

ISPC

ALWAYS HERE FOR CHILDREN



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10

Offices nationwide

89

Staff

650

Dedicated Volunteers

12

Voluntary Board Members

83%

Costs spent directly
on services

Only
24hr

Listening Service for Children

7:1

Ratio of
Volunteers to Staff

Over

5

Million

Calls received by Childline

1,873

Contacts received daily to
Childline

1,450

Calls, texts, messages on
Christmas Day

540

Childhood Support &
Mentoring Clients worked with

118

Sightings of children begging

376

Childhood & Parents evaluated
within tracking service

Who we are

The Irish Society for the Prevention of Cruelty to Children (ISPCC) is **Ireland's oldest and most well-known children's charity**. The ISPCC has a long, proud history of service delivery and advocacy on behalf of children.

Our Vision

Our vision is to see **an Ireland where all children are heard and valued**.

Our Work

The ISPCC works continuously to realise our vision by advocating on behalf of children and providing **a range of independent and unique services to children and families**. It costs €6 million to maintain those services, to continue to be there for children all over the country. The ISPCC raises over 80% of its annual income; relying on the generosity of the general public, companies and schools; as such the involvement of our volunteers in both fundraising and service provision, is truly invaluable.

As a volunteer led agency, **over 650 volunteers give over 80,000 hours of their time annually** to provide support to children and families through listening services, mentoring support, advocating for children's rights and fundraising. Without these incredibly dedicated volunteers, we could not maintain our current service levels. The volunteers are truly the core strength of the ISPCC.

It is the strength of that staff and volunteer team that allows the ISPCC to provide **unique 24 hour support services for children and young people through our Childline service**; the only service of its kind in Ireland. Keeping Childline open 24 hours a day is a main priority of the ISPCC as the majority of the 1,873 calls and messages received into Childline everyday are after 6pm when most other support services are closed.

ISPCC support workers and volunteer mentors also **worked with over 916 individual children and parents nationwide** as part of the Childhood Support, Mentoring and Tracking Support service. Our support workers encounter many issues such as emotional and behavioural problems, anxiety, grief, risk of drug and alcohol abuse and early school leaving.



For more information about the ISPCC and our work go to www.ispcc.ie

Brian O'Driscoll Testimonial

The highlight of the Fundraising Calendar was the Brian O'Driscoll Testimonial Dinner on November 1st in the Convention Centre, Dublin which saw the ISPC and Temple Street Hospital being beneficiaries of this once in a lifetime special event. We would like to thank the committee responsible for organising this event co-chaired by Denis O'Brien and Dermot Desmond, Ciaran Medlar, Caroline Downey, Damien



O'Donohoe, Michael Smurfit Jnr, Harry Keogh and Pat Savage. The evening, sponsored by Newstalk, saw a host of stars pay tribute to Ireland's greatest sporting hero including Padraig Harrington, Ronan O'Gara, Paul O'Connell, Ollie Campbell, Niall Quinn, Liam Cunningham, Gay Byrne and Keith Duffy. Images of Brian O'Driscoll were



projected on to the outside walls of the building while spotlights danced in front, a scene the man himself described as "definitely surreal".

The evening was hosted by Gethin Jones, keynote speaker was Micheal O'Muircheartaigh, and a questions and answers with BOD was conducted by Keith Woods. There were pop up performances by Ryan Sheridan, Imelda May and Tom Odell followed by French band Dov Amel flown in from Paris. Newbridge specially commissioned a BOD keyring for everyone attending on the night. Lexus donated



a Lexus IS car for the raffle which was launched on the Late Late show where hopefuls sent a text entry with the money raised going to both charities. Audrey MacDonald won the car and 2 tickets to the event which was delivered by Brian himself on the day of the event. It was the first time out for the new mum and her husband since giving birth to their baby 5 months previous. The night raised over €550,000 which was divided between the 2 charities. Thank you Brian - we are indebted to you.



Where your money goes

The ISPCC advocates on behalf of, and provides vital support services to, children and their families all over Ireland. Along with the management of over 650 dedicated volunteers, who give freely of their time, we employ 89 individuals working in a range of settings including Childhood Support Work, the Childline listening and online services as well as advocacy and fundraising. Every member of the staff and volunteer team is committed to the ISPCC's vision of an Ireland where all children are heard and valued.



Fundraising

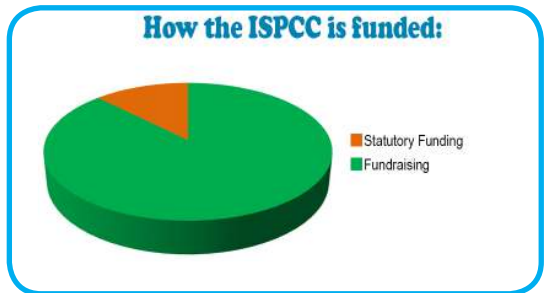
The ISPCC raises over 80% of our annual income; relying on the generosity of the general public, companies and schools. It costs €6 million to maintain our services and continue to be there, 24 hours a day, for children and their families.

Funding

One of the things that makes the ISPCC different as a charity is the small amount of statutory funding which we receive for our work – over 80% has to be fundraised.

This statutory funding is used to fund our work in specific regional projects, which are

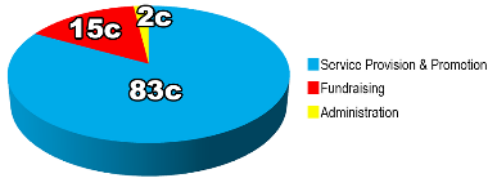
based in the community supporting children and families experiencing difficulties. These projects operate under service level agreements. We provide value for money and effective services through which we are committed to achieving positive outcomes for children and families.



Service Provision

In 2013, 83% of expenditure was spent directly on providing and promoting services to children while 15% was spent on fundraising and 2% on administration. As previously noted, fundraising is an important part of our world in the ISPCC as we receive so little statutory funding. However the recession has put great pressure on our ability to fundraise as people simply have much less to give.

For every €1 the ISPCC receives, we spend:



For more information go to www.ispcc.ie/funding

"Childline has given me the skills to enter a child's world for a little while, simply to be there for them".

**Mary Keegan - Childline,
Dublin**

"Being a mentor is listening to what the client is saying and listening to what the client is not saying."

**Michael Clarke, Mentoring,
Castlebar**

"I may not be able to change a child's past but I can try real hard to change a child's future."

**John Walsh - Childline,
Limerick**

"Privileged to listen to the many voices of children, to share what is important to them; their stories in their own words."

Iris Davitt - Childline, Drogheda

"I am growing as a person and every child is my teacher."

**Deirdre Blewitt - Childline,
Castlebar**

"So much can be achieved in just 4 hours."

**Donna Waldron, Childline,
Dublin**



Services

Our range of support services for children are child-centred, preventative and empowering. We utilise information technologies giving young people options in how they wish to avail of support, through a chosen medium which they are comfortable using. Our suite of services include;

Childline - a 24 hour listening service for children and young people up to the age of 18.

Childline Online - through www.childline.ie we offer a one-to-one live chat service on the web, automated text service and interactive text support.

Childhood Support Service

- a free, comprehensive community based one-to-one support service (including out of hours) to children and young people who may be experiencing emotional and behavioural difficulties.



Child and Teen Mentoring

- a mentoring support service provided by ISPCC trained volunteers to young people within their own community.

Parent Mentoring - a support service aimed at increasing parents' confidence and helping them to better meet their children's needs. It is a special, supportive relationship between a parent/carer and a trained volunteer mentor. This is an informal support system.

Leanbh - a unique service that works with children and families from ethnic minority groups, helping them to access support and in some cases to stop begging.



Missing Children's Hotline - a free 24 hour service providing emotional support to children who are missing, their family and others responsible for the missing child.

For more information go to www.ispcc.ie/services

"It means being there for a kid that has no-one to listen to them, and giving them someone they can trust." **Karen Quinn, Childline, Castlebar**

"Mentoring allows you to help someone with their daily struggles and it makes you feel good about yourself." **Margaret Duffin, Mentoring, Waterford**

"It feels great to be a part of an agency that value children's well-being as paramount in our society." **Trish Bermingham, Advocacy, Castlebar**

"I am grateful to be part of a community that encourages young people to talk about themselves." **Christina Treacey, Childline, Galway**

"Volunteering gives children the chance to let their voice be heard and it gives me the opportunity to empower them." **Ellen Butler - Leabh, Dublin**

"Mentoring gives you the skills to interact, advocate, empower, listen to, talk to, learn from and reflect on." **Wayne Jacob, Mentoring, Waterford**

"Volunteering allows me to feel like I am there for the children of Ireland when they need someone to talk to." **Peter Heylin, Childline, Dublin**

"I have the privilege of being a part of so many children's lives. and can have a positive effect." **Danielle Lambe, Advocacy, Drogheda**

"Seeing the differences in the child makes you realise just how important the Mentoring Programme is." **Niamh Barry, Mentoring, Cork**

"Volunteering helps to keep you grounded and to appreciate the true values which are important for a balanced life." **Roger King, Childline, Dublin**

Childline

Childline provides a 24 hour listening service for all children and young people up to the age of 18. It is the only listening service in Ireland that is available for children 24 hours a day, 365 days of the year. In 2013 Childline celebrated the fact that it has been listening to children for 25 years.

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



Web Based Support

Childline provides support via a one-to-one live chat service on the web. Childline's website www.childline.ie also has support pages which contain information about Childline, children's rights and information on various support topics. These can be accessed by logging on to www.childline.ie

Text Support

'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 free confidential service.

Bullying Support

By texting the word **'Bully' to 50101** a young person from anywhere in Ireland can avail of this free confidential service.



Automated Text Support

'Automated Text' is a free service which 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**.



Telephone

The Childline phone service is available 24 hours a day, 7 days a week, 365 days a year. Childline receives thousands of calls every year. These are answered by volunteers and staff who are trained to listen and understand young people. Young people can call Childline free of charge on **1800 66 66 66**. Childline also operates the Missing Children's Hotline number **116 111**.

Childline Statistics 2013

CHILDLINE STATISTICS	CONTACTS
Telephone Calls Received	664,005
Telephone Calls Answered	443,449
Text Conversations	13,037
Web Engagements	6,910
Hits to Website	56,467

In 2013 Childline celebrated its 25th Anniversary. In those 25 years Childline has answered over 5,000,000 calls from children. In 2013 Childline responded to 463,396 contacts from children, across its range of services.

Throughout 2013 there was a significant number of contacts from children talking about abuse and welfare with 13.5% of phone contacts and 15% of online contacts relating to this area. Another cause for concern was the number of contacts about mental health issues with 9% of phone contacts and 20% online contacts relating to this area. For more information about Childline log on to www.childline.ie



Recent Developments in Childline

In 2013 Childline received funding from the National Office for Suicide Prevention. With this funding we were able to upgrade Childline Online and it is now compatible with iPad, iPhone and Android devices. We also utilised this funding to increase our volunteer numbers which meant that we could expand the opening hours of Childline's 'live' web and text services. These services are now available from 10am -10pm daily at www.childline.ie On March 4th 2013, the ISPCC Childline launched a brand new **Online Bullying Support service** - a live one-to-one text messaging support service for children and young people affected by bullying. By texting the word '**Bully**' to **50101** a young person from anywhere in Ireland can avail of this free confidential service. This service is available from 10am – 10pm every day.

Missing Children's Hotline

By the end of 2013 the Missing Children's Hotline service had been in operation for just over a year. In 2013 the Hotline received 523 calls for a variety of reasons, the majority being from children in relation to running away, adults also called looking for information and parents called about their child being missing. 135 call facilitators were trained to provide support on the Missing Children's Hotline which has been available 24 hours a day since April 2013. This service has been funded by Daphne European Funding and by the Department of Children and Youth Affairs. It is available to provide free emotional support and advice to children who are missing. It is also available to parents, family or friends of a missing child. By dialling **116 000** the caller will be linked to someone they can talk to about the issue. In addition if parents/guardians of the missing child so wish, the ISPCC Missing Children's Hotline can send a text to the missing child to inform them about the service. www.missingchildrenshotline.ie



CHRIS CULKIN

Childline Volunteer, Castlebar

I have been a Childline volunteer for 2 years now and yes, at times I do question myself as to why I am doing this, but each time I come up with the same arguments for giving up my time. The training given was both thorough and intense, it was carried out in a most professional manner but what I remember most about it was the enjoyment felt whilst learning such valuable life skills.

I have had the opportunity to meet such wonderful and sincere people during my time as a volunteer. It has also reminded me that technology has moved on a thousand fold since I was a child; the scalextric has been replaced by laptops and tablets, books have been replaced by e-readers, a shopping trip by car to the local town has now been replaced by a shopping trip on a plane to New York.



*One thing I find that hasn't changed is a child's mind. The simple, innocent thoughts are still very much in evidence when communicating with a child. **It is simple; the one thing that a child thrives upon is not a laptop, not the latest designer label, or indeed a trip on an aeroplane, it is love. Once a child has this, anything else is a bonus.***

I have never heard a child in desperate need for any of the material things mentioned above. What I hear over and over is a child's desperate need for love. Each phone call or text brings its own challenge, that is true. But it is a challenge that is very fulfilling. During a phone call or text I sometimes think of my own son. This helps me bond even stronger with that voice on the other end of the phone, although I am very careful during any conversation not to let it get too personal whilst thinking of my own son. I would strongly recommend anyone who is thinking of volunteering go that one step further and get in touch with the ISPC. It may well be the most important decision you make. Where else will you get the chance to hear a child say, "Thank you for talking to me today."

Chris Culkin

...To become a volunteer go to www.ispc.ie/volunteer

Fundraising for Childline

Late Late Childline 25th Anniversary Special

September saw a very special event appear on the Childline calendar – The Late Late Show Childline 25th Anniversary Special.

The show was not publically aired on television but was attended by specially invited guests who were chosen to hear about the stories behind the Childline calls.

Ryan Tubridy interviewed guests including Louis Walsh, Caroline Downey, Nicky Byrne, Mark Feehily, David Coleman and Caroline O’Sullivan Director of Services, as well as hearing from volunteers themselves.

The driving force behind the event was Noel Kelly, ISPCB Board Director. Our sincere gratitude goes to Ryan Tubridy, RTE and the guests for making such an amazing and emotional show a reality.



Breakfast Together Week

In October 2013 the Cheerios Childline Breakfast Together Week was launched by Claudine Keane. Breakfasts were held across the country in schools, crèches, hotels and church halls all in the name of raising money for Childline.



As ever, a star studded Breakfast in FIRE Restaurant Dublin with Ian Dempsey and the Today FM crew launched proceedings. We would like to thank Don Nugent for his ongoing support.





Huge thanks also to Jamie Heaslip and Lote Tuqiri and to Hozier who performed at the event. €201,000 was raised by the Breakfast appeal along with the Cheerios Goody Bag Roadshow which finished in Dundrum Town Centre.

Cheerios Childline Concert



In celebration of Childline's 25th birthday Boyzone (who played their very first Cheerios Childline Concert sixteen years ago) opened the show at the O2 on November 20th.



They were joined by a megastar lineup including host Nicky Byrne, The Wanted, Shane Filan, Conor Maynard, Little Mix, Union J and B*witched. Over €400,000 was raised on the night.



All involved with the Cheerios Childline Concert provide their services free of charge and a special thank you goes to The O2, MCD, Ticketmaster and all the artists. Thank you also to Alison Healy and all of her team at Cheerios and to Presence PR for all their support.



A special thanks must go to all the suppliers who donate all the food for the catering including Dunnes Stores, Fyffes, Nestle, Haagen Daz and many many more.



A special thank you also to Dave & Raymond Bell who supply all the merchandising for the night. And very very special thanks to Lillies Bordello who sponsored the after show party for all the artists and crew who worked so hard on this event.

www.ispcc.ie/getinvolved



Childhood Support Service

The ISPCC's Childhood Support Service helps develop coping skills, improves relationships and helps children and families to develop new ways of managing difficult feelings and behaviours.

When children hurt on the inside their behaviour can sometimes reflect this hurt on the outside. In 2013 the Childhood Support Worker service helped 327 children to manage these difficult feelings and showed them new ways of expressing their emotions. Children who had suffered a traumatic life event or those who were adjusting to a new life in care were supported to understand what is happening, how to deal with it and where they could access support. The service also supported parents and carers to help them to understand their children's needs, the different emotions they were feeling and the likely impact of this on both their own and their child's behaviour.

Community Based Service

The Childhood Support Worker service is community based and received referrals from a wide variety of sources. Of the 327 cases worked with in 2013, 92 (28%) came from the Education sector and 87 (27%) came from HSE Child Protection (now Tusla Child & Family Agency). A further 39 referrals (12%) were received from other HSE sources such as HSE Psychology, Disability or GP services.



This connection that Childhood Support Workers have with other organisations helps the service to connect children and families to the supports that are available in their local community. The ISPCC understands the importance of children feeling connected and the service works to strengthen the bonds that naturally exist within families and local communities. Children and parents are encouraged to reach out and use the supports that are available to them and they are supported in doing this. Developing community based trusting relationships can help increase a family's sense of belonging within their own neighbourhood and knowing how and where to get help is crucial if families are to overcome new problems that may arise in the future.



New Coping Skills

The Service doesn't just aim to help children to overcome their difficulties. Much of the time spent in sessions focuses on teaching children new skills that will help them to cope better, improve their ability to solve problems and relate to others in a more positive way. The service also works with parents and carers to support them in meeting their own and their children's needs, develop their parenting skills and improve their relationship with their child.



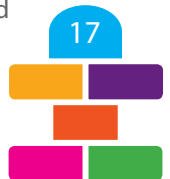
Evidence Based Approach

The service is built on the most up to date proof of what helps children most and what will make a difference to them. The ISPCC has worked with child and family experts to develop new ways that help to show whether the child has benefitted from the service and how much it has helped them. Children are referred to the service with a variety of needs and difficulties, some issues such as difficulties with peer relationships can be overcome quite quickly, others such as adapting to life in a foster home can take longer.

Childhood Support Workers spend time with the child and parent to pinpoint their needs and decide what each child would like to achieve from the sessions. Following this, a plan is agreed as to what the child hopes to get from the service and how the Childhood Support Worker, child and family will work together to achieve this. Childhood Support Workers work with other key people in the child's life to ensure that the child succeeds in his aims and to hear what they have to say about how much the child has improved, to what extent his/her goals have been met. Children and parents are asked for their views at every stage and their opinions are listened to. The ISPCC has developed new ways of helping children, parents and stakeholders tell us how they feel and whether the service has made any difference to them.

Service Delivery

Childhood Support Worker sessions are provided by a trained staff member who is Garda vetted and qualified to a minimum of a degree level. Childhood Support Workers see children in their own home, school or the ISPCC centre with session times to fit in with the child's life, their demands and commitments. www.ispcc.ie/emotionalsupport



The following is the source of referral for clients who received support from the Childhood Support service in 2013:

SOURCE OF REFERRAL	No
Education	92
HSE Child Protection	87
Self & Parent/Carer	77
CAMHS	22
HSE Mental Health	17
HSE Primary Care	14
Community / Voluntary	10
HSE Hospital / GP/ PHN	5
HSE Disability	3
Total	327

REASON FOR REFERRAL	No
Behaviour	86
Traumatic Life Event	32
Child/Parent Relationship	30
Anger Management	29
Self-Esteem	24
Parental Separation	23
Bereavement	18
In Care	15
School Related Issues	13
Social Skills	12
Social Anxiety/Phobia	11
Bullying	9
Social Isolation	7
Sibling Relationship Issues	6
Abuse	5
Domestic Violence	4
Anti-social Behaviour	3
Total	327

Concerned about a child?

Not sure who to call?

01 676 7960

ispcc@ispcc.ie



The ISPC provides a helpline for parents or members of the public who may be concerned about the welfare of a child and who need more information and support.

This service is available Monday-Friday 9am-5pm by calling ISPC Head Office on 01 676 7960.

In 2013 the ISPC received 389 calls on this line; 15% of calls related to concerns of child neglect, 10% related to physical abuse, 7.5% related to sexual abuse and 7% related to bullying. These statistics demonstrate that this is a vital service for adults concerned about a child's welfare.

Childhood Support Case Study

Jack* 13, had low self-esteem, lacked confidence in himself and was finding it difficult to make friends in secondary school. Following a couple of sessions with Jack it became clear that he was persistently bullied in Primary school and the effects of this experience remained with him. According to Jack's Mother, Jack used to be very interested in art, sport and singing, but as a result of the years of bullying that Jack endured he now doesn't take an interest in any of these areas.

During the sessions with the ISPCC support worker Jack would talk about his memories of primary school, he would speak about feeling sad and angry. He felt worthless and would speak about the fact that he understood why nobody liked him, and why he didn't have any friends. Jack felt very strongly that he was to blame for the bullying as he "deserved it" and it would be better for him not to have friends as he didn't want the bullying to start again in secondary school.

With Jack's consent, the ISPCC support worker worked with Jack, his parents and his school to develop a clear understanding around the dynamics of bullying and to put in place support structures for Jack both within school and outside school hours. Jack slowly built up a positive picture of himself, writing a list of his strengths and achievements, hopes and dreams. As the weeks went by there were subtle changes to his behaviour; he maintained better eye contact with the support worker, he utilised the support being offered by his parents and his new secondary school. Jack was finally looking forward to events and getting involved in school activities.

As Jack was interested in singing, the school supported him in being involved in the Christmas concert. Through this involvement Jack became friendly with other students in his class, developed his own self-image and inner confidence which culminated in Jack performing with his new classmates in front of the whole school community. Jack felt huge pride in this achievement and the feedback he

received from parents, friends at school and the staff in the school. As a result Jack's confidence has been given an important boost and he sees himself in a much more positive light.



**Name changed to protect confidentiality*



Child & Teen Mentoring

ISPCC Mentoring is a one to one relationship between an older and more experienced volunteer and a young person for periods of up to one year. Children from as young as ten years are matched with a trained ISPCC volunteer mentor who can provide support, encouragement and wisdom in a way that is fun for young people.

Developing Life Skills

The service helps young people to develop meaningful connections with the people who matter most in their lives and improves their relationships with their parents, family members and friends.

The ability to communicate, solve problems and find support are important life skills that all young people need if they are to be able to cope with the difficulties they face. Often young people can feel lonely, unable to make friends and afraid of new experiences.



ISPCC Mentoring supports a young person to unravel what is working well in their life and what they would like to change. By understanding the difficulties they face they are in a better place, with the support of their mentor, to plan the changes they need to be happy, and to feel confident and secure within themselves, their home and their community.

Reasons for Referral

Children are referred to the mentoring service for a variety of reasons. For some young people it may be that they have moved to secondary school and are finding it difficult to make friends, leaving them feeling lonely and isolated. For others their difficulties run a little deeper; they may have been bullied, truant or dropped out of school, they may be profoundly isolated or finding it difficult to leave the house. The value of the mentoring service is that it offers a young person time, commitment and the space to talk, to be listened to and to



explore new ways of connecting with others. Each mentoring match is made based on the interests and preferences of the young person to ensure that the mentor is someone that the young person can relate to, have fun with, and most of all build trust.



Community Based Approach

The service is community based, and there is the option of getting involved in local activities which can be fun and increase opportunities to try out new skills, build confidence and start to make friends. Having a network of people and services that the young person can turn to acts as a buffer in times of stress helping to ensure the child has added resilience when times are tough.

Developing the Parent-Child Relationship

Parents are central to the success of the mentoring service. Regular meetings are arranged between staff members, mentors, mentees and parents to ensure that the mentee is getting the most from the mentoring experience. There is a strong emphasis on the development of the parent-child relationship, and on strengthening the bonds within families, which help ensure that improvements made while engaged in mentoring last into the future.

Evaluation

While mentoring moves at the child's pace, mentors and mentees work to an agreed plan. The progress of the mentee in achieving his/her goals is measured and evaluated using questionnaires and online tools which capture the young

person's views and opinions. Mentors help the young person prepare for the ending of the relationship ensuring that they are ready to move on from mentoring and have the necessary supports in place to flourish.

www.ispcc.ie/mentoring



Child Mentoring Case Study

Patrick* 10, was referred by his mother due to concerns around the number of suspensions he had from school and his very challenging and disruptive behaviour in class towards pupils and teachers. His relationship with his father was poor and Patrick now has no contact with him.

The ISPCC Support Worker met with Patrick as he needed support as a result of numerous suspensions from school. Patrick came across as head-strong and was often involved in rows and fights. At his first meeting it was decided that an assessment would be made to see where he could do with support.

In the first couple of weeks he was again being suspended and his mother was told by the school that if the suspensions kept up he would be expelled. This didn't seem to bother him until he realised that if he was expelled it would mean a new school and that his school file would follow him.

On the fourth or fifth week he turned to the Support Worker and said that the "old" Patrick had gone and the "new" Patrick was here to stay. This was to be the turning point in his behaviour. He was to achieve a new record of two weeks in school without suspension. After a week it became apparent that he had been suspended again, and he felt that he had let everyone down. He told the Support Worker this with tears in his eyes and he was re-assured that he could talk about anything he wanted to. For the next four weeks Patrick was never suspended and on asking how he felt about this he told the Support Worker "that he felt great and it seemed strange to him not being suspended."

Patrick was suspended one further time, but by then he was to prove to himself that he could stay in school without being suspended and he had created a new record for himself by not being suspended for ten weeks. As the Mentoring drew to a close Patrick did not have any more suspensions from school. Also, he was in the Christmas play for the first time since he went to the school.

**Name
changed to
protect
confidentiality*



NIAMH BARRY

Mentoring Volunteer, Cork

Becoming a child mentor is an extremely rewarding experience. It is an experience that will stay with you for your entire life. Meeting a child that needs a friend, a confidante, a support, and knowing that you are in a position to become all those things is a powerful feeling.

I became a child mentor after hearing a radio advert two years ago. My decision to apply was one of the easiest I've ever made. I decided to apply to grow my work experience in working with young people but it became so much more.

Child Mentoring is the process of being matched with a child and forming a friendship with them through weekly 'meeting' sessions. These friendships may be the only friendships these young people have.

Many have behavioral issues, school problems, a lack of confidence and self-esteem issues. From the beginning of a match goals must be established. These goals are for the purpose of providing structure, support and empowering the child.

Through the weekly meetings you develop a friendship, allowing the child to confide in you while you build their confidence, and empower them and guide them with their life issues and problems.

Every week you see little differences and move closer to reaching the goals you both set at the beginning. Getting closer to these goals and seeing the differences makes you realise just how important you are to these children, and the positive effect the child mentoring programme has on all the lives it touches.

Niamh Barry



...To become a volunteer go to www.ispcc.ie/volunteer

Teen Mentoring Case Study

Bob* 15, was referred because he was experiencing angry outbursts in school. He presented as a very sad and lonely boy when we first met him. He was socially isolated with very few friends. Developing a trusting relationship took time but he was matched with a male mentor who shared many similar interests to him and slowly he began to open up about his difficulties.

He struggled in school and this frustration meant that he had altercations with some teachers and was determined that he wanted to leave school altogether. This anger also led to fights at home and during the mentoring relationship Bob was taken into care following an argument at home. Through his work with his mentor Bob determined that his goals were to meet new people, join an activity and to reduce his angry outbursts at home and prevent an escalation into violence and aggression.

In order to help Bob achieve his goals the mentor discussed appropriate anger management techniques and worked with him on discovering the causes of his anger, and learning ways to manage it in a more appropriate way. The mentor also helped link Bob in with a boxing club. It was felt that the weekly structure of the meetings would help, and give him an opportunity to meet other young people.

At the beginning of the mentoring relationship Bob was on the verge of dropping out of school and had been suspended many times. He was removed from his home by the Gardaí on one occasion and spent most of his days at home alone. He is now determined to complete his Leaving Cert. His mentor linked him with Youth Reach and he is thriving. He stated recently that he is really enjoying it there and now looks forward to going to school. He has gained his full membership of the boxing club and as a result of all these changes stress in the home has greatly reduced and his relationship with his mother is improved. He also received 6 honours and 2 passes in his Junior Cert. Bob's mother states that he is "a lot calmer, his anger has gone, and we also get on a lot better and talk a lot more."



**Name changed
to protect
confidentiality*



WAYNE JACOB

Mentoring Volunteer, Waterford

Becoming a volunteer with the ISPCC was my first step into the world of Social Care and, three and a half years later, I can honestly say that it was one of the best decisions that I have ever made.

In 2010, after responding to an advert in the local paper, I began training with the ISPCC to become a mentor in their mentoring programme in Waterford.

The training provided me with the tools needed to get started, and even though I dreaded the role-playing at the time, I can now see how important those hours spent in the ISPCC offices really were. The scenarios we face are real, and how we deal with them is real.

Personally what I love about mentoring is the time we spend getting to know the mentee, the building of the relationship, and of course the odd fishing trip or participating in new activities.



Professionally, the mentoring programme has equipped me with the skills needed to interact, advocate, empower, listen to, talk to, to be aware of, to be open, to learn from, and to reflect on.... it never ends.

But, the biggest reward comes with the fact that each mentee brings their own story and experiences to the relationship. It never gets repetitive, and the learning never stops.

The reason I began volunteering was to get a taste of the world of social care before I made any decisions about going to college. Three and a half years later I am on my third mentoring match, I am a year away from completing my degree in Applied Social Studies in Social Care, and I put it all down to responding to that advert in the paper in 2010. Here's to the next 3 years, and many more!

Wayne Jacob

...To become a volunteer go to www.ispcc.ie/volunteer

Parent Mentoring

The Parent Mentoring service helps parents and carers to cope better with the challenges of parenting. Parents are individually matched with a parent mentor based on the specific criteria and preferences of the parent to ensure that there is a strong likelihood that they will get on well, build rapport and develop trust.

Supporting Parents

Trust is important in mentoring as it allows parents to be more open about the difficulties they face and to be involved in identifying the solutions.

Parents are matched with mentors for periods of up to one year and the mentor's role is simply to be there for the parent for up to four hours per week to listen, encourage and support the parent in developing his or her own support network.

Parent mentoring provides a meaningful relationship to individuals who may be struggling with a range of difficulties that left unsupported can affect their confidence, their ability to cope, and to be the parent they would like to be.

Identifying and Achieving Goals

The mentoring service recognises that parents are the experts of their own families and mentors help the parent to identify what's working well in their family and what could be improved. Parents identify specific goals that they would like to reach and mentors help them to achieve them.

Building Resilience

Through this positive one to one relationship with a mentor, the parent is offered new opportunities and he/she



is encouraged to explore new ways of thinking and coping with life's challenges. This helps improve a parent's level of resilience and his/her ability to cope with future difficulties and parenting challenges. It is this resilience, improved social network, and development of life skills that leads to changes that last.



Eligibility for Service

The service is available to adult carers and parents of children up to 18 years. Parents can avail of the service independent of whether their child is a client of the ISPCC which enables parents to access support directly for themselves rather than indirectly through their child. If a parent is interested in receiving support, call the ISPCC Head Office on 01 6767960 or go to www.ispcc.ie/parentmentoring

Mentoring Statistics

The following is the source and reason for referral for clients who engaged in the Mentoring service in 2013:

REASON FOR REFERRAL	No	SOURCE OF REFERRAL	No
Behaviour	25	Self & Parent / Carer	24
Difficulty coping (parents)	11	HSE Child Protection	24
Child/Parent Relationship	10	Education	10
Social Anxiety & Isolation	7	HSE other*	5
Social Skills	5	HSE Primary Care	3
Self-Esteem	5	CAMHS	3
Parental Separation	2	Community / Voluntary	3
Bullying	2	Criminal Justice	1
Sibling Relationship Issues	2	Total	73
Traumatic Life Event	2		
In Care	1		
Bereavement	1		
Total	73		

* = GP/PHN/Disability/Mental Health/Psychology



MARIANNE NANGLE

Parent Mentor, Dublin

I have been volunteering with the ISPCC for the last two and a half years. My role as a Parent Mentor is to give support to parents. Parent Mentors are not there to judge parents or their actions but to lead parents to become self-aware, and encourage them towards providing the best care for their children.

For the last two years I have been mentoring Asylum Seekers in Direct Provision. Out of all the voluntary work I have done, I find this to be the most challenging experience. It has made me aware of a very vulnerable group within our society. Recently, in the media, there has been a lot of talk about the conditions that asylum seekers are living in. I have seen these conditions first hand and I have been shocked.



*For the last year I have been mentoring a young woman from the Congo. She has been in Direct Provision for 6 years. Until recently she was living with her 3 year old son in a bedroom with only the basics of bed, wardrobe and wash hand basin. **All their worldly goods were in that room. The child had no experience of anything other than this. This was their home, the corridors his playground. There was a small playground outside but mostly he ran around inside.** Inside this tall red characterless building, where children share shower and toilet facilities with strangers, these people have created their own community. They talk and help each other out but they don't trust each other with their life stories.*

I felt very privileged when they invited me into their rooms. As I often told them, they are my teachers which I can honestly say is true as I learnt and admired so much about them. My role as a mentor is to sit with the parent, listen and not judge them. I support them to reach out to others in their lives and to become confident in their parenting. I am a constant in their life for one year.

Marianne Nangle

..To become a volunteer go to www.ispcc.ie/volunteer

Parent Mentor Case Study

Karen* was referred to the Childfocus Parent Mentoring Programme by the Social Work Department. The reason for the referral was that Karen has four children who are in care and who have been on the child protection register.

Karen was unable to care for her children due to drug and alcohol abuse in the past, mental health problems, and difficulties maintaining accommodation for periods of time. Karen herself was in care as a child. She has ongoing contact with her own mum but their relationship is destructive.

When the referral came in, Karen was functioning better as she was holding accommodation and she was in a relationship which seemed to be positive for her.



Karen engaged in twenty-four sessions in total with the service. She was committed to meeting with the Parent Mentor each week for sessions and they explored different ways that she could spend her time with her children during access, including creative ideas to make the time more fun and to help strengthen her bonds with her children.

Work focused on teaching Karen about the different stages of development that her children were at as Karen was often frustrated during access visits when she couldn't understand why her children didn't want to play with toys she had brought and the different types of attention they needed. The Mentor and Karen discussed the differing needs of her children and how she could respond to these.

During the intervention, Karen moved out from sharing a house and moved into her own house. She took up a part-time job in a charity shop and discussed how she was drinking less and staying on top of her household bills. Karen was also starting a hairdressing course in the New Year. Karen spoke about feeling better and more positive in herself at the close of the sessions. Karen reports that access visits are much improved and that she is spending more quality time with her children.

*Name changed to protect confidentiality



Fundraising

Elverys

Elverys Sports raised over €70,000 in 2013 with staff taking part in the Galway Bay Half Marathon and from the sale of their cosy Winter Warmers. A special thanks to An Taoiseach Enda Kenny, Yvonne Keating and Jamie Heaslip who all gave their time so generously to launch the individual events.



ISPCC Holly Appeal

This year the introduction of the ISPCC Holly Bake added very welcome funds to the annual Holly collection appeal. Students from across the country helped us raise €71,481 through the sale of our Holly Badges and through our Bake Sale. A special thanks to Betty Crocker for supporting the ISPCC Holly Bake and to all our bakers across the country.



Stay Silent Campaign

Our first downloadable fundraising campaign was launched in May to signify the 25 year Anniversary of the Childline Service. Stay Silent so that Children can be Heard encourages people of all ages to take part in a sponsored communication blackout to raise money for Childline and was inspired by the Children's Advisory Committee in Monaghan who used the tagline in their annual Sponsored Silence.



Thanks to the young actors at RTE's Fair City who helped us with our photo launch.
www.ispcc.ie/staysilent





Celebrity Apprentice

Autumn 2013 saw the launch of TV3's Celebrity Apprentice featuring ISPC Board Director Caroline Downey. The hit television show featured Irish celebrities competing to win money for their chosen charities.

Caroline, very generously, donated her fee to the ISPC and we would like to thank her for this kind gift. We would also like to extend our thanks to our valued retail partners, Penneys, who raised funds for the ISPC through the sale of specially designed anti-bullying T-shirts during the series. In total a fantastic €30,000 was raised.



Cafe En Seine Fashion Show

A host of celebrities took to the catwalk and entertained the crowds at Café en Seine in February 2013 which included Def Leppard's Rick Savage, along with his wife and Top Model Paige Savage who rocked the catwalk. The Dublin Wives, Jo Jordan, Virginia Macari, Lisa Murphy and Roz Flanagan, also strutted their stuff. Brian Kennedy was also amongst the line up and heart throb Calum Best popped in to celebrate his birthday!

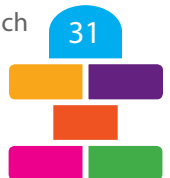


Brown Thomas Santa and Gift Wrapping

Over the last number of years Brown Thomas has donated all the monies from The Santa visit to their stores and all the gift wrapping proceeds to the ISPC and Christina Noble Foundation. A special thank you to Canon who sponsor the Santa visit. Over €20,000 was raised for each charity. This is a fantastic initiative which raises much needed funds at a crucial time of year.



www.ispcc.ie/getinvolved



Leanbh

The Leanbh service works with children and families from ethnic minority groups, helping them to access support and in some cases to stop begging. Leanbh is available 24 hours a day by professionally trained staff and volunteers and the work has been shown to improve the well-being and safety of children, reduce risky behaviours such as begging and increase the likelihood of children attending school.

Working with Vulnerable Families

Many of the clients Leanbh works with are from the Roma, Travelling and asylum seeking community. Leanbh also supports children and families who are begging or at risk of begging. These families are amongst the most vulnerable in Ireland, they may be scared, lacking in practical supports and confused by a system in which they don't speak the language. Leanbh often begins work on linking families to these essential supports, the service will liaise on behalf of the child and parent and then empower them to make best use of the facilities available such as schools, housing supports and medical services.



Breaking Down Barriers

Leanbh is honest and up front with parents about the unacceptability of child begging and will liaise with social work teams and the Gardai if necessary when children are put at risk. At times parents can be resistant to working with formal authorities, often fearful of what this might mean. Leanbh helps break down these barriers; it helps to build trust between families living on the edge and those who can help them allowing them a real chance of moving away from begging and settling into a new community.

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Leanbh provides both one to one support to individual children and parents and runs a number of group work programmes for children to help them develop coping skills and self-esteem. Often this helps communities to work together, it builds on



shared experiences and allows those who are lonely to develop friendships.

Helping New Communities

The work of the Leanbh service is challenging but the results are tangible - children stop begging, they go to school, parents can access support and above all an often isolated group has somewhere to turn to. Since Leanbh began in 1997 reports of children begging on the streets of Dublin have fallen from 2,872 cases of children begging to 182 cases of begging sightings in 2013. These are positive results that show the strength of Leanbh and how well it works. The ISPCC is proud of our work in this area, of our contribution to helping new communities settle in and finding their place in Ireland today.



On-Call Service

Leanbh operates an on-call service which is available 24 hours a day. This service is available to members of the public to notify Leanbh staff of children begging on the streets of Dublin. We ask that members of the public continue to support Leanbh in its endeavours to prevent child begging by taking action if they see a child begging on the streets. Members of the public can telephone the Gardaí to report a child begging or can call the Leanbh out-of-hours service in the Dublin area on **087 062 5198**. www.ispcc/ie/leanbh

"My motivation as a Leanbh volunteer is empowering others to discover their own unique strengths within, to cope with life's challenges".

Anthony Cross, Leanbh

"Parent Mentors aren't there to judge parents but to lead parents to become self-aware, encouraging them towards providing the best care for their children."

Marianne Nangle, Leanbh

"Working on the prevention of child begging is an important step to ensuring these children have their basic needs met and have a better opportunity to get the childhood they deserve." **Ellen Butler, Leanbh**



Leanbh Case Study

Alex*, 14, belonged to the Roma community. He had been living in South Dublin with his mum and his three sisters and some of his aunts and uncles. Alex was referred to the ISPCC service by his school as the form teacher felt that he had difficulties getting on with his peers, and struggled to adhere to the class rules.



Alex's mum felt that she lacked confidence at times in her parenting. When the ISPCC's Childhood Support Worker was at home with the family, he could see that Alex didn't listen to his mum. During his sessions Alex expressed his constant worries saying that he was often fighting with his mum and his sisters but he knew that his mum wouldn't really prevent this, and he felt that these things were weighing on his mind and 'holding him back'. It was clear that Alex had a lot on his mind. The Childhood Support Worker met with Alex's mum too, providing support to her around parenting teenagers. Both Alex and his family were very aware of their culture and spent most of their time with other members of the Roma community, and Alex began to feel less confident about his integration with other people in the local community. Alex talked to his Support Worker about his feelings and expressed an interest in joining his local soccer club.

At the end of the work with the Leanbh service both Alex and his mum said they felt more confident. Alex had made some new friends, his mum said that he was happier at home, and the family had quality time together, every few days. The form teacher said that he could see Alex reaching out to other pupils and making friendships as well as getting greater learning from the educational components of class.

**Name
changed to
protect
confidentiality*



Powering Kindness Week



Childline was chosen as one of three charities to take part in Electric Ireland Powering Kindness Campaign which took place from November 1st to 8th and saw the introduction of the 'Childline Kindness Ranger'.

The premise of the campaign is that throughout Powering Kindness Week everyone

carries out as many good deeds as they can in the name of their chosen charity trying to help them win €60,000. Staff, managers, volunteers, Board members, family and friends all took part nationwide in a hilarious race to be the charity that banked the most kind deeds during the week.

Our Childline Kindness Ranger took to the streets, along with our Fundraising Team, giving out hugs, offering photo opportunities, doing media interviews and spreading as much kindness as possible to help raise awareness and much needed funds for Ireland's only 24 hour listening service for children.



It was a real team effort with everyone going out of their way to be kind to one another. A huge thank you to our Powering Kindness Celebrity Ambassadors,

Martin King and Lisa Cannon from TV3. We were delighted and honoured to win €60,000 from Electric Ireland and to be crowned Powering Kindness champions at the end of an exhausting but exhilarating week!

[www.ispcc.ie/
getinvolved](http://www.ispcc.ie/getinvolved)



The Hardiker Model

The ISPC works with children and parents with different needs and these needs are sometimes referred to as being either on level 1, 2, 3 or 4 on a scale, known as the Hardiker scale. This scale helps organisations such as ourselves explain the types of needs and the amount of risk that the children we work with are exposed to. For example, children with general needs such as difficulty making friends or lacking in self-confidence are referred to as being on level 2 and the ISPC worked with 134 (33%) of these cases in 2013.

Children who are in need of more in-depth help and who are at risk without this support are referred to as being on level 3. These children often have a named social worker; there may be concerns around parenting or the child's behaviour may be putting them in danger – such as running away from home. It is essential that these children receive support at this stage to prevent them from being significantly harmed. In 2013 the ISPC worked with 191 (48%) such cases.

Children who are at substantial risk of harm are referred to as being on level 4. These children are at risk of harm, of going into foster or residential care or they may already be in care. Sometimes children on level 4 will be in trouble with the law and will be involved with probation services. In 2013 the ISPC worked with 75 (19%) cases on level 4 providing one to one support for both parent/carer and child.

SERVICE	LEVEL 2	LEVEL 3	LEVEL 4	TOTAL
Individual Work	98	167	62	327
Child Mentoring	26	10	7	43
Parent Mentoring	10	14	6	30
Total	134 (33%)	191 (48%)	75 (19%)	400

The ISPC makes the decision as to what the child's level of need is based on the information given to us by the child and parent at the first meeting. When children are referred to the ISPC from a professional person such as a social worker or teacher, we make the decision jointly with them regarding the child's level of need. The table above shows the different levels of need of the new cases we worked with in 2013.



Client Work Summary for 2013

REGION	NORTH EAST	SOUTH	WEST	EAST	TOTAL
Individual Work	109	49	90	79	327
Mentoring	18	18	24	13	73
Total Client Work	127	67	114	92	400
Cases carried over 2012	9	11	21	20	61
Overall total for 2013	136	78	135	112	461
Tracking	62	77	154	83	376
Top Up	7	21	23	12	63
Brief Intervention	1	6	6	3	16
Total	206	182	318	210	916
Outcomes Data for Closed 2013 Clients	93	60	102	65	320
All Positive Change	86	37	68	49	240 (75%)
Positive Change in most areas	5	18	24	13	60 (19%)
Additional Intervention required	2	5	10	3	20 (6%)



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Corporate Fundraising

The ISPCC rely on the incredible generosity and support of its corporate partners to help make a positive impact on our services each and every day. In 2013 our corporate partners made significant contributions to help ensure we could continue to be there for children in their time of need.

While it would not be possible to thank each organisation individually, we would like to extend our sincere thanks to our long standing partners **eircom**, **Matheson** and **Elverys** whose continued support has enabled us to not only maintain, but expand our vital services over the last year.



Following the Late Late Show Childline 25th Anniversary Special we were fortunate enough to receive support from many organisations who had been moved by the volunteer and impact stories they heard. We would like to say a special thank you to **H&K International** who generously sponsored a Childline training course to recruit 20 new volunteers and enable over 20,000 more calls to be answered by this vital service in 2014.

A number of companies including **Danske Bank** and **Intel** chose the ISPCC as their Charity of the Year in 2013. Utilising our own campaigns as well as developing bespoke events together, we worked to ensure both partnerships met their own organisations needs while engaging and motivating staff who raised an incredible €28,000 and €20,000 respectively.

Throughout the year the ISPCC worked with an array of corporate partners across Ireland, creating mutually beneficial partnerships that not only succeeded in raising vital funds for our services but also helped



those companies, through sponsorship and cause related marketing, to build their brand awareness, improve customer loyalty and increase sales and market share.

In 2014 the ISPC will continue to deliver exciting partnerships that result in real business benefits and real investment to help develop our services.

Thank You

It is not possible to thank all of our supporters here but we would like to acknowledge all the people that took part in our challenge events, from Runamuck to the Dublin Mini-Marathon, the ongoing support of The Irish Open International and the huge contribution made by eircom. A special thanks also to Joanne Byrne and Presence PR for their invaluable help during the year.

Finally, we would like to thank all of our donors – whether corporate or individual, your support genuinely makes a difference to the lives of vulnerable children in Ireland today.

If you would like to donate or take part in a fundraising event or activity please call the fundraising team on 1850 50 40 50.

For more information on Corporate Fundraising go to www.ispcc.ie/corporate



Our Outcomes

ISPCC services help children, parents and families to overcome their difficulties and the challenges they face. Sometimes this challenge may be a child who is finding it hard to face going to school after being bullied so they are at risk of dropping out. In other cases children can feel alone or afraid, they might be isolated and be afraid of mixing with others. Without support these difficulties can lead to children having behaviours that others find hard to cope with, such as temper tantrums, aggression or anti-social behaviour. In these cases, parents can sometimes find themselves at a loss as to how to reach out to their child, how to talk to them and how to set limits on their behaviour.

Working with Families

The ISPCC works directly with the child and parent on a one to one basis, breaking down the problem piece by piece and helping them to understand what is really happening in the family. Often things can seem entirely negative and hopeless and the child and parent needs someone to help them to see what is working well in the family and how simple changes can lead to big improvements.



Building Resilience

Regardless of what difficulties a person faces, their ability to cope with the challenge rather than be overwhelmed by it will determine how well they come out the other side. It is important that children and parents have the ability to understand their problems, that they know how and where to access help and support and that they truly believe that they have everything they need within themselves to overcome difficulties.

Developing Skills

The ISPCC builds these skills within individuals and communities ensuring that people cope better, not just now but in the future. It is this ability to cope, to face difficulties and come out the other side that makes a difference to whether a child can learn from a situation and even be made stronger or whether a child



is damaged by it. The ISPCCC makes sure that children emerge stronger, more connected to others with a better ability to manage their feelings and behaviour rather than being controlled by them. Parents learn new ways of parenting children which actually work, which don't leave them drained of energy but which have a positive effect on themselves and their child, helping children to grow in confidence.



Improving Relationships

The ISPCCC improves relationships. Childhood Support Workers and Mentors help children and parents to listen to each other, to see things from another's point of view and understand each other better. At the end of the work families are stronger and more resistant to problems that might otherwise tear them apart.

Making a Difference

When we talk about outcomes we are talking about *how much better off they are* in terms of their mental and emotional wellbeing and how much the supports they have around them have improved. Together with the child and parents, we measure the difference for them from the time we first get involved to the time when our work is completed and we continue to chart this progress up to six months after the case has closed.

Mesasuring Outcomes

Firstly we ask children and parents what they thought of the help they received, what they liked and didn't like. We look at the aims or goals that we agreed at the beginning and we ask them to tell us if they think they have achieved them. We examine what is happening for them now and look for actual proof that things are better; a child who has returned to school, a parent who is no longer shouting, or a teenager who is no longer bullying others.

We use questionnaires that have been developed by experts in children's services that help us to measure if someone is actually better off at the end of a piece of work. And finally we use an online questionnaire which was made especially for the ISPCCC which looks at how a person feels, thinks and behaves at the beginning of the work and whether this



changes, or if they do anything differently once we are finished.

If another person, such as a social worker, has asked us to work with the child and family we also ask them to complete the online questionnaire which asks them how the child is now, how much they have been



helped and whether they think the service has actually worked for them. All of this information allows us to talk about outcomes in real terms and in ways that children and parents can understand and be a part of. As children and parents are fully involved every step of the way they have a greater sense of ownership of the work they undertook, the courage they showed in reaching out and accepting help, and finally the success in achieving what they set out to do.

Our Work with Children and Families in 2013

In 2013 the ISPCC worked with 540 clients within the Childhood Support and Mentoring service. Of these 540 clients, 400 were Individual and Mentoring clients who were new to the service in 2013. A further 61 clients who started to receive support in 2012 continued on into 2013. In addition to this, 79 clients received between 1 to 4 sessions, these are clients who had engaged with the service previously and needed a little extra support.

Tracking Outcomes that Last a Lifetime

In the ISPCC our aim is to develop skills and abilities that last a lifetime. In 2013, the ISPCC contacted 376 clients who had previously received support from us and we asked them how they are now. We asked if they are coping well and we examined whether the improvements they had made while we worked with them have lasted. We call this service 'tracking'.

Our Outcomes and the Difference we Made

By year end a total of 460 clients had completed their intervention and the remainder will continue to receive support in 2014. Of these 460 clients 342 (74%) show evidence of positive outcomes across all outcome areas. A further 81 clients (18%) show evidence of positive outcomes in most areas. The remaining 8% (37 clients) require further support either from the ISPCC or another organisation in



order to fully meet their needs.

Of the 376 clients that were tracked in 2013, 332 (88%) of clients showed that they had either further improved or managed to maintain the positive changes they had made at the end of their work with ISPCC. Clients reported that they are coping well, they are using the skills they learnt with the ISPCC and maintaining the positive results they achieved. The remaining 44 (12%) of clients tracked showed that they required further support either from the ISPCC or another service.



Knowing if clients and families are actually any better off for having met us is important. As an organisation, by understanding what is working well we also learn how we could do better and what we can do to improve. By showing and having the evidence to back up what we say we ensure that the ISPCC is an honest organisation, an agency that acts responsibly to ensure that the money invested in it is spent wisely, and a place that makes a real difference to children and families.

Combined Outcomes Statistics

Following are the outcomes achieved by all client cases closed in 2013. A number of clients remained open by year end therefore their complete outcome data has yet to be determined.

	Total No. of closed clients in 2013	Evidence of positive outcomes across all areas	Evidence of positive outcomes across most areas	Clients requiring further support to fully meet their needs
Individual & Mentoring Clients	381	284 (74%)	67 (18%)	30 (8%)
Short Pieces of Work	79	58 (73%)	14 (18%)	7 (9%)
Outcome Total	460	342 (74%)	81 (18%)	37 (8%)
Total No of Clients tracked in 2013	376	275 (73%)	57 (15%)	44 (12%)
Overall Outcomes	836	617 (74%)	138 (16%)	81 (10%)

Advocacy & Consultation

The ISPCC advocates for improvements in child protection, welfare and children's rights in Ireland. While the delay in some developments has been disappointing, there have been some very positive changes and the ISPCC is proud to have been involved in advocating for such change.

Developments

The ISPCC, along with other voluntary organisations, made submissions and engaged in consultation on the passing of the Child and Family

Agency Bill 2013 which led to the establishment of the Child and Family Agency from January 2014.



The Government's Action Plan on Bullying - which also led to the publication of new Department of Education Anti-Bullying Procedures (guidelines which had previously not been updated since 1993) - was warmly welcomed by the ISPCC. The ISPCC's Shield My School toolkit (as outlined on page 36) complements the Government's actions and assists schools in meeting their obligations under these new procedures



Other Key Issues

In 2013 the ISPCC continued to call for a ban on the corporal punishment of children in all home and care settings. This follows complaints made to international bodies, against Ireland for failing to ban corporal punishment, most recently to the European Committee of Social Rights (ECSR). The ISPCC supported APPROACH (Association for the Protection of All Children) in its complaint and request for immediate measures to be taken to introduce a ban on slapping in Ireland.



Other key areas included internet safety, the management of sex offenders and providing support and information on keeping children safe in public places. 2013 also saw the ISPCC strongly speak out against child beauty pageants, the first of which took place in Ireland this year. We were encouraged to see widespread public condemnation of such events.



National Advocacy and Volunteer Project

Our National Advocacy and Volunteer Project continued successfully throughout 2013 with volunteer teams holding events, working on local issues and promoting the Missing Children's Hotline and ISPCC Shield in local communities.

One such event took place in the West region, to explore the issues in the Castlebar area in terms of the challenges, difficulties and successes in relation to people being advocates in their local communities / organisations when it comes to safeguarding children. The former Governor of Mountjoy John Lonergan was Keynote Speaker at this local advocacy event in Castlebar in November 2013.



A panel of speakers including Anna Visser (Director the Advocacy Initiative) and Clare O'Neill (Senior Advocate the National Advocacy Service) also contributed to the event.

Working Partnerships

The ISPCC continues to work in partnership with a number of organisations, locally, nationally and internationally, advocating on behalf of children and fostering positive interagency co-operation.



Here are some of the groups with which the ISPC is involved:

National Children's Advisory Group	Law Centre for Children	Children's Rights Alliance
National Children's Advisory Council	Voluntary Forum	Child Helpline International (CHI)
Missing Children Europe (MCE)	European NGO Alliance for Child Safety Online (ENACSO)	Safer Internet Project
Children's Mental Health Coalition	Prevention and Early Intervention Network (PEIN)	Standardised Packaging Alliance
Child Trafficking Working Group	Local Area Pathways - Meitheal - Children's Services Committees	West Limerick Family Support Network
Parenting Limerick (sub group of Limerick CSC) & Working Group	TUSLA Reflections Group	Mayo Youth Mental Health Initiative
Choose Life Reach Out Ballina	Garda Diversion Project Douglas	Springboard (South)
COPE (South)	CAMHS	Comhairle na nOg in the East
North Clondalkin Family Support Network	Wicklow Youth Mental Health Subcommittee of the CSC	North Wall Community Development Project
Ballina Workers Network	Castlebar Workers	WEST Limerick Foroige Steering Group



TRISH BERMINGHAM

Advocacy Volunteer, Castlebar

I've been an ISPCCA Advocacy volunteer for 6 months, it's a new experience and a new challenge. Most of us advocate regularly but we don't give it that title; we sign petitions, speak out about current high profile issues on Social Media ie; banning Nek Nominations, helping family members access required services - this is all advocacy.

As with all things ISPCCA related, this role comes with extensive training and full ongoing support. During the training we were taught how to advocate successfully; the importance of contacting the right person within an organisation, lobbying both local & national politicians, creating awareness locally about any issue with children's well-being at its heart, and we were taught the importance of tracking our local media, to increase our awareness of what is happening in our area, thus giving us an incentive to get involved.



The first campaign I've been involved in was a joint project with the Advocacy Initiative, it was an exercise of gathering information about people's attitudes to Child Protection. To gather this information we held a series of focus groups with a cross-section of different organisations such as The Traveller Support Group, The Men's Shed & GMIT, this gave us a truer representation of the wider community. Taking on this new volunteer role has given me increased confidence and shown me I had skills I wasn't aware of.

In my experience the ISPCCA is powerful in helping its volunteers gain new skills and brings out the best in each individual person. These skills are kept at their highest level due to the everyday support & monthly supervision, which never criticizes but encourages and inspires personal growth.

I hope to feel continued pride in making a contribution to bring about positive change in all areas concerning children's well-being.

Trish Bermingham

...To become a volunteer go to www.ispcc.ie/volunteer

Anti-Bullying

The ISPCC Shield Campaign

The Shield is a symbol of protection from bullying. The ISPCC is well aware, through our direct services with children and young people, of both the impact of bullying and the challenges of dealing with it. We have been fortunate enough to have some famous faces help us launch the campaign each year including Mark Feehily (2012) and David Coleman (2013).

ISPCC Anti-Bullying Toolkit

At the beginning of 2013 the ISPCC researched over 30 years of national and international research on the topic of bullying and varying positive response models. From this work the ISPCC developed its Anti-Bullying toolkit. This toolkit was officially launched as part of the "Shield My School" Programme in March 2013. The ISPCC Anti-Bullying toolkit consists of a series of statements and prompting questions for schools as a means of self-evaluating their current responses to bullying behaviours, and developing their anti-bullying policies. It was constructed using evidence based materials as a method of reviewing and developing positive reactions to bullying incidents.



Bullying Resources

In further support of this important document a series of detailed infographics, posters and leaflets were also designed and published for schools to use, to further promote the need for proactive responses to the very negative behaviour of bullying.

Campaign Objective

The goal for the first 12 months of the "Shield My School" programme was to link in with, and help, 100 schools facilitate the usage of the Anti-Bullying Toolkit. Currently the ISPCC have a 100% positive response rate from schools regarding the

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facilitation of our toolkit to date. This is a very strong affirmation of the positive impact that the toolkit has had on promoting positive responses to bullying behaviours. Assisting schools in developing a positive and robust anti-bullying policy is just the first step within the programme.



The development of a proactive and community based response to bullying behaviours through informational groupworks and outreaches with parents, students and wider community members are on offer also. Such support will continue to be developed by the ISPCC and 2014 will unveil further mechanisms for supporting schools and communities in their approach to bullying behaviours.

Developments in 2014

In 2014 we will add new elements to the campaign including; the **Shield Flag** - an award scheme for “telling schools”, the **“Stand Up” Bullying Report Tool** - an online bullying report tool for schools which allows students to confidentially report any bullying incidents in their school, and the **Shield Youth Award** - a prestigious award open to Transition Year, CSPE and LCA students. These will be in addition to our **Online Bullying Support Service** which is a live one-to-one text messaging service for young people affected by bullying. Children and young people can access support simply by texting the word ‘Bully’ to 50101.

For more info on the Shield Campaign go to www.ispcc.ie/shield



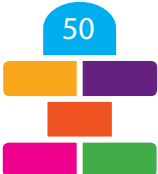
Our Ambassadors

The ISPCCC Shield Campaign is our annual Anti-Bullying Campaign which was launched to address the complex and multifaceted issue of bullying that the whole community has a role in dealing with.



Our celebrity supporters give the Shield campaign a profile that would be impossible to achieve without their endorsement and with their support, children across the country have become aware of the invaluable services of the ISPCCC.

www.ispccc.ie/shieldambassadors





Fundraising

FM104 'The Gig'

Our long-time supporters FM104, once again hosted the sold out FM104 Help a Dublin Child Gig which was headlined by The Coronas in May. An amazing €58,000 was raised from the event, which saw the audience enthralled in acts such as The Coronas, The Original Rudeboys, Gavin James and The Stunning. Our sincere thanks goes to the Olympia Theatre and staff, MCD and to Margaret Nelson and Dave Kelly.



ISPCC Brown Thomas Luncheon

On Friday, September 6th, Irish TV presenter Laura Whitmore stood out from the crowd as she officially launched the annual ISPCC Brown Thomas fashion show at the Four Seasons Hotel in Ballsbridge. The much anticipated event, now in its eleventh year and which raises vital funds for the ISPCC is the highpoint of the season's social calendar. Over 320 elegant guests were treated to an exclusive showcase of the new Autumn Winter 2013 international collections from Brown Thomas's coveted Designer Rooms.

Managing Director of Brown Thomas, Stephen Sealey, and Brown Thomas Fashion Director, Shelly Corkery, along with Ashley Balbirnie, ISPCC CEO, were on hand to oversee proceedings. Guests enjoyed a champagne reception on arrival and attendees of the fundraising event afterwards included international film actress Saoirse Ronan and her mother Monica, Claudine Keane, Kari Rocca, Moira and Lottie Ryan, Margaret Nelson, Louise Loughman, Annette Rocca, Jane Given, Ursula Fanning and Dr. Eva Orsmund to name a few.



Over €50,000 was raised on the day.



Shield Fundraising

In 2013 the ISPCC Shield Anti-Bullying Campaign exploded onto the Irish public with a huge amount of celebrity support for the campaign.

We were thrilled to have the likes of Brian O'Driscoll, One Direction and Niall Horan, The Wanted, Emillie Sande, Gary Barlow, Michael Buble, Little Mix, Laura Whitmore, and Saoirse Ronan to name but a few.



Shield Pins were available to buy in Penneys, M&S, Elverys, Sam McCauleys and Harvey Norman as well as a number of other independent retailers. €104,000 was raised with 100% of funds going towards funding our Anti-Bullying Co-ordinator and our work in schools across the country.

A huge thank you to Barry McCall for taking our Shield supporter photographs, to MCD for helping us with our advertising campaign and to Ogilvy for their ongoing support for the Shield and many other fundraising campaigns.

"Being a volunteer makes me realise you don't have to be someone in power like a President to make a difference in a child's life."
Sinead Kane, Childline, Cork

"In today's society every family has struggles and sometimes it's easy to get absorbed in our own lives and forget about others."
Margaret Duffin, Mentoring, Waterford

"...From having a laugh with them on their way home from school, to empowering those in distress to make their lives better."
Danielle Lambe - Childline & Advocacy, Drogheda



ISPCC Online

There were some significant media highlights in 2013 giving significant coverage to our Childline service. In June Childline volunteers appeared on the Pat Kenny Show, in October a Childline volunteer featured in an RTE documentary called 'Nightshift', in November Childline volunteers appeared on RTE's Nine o'clock news, and also on Newstalk's 'Under the Covers' programme with Henry McKean.

Online Media

The ISPCC has seen significant growth in the past year on all its web and social media platforms.

Website - www.ISPCC.ie

The ISPCC website saw major growth in traffic with **108,653** unique visits to the site in 2013 (**59%** Higher than 2012). Over 73% of the traffic was from new visitors. The month of October saw the highest recorded traffic ever for the site with 33,526 visitors.

Facebook - www.facebook.com/ISPCCChildline

The ISPCC's Facebook page saw a **30%** growth in followers in 2013 – 5.6 Million impressions on Facebook user's news feeds.

Twitter - [@ISPCCChildline](https://twitter.com/ISPCCChildline)

Our Twitter feed saw a **32%** growth in followers. Twitter was a pivotal tool in helping the fundraising team win this year's Electric Ireland Powering Kindness campaign with thousands of retweets pushing our campaign to the top.

YouTube - [ISPCC Childline](http://www.youtube.com/ISPCCChildline)

There was a **71%** growth in video views on the ISPCC's YouTube channel with 182,000 viewers in 2013.

2014 promises to be another strong year for the ISPCC online as we strive to reach more and more people nationally and internationally with our message. We have recently set up an ISPCC Pinterest page and Flickr account to further connect with a greater supporter audience and generate a wider reach for our campaigns, events and supports services.

MEDIA HITS	No.
Press - National	749
Regional	1,614
Radio - National	222
Regional	291
TV	43
Hits to Website	144,685

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A decorative graphic in the bottom right corner consisting of a blue semi-circle at the top containing the number 55, followed by a row of three squares (yellow, purple, orange), and a row of two squares (pink, green) below that.



**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

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Solicitors: Matheson, 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 ISPC events.