ISPCC ALWAYS HERE FOR CHILDREN

ANNUAL REPORT _____ 2010 ____



3	Letter from Chairman		Consultation
5	Letter from CEO 15		Advocacy
6-7	Childline 16-19	9	Fundraising
8-9	Childfocus 20-2	1	Financial Statement
10-11	Teenfocus 22		Value of Volunteer input
12-13	Leanbh 23		ISPCC Offices

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
Sharman George

Clodagh Hopkins Stephen O'Byrnes Conor Daly Turlough Galvin

CHIEF EXECUTIVE Ashley Balbirnie

There were many hugely negative aspects to 2010. The economic woes of the country created significant pressures for the ISPCC and the children that we serve. The demand for all of our services was, not

surprisingly, at an all time high whilst at the same time, our ability to fundraise from either the private or corporate sectors was severely impacted. I would like however to use this report to focus on some very positive developments for the ISPCC in 2010:



Pat Byrne Chairman 2010

- The staff of our Society was never pushed harder than in 2010 and has never responded more positively. Like many other organisations, we were forced to meet the economic crisis by significantly reducing our staff numbers and implementing a range of cutbacks. Our staff dealt with this and still provided a record level of services to children.
- The Board itself also began a process of renewal in 2010 which saw the resignations of Therese Melia and Rose O'Driscoll after many years of devoted service to the Society and the appointment of new members Stephen O'Byrnes, Conor Daly and Turlough Galvin whose contribution, I am sure, will be hugely significant in the years to come.

On a personal note, this will be my final report as Chairman as I have reached the end of my second three-year term and will be offering my resignation at the Society's AGM. During this time, we have significantly grown the services available to children through the ISPCC and I would like to thank the Board, staff and volunteers of the Society for their much appreciated support and encouragement.

Pat Byone.

























It may be that 2010 will be remembered as the year that Ireland discovered the price of everything but there is a very strong case to make that, certainly in terms of children's services, we still know the value of nothing.



If our politicians truly understood the value of a Children's Rights Referendum we would already have had one by now. The procrastination and indecision on this issue was truly one of the black spots of 2010. The opportunity and momentum created by the agreed recommendation of a Joint Oireachtas Committee was shamefully wasted and a moment for real change passed. We obviously hope that a new Government with a clear mandate and a publicly stated commitment to hold the Referendum within their first year in office will quickly move to rectify this situation.

Ashley Balbirnie

If our Society understood the value of preventative services for children then services such as Childline would be attracting significant statutory support rather than the zero that it actually does. Until such a time as we help and support children in their formative years, we will continue to spend many multiples of the costs of these services in new prisons and other corrective measures.

If sufficient funds were allocated to these preventative services, then the value of our staff and volunteers would not be as great as it obviously is. Despite the most difficult of economic conditions, we have still attracted people of the very highest quality to support the work of our Society. The number of our committed, well-trained, and informed volunteers working on behalf of children is at an all-time high. This is real value.

I hope as you read through this report and see the full extent of the services we provide, that you appreciate just how valuable the determined input of our staff and volunteers is in continuing to make the voices of our children heard.

Mat 2



The service

Childline is Ireland's only multi-media listening service for children up to 18 years of age, operating 24 hours a day, 365 days a year. It is a service that children in Ireland clearly trust, as is reflected in the number of children contacting Childline each year.

Childline seeks to empower and support children using the medium of telecommunications and information technology. Young people in Ireland

contact Childline regarding a broad range of issues including mental health, bullying, loneliness, sexuality and everyday life to name just a few. Children can access the Childline service by telephone, text and through the web.



Telephone

Childline is a freephone service available 24 hours a day, 365 days a year. Children can contact Childline on 1800 66 66 66.

Text

Teentxt is a live interactive 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 is a free service which provides a young person with support on a variety of issues such as pregnancy, bullying and feeling suicidal. This can be accessed by texting the word '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 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 private message board where children can post messages which will be responded to within 3 to 4 days.

Summary of 2010

Childline received 865,261 contacts from children last year to its range of services. This reflects the increasing need for the Childline service and for children 'to be listened to' in Ireland. Childline

CHILDLINE STATISTICS	COMMUNICATIONS	
Telephone calls received	837,551	
Telephone calls answered	540,924	
Texts conversations	18,375	
Emails	2,444	
Live chat conversations	6,891	
Hits to website	72,513	
Automated texts	8,770	

answered over 65% of calls received in 2010, a figure we want to see increased in 2011.

In 2010, Childline saw a dramatic increase in children talking about mental health issues with 15% of online contacts and 8% of phone contacts relating to this area.

Another cause for concern is the significant number of contacts in 2010 regarding abuse and violence, with 9% of online contacts and 13% of phone contacts relating to this issue.

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



Alan Oates (Childline Online)

"I have been a Childline volunteer since May 2009. Everything about Childline, whether it has been the children I have listened to, the friends I have made in the office, or all that the service has taught me, has in some way changed my life. And I hope that by being here, I too have helped the lives of others."



The Childfocus mentoring service provides support to young people who are socially isolated and parents receive support through the Parent Mentor service.

Summary of 2010:

There remains a huge demand for Childfocus services, with a total

CHILDFOCUS STATISTICS	NO. OF CLIENTS
Referrals to service	413
Clients in individual work	253
Clients from 2009 who received support in 2010	48
Web based services	26
Telephone support	22
Face to face work	250
Tracking, top-up and brief intervention	352
Parent mentees	34
Child mentees	49
Outreaches/case review & case conference	167
Number of volunteers	56
Total number of clients	736

of 413 referrals received. Despite an unavoidable reduction in staff in some areas, the Childfocus service provided support to over 700 children and families.

The Child Mentoring service continued to develop with a total of 49 children engaged in the service in 2010; an increase of 25% on the previous year.

The Parent Mentor service continued to experience demand and 34 parents availed of this support in 2010, firmly establishing mentoring services at the core of what we do.

Childfocus is aware that behavioural changes can be difficult to sustain and emotional difficulties overcome can re-emerge at a later stage. Through the 'Tracking Service' Childfocus supported a total of



352 children in 2010, an increase of 23% on the previous year. Through this ongoing availability of support, Childfocus helped children retain the positive changes they had made and to cope with new challenges as they occurred.

A significant development in 2010 has been our increasing ability to measure the positive outcomes of our work and a comprehensive evaluation system is now fully integrated to monitor

the impact of what we do. This has increased our ability to analyse and evaluate our work leading to more sustainable outcomes for children.

'I stopped lashing out and I got to see my Dad more' Michael aged 11

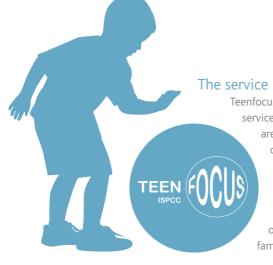
'They listen to me when I am upset'
Susan aged 10

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



Catherine O'Connor (Parent Mentor)

"Parent Mentoring is a great service for parents as a lot of them are parenting on their own and might not have any help from family or friends. They appreciate they can talk in confidence and look forward to meeting weekly. I find it very rewarding to be able to help someone else and as we get a lot of support from our supervisors we never have to cope with any problems on our own"



Teenfocus provides a comprehensive support service for young people aged 13-18 years who

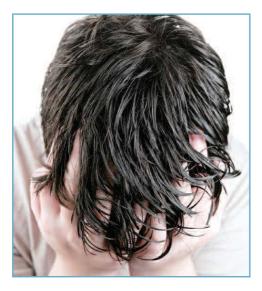
are experiencing emotional or behavioural difficulties. The service strives to help young people develop positive selfesteem and build psychological resilience. Teenfocus is a unique, mobile, homebased service that provides tailor made, one to one support to young people and families.

During 2010, there was continued demand for the service, whereby we received an extensive 563 referrals. Teenfocus staff worked with a substantial 351 individual clients; and as support options also include a telephone and web based support service, 59 individuals received therapeutic support over the web and 49 individuals received telephone support.

TEENFOCUS STATISTICS	NO. OF CLIENTS
Referrals to service	563
Clients in individual work 2010	351
Clients in child/teen mentoring	77
Clients in parent mentoring	23
Clients from 2009 who also received support in 2010	75
Case review meetings	59
Case conferences	12
Tracking	376
Тор ир	49
Brief interventions	18
Staff in project	14
Number of volunteers	78

A thriving feature of the Teenfocus service has been the mentoring component, which is provided by a dedicated group of trained volunteers. Mentoring provides young people with both a positive role model and a unique opportunity to engage in a new activity of their choice. We also offer a mentoring support service for parents. In 2010, 100 individuals participated in the Teenfocus mentoring service. Total number of individuals & families supported by Teenfocus in 2010 was 969.

Opposite is a quote from a young person and a parent who have been involved with the Teenfocus service throughout 2010:



'I believe I can talk more about my problems and don't have to hold on to them as it is better to talk to someone' Emma aged 15

"You are offering a brilliant facility and I am extremely grateful for the help and assistance that I have been given by the ISPCC. When I was reaching the end of my tether with my son and did not know where to turn the ISPCC was there for me and my son. Thank you'

Maggie, Parent

It is due to the dedication and commitment of the Teenfocus workers and volunteers that the service continues to flourish and succeed.

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

Concern Calls

The ISPCC also ran a "Concern Calls" helpline for members of the public who may be concerned about the welfare of a child and who need more information and support. In 2010, the ISPCC received just over 180 of these calls in relation to concerns about physical and sexual abuse, neglect, family relationships, parental separation, custody and children experiencing mental health issues such as depression and self harm. This service is available Monday-Friday 9am-5.30pm. Call ISPCC Head Office on 01-6767960 for more information.







The service

Leanbh is a service that works with vulnerable children, young people and parents from minority ethnic groups. Leanbh provides support particularly to children who are begging or at risk of begging in the Dublin area and to children in the asylum process.

Leanbh works in a number of ways including: on-the-street interventions, tailor-made individual support (often provided in difficult environments such as on the side of the street,

in overcrowded caravans on halting sites, or in very needy family homes), tailor-made parenting programmes for minority ethnic groups, accommodation and integration support, group activities and through the day centre.



Leanbh key successes:

- Reduction in the number of sightings from 2,872 in 1997/1998 to 924 in 2010.
- Regular school attendance through Leanbh's intervention, children who were consistently begging are now attending school on a regular basis.
- Individual tailor-made intervention plans - Leanbh's involvement with teenagers referred on by the Youth Probation Services has shown very positive results.
- The day centre has been a huge success in 2010. The first group of children that used it described the time they spent in the day centre as "the best day of my life"!

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

"My granddaughter has never been treated so nicely. If it wasn't for Leanbh, she wouldn't have been enrolled in school, but begging on the streets."

Florica, Grandparent

"Leanbh Racist Bullying Group work was effective, fun, interesting and exciting. We felt safe talking about very serious and concerning issues that are affecting our day to day life"

Group of children

The financial support received from the Irish Youth Justice Service,

LEANBH STATISTICS	NO. OF CLIENTS	coupled w
Referrals to service	40	enthusiasr
Clients that received individual support	50	staff and v
Tracking/ Top-up support	81	has enable Leanbh se
Parents that received support	26	continue p
Clients involved in group activities	95	profession to children
Number of sightings of children begging	924	or are at r
Approximate number of hours spent on street work	1,120	begging.
Number of volunteers	21	

coupled with the commitment and enthusiasm of both staff and volunteers has enabled the Leanbh service to continue providing a professional service to children who beg or are at risk of begging.

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



Daniela Jurj (Leanbh)

"I came across the ISPCC and Leanbh team a few years ago. I was impressed with the training given and the core values of ISPCC in general. Volunteering with ISPCC has made me a more aware and responsible person and I'm grateful for that. I am continuously amazed by the hard work everybody puts in to empower those around them, by the dedication and the support of the staff and fellow volunteers. Most rewarding, I find, is meeting the clients and seeing the differences we all make in their lives"

Consultation

Consultation with children is an important part of all ISPCC services. The ISPCC consults with children through the following ways:

Children's Advisory Committees (CAC). Six advisory committees are in operation in the ISPCC nationally. These represent 40 local representatives who attended over 20 meetings in 2010.

Quote from CAC member Jen, Dublin: "I really like attending my local CAC and the JAB meetings. I have some good ideas and like hearing others too. I'm really interested in making sure children's voices are heard"

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 for children.

The National Children's Consultation (NCC). The ISPCC's National Children's Consultation has been successfully in operation from 2008 to 2010 and was established with the aim of obtaining children's views on matters than affect them.

Findings of the National Children's Consultation Report 2009
'If They're Getting Loaded, Why Can't I?' In 2009 over 10, 000
children and young people (12-18 years) across Ireland participated in the consultation, giving their views on alcohol consumption. The report highlighted the extent of alcohol consumption amongst young people; their views on their own drinking; and the effects of parental alcohol use on teenagers and children.

The key findings of the report are as follows:

- 45% of young people drink alcohol;
- · 25% reported that they are binge drinking;
- 79% of young people disagree with parents drinking and becoming drunk in front of them;
- 9% of respondents said that their parents' drinking had a serious impact on their lives.

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

Advocacy

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2010 buoy
Volunteer Pro
Atlantic Philar
volunteers ha
advocates an

The ISPCC continued in its advocacy efforts in 2010 buoyed by the launch of a pilot Advocacy and Volunteer Project in Mayo and Galway supported by Atlantic Philanthropies. To date an additional 100 volunteers have been recruited as service providers, advocates and fundraisers.

Key Issues in 2010

In 2010 the ISPCC focused on the proposed Referendum on Children's Rights, the need for 24 hour services, the missing children's hotline and improved services for children with mental health issues.

Interagency work

The ISPCC continued its involvement in a number of national groups such as The National Vetting Implementation Group, The Children's Mental Health Coalition, Action for Separated Children Ireland, Saving Childhood group and the Safer Internet Project. Internationally we are active members of Missing Children Europe, Child Helpline International and eNACSO.

Using Social Media

The social media have been hugely positive in helping spread the message of children's rights and raise awareness of our campaigns. Our website alone had 51,447 new visitors in 2010 and you can now "like" or "follow" us on Facebook and Twitter.

If you would like further information on any of our campaigns or would like to become an advocacy volunteer please visit www.ispcc.ie/advocacy



Joanne O'Dea (Advocacy)

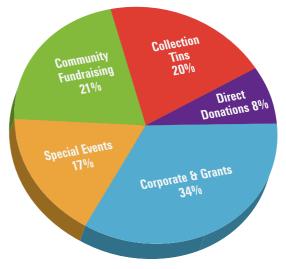
"From working in Advocacy and in Childline, making a difference, getting to know my local community and supporting children is really empowering for me. The fact that I'm seeing my ability to make an impact at a local level, from meeting with TD's to highlighting issues in my community, is really rewarding. Having never worked with children before I was nervous, but I developed skills from the training that really helped me"

Fundraising

Fundraising Review

Income for 2010 came in just under the forecast for the year. While not reaching our target was disappointing, the overall performance of the fundraising department was quite impressive in a year of unprecedented economic uncertainty.

Sources of Income



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 in-kind support from the Ogilvy Group and Mindshare in launching a series of successful advertising campaigns in 2010. The support given was around PR, direct mail, print press and radio ads. In June we launched a campaign to highlight the issue of child begging. The campaign won an award for Press Ad of the Month for June and also the Best Copy Award for 2010 from the NNI. Our Christmas campaign also proved to be a success with more funds raised through the campaign than in previous years.

2010 was another successful year for our long-standing partnership with Eco Environmental. Over €120,000 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. All our Corporate Supporters can be viewed on www.ispcc.ie/corporates



The 2010 Cheerios Childline Breakfast
Together campaign was our largest to date,
with over 700 Breakfasts around the country
raising over €220,000. Our gratitude goes
out to all the individuals, schools, crèches
and companies that put so much effort into
making the campaign a success. Our own
star-studded breakfast in Fire Restaurant,
Dublin, did not disappoint with Brian
O'Driscoll, Jamie Heaslip and Paul Galvin
lending their support on the morning and
Jedward ensuring that everyone in

attendance and listening in on Today FM had the cob-webs wiped from their eyes. Dundrum Town Centre was buzzing on the weekend of the launch the highlight of the weekend being the breakfast at Frango's with TV3 and Mikey Graham.



With a record sell-out crowd at The O2 and a host of top talent, the 2010 Childline Cheerios Childline Concert raised over €400,000. Hosted by Nicky Byrne, the mega-star line-up included Westlife, Olly Murs, Shayne Ward, Jedward, Jason Derulo, The Wanted, Wonderland and Dancezone.

A special mention must go to St. Leo's College in Carlow who won our Celebrity Breakfast competition and booked themselves a breakfast date with The Script.

FM104 DJs Adrian Kennedy and Jeremy Dixon braved the crowds on O'Connell Street and spent 104 hours in the window of Clerys.

FM104 also organised a concert for the ISPCC in April. In total, over €80,000 was raised by FM104 in 2010.



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 Victoria Smurfit at the Four Seasons in Dublin raised over €50,000 and Brown Thomas paid for the printing and publishing of the Barry McCall "Pho20graphy" book. The book showcases the past twenty years of Barry's work behind the camera and he has kindly donated all proceeds to the ISPCC.

Finishing its third year in 2010, the Centra/Childline partnership raised over €800,000 from a range of activities throughout the country including in-store promotions, community fundraising events and collection tins, as well as the flagship summer BBQ appeal.

Special thanks to Meteor for their continued sponsorship of the Childline 'Teentxt' service.



Although the weather conditions in December forced the cancellation of many activities, our 2010 Holly Days campaign remained a success. Over €100,000 was raised by volunteers in shopping centres, public sales and the fantastic contribution from schools throughout the country.

For 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 €40,000 was raised through sponsorship at these events.

The Catholic Girl Guides of Ireland raised over €13,000 through a series of sponsored walks throughout Ireland.



Making a Regular Donation

Regular donations ensure the ISPCC has a steady stream of income to not only maintain, but expand, its vital services. 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.

Leaving a Legacy of Hope

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 understand that your family and friends will always come first, but a small percentage of whatever's left can make a real and lasting difference for years to come in the life of a child. For more information, visit www.ispcc.ie/legacy

Finally, we would like to thank all our donors. Whether you are a corporate partner or an individual who ran a marathon, your support makes a real difference. When you donate money to the ISPCC you are making a decision to affect positive change in the lives of children in Ireland, you are joining the ISPCC in protecting children. 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.

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



Brian Halpin (Fundraising)

"I've been volunteering with Fundraising since April 2009.

Volunteering for the ISPCC brings out the best in somebody and it changes your life. It's a real privilege to me as I get to be involved in different events and fundraising activities. I am truly enjoying this experience as I get to see the good in people"

Statement of Financial Activities

Year Ended 31 December 2010

	2010	2009
	€	€
Income		
Income from statutory bodies	640,636	603,242
Raised voluntary income	4,455,600	4,563,018
Legacies	696,073	157,232
Investment income	8,131	60,099
Other income	699,300	636,624
	6,499,740	6,020,215
Expendíture		
Services to children	5,460,195	5,261,380
Fundraising and services promotion	1,550,084	2,072,041
Administration	126,078	275,855
Total expenditure	7,136,357	7,609,276
Deficit	(636,617)	(1,589,061)
Unrealised gain/(loss) on investments	62,430	73,347
Total deficit	(574,187)	(1,515,714)
Balance of funds at 1 January	9,986,408	11,502,122
Balance of funds at 31 December	9,412,221	9,986,408
The Society has no recognised gains and losses other	r than those includ	led in the deficit
above and, therefore, no separate statement of recog	gnised gains and l	osses has been
presented.		
There is no material difference between the deficit f	or the year stated o	above and the
historical cost equivalent.		
The results above derive wholly from continuing ope	rations.	

Balance Sheet

Year Ended 31 December 2010

	20	010	2009	
	€	€	€	€
Fixed assets				
Tangible fixed a	ssets	6,051,593	6,	245,03
Investments		2,499,815	3,	337,38
		8,551,408	9,5	82,419
Current asset	<i></i>			
Debtors	470,454		153,401	
Bank and cash	749,900		647,518	
	1,220,354		800,919	
Creditors	(269,970)		(307,359)	
Net current a	ssets	950,384		493,56
Net assets		9,501,792	10,	075,97
Funded by				
Restricted funds		(919,123)	(8	15,543
Unrestricted fun	ds	10,331,344	10,	801,95
Revaluation rese	urve	89,571		89,57
		9,501,792	10.0	75,979



The EU has designated 2011 as the "European Year of Volunteering" and is seeking to highlight the positive contribution made by so many people in their communities. The ISPCC has been a volunteer led organisation for several years and has always appreciated immensely the value of the contribution of volunteers to our Society.



While the expertise and dedication of our staff is unarguable, the committed involvement of volunteers is what allows us to reach as many children as we do each year and as our volunteer numbers continue to grow, so too will our ability to ensure that all children are listened to and valued.

We cannot put a price on the contribution of our volunteers, but we

appreciate the value of their time. Time is the single most valuable commodity anyone can offer us. In recent years, the ISPCC has been astounded by the generosity of spirit and time afforded to us by our volunteers as evidenced below:



	2008	2009	2010
Total No. of Volunteers	261	339	469
Volunteers to Staff Ratio	1.8	2.2	4.0

ISPCC OFFICES

ISPCC Head Office

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

East Team, Leanbh & Childline

30 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 4550608

Mid-West Regional Office

Email: cork@ispcc.ie

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

West Regional Office

Unit 21
Town Park Retail Centre
Tuam Road
Galway
Tel: 091 752387
Fax: 091 752313
Email: galway@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 Moneen Castlebar Co. Mayo Tel: 09490 25254 Fax: 09490 27271 Email: mayo@ispcc.ie

Wicklow Office

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

Monaghan Office

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

Waterford Office

Unit 4F Cleaboy Business Park Old Kilmeaden Road Waterford Tel: 051 595895 Email: waterford@ispcc.ie

Mullingar Office

Bishopsgate Street Mullingar Co. Westmeath Tel: 044 9341744 Email: mullingar@ispcc.ie



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
Bankers: Bank of Ireland, 2 College Green, Dublin 2.
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 ISPCC events.