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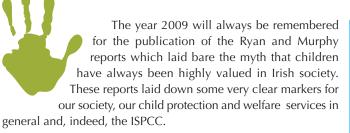
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The need for a Children's Rights Referendum has never been clearer. Whilst some dismissed the abuse of children as a thing of the past, there was more than one very modern example in the courts of how the Constitution of today is not providing the fundamental legal backdrop to keep our children safe. Our Society has warmly welcomed the agreed recommendations of the Joint Committee and will push for a referendum date to be set as soon as possible.

The level of services provided by the State to care for children at risk clearly remains inadequate. The question of 24 hour services was one which your Society campaigned hard for in 2009 with only limited success. Children continue to go missing and even die whilst in the care of the State and adequate resources must be found to address this issue.

The ISPCC has never done more to meet the needs of children in Ireland than in 2009. As you will see in the coming pages of this report we are operating at record levels across all areas of service provision despite a massive economic downturn and minimal Government support. Your Board took the decision to fund the service levels needed to meet record demands but clearly will need additional voluntary or statutory funding to sustain this into the future.

As always, I extend my sincere thanks to the Board of the Society, for their help and support through a very difficult year. I would like to especially mention Judge John Garavan who retired during the year. John was a particularly wise counsel who will be greatly missed for his experience, humour and commitment.



Pat Byrne Chairman 2009



Pat Byone.























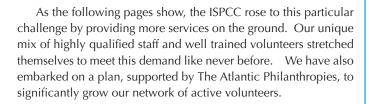






2009 brought with it two very conflicting concerns for the ISPCC – a massive rise in demand for all our key services, together with a significant fall in our ability to raise money to fund them.

At any time the publication of the Ryan and Murphy reports, and all the subsequent attention on children's issues, would have led to a demand for the type of services that our Society provides. However, it was the combination of the utter horror of this historical abuse with the dramatic economic downturn of today which brought so many children to our door. Whether through telephone calls, texts, emails, or face-to-face contacts, we saw the vulnerability of children in Ireland today.



It was a hugely difficult year in terms of fundraising. Your Society remains largely dependant on voluntary fundraising and obviously both individual and corporate contributions were well down on previous levels. It was only through a combination of a redoubling of efforts on the ground and extraordinary support from your Board that allowed us to go anywhere near matching the demand for our services.

We continue to advocate strongly for a constitutional referendum in relation to children's rights, and believe that this remains a fundamental plank of any efforts to better protect our children. We will be making every effort to see that referendum finally happen in 2010.



Ashley Balbirnie CEO 2009







Childline is Ireland's only multi-media listening service for young people up to 18 years of age. The service is available 24 hours a day, 7 days a week, 365 days a year. Childline seeks to empower and support young people using the medium of telecommunications and information technology.

Young people contact the service for a wide range of reasons such as bullying, sexuality, everyday chat and lots of other issues. They are responded to by volunteers and staff who are trained to listen and understand young people.

Childline can be contacted by telephone, text and through the web - all services are free and confidential.

Phone service

The freephone service can be accessed by calling 1800 66 66 66. This service allows a young person to make contact with Childline without meeting face-to-face. This helps the caller to feel safe and remain anonymous.

Text service

'Teentxt' is a live 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 service.

'Automated Text' provides a young person with support on a variety of issues including pregnancy, suicide, facts of life etc. This service can be accessed by texting 'List' to 50101.



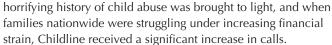
Web based support

Childline provides support via a one-to-one live chat service on Childline's award winning website www.childline.ie. It also has a support page which contains fact sheets providing information about the service, young people's rights, and various support topics. It also

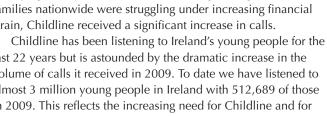
has a public message board and a private message board where young people can post messages which will be responded to within 3 days.

Summary of 2009

Childline was contacted **907,846 times** in 2009, and over 150,000 extra calls came into the Childline phone service alone. It is clear that in a year when the nations



last 22 years but is astounded by the dramatic increase in the volume of calls it received in 2009. To date we have listened to almost 3 million young people in Ireland with 512,689 of those in 2009. This reflects the increasing need for Childline and for young people to be listened to in Ireland.



2009 Statistics

Year on year the service has shown significant growth, which wouldn't be possible without the commitment and dedication of our volunteers. They are without a doubt the most significant reason we have been able to answer and respond to all the young people that have contacted us.

CHILDLINE STATISTICS	COMMUNICATIONS				
Telephone calls received	815,708				
Texts conversations	13,666				
Emails	2,688				
Live chat conversations	4,211				
Hits to website	62,798				
Automated texts	8,775				
Total contacts	907,846				

To read case studies for Childline and Childline Online log onto: www.ispcc.ie/CaseStudies/Childline





Teenfocus provides a comprehensive support service, including out of hours access, for young people aged 13-18 years who are experiencing emotional or behavioural difficulties.

The service provides young people with the necessary supports to promote psychological resilience and maintain their psychological well being, regardless of social or emotional background.

Summary of 2009

In 2009 the demand for the Teenfocus service continued to increase receiving **502 referrals**. Teenfocus staff worked with a total of 403 individual clients, a staggering increase of 63% from the previous year. 102 clients received therapeutic support over the web and 61 individuals received support over the phone.

A successful component of Teenfocus has been the mentoring service, which is provided by a dedicated group of trained volunteers. The mentoring programme provides young people with both a positive role model and a unique opportunity to engage in a new activity of their choice.

We also offered a parent mentoring support service for parents. In 2009, **92 clients** participated in the Teenfocus mentoring service, a massive increase of 84% from 2008. As part

of the mentoring service mentors and mentees take part in activities which, this year, included drama, hurling, soccer, and kick-boxing. This mentoring service could not exist without the hard work and enthusiasm of our volunteers.



The strength of the Teenfocus service can best be described by one of the service users below;

"The ISPCC helped change my life forever. I used to never talk to people and share my problems. I was constantly hiding my emotions, never going to school, and always sick. The ISPCC helped me change my

ways and helped me find a happier life; they supported me and

my decisions. When no-one else understood, they helped me find the light at the end of what was a very dark, bleak and lonely tunnel. For 12 years, I used to be scared to walk alone and used to always be watching my back. The ISPCC have helped me find an environment that is safe and welcoming. I still have problems from time to time but with the help and support from my personal ISPCC worker, I will keep shining and seeing all the great things in my life. This is a great organisation and I'm thankful it was here for me when I decided to change my ways. Thank you."

· ·					
TEENFOCUS STATISTICS	NO. OF CLIENTS				
Referrals to service	502				
Clients involved in individual work	403				
Web based services	102				
Telephone support	61				
Face to face work	394				
Tracking work	325				
Top-up support	60				
Brief intervention work	21				
Child mentees	69				
Parent mentees	23				
Number of volunteers	47				

To read a case study on the Teenfocus service log onto: www.ispcc.ie/CaseStudies/Teenfocus





Childfocus provides a comprehensive one to one support service, including out of hours access, for children aged 12 years and under who are experiencing emotional or behavioural difficulties. Childfocus also supports parents through a parent mentoring programme.

Summary of 2009

2009 was a challenging year economically which impacted on parents and families. It is little surprise then that the Childfocus service noticed a surge in referrals all around the country.

We received **466 referrals** which indicates that Childfocus is a much needed and valued service. Due to the commitment, dedication and flexibility of our staff and volunteers we were delighted to be able to meet this demand head on, and provide a quality service to all our clients.

We had some very significant developments in Childfocus in 2009 including child mentoring services to clients under 12. A total of **39 clients** received this mentoring support in 2009 through the support of our volunteers.

Despite the challenging economic times faced by the society, we were delighted to be in a position to establish a new

Childfocus service to clients in Cavan which means we can now meet the growing need for services for children in this county. The service has now established strong links with local groups in the area.

"Since I started meeting with my Childfocus worker, I can think clearer and don't get too worried." - Child. We are committed to ensuring that we provide the best service possible to all clients, and implement a range of evaluation tools developed in consultation with the Child and Family Research Centre in NUI Galway in 2009. These tools enable staff to measure the effectiveness of the service provided.



We also introduced a new

'Viewpoint' online evaluation tool and are the first organisation in Ireland to offer this online interactive questionnaire to clients.

We continued to attract large numbers of volunteers who wanted to work with children and parents through the child and parent mentoring programme. The staff team worked consistently

in order to ensure continued provision of high quality training, supervision and support to volunteers throughout the year.

"I feel happier now and am able to control my anger."
- Child.

"The Childfocus worker has really helped me to build my relationship with my child." -Parent.

CHILDFOCUS STATISTICS	NO. OF CLIENTS			
Referrals to service	466			
Clients in individual work	373			
Web based services	57			
Telephone support	38			
Face to face work	376			
Tracking, top-up and brief intervention	286			
Parent mentees	45			
Child mentees	39			
Outreaches/networking	231			

To read a case study for our Childfocus service log onto: www.ispcc.ie/CaseStudies/Childfocus





Leanbh is a service that works with vulnerable children, young people and parents from minority ethnic groups. Leanbh is available 24 hours a day on an on call basis. Leanbh provides support to children who are begging or at risk of begging in the Dublin area and to children in the asylum process.

Summary of 2009

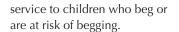
During 2009, there was an increase in the number of sightings of children begging, and in the number of referrals received from other professionals. Leanbh provided support to children and parents around the following areas; the dangers of begging, children's needs, identity, cultural differences, selfesteem, life skills, language development, bullying and social isolation.

In 2009, Leanbh has continued to offer support to Roma people involved with the Probation and welfare services. Leanbh provides support work to both children and parents, with the aim of preventing these young people from getting involved in serious crime.

Through working together with the Probation Service and the National Education Welfare Board, Leanbh successfully supported five Roma children to get access to education in

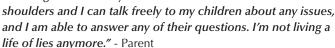
Ireland.

The financial support received from the Department of Justice, Equality and Law Reform through the Irish Youth Justice Service, coupled with the commitment and enthusiasm of both staff and volunteers has enabled the Leanbh service to continue providing a professional



The effectiveness of our intervention is best presented in our clients words:

"Without your support I wouldn't have had the courage to talk to my children about the separation from their father. Now, I feel like a big load is off my



ely to my children about any issues.

"Leanbh helped me understand what risks I am taking when I am out begging. They also helped me with my English and my computer

with my English and
skills. With their
support, I was
enrolled in school
here in Dublin. I am
more confident,
more open to
interact with other
people and I am
able to express my
feelings and my
wishes." - Child

ny computer LEANBH STATISTICS	NO. OF CLIENTS		
Referrals to service	39		
Clients involved in individual work	53		
Parents that have received support	48		
Clients involved in group activities	126		
Number of sightings of children begging	966		
Approximate number of hours spent on street work	1,120		
Number of volunteers	24		

To read a case study on the Leanbh service log onto: www.ispcc.ie/CaseStudies/Leanbh



2009 was an exciting year for the ISPCC in moving forward with its National Children's Consultation (NCC) programme.

Consultation

In 2008 we consulted with 4,894 children and young people on the area of Mental Health. We are delighted to announce that in late 2009 and early 2010 we consulted with over 10,000 children across Ireland on young people's attitudes towards alcohol use, both their own and their parents. Never before in Ireland has research been conducted with so many children and young people. The data received will be greatly important to the ISPCC in terms of campaigning and service delivery.

The 2009 NCC gave a voice to a large cross-section of young people aged 12 to 18 years, both urban and rurally based. The report findings are currently being compiled and it is expected that the results will be published by the end of 2010.

In 2009 the ISPCC's Children's Advisory Committees (CACs) continued to engage with and inform staff on the issues which affect them. CACs across Ireland also undertook a range of tasks including fundraising, completing research on bullying in schools, and giving advice and guidance on the National Children's Consultation questionnaires.

2009 was an important year in the development of the ISPCC's 'Viewpoint' questionnaire. Working with the UK based Viewpoint Organisation we devised a computer aided evaluation tool which

users across all of our four services can access themselves. This makes the experience of giving feedback more enjoyable for the client but also facilitates the ISPCC in gaining valuable insights into our service users views.

For more information log on to www.ispcc.ie/consultation

The ISPCC have been advocating for and on behalf of children since its inception and 2009 was no different.

The **Referendum** was a key area of advocacy and campaigning for the ISPCC in 2009. In February 2010 there was an all party consensus from the Joint Committee on the Constitutional Amendment and the ISPCC is now calling on the Government to hold firm on its commitments and announce a date for a Referendum.

The ISPCC launched **"24 hour child"** in March 2009. While there have been developments in this area, there is still no nationwide out of hour's service so the Government is failing to address the urgency and importance of this matter. The ISPCC will continue to push this issue forward in 2010.

• In 2009 it was announced that **vetting** will be placed on a statutory footing and there will also be legislation introduced to allow for the sharing of soft information. The ISPCC is again urging the Government to ensure that this legislation is swiftly passed.

The ISPCC believe the **missing children's hotline** is a vital service to protect and support missing children and their families; whether the child has been abducted, lost, taken by a parent or run away. This number is now operational in 11 European countries but Ireland is sadly not one of them so the ISPCC will continue to push this forward in 2010.

The ISPCC have a firm commitment and belief in an

interagency approach. In 2009 we worked with a number of other NGO's and statutory agencies, to address child protection welfare, and children's rights issues in order to enhance the policies, legislation and service provision in relation to children and young people.

Log on to www.ispcc.ie/advocacy for further information on all of the above.

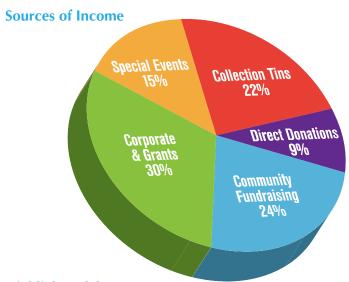


Advocacy



Fundraising

2009 was obviously an extremely challenging year for fundraising due to the volatile economy. However, thanks to significant cost reduction measures, including over double the level of in-kind support, the voluntary income remained stable. 2009 was also marked by a number of clear successes and opportunities on which to build on in the coming years.



Highlights of the Year

Our continued thanks once again to our most generous corporate partner eircom for their ongoing support of Childline. Their sponsorship is vital in ensuring we can be here for every child in Ireland who needs our support.

The ISPCC was fortunate to have vital support in launching a series of successful advertising campaigns in 2009. Beginning in February, the ISPCC aired it's first ever television ad and online advertising to rave reviews with support from McCann Erickson, Speers Films, The Piranha Bar and Slate. Later in the year, the Ogilvy Group lent their creativity and support to an unprecedented ISPCC Christmas appeal, including PR, direct mail and award winning print press and radio ads secured free of charge.

2009 was another successful year for our long-standing partnership with Eco Environmental. Over €96,000 was raised through a series of initiatives including the addition of the "Rag & Phone Man" scheme, encouraging mutually beneficial textile and mobile phone recycling drives at schools across the country.



The 2009 Cheerios Childline

Breakfast Together campaign was an unprecedented success, with nearly 600 Breakfasts around the country raising over €200,000 – up nearly 50% on the previous year. What's more,

the campaign went mobile with a multicity road-show supported by Today FM launched with a star-studded Breakfast in Fire Restaurant, Dublin and culminating with a weekend in Dundrum Town Centre with give-aways and family entertainment.

FM104 DJs Adrian Kennedy and Jeremy Dixon showed just how far they would go to support the ISPCC by volunteering to live in the windows of

Clerys, Dublin for a full 104 hours. Crowds of on-lookers watched as they went head-to-head in a series of escalating challenges, raising nearly €40,000 in the process.

With a record sell-out crowd at The O2 and a host of top talent, the 2009 Cheerios Childline Concert raised over €400,000. Hosted by Liam McKenna, the mega-star line-up included Westlife, Alexandra Burke, JLS, Taio Cruz, The Saturdays and Cascada.







The ISPCC was pleased to benefit once again from a series of events in partnership with Brown Thomas. The annual ISPCC/Brown Thomas Fashion Show hosted by Sonya Lennon at the Four Seasons in Dublin raised nearly €50,000 and the return of Brown Thomas Christmas grottos and gift wrapping raised €20,000 for the ISPCC nationwide.

2009 marked the second year of the

Centra/Chidline partnership. To date, over €633,000 has been raised from a range of activities in 463 locations throughout the country including in-store promotions, community fundraising

events and collection tins, as well as the flagship summer BBQ appeal.

Our great thanks once again to Matheson Ormsby Prentice for their generous donation of €100,000 toward our Teenfocus programme in Dublin.

Special thanks to the Vodafone Ireland Foundation for their sponsorship of the Childline online service.

View our 2009 Corporate Supporters on www.ispcc.ie/corporates

Although the terrible flooding in the west and south forced the cancellation of many activities, our 2009 Holly Days campaign exceeded our expectations. Volunteers raised €50,000 in shopping centres and public sales throughout the country. Our great school supporters did not disappoint either with 88 schools taking part.

Once again, hundreds of brave souls challenged themselves in marathons and athletic competitions throughout the country. 129 women raised over €32,000 in the 2009 Women's Mini-marathon. Special thanks to Eoin, John, Ailish, Sine, Pedro & Helen from Beaumont Hospital who organised a Charity cycle from Mizen to Malin Head on 15th August 2009 which raised a total of €4,837.

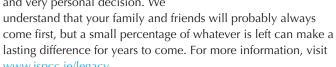


Making a Regular Donation

Regular donations ensure the ISPCC has a steady stream of income to not only maintain, but expand, its vital programmes. What's more, the ISPCC can claim up to 70% back from Revenue for donations of over €250 each year – at no additional cost to the donor. To find out how to set up a Direct Debit or Standing Order today, please ring 1850 50 40 50 or log on to www.ispcc.ie/regulargift

Leaving a Legacy of Hope

Of course your loved ones come first, but just a small gift in your will could help change a child's life for good.
Legacy income is a vital source of funding to the ISPCC. Deciding to leave a gift to the ISPCC in your will is a big and very personal decision. We



www.ispcc.ie/legacy

For more information, log on to: www.ispcc.ie/fundraising





Statement of Financial Activities

Year Ended 31 December 2009

Balance Sheet

Year Ended 31 December 2009

	2009	2008		20	2009		2008	
	€	€		€	€	€	€	
Income								
Income from statutory bodies	603,242	675,191	Fixed assets					
Raised voluntary income	4,563,018	4,585,633	Tangible fixed asse	ts	6,245,033		6,412,711	
Legacies	157,232	152,297	Investments		3,337,386		3,866,948	
Investment income	60,099	276,958			9,582,419		10,279,659	
Other income	636,624	964,166	Current assets					
	6,020,215	6,654,245	Debtors	153,401		182,751		
Expenditure			Bank and cash	647,518		1,604,221		
Services to children	5,261,380	5,354,901		800,919		1,786,972		
Fundraising and services promotion	2,072,041	2,136,693						
Administration	275,855	254,104	Creditors	(307,359)		(474,938)		
Total expendíture	7,609,276	7,745,698						
			Net current ass	ets	493,560		1,312,034	
Deficit	(1,589,061)	(1,091,453)						
			Net assets		10,075,979		11,591,693	
Unrealised gain/(loss) on investments	73,347	(146,309)						
			Funded by					
Total deficit	(1,515,714)	(1,237,762)	Restricted funds		(815,543)		(674,093)	
			Unrestricted funds		10,801,951		12,176,215	
Balance of funds at 1 January	11,502,122	12,739,884	Revaluation reserv	e	89,571		89,571	
Balance of funds at 31 December	9,986,408	11,502,122			10,075,979		11,591,693	

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.



HONORARY PATRON & BOARD MEMBERS

HONORARY PATRON

Ms. Mary McAleese - Uachtarán na hÉireann

BOARD MEMBERS

Pat Byrne - Chairman
Dan Flinter - Hon. Secretary/Vice Chair
Mary Bennett - Hon. Treasurer
Bruce St. John Blake
Anne Condon
Caroline Downey
Judge John Garavan (Retired May 2009)
Sharman George
Clodagh Hopkins
Therese Melia
Rose O'Driscoll

CHIEF EXECUTIVE

Ashley Balbirnie





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Workspace Centre
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Co. Louth

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