship. His parents are aware of Bill's work and after a few weeks they notice a huge difference in Bill's behaviour and an improvement in his interest in school.

When the work finishes the support worker contacts Bill three months later and he tells her that all is going well. They review their work and ensure that Bill is still using the skills he has learnt when life gets difficult or he gets upset. They agree to talk again in six months time.

ADVOCACY

The ISPCCC has a long and proud history of lobbying and campaigning for and on behalf of children and young people in Ireland. We strongly believe in a nation where children are safeguarded from all forms of exploitation and abuse and one that protects the rights of children and ensures their voices are heard.

Throughout 2007 the ISPCCC advocated for children on a number of important issues:

- **Expansion of the Garda Vetting Unit.** Vetting of those working with children now needs to be placed on a legislative footing. Legislation would enable the establishment of a system through which “soft information” could be recorded and made available within the vetting process. “Soft information” is information about people who have been identified as a risk to children but who have not got a criminal conviction for child abuse. Cross jurisdiction sharing of information is also a vital part of the process which monitors and tracks sex offenders.
- **Missing and Separated Children** – The ISPCCC continued to raise awareness around the issue of missing children and separated children with regards to gaps in legislation and lack of adequate service provision.
- **Children’s Referendum** – Over the last number of years, the ISPCCC has been advocating for constitutional change to enhance the protection afforded to children and to further enshrine the rights of children. The ISPCCC believes that the wording of the Referendum is key to encouraging voters to support an amendment. If this Referendum is passed, the ISPCCC believes that the rights and protection of children in Ireland will be enhanced.
- **Physical Punishment** – The ISPCCC continues to lobby and campaign for a ban on physical punishment and seeks to promote alternatives via positive parenting.
- **The need for an out of hours (24 hour) social work service** to adequately address and respond to child protection and welfare concerns. The service needs to be comprehensive, child-friendly and directly accessible, by children and young people.
- **Review of Child Deaths** - The ISPCCC has called on the Government to initiate research on filicide in Ireland. While the levels of filicide in Ireland are still relatively low, in recent years there has been a significant increase in such cases. There is now a pressing need to gather as much information as possible on these cases, so that every attempt can be made to ensure that deaths like these can be prevented in the future.
- **Leanbh Public Awareness Campaign** – The ISPCCC Leanbh service launched a public awareness campaign in December 2007 in order to tackle the issue of child begging. This campaign seeks to educate the public around the dangers of child begging and advises on what it can do to tackle the issue. The key message in this campaign is **‘Giving Money Is Not The Answer’** as this increases the chances of child begging on a regular basis and does not address the root cause of begging.

ADVOCACY



In addition to the ISPCC's individual lobbying and campaigning work, we have also joined forces with a number of other NGO's and statutory agencies to address child protection and welfare and children's rights issues. For example:

- [Action for Separated Children](#)
- [Stop it Now!](#)
- [Children's Rights Alliance](#)
- [Children's Act Advisory Board](#)
- [Missing Children Europe](#)
- [Child Helpline International](#)
- [Garda Vetting Implementation Group](#)
- [Euronet](#)
- [Aflatoun - Child Savings International](#)
- [5 Nations](#)

PLANS FOR 2008

The ISPCC strongly believes that in order to effect change, action needs to be taken on both a legislative and service provision footing. To see an Ireland where children are valued and protected, all stakeholders need to have a voice.

In 2008, the ISPCC will continue to address key issues that effect children via our campaign "How can we be sure they're safe?", a ten point plan for a better, safer childhood.

With regards to the Constitutional Amendment on Children, the Society will continue to work to ensure that the final wording put before the people will make a real difference to children in Ireland. The Society believes that it is vital that the need for a constitutional change stays at the top of the political agenda and that a Referendum be held as soon as possible.

Inter-agency, multi-disciplinary work is key to a robust child protection and welfare system that meets children's needs. With this in mind, the ISPCC will continue to work with other NGO's and state agencies to ensure that all who are fully committed to children's welfare and rights are working together to put these issues at the forefront of the political agenda and protect and safeguard all children.

CONSULTATION



CONSULTATION AND PARTICIPATION INITIATIVES

The ISPCC has been at the forefront of developing participation and consultation initiatives with children throughout Ireland, most notably Dáil na n'Óg, Comhairle na n'Óg and the inclusion of children in the Ombudsman for Children interviewing process. Internally the ISPCC has run a number of annual children's consultation seminar's, operates local Children's Advisory Committees (CAC), and our national Junior Advisory Board (JAB). In order to ensure that children's rights as citizens are acknowledged and that all children are given the opportunity to participate in society as equals, the ISPCC recognises that it must continually develop its children's consultation and participation processes to be truly child focused and inclusive of all children's views in Ireland. In light of this the ISPCC has restructured the CAC's and JAB as well as developing a new National Schools Consultation (NSC) programme.

The ISPCC has now four CACs, one in each of its four service regions. These CACs are comprised of children from the local communities in which the ISPCC operate a 4me! or CHILDFOCUS service. The young people on the committees meet on a monthly basis providing on-going feedback on children's issues within their region and on ISPCC service delivery. Two members from each regional CAC are elected to represent the region on the national Junior Advisory Board. The JAB meets twice yearly to report to the national Board of the ISPCC on young peoples views throughout Ireland and on where they, as young people, feel the ISPCC should direct its service provision, advocacy and campaigning.

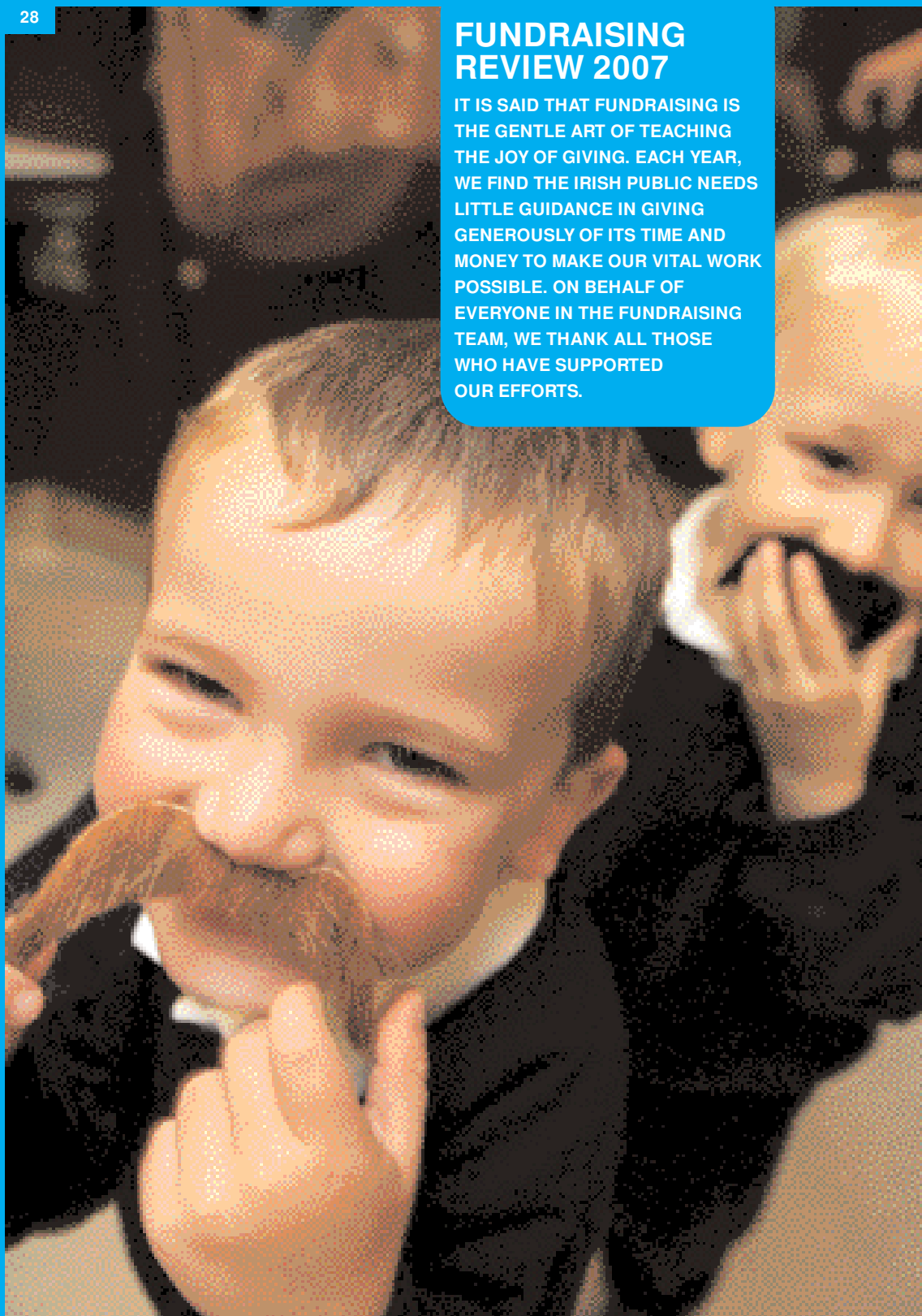
The National Schools Consultation programme is a new development to consult with young people through a network of schools. The young people will then participate in a biannual consultative and participative process that will directly lead to the design of ISPCC campaigns and services. Nationally young people within these chosen schools will be asked for their views on a number of issues relating to children. This information will be passed on to the ISPCC regional CACs who will then collate the information and report to the JAB. The Junior Advisory Board will then present its findings of the NSC Programme to the senior Board of the ISPCC resulting in the design and development of ISPCC services and campaigns.

A Young Person's Experience

"The time I've spent with Sophie over the past six months has not been what I expected. I knew that she could try to help me out but I didn't expect for her to understand me so much. Sophie works for the ISPCC and was assigned to help me when I asked for help. Over the course of six months she has helped me to understand more about the changes that have recently happened in my life. Even though I have always had lots of support at home, I felt it was really nice to have another face from outside home. During the time I spent with Sophie, she took myself and two others on an outing for a day of fun and getting to know each other. I really enjoyed this outing. I am also involved with our county's Children's Advisory Committee (CAC), thanks to Sophie. I personally found this support service a great help and a good learning experience. I would definitely recommend it to a friend in need."

FUNDRAISING REVIEW 2007

IT IS SAID THAT FUNDRAISING IS THE GENTLE ART OF TEACHING THE JOY OF GIVING. EACH YEAR, WE FIND THE IRISH PUBLIC NEEDS LITTLE GUIDANCE IN GIVING GENEROUSLY OF ITS TIME AND MONEY TO MAKE OUR VITAL WORK POSSIBLE. ON BEHALF OF EVERYONE IN THE FUNDRAISING TEAM, WE THANK ALL THOSE WHO HAVE SUPPORTED OUR EFFORTS.



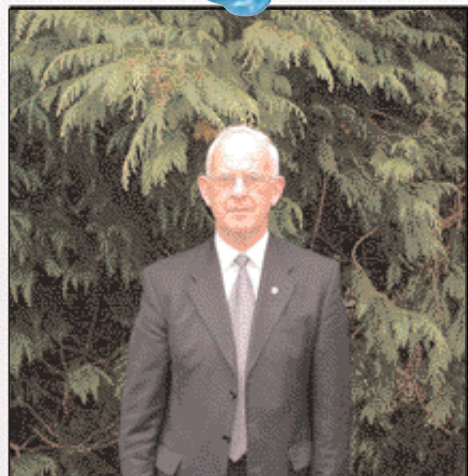
THOUGHTS FROM FUNDRAISING VOLUNTEERS



Marian Morrissey
Fundraising Volunteer

My name is Marian Morrissey. I noticed an article on a cereal box about 6 years ago looking for people to fundraise for Childline by having a breakfast morning. This sounded like a brilliant idea, so I spoke to a few friends about it and we set up a committee. There are 5 of us on the committee: myself, Joan White, John McClean (chef), Aine Roche and Jennifer Kehoe. We start to organise in September, getting sponsorship, food, etc. On the morning, we have the full Irish breakfast. This food is all sponsored by local businesses. It is a brilliant event. It is our 6th year this year taking part and we have raised over €33,000. We hold the breakfast morning in our local community hall and have approximately 30 people helping on the morning. We have also had leg waxing, sponsored swimming, a raffle, cookery demonstration, calendar to raise extra cash and bag packing. *We get great support from our local community who all look forward to it. Childline is a very worthy cause and people are only too happy to donate/help, etc...*

The committee loves doing the breakfast morning and we get a great buzz from it. I would definitely recommend for everyone to take part and I hope we will be going strong for another number of years to come.



Mattie Dowd
Fundraising Volunteer

My Name is Mattie Dowd and I have been a fundraising volunteer in Balla, Castlebar, Co. Mayo for ten years. I am a bass drummer with Balla Pipe Band for the past 38 years. I have also been a Foroige leader with Balla Foroige club for the past ten years. *Balla Foroige Club are delighted to do the church gate collection for the ISPCD because it is a great organisation...*

FUNDRAISING REVIEW 2007

New Beginnings

2007 was a year of significant challenges and change for Fundraising. There were numerous staff transitions, most notably the Director of Fundraising. After many years of service, Michéal Sheridan left the ISPCC in August, and was replaced by Molly Morrison in October. Turnover within the team did impact on activity, thus the bottom line. As a result, total voluntary income for 2007 was €5,047,458, a decrease of 9% from 2006. The deficit was largely attributed to a noticeable decline in some traditionally key areas coupled with lower than expected performance of new initiatives.

However, by the final quarter of the year, the Fundraising team was filled and fully functional with a group of creative and enthusiastic professionals. Activities at year-end were among our best performing ever. In parallel to our busiest season, a thorough review of all activities was undertaken as a team, followed by the development of a new five-year strategy with the goal of doubling our income by 2012. The strategy is comprised of six key aims starting with rejuvenating our community fundraising and doubling our support from companies and individual donors.

HIGHLIGHTS OF THE YEAR:

- The Ritz-Carlton Inaugural Ball was organised by ISPCC Board member Caroline Downey and her outstanding committee. Featuring the legendary Tom Jones, the event was one of the social highlights of the year and a huge success - raising a staggering €950,000 which was divided equally between CHILDLINE and the RAPE CRISIS CENTRE.
- The 10th annual Cheerios Childline Concert once again featured a host of pop music stars including Westlife, Shayne Ward and the Sugababes and raised a record €303,000.
- The ISPCC Dove Ball. The 21st Anniversary Ball was held in September at The Four Seasons Hotel. The Ball was a fantastic success and raised over €200,000 for the Society.
- The Brown Thomas/ISPCC Annual Luncheon was held this year at the newly refurbished Shelbourne Hotel. MC for the day was Pamela Flood. The event raised over €50,000 for the Society.
- Cheerios also sponsored the annual Childline Breakfast Together campaign, which raised a further €70,000. Special thanks to TV3's Martin King for promoting the campaign.



- Men throughout the country continued to rise to our 'hair-raising' challenge with the Barman's Legwax and Tache for Cache campaigns raising a combined €150,000.
- Renowned designer Lainey Keogh generously marked her 50th birthday by creating and showcasing fifty unique signature pieces at a star studded party hosted by Brown Thomas. €50,000 of the proceeds went to the ISPCC.
- Abrakebabra's fourth annual fundraising day for Childline raised an astonishing €100,000.
- The ISPCC Wicklow Committee once again outdid themselves, raising over €20,000 from a host of activities, including their annual spring and winter lunches.
- Launched by RTÉ's Miriam O'Callaghan, 2007 marked one of our most successful Christmas seasons to-date, with a record 200 schools taking part in the Holly Days campaign nationwide and an unprecedented €100,000 raised from our mail appeal.

Special Thanks to the following Corporate Partners & Major Donors*:

Abrakebabra

AIB Better Ireland Programme

Anglo Irish Bank

The Brown Thomas Group

Calor

Cheerios

Debenhams

Easons

Eircom

Matheson, Ormsby, Prentice

MCD

Microsoft

Persil

The Ritz-Carlton

TV3

***A complete listing of our corporate supporters is available on www.ispcc.ie**





FINANCIAL REVIEW 2007

THE ISPCC UNDERSTANDS THE NEED FOR PRUDENT FINANCIAL MANAGEMENT TO PROTECT THE INVESTMENTS THAT SO MANY HAVE MADE IN THE WORK OF THE SOCIETY. ONCE AGAIN IN 2007 OUR FINANCIAL CONTROL FUNCTION WAS MAINTAINED THROUGH FGS AND OUR AUDITORS WERE PRICE WATERHOUSE COOPERS.



In 2007, the support of individual and corporate donors, ISPCCC committees, fundraising and service volunteers and the effort and determination of staff helped ensure adequate funding for the provision of services throughout 2007. While our overall income decreased by 9% in 2007, the ISPCCC grew its service activities throughout the year. The Society will continue to build fundraising targets to ensure that we retain and develop our current range of activities while continuing to ensure our independence. The ISPCCC maintains reserves to ensure that the unexpected does not damage our services that are so vital to vulnerable Children.

The Head office moved from Molesworth Street to Baggot Street in the first half of the year and the sale of the Molesworth Street premises was successfully completed. The sale of this premises together with continued prudent financial management means that the Society is in a position to invest further in the Childline Service with a view to significantly impacting on the volume of calls received. The impact of this investment will be seen during the coming years.

The new Memorandum and Articles of Association of the Society were proposed and adopted at our 2007 Annual General Meeting.

The following summary accounts have been extracted from the statutory financial statements of The Irish Society for the Prevention of Cruelty to Children for the year ended 31 December 2007.

The detailed Auditor's Report and accounts are available from our Head Office at 29 Lower Baggot Street.



Statement of Financial Activities

Year Ended 31 December 2007

	2007	2006
	Total	Total
	€	€
Income		
Income from statutory bodies	667,643	657,359
Raised voluntary income	5,047,458	5,535,462
Legacies	84,393	501,904
Investment income	166,535	119,549
Other income	1,070,641	957,287
	7,036,670	7,771,561
Expenditure		
Services to children	4,472,071	4,384,763
Fundraising and services promotion	1,665,839	1,667,913
Administration	249,202	219,185
Total expenditure	6,387,112	6,271,861
Surplus	649,558	1,499,700
Unrealised (loss)/gain on investments	(79,170)	25,708
Sale of property	3,982,150	—
Total (losses)/gains	4,552,538	1,525,408
Balance of funds at 1 January	8,187,346	6,661,938
Balance of funds at 31 December	12,739,884	8,187,346

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

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

The results above derive wholly from continuing operations.

Balance Sheet

31 December 2007

	2007		2006	
	€	€	€	€
Fixed assets				
Tangible fixed assets		6,229,573		6,242,726
Investments		263,521		342,691
		6,493,094		6,585,417
Current assets				
Debtors	15,784		205,799	
Bank and cash	6,729,321		1,878,975	
	6,745,105		2,084,774	
Creditors	(408,744)		(393,274)	
Net current assets		6,336,361		1,691,500
Net assets		12,829,455		8,276,917
Funded by				
Restricted funds		(574,559)		(412,542)
Unrestricted funds		13,314,443		8,599,888
Revaluation reserve		89,571		89,571
		12,829,455		8,276,917

LEAVING A LEGACY OF HOPE

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.

Within these pages, you've seen the impact of our community-based services which touch the lives of thousands of children throughout Ireland each year. Over 90% of our income is derived from public donations, and we rely heavily on legacies, which enable us to plan long-term funding for our range of services.

There are three types of charitable legacies: Pecuniary is a gift of a specific amount of money; Residuary is a share of the rest of your assets that you have not already committed; while Specific is a gift of a specific asset.

If you already have a will and wish to include a gift to ISPCC, contact your solicitor about adding a simple Codicil (addition). If you have not yet prepared a will, it is actually quite easy and inexpensive to do so. Simply contact your solicitor or ask friends and family to refer you to one, who will advise you throughout the process.

We are extremely grateful for any amount we receive and can guarantee that your gift will make a real and lasting difference for years to come. For more information about legacies or any form of financial support, please contact our Fundraising team:

Address: 29 Lower Baggot Street, Dublin 2

Phone: 01 676 7960

Email: ispcc@ispcc.ie

Web: www.ispcc.ie

HONORARY PATRON AND BOARD MEMBERS

HONORARY PATRON

Ms Mary McAleese,
Uachtarán na h-Éireann

BOARD MEMBERS

- Pat Byrne - Chairman
- Dan Flinter - Hon. Secretary/Vice Chair
- Mary Bennett - Hon. Treasurer
- Ashley Balbirnie - CEO
- Bruce St. John Blake
- Anne Condon
- Caroline Downey
- Judge John Garavan
- Sharman George
- Clodagh Hopkins
- Therese Melia
- Rose O'Driscoll

ISPCC OFFICES

ISPCC HEAD OFFICE

29 Lwr Baggot Street
Dublin 2
Tel: 01 6767960
Fax 01 6789012
Email: ispcc@ispcc.ie

SOUTH REGIONAL OFFICE

1st Floor
Penrose Wharf
4/5 Alfred Street
Cork
Tel: 021 4509588
Fax: 021 4509589
Email: Cork@ispcc.ie

WEST REGIONAL OFFICE

Unit 21
Town Park Retail Centre
Tuam Road
Galway
Tel: 091 752387
Fax: 091 566528
Email: Galway@ispcc.ie

SOUTH-EAST REGIONAL OFFICE

40 Abbey Street
Wexford
Tel : 053 9123864
Fax: 053 9121682
Email: Wexford@ispcc.ie

WICKLOW OFFICE

Enterprise Centre
The Murrrough
Wicklow
Tel: 0404 66933
Fax: 0404 66464
Email: Wicklow@ispcc.ie

WATERFORD OFFICE

Unit 4F
Cleaboy Business Park
Old Kilmeaden Road
Waterford
Tel: 051 304476
Fax : 051 858855
Email: Waterford@ispcc.ie

EAST TEAM, LEANBH & CHILDLINE

30 Lwr Baggot Street
Dublin 2
Tel: 01 6767960
Fax: 01 6786250
Email: ispcc@ispcc.ie

MID-WEST REGIONAL OFFICE

115 O'Connel Street
Limerick
Tel: 061 400077
Fax: 061 316789
Email: Limerick@ispcc.ie

NORTH-EAST REGIONAL OFFICE

Unit 15/4
Workspace Centre
Mayoralty Street
Drogheda
Co. Louth
Tel: 041 9833406
Fax: 041 9841449
Email: Drogheda@ispcc.ie

MAYO REGIONAL OFFICE

Unit 14C
N5 Business Park
Mooneen
Castlebar
Co. Mayo
Tel: 09490 25254
Fax: 09490 27271
Email: Mayo@ispcc.ie

MONAGHAN OFFICE

YWCA Building
North Road
Monaghan
Tel: 047 84420
Fax: 047 84819
Email: Monaghan@ispcc.ie



THANK YOU!

to all our volunteers, donors, and sponsors.
Because of you, we can promise to keep on caring
for children in Ireland.

A close-up, high-contrast photograph of a young child's face, focusing on the eyes and forehead. The child has dark hair and light-colored eyes. The image is used as a background for the ISPCC logo and contact information.

ISPCC

ALWAYS HERE FOR CHILDREN

(Company Limited by Guarantee)

Cumann Na h-Eireann um Chosaint Leanbhaí

Company Registration No. 15958

Registered Office: 29 Lower Baggot Street, Dublin 2

Charitable Registration No. CHY 5102

Bankers: Bank of Ireland, 2 College Green, Dublin 2

Allied Irish Bank, 62 St. Brigids Road, Artane, Dublin 5

Auditors: PricewaterhouseCoopers

One Spencer Dock, North Wall Quay, Dublin 1

Solicitors: Arthur Cox & Co., Earlsfort Centre, Earlsfort Terrace, Dublin 2

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

