



**ANNUAL REPORT**  
**2012**

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## HONORARY PATRON & BOARD MEMBERS

### HONORARY PATRON

Micheal D Higgins - *Uachtarán na hÉireann*

### BOARD MEMBERS

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

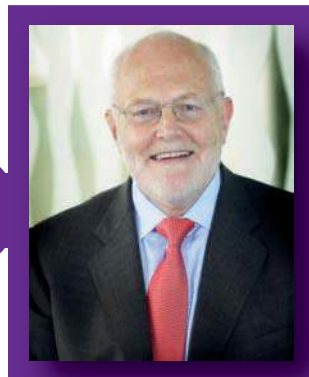
Declan Hughes  
 Clodagh Hopkins  
 Noel Kelly  
 Stephen O'Byrnes  
 Donal Quinn

### CHIEF EXECUTIVE

Ashley Balbirnie

When much else is forgotten about 2012 it will be remembered as the year that the Children's Referendum was finally held and the year that the Irish people said "Yes for Children."

The ISPCC had lobbied for many years for this to happen and it was therefore entirely appropriate that this organisation should be at the very centre of the movement that ensured a 'Yes' vote.



Dan Flinter  
*Chairman*

The staff and the volunteers of our Society committed themselves selflessly to the pursuit of the issue and made a major difference to what turned out to be a much more difficult and fractious campaign than many envisioned.

The Board continued its efforts to steer the ISPCC ship through the very rough economic waters which we must navigate. We continued our policy of recent years of endeavouring to maintain the level of our services to children whilst reducing costs wherever possible. We largely achieved this but only by again utilising some of the reserves which the Society had built up in better times. We continue to monitor this situation extremely closely with our priority remaining the present and future financial viability of the Society.

The Board of the ISPCC, like many others, are being tested by these trying times in which we are operating. The support, advice, and guidance which they offer to both myself and the CEO has, consequently, never been more needed or appreciated. I would like to particularly mention Sharman George who is retiring after many years of unstinting commitment to the Society.

Finally, I would like to say a word about the staff and volunteers who are so central to our Society. It has been my good fortune to see their commitment at first hand during the course of the year and I am greatly encouraged by the passion and positivity that they bring to their work. It is this unique mix of professional staff and committed volunteers that continues to make the ISPCC so unique.

A handwritten signature in blue ink, which appears to read "Dan Flinter".



In any review of 2012 there can only be one place to start for the ISPCC and that is the Children's Referendum.

Whilst no-one involved in children's issues was presenting this as a panacea for all the sins of the past, nevertheless we, along with all the other major children's organisations, felt that the changes to the Constitution being proposed would make Ireland a better and safer place for children to grow up.



Ashley Balbirnie  
CEO

Consequently we galvanised the collective will and effort of all the ISPCC staff and volunteers to push for a 'Yes' vote. That this was achieved was down in no small measure to those efforts. An achievement that all connected to our Society can look back on with pride and a real sense of accomplishment.

The major operating objective during the year was to maintain the level of services provided to children. This was always going to be difficult considering the economic environment. It was made more difficult by the fact that we were forced to implement a redundancy and salary reduction plan to reduce costs and minimise losses. Nevertheless, maintain those services we did as can be seen in the coming pages of this report. That we were able to achieve this was down to the skill and the cooperation of our staff and volunteers.

Not only did we maintain existing services but we also successfully launched the inaugural Anti-Bullying Campaign and were successful in our application to run the Missing Children's Hotline. We will continue to look at new and additional ways to keep the ISPCC at the forefront of child protection.

I would like to thank our Board for their huge help, support and guidance. It is entirely appropriate that an organisation that has volunteerism at its absolute heart is being led by a Board who themselves volunteer so much time and effort to better the cause of the ISPCC.

A handwritten signature in black ink, appearing to read 'Ashley Balbirnie', located at the bottom right of the page.

## CHILDLINE

## CHILDLINE

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

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

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

### Telephone

This is a free phone service available 24 hours a day, 365 days a year. Young people can call Childline on 1800 66 66 66. Childline also operates the European Helpline number 116 111.

### Text

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



### Automated Text

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

### Web based Support

Childline provides support via a one-to-one live chat service on the web. Childline's website [www.childline.ie](http://www.childline.ie) also has support pages which contain information about Childline, children's rights and information on various support topics.

#### Childline Statistics

Telephone calls received
Telephone calls answered
Text conversations
Web engagements
Automated Texts
Hits to website

#### Communications

771,301
510,003
17,550
6,176
7,900
61,443

## Childline Statistics 2012

Childline responded to **541,629** contacts from children last year to its range of services. This reflects the increasing need for Childline and for children to be listened to in Ireland.



Throughout 2012 there was a significant number of contacts from children talking about mental health issues, with 21% of online contacts and 8% of phone contacts relating to this area. Another cause for concern was the number of contacts relating to abuse and welfare, with 15% of online contacts and 14% of phone contacts relating to this area. For more information on Childline log on to [www.childline.ie](http://www.childline.ie)

## Recent Developments in Childline

On December 11th, 2012 the Missing Children's Hotline service became operational in Ireland from 10pm through to 4pm daily. This service has been funded by Daphne European Funding and by the Department of Children and Youth Affairs.

The new 116 000 hotline is now fully operational in Ireland and is designed to give free emotional support and advice to children who are missing.

The line is also being made available to parents of missing children or others who are responsible for the missing child. By dialling 116 000 the caller will be linked to someone they can talk to about the issue.

In addition to children and families, this service will also provide assistance and support to others involved with the missing child such as An Garda Síochána and the HSE.



This hotline is not an emergency line and all cases of missing children must, in the first instance, be reported to An Garda Síochána.

The hotline will be provided to children and families to offer ongoing emotional support and guidance.

The hotline was introduced on a phased basis initially for 18 hours a day and was made available 24 hours a day in April 2013.



## CHILDHOOD SUPPORT SERVICES

## CHILDHOOD SUPPORT SERVICES

Childhood Support Workers provide a quality, evidence informed, preventative service which delivers measurable outcomes for children and families. Support is provided through a blend of professional staff and trained volunteers who work to build psychological resilience, increase the ability to self-regulate behaviour and emotions, and increase the level and quality of social support within families and communities. The service increases the ability of

children to cope with the difficulties that affect their lives and teaches them new ways of responding to feelings such as anger, sadness and despair.

Childhood Support Services are targeted at children classified as being on level 3 and 4 of the Hardiker model. The target group are children with early onset or established emotional or behavioural difficulties between the ages of 3-18 years.



Children and families come to us with a wide range of issues, they are often in a crisis situation and we are here 24 hours a day to respond to them. Working with, and empowering children and families to overcome problems and lead happier healthier lives is just part of what we do. We actively target improving social inclusion through building connections and supporting relationships within families, giving them the skills to build a brighter future for their children.

Our intervention plans are tailor-made to suit the needs of each individual child with support sessions available in the home or ISPCC centre during the day or out of hours. For more information go to [www.ispcc.ie/services](http://www.ispcc.ie/services)

### Level of needs of clients worked with in 2012 (Hardiker levels):

Childhood Support Work	Hardiker Level 1	Hardiker Level 2	Hardiker Level 3	Hardiker Level 4	Total
Individual work	1	166	228	64	459
Child Mentoring	0	42	24	12	78
Parent Mentoring	1	18	13	1	33
<b>Total</b>	<b>2</b>	<b>226</b>	<b>265</b>	<b>77</b>	<b>570</b>

39% of clients engaged in 2012 were assessed as being at level 2 of the Hardiker model, a further 46% were at level 3 with 14% of all clients being classified as being at level 4 of the Hardiker model.



Our approach is to build upon individual strengths and acknowledge the central role of children in decision making. The active participation of families is built into each intervention plan ensuring that our work makes a lasting difference in the life of each child we work with.

## Mentoring

Our Mentoring services are evidence based and empower young people to make positive social connections with others. Mentors actively support young people to communicate difficulties helping them to relate more effectively to others. Having an improved social network and social support system acts as a buffer in times of stress helping to ensure the child has added resilience in times of adversity.

## Parent Mentoring

Parent mentoring services increase the capacity of families to care for, and meet the needs of their children. We intervene early in difficult situations with parents, and work at their pace to ensure a manageable problem doesn't become one which overwhelms the whole family.

Children or parents are matched with a volunteer mentor for periods of up to one year and they receive one-to-one time, guidance and support throughout this period and afterwards through our tracking service.

Source of Referral	No.
HSE	322
Parent	250
Education Sector	209
Community/Voluntary	47
CAMHS	43
Child	13
Criminal Justice	2
<b>Total</b>	<b>886</b>

Reason for Referral	No.
Behaviour	225
Family relationships	212
Wellbeing	114
Socialisation	101
Exposure to harm	70
Anger management	54
Bullying	34
Bereavement	30
School issues	25
Moving to Care/In care	21
<b>Total</b>	<b>886</b>

## Childhood Support Worker Statistics

### Referrals to service

Clients in individual work  
 Clients in teen mentoring  
 Clients in parent mentoring  
 Clients from 2011 who also received support in 2012  
 Tracking  
 Top up  
 Brief interventions

### Total number of individual clients

Web & telephone support clients  
 Case review meetings & case conferences  
 Outreaches

## Clients

**886**

459

78

33

65

450

45

18

**1,148**

78

93

117

## LEANBH

## LEANBH

Leanbh provides support to children who are begging, or at risk of begging, in the Dublin area. It is a unique service that monitors the presence of child begging on the street and provides therapeutic intervention on an individual and group basis. Leanbh has been in operation since 1997.

Leanbh services are available 24 hours a day on an on-call basis to respond to any child protection risks associated with child begging. Leanbh provides one-to-one support to children and also group work programmes to vulnerable children who are experiencing emotional and behavioural difficulties.

Leanbh also provides a mentoring programme and organises social activities for children who experience social isolation. The service works in partnership with statutory agencies and other service providers such as An Garda Síochána and the HSE.



In 2012, Leanbh reported a further reduction in the number of sightings of children begging from 924 in 2010, 466 in 2011, to 266 sightings in 2012. This continuing trend of reduced sightings is due to a number of factors; firstly Leanbh's ability and skill in engaging positively with these families, secondly the positive partnership developed with the Gardai and the HSE, and thirdly being successful in supporting parents in understanding the risks and consequences of sending their children out to beg.

### Leanbh Statistics 2012

Referrals to Leanbh service  
 Clients that received individual support  
 Parents that received support (via groupwork)  
 Clients involved in group work  
 Tracking  
 Top up  
 No. of activity days with clients  
 Number of sightings in 2012  
 Volunteer hours completing street work

No.

27  
 20  
 22  
 17  
 19  
 3  
 3  
 266  
 664

### Reason for Referral

Parent in need of support  
 Social isolation  
 Behavioural/Emotional issues  
 Experience of abuse/ in care  
 Witness to domestic violence  
 Child begging  
 Loss/bereavement  
 Homelessness  
**Total**

No.

6  
 5  
 5  
 4  
 3  
 2  
 1  
 1  
**27**

## Level of needs of individual clients worked with in 2012 (using the Hardiker model):

	Hardiker Level 2	Hardiker Level 3	Hardiker Level 4	Total
Individual work with children	1	5	6	12
Mentoring work with parents & children	3	3	2	8
<b>Total</b>	<b>4 (20%)</b>	<b>8 (40%)</b>	<b>8 (40%)</b>	<b>20 (100%)</b>

### A Parent's view of the Leanbh Service:

*"My daughter was experiencing difficulties in her life and was socially isolated. Due to these difficulties she found it difficult to attend school. The Leanbh Support Worker stepped in and was hugely instrumental in assisting her to come to terms with these difficulties. The time, care and consideration that my daughter received from the Leanbh service, at this difficult time in her life, has helped her enormously. I am very grateful to the ISPCC for the support and encouragement that my daughter has received."*

Sheila, Parent

### A Child's view of the Leanbh Service:

*"I first met Leanbh eight years ago while I was begging. They talked to me and my parents about the dangers of being on the streets and about the importance of education. They helped me find a school, they also helped me improve my literacy skills and get the uniform and the school books. Now I'm getting ready to do my Leaving Cert. Thank you Leanbh!"*

Anonymous, Child

### ISPCC Support Line

The ISPCC also ran a support helpline for members of the public who may be concerned about the welfare of a child or who need advice and support. In 2012 the ISPCC received 562 calls on this line, more than double that of the 254 calls received in 2011.

The areas discussed included: sexual, physical and emotional abuse, how to deal with a disclosure, concern about a child in their community, family relationships, bullying, mental health issues and seeking support for their own child.

The service is available from Monday to Friday 9am-5.30pm. Call ISPCC Head Office on 01 676 7960.

## OUTCOME MEASUREMENT & EVALUATION

# Outcome Measurement & Evaluation

ISPCC services increase coping ability and individual resilience, improving the ability to self-regulate behaviour and emotions, and increase the level and quality of social support available to children and families. We know our work makes a difference but how do we prove it?

### Outcome measurement

All ISPCC services are evidenced based, outcomes focused and adhere to agreed standards of best practice and are delivered within the ISPCC quality framework.

We care about the quality of our services and we want good outcomes for all those who use them. It is important to the ISPCC that there are positive benefits in the lives of the children and families we work with, and we have a number of mechanisms in place to record the change that happens for children and families as a result of our support.

The ISPCC utilise a comprehensive monitoring and evaluation framework custom designed for the ISPCC by the Child & Family Research Centre, NUI Galway and supported through HSE funding (2007/2008). Outcomes are demonstrated by a range of means; client self-report supported by concrete evidence of change, completion of baseline and follow up standardised evaluation tools, and an ISPCC customised outcomes evaluation tool.

This new evaluation tool, which commenced on a national pilot in November 2012, will support participation through facilitating clients, parents and stakeholders to self-report on their achievement of outcomes. As an organisation we will be able to track individual outcomes for clients and families and evaluate our effectiveness across key outcome areas. Though the tool is being custom designed for the ISPCC, it could be used effectively across a range of sectors and as an organisation we are interested in sharing our learning with others.

The Online Evaluation Tool is fun, interactive and user friendly. This tool will help the ISPCC prove the difference we make and the outcomes we achieve in an increasingly comprehensive and transparent manner.

### Actual outcomes achieved

In 2012, the ISPCC Childhood Support Work Service and Leanbh Service worked with **544** children in individual work, and 66



received top up and brief intervention work. In 2012, 78 children and 33 parents were matched with a mentor in the Mentoring service and experienced the benefit of having 'one good adult' in their life (*Headstrong; My World Survey, 2012*). 469 children received support through the tracking service bringing the total number who received support in 2012 to **1,190**.



#### Outcomes achieved:

	Total No. of Closed Cases 2012	Evidence of positive outcomes across all outcome areas	Some evidence of positive change achieved	No. of clients requiring further support following intervention
Individual & Mentoring clients	445	365	63	17
Tracking work	469	313	119	37
Top up	48	34	13	1
Brief Intervention	18	15	3	0
<b>Total</b>	<b>980</b>	<b>727</b>	<b>198</b>	<b>55</b>

**445 clients** referred for support in 2012 have completed their intervention. All of these clients outcomes were evaluated. **82%** of these clients demonstrated positive outcomes across the three main areas of resilience, social support and self-regulating behaviour. An additional **14%** of clients show evidence of positive change in their circumstances following ISPPC intervention.

**469 clients** were tracked in 2012, 432 clients (**92%**) have either continued to improve on or maintain the positive outcomes following the closure of these cases.

**97%** of clients involved in top up support reported positive outcomes with **100%** of clients in receipt of brief intervention showing positive outcomes as a result of ISPPC intervention.

*A message from a client in 2012:*

*"Hi, I said I'd text you all how I'm getting on. I'm doing absolutely brilliant, still have rough days but I can manage them, I can finally stay at home alone at night and not worry. I cannot thank you enough for all you have done."*

## CHILDREN'S REFERENDUM

### Children's Referendum

On November 10th 2012, the Irish people were given an historic opportunity to ensure that children in Ireland are better protected, respected and heard. This momentous day saw the holding of the much anticipated Children's Referendum and resulted in a vital 'Yes' vote which will change the landscape for children in Ireland.

The need for an amendment was rooted in the fact that in the past the Constitution of Ireland did not provide the protection our children have needed. It did not ensure that the best interests of a child were fully taken into account in decisions that affect their welfare. It did not treat all children equally.



To change this, the Society embarked on a passionate and rigorous Yes campaign as part of **Yes for Children** which was formed by the ISPC, Barnardos, the Children's Rights Alliance and Campaign for Children in order to show support, strength and solidarity for this Referendum.

The campaign consisted of an outdoor advertising campaign, an online campaign focused on social media, radio and tv interviews and debates, speaking at public events, 'feet on the street' leaflet distribution and a significant national bus campaign.

The highlight of the campaign for the ISPC was the bus campaign which saw staff and volunteers take to the streets nationwide in order to bring the important message of the need for a Referendum to the people of Ireland. The brightly coloured Yes for Children bus started its epic journey in Dublin's Dundrum shopping





centre and visited over 50 towns, cities and communities over the following weeks. The ISPCC staff and volunteers really helped to create a buzz in the towns and cities we visited, talking to thousands of people to ensure that they fully understood the importance of a 'Yes' vote and what it would mean for children and families across Ireland. Staff, volunteers and supporters campaigned in rain, hail and shine and eagerly gave up their weekends and annual leave to take part in this once in a lifetime event!

The Society would like to extend it's thanks to all involved. This was truly an ambitious task which showed the ISPCC staff and volunteers at their finest, reflecting their commitment and passion. Their input, together with that of the extended Yes for Children team, helped secure a 'Yes' vote for children in Ireland.





## CONSULTATION

### Consultation

Four Children's Advisory Committees (CAC's) are in operation in the ISPCC nationally. There are 20 local representatives who attended meetings in 2012. This year there was a big focus on the Children's Referendum and the local advisory committees supported ISPCC Campaign activities.

#### Junior Advisory Board (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 and on ISPCC supports and services.

#### The National Children's Consultation (NCC)

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

#### Findings of the National Children's Consultation 2012 - "Not bottled up inside" (published November 2012)

In the third annual National Children's Consultation report - 'Not bottled up inside' - the ISPCC consulted with more than 14,000 children and young people all over Ireland about mental health. This survey highlights how a robust system of support can act as a buffer against stress leading to reduced feelings of anxiety and fear in young people. The report found that young people who say that they have family around when they need them and can count on their friends also report feeling less nervous, afraid and sad than young people who say that they do not have these supports in place. While the findings confirm that individuals are more likely to seek help from family and friends in times of crisis, last year the ISPCC Childline service received 14,510 contacts in relation to mental and emotional health perhaps indicating that for some young people this support isn't always readily available.

#### Key recommendations include:

- Develop and resource community support services in order to equip families and communities to better support children's emotional and mental health needs
- Focus on prevention and early intervention in family support
- The dearth of support services for children aged 16 years plus needs to be addressed particularly in the area of child and adolescent mental health services

## ADVOCACY

### Advocacy

Advocating and campaigning for significant improvements in Ireland's child protection and welfare systems has also been a key part of the ISPCC's work. Despite the often crippling recession, 2012 proved very positive in terms of Ireland's child protection and welfare services. Many of the issues that the ISPCC has advocated for have been at the forefront of change.

#### Key developments in 2012

- Children's Referendum (as outlined on pages 14 & 15)
- Establishment of the Missing Children's Hotline (as outlined on page 7)
- Announcement of upcoming establishment of the Child and Family Support Agency
- The drafting of legislation to place Children First on a statutory footing
- Garda Vetting and with-holding information to be placed on a statutory footing

#### Other Key Issues in 2012

The ISPCC focused on securing the number for the Missing Children's Hotline (116 000) and the service became operational in late 2012. The Hotline provides emotional support and advice to children who are missing, their family and others responsible for the missing child. The ISPCC secured funding from the European Daphne Programme and the Department of Children and Youth Affairs (DCYA) to establish the hotline and has worked closely with both the DCYA and An Garda Síochána to ensure a positive working relationship during this important set-up phase. The service was available initially from 10pm-4pm daily and was made available 24hrs a day from April 2013.

Other key areas included bullying, internet safety and the management and treatment of sex offenders with regard to lenient sentences. Following the successful pilot of our Advocacy and Volunteer Project, the ISPCC launched the programme nationwide. Our Regional Volunteer Organisers (funded through an Atlantic Philanthropies grant) are located in four regions nationwide and are working closely with other ISPCC staff to recruit and support services and fundraising volunteers, and working alongside our newly recruited advocacy volunteers to progress advocacy on both a local/regional and national basis.

#### Inter-agency Work

The ISPCC has continued its firm commitment and belief in working in partnership with others. In 2012 we worked with a number of NGO's and statutory agencies to address child protection and welfare issues and advocate on behalf of vulnerable children in Ireland at both a local and national level. The most significant of these was our work on the Referendum as part of the Yes for Children Campaign.

## ANTI-BULLYING

### Anti-Bullying Campaign

In March 2012 the ISPCC launched it's first ever Anti-Bullying week. We wanted to emphasise that bullying should not be seen as 'a rite of passage' or a 'normal' part of childhood, it should not be tolerated and must be taken seriously.

Bullying is a critical issue, the impact of which can be detrimental to a young person's life and wellbeing; it can negatively affect self-esteem and feelings of self-worth, increase social isolation, lead a child to become withdrawn and depressed, anxious and insecure. In desperation, some young people can even consider suicide. This is not something that should be accepted and this is why the ISPCC launched the inaugural campaign.

A number of high profile personalities lent their support and image to raise awareness on the issue. Our thanks to: Mark Feehily, Brian O'Driscoll, Colin Farrell, David Coleman, Emeli Sande, Gary Barlow, Jamie Heaslip, Keith Barry, Laura Whitmore, Little Mix, Louis Walsh, Mrs Brown, Niall Horan, Olly Murs, One Direction, Saoirse Ronan, The Script, Westlife, The Wanted and Jedward all wanted to stand together against bullying. Coupled with this celebrity support was a national media campaign, a dedicated bullying support line during the campaign, and support information which was provided for children, parents and teachers. All of this raised awareness and started a national conversation about bullying.



Bullying was rarely out of the spotlight in 2012 and the ISPCC wanted to convey how important it is that we deal with it head on, as a whole community. With the support of Ogilvy, the ISPCC Shield was developed as a symbol of the fight against bullying and these were sold in a number of retail outlets nationwide. The ISPCC sees the 2012 Anti-Bullying week as the first part of a vital campaign to combat bullying and are committed to highlighting and tackling the issue with more initiatives to come in 2013.

We would like to extend our sincere and heartfelt thanks to: award winning photographer, Barry McCall, who has given all his services and time free of charge, ISPCC board member Caroline Downey, MCD, Screenlink printing and Irish Poster Advertising for their support in launching and promoting the campaign this year. Without their support we could not possibly have had such a successful start to our national Anti-Bullying campaign.

*"We're standing up against bullying, are you?"*



## FUNDRAISING

### Fundraising Review

2012 was a very difficult year for fundraising with overall income slightly down on the previous year. Despite this our Fundraising Team remained positive and endeavoured to maximise all opportunities.

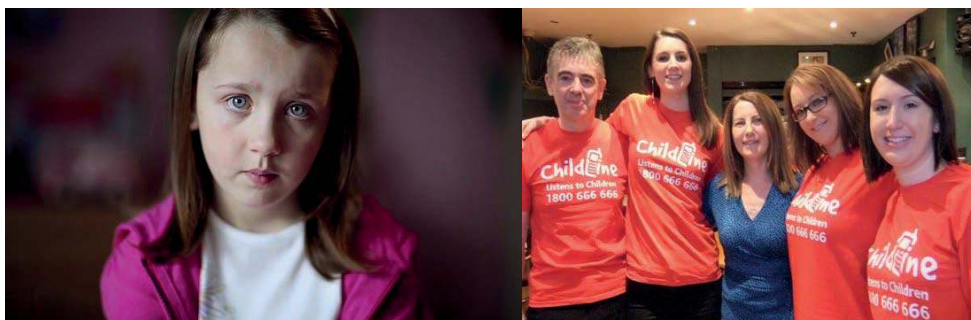
### Highlights of the Year

We remain indebted to our very generous corporate supporters **eircom** in 2012 for their continued support of our Childline service. Their support enables us to provide our valuable listening service to vulnerable children and young people across Ireland.

In January international best-selling author, Lorna Byrne, donated the proceeds of her event; 'A Conversation with Grainne Seoige' (ISPCC Ambassador) to the ISPCC raising €20,000 for our Childline service. In February ISPCC Ambassador, Louis Walsh, raised a staggering €87,428.07 on Channel 4's TV show 'Deal or No Deal'.

In May, the ISPCC launched the '**Children believe what they are told**' campaign to raise awareness of the damaging effects of emotional abuse. With our incredible supporters, **Ogilvy**, we produced an online video alongside TV, print and online ads stressing the serious issue of emotional abuse suffered by children in Ireland every single day, whether it is in the family home or at school. This powerful demonstration of how children absorb child abuse and believe all that they are told was awarded gold by the **Kinsale Shark Awards**.

Ogilvy teamed up with media partner **Mindshare** and supported the ISPCC throughout the year from the production of the ISPCC Anti-Bullying Week, in March, to the 'Letter from Santa' Christmas campaign in December. The 'Heartbroken Santa' press ad that was part of the Christmas campaign won **National Newspapers of Ireland Best Charity Ad 2012**, and the ISPCC 'Tweet ad' from our 'Children believe what they are told Campaign' won **Ad of the Month in June 2012**. We extend our sincere gratitude to Ogilvy, MCD and Mindshare for all of their hard work and dedication towards our campaigns, and for their ongoing commitment to the fight for children's rights.





Throughout May and June award-winning photographer **Barry McCall** held an exhibition in the Copper House Gallery in aid of the ISPCC displaying the prints from his acclaimed book 'Pho2ography' featuring many of the ISPCC's Ambassadors.

The annual **ISPCC Brown Thomas fashion show** took place in September. Amy Huberman hosted the event at the Four Seasons. Over 350 guests were treated to an exclusive showcase of international collections from Brown Thomas. Also in September, **Robbie Williams** kept his promise by returning to Dublin and playing the O2 Dublin raising €162,438.94 for Childline. Thank you Robbie!

The **Cheerios Childline Breakfast Together Week** took place in October. Over 2,500 schools, creches, companies and individuals registered to hold breakfast mornings raising €201,630. The week long campaign kicked off with a Breakfast in **Fire Restaurant, Dublin** in association with **Today FM's Ian Dempsey Breakfast Show**. The morning was a great success with The Coronas, Jamie Heaslip, Cian Healy, Rob Kearney, Holly Carpenter and Glenda Gilson lending their support. Huge thanks to the **Dundrum Town Centre** where Breakfast at Frangos was filmed with TV3. Special thanks to Des Bishop and Presence Communications.

The 15th **Cheerios Childline Concert** brought the house down in November with a fantastic performance from The Script. Hosted by Keith Duffy and Glenda Gilson it was an amazing night with a line up including JLS, Little Mix & Jedward which raised €460,000 for Childline. A big thank you to the O2, MCD & Alison Healy (Nestle).

ISPCC Ambassador, **Emeli Sande**, generously donated the proceeds of her concert in Dublin's Olympia Theatre to Childline raising a fantastic €21,063 for Childline. Special thanks to Brian Spollen.





**Peter Mark** held the 'Petermarkathon' which raised over €40,000 for the ISPCC by holding a number of events nationwide including bake sales, fancy dress days and 'Blow-dry Sundays'. A huge thank you to CEO Peter O'Rourke and Jenny McDermott, Marketing Director.

Our great thanks also to Ireland's Christmas Station '**Christmas FM**' who selected the ISPCC as their chosen charity partner in December 2012. For the entire month they encouraged their listeners to donate to the ISPCC, which culminated on the 20th with 'Donation Day'. We were delighted to be part of the campaign which raised €116,273.

The 2012 **Holly Days** campaign raised over €90,000 with our fantastically festive volunteers fundraising in towns and villages across the entire country. A massive thank you also to all of the schools that participated in this years campaign, with a special thank you to Crescent Comprehensive School in Limerick who, over the past 12 years, have raised almost €100,000!

Over €90,000 was raised in 2012 through **challenge events and marathons** at various events around the country. A very big thank you to all those supporters that laced up their shoes to run, walk or crawl across the finish line in aid of the ISPCC.

2012 was a very successful year for our partnership with **Electric Ireland** which generated an amazing €120,000 for the ISPCC through the Payzone campaign!

A huge thank you to **Elverys** for their continued support in 2012 through the sale of ISPCC/ Elverys Beanie Hats, School back-packs and Green Capes. Since the partnership began 3 years ago, Elverys Sports have raised a massive €200,000. Thank you Elverys!



A special thanks to the Colm Hayes Show and 2FM for the promotion of the 'Put The Green Cape On' initiative, and to FM104 for their ongoing support with 'Help A Dublin Child'.

We would like to extend our sincere thanks to our long-standing corporate partners Matheson who provided over €95,000 in 2012 towards ISPCC Childhood Support services which enabled us to provide further community based, one-to-one support services to children and young people who were experiencing emotional and behavioural difficulties. All of our corporate partners can be viewed at [www.ispcc.ie/corporates](http://www.ispcc.ie/corporates)

There are so many people to thank each year and it is not possible to mention them all here but we would like to acknowledge the support of Hazel Nestor (Childline volunteer) who has raised €13,732 for the ISPCC through her Dublin Pub Boxing event and to 10 year old Aoife Copland (pictured bottom right) who has so generously donated her birthday money to the ISPCC every year since she was 4.

## Making a Regular Donation

In 2012 over €120,000 was donated to the ISPCC by our regular monthly donors. Regular donations are so important to the ISPCC. They are a steady stream of income to not only maintain, but expand, our vital services. What's more, the ISPCC can claim tax back from Revenue for donations of over €250 each year at no additional cost to our donors. Our total reclaim from Revenue in 2012 was just over €7,000. To become a regular donor log on to [www.ispcc.ie](http://www.ispcc.ie) or call 1850 50 40 50.

## Thank you

Finally, we would like to extend our heartfelt thanks and gratitude to all of our donors in 2012. We can only do our work because of the ongoing support we receive from people and companies like you. Your commitment to the ISPCC enables us to reach out to, and support, some of the most vulnerable children in Ireland. Thank you for helping us to be there.



<b>STATEMENT OF FINANCIAL ACTIVITIES</b>		
<b>Year Ended 31 December 2012</b>		
	<b>2012</b>	<b>2011</b>
	<b>Total</b>	<b>Total</b>
<b>Income</b>	<b>€</b>	<b>€</b>
Income from statutory bodies	567,870	621,454
Raised voluntary income	4,249,016	4,455,416
Legacies	127,221	120,674
Investment income	8,467	8,244
Other income	865,226	702,230
	<b>5,817,800</b>	<b>5,908,018</b>
<b>Expenditure</b>		
Services to children	4,945,488	5,486,744
Fundraising and services promotion	1,313,051	1,365,640
Administration	82,441	103,901
Total expenditure	<b>6,340,980</b>	<b>6,956,285</b>
<b>Operating Deficit</b>	<b>-523,180</b>	<b>-1,048,267</b>
Unrealised gain on investments	5,964	24,762
<b>Total Deficit</b>	<b>-517,216</b>	<b>-1,023,505</b>
<b>Balance of funds at 1 January</b>	<b>8,478,287</b>	<b>9,501,792</b>
<b>Balance of funds at 31 December</b>	<b>7,961,071</b>	<b>8,478,287</b>

A statement of total recognised gains and losses has not been prepared as there were no gains or losses for the year or the preceeding year other than as stated above.

<b>BALANCE SHEET</b>		
<b>Year Ended 31 December 2012</b>		
	December 31st	December 31st
	<b>2012</b>	<b>2011</b>
	€	€
<b>Fixed assets</b>		
Tangible fixed assets	5,943,925	6,016,519
Investments	1,480,541	2,074,577
	<b>7,424,466</b>	<b>8,091,096</b>
<b>Current assets</b>		
Debtors	93,531	105,043
Bank and cash	735,907	549,787
	<b>829,438</b>	<b>654,830</b>
<b>Creditors</b>		
Amounts falling due within one year	-292,833	-267,639
<b>Net current assets</b>	536,605	387,191
	7,961,071	8,478,287
<b>Funded by</b>		
Unrestricted funds	7,961,071	8,478,287

## VOLUNTEERS

## Volunteers

A major part of the strategic focus of the ISPCC in recent years has been to significantly grow the amount of volunteer input in the Society. It is the major asset of the organisation and what makes the organisation unique. 2012 saw this unique contribution being honoured by President Higgins inviting all of our volunteers to Áras an Uachtaráin.

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

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



The ISPCC currently has over 600 volunteers without whom it would not be possible to maintain current service levels. Every year the ISPCC honours our dedicated volunteers at a Volunteer Recognition Event. This year, among other distinguished guests, Minister Frances Fitzgerald paid tribute to the priceless work of ISPCC's volunteers.

2012 also saw the third ISPCC Volunteer of the Year Awards. Nominations were received from volunteers nationwide and the honour was proudly awarded to Colette O'Brien (pictured below) from Waterford. Colette is not only committed to Childline but she has also put a huge amount of work into fundraising and also in arranging social events for volunteers. Colette's colleagues find her to be a real team player and an inspirational and motivational person.



Volunteer Team of the Year was awarded to Childline Drogheda, while Val Beegan, Childline Limerick, was recognised as the longest serving volunteer having been with the Society for 14 years.

For more information on volunteering with the ISPCC log on to [www.ispcc.ie/volunteer](http://www.ispcc.ie/volunteer)

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

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