

A close-up, high-resolution portrait of a young child with light skin and striking blue eyes. The child's gaze is directed slightly to the left of the camera. The lighting is soft and natural, highlighting the texture of the skin and the clarity of the eyes. The background is blurred, focusing attention on the child's face.

ISPC

ALWAYS HERE FOR CHILDREN

2014

#InvestInChildhood

in **2014**

462,505 calls
were answered by Childline

Our **Mission**

To ensure that all children have a positive experience of childhood

Our **Vision**

To see an Ireland where all children are heard and valued

Our **Purpose**

To build strong resilient children and families who can cope with challenges, solve problems and lead positive healthy lives





Welcome to the Annual Report for the Irish Society for the Prevention of Cruelty to Children. The report covers the year 2014, and outlines the key milestones for the organisation and progress in key areas.

2014 was a critical year for children in Ireland with the establishment of a single Child and Family Agency TUSLA, on the 1st January, therefore providing key institutional direction for the development and delivery of services to children.

The ISPC has warmly welcomed the establishment of the agency and is a key partner of TUSLA at a national, regional and local level to ensure outcomes for children. Dr. James Reilly T.D. was appointed to the role of Minister for Children and Youth Affairs in July, following Frances Fitzgerald T.D. and we are grateful for a continued constructive and positive working relationship with the Minister and his Department.

The introduction and successful passage through the Dáil, of the Children and Family Relationships Bill was perhaps the landmark of 2014. This Act is a major moment for the realisation of rights for children in Ireland, and has recognised the reality of the diversity of family relationships. The ISPC spent many years campaigning for such important legislation and we have since welcomed its enactment and will continue to work to support its implementation.

For the ISPC 2014 has been an exciting year. We

saw the continued growth of our Childline Online service and with funding from the National Office for Suicide Prevention, we have been able to extend the service to 4am. We continue to benefit from the extraordinary generosity of the public, our corporate partners and sponsors, which is evident throughout this report. Sincere thanks to everyone who has supported the ISPC through an extremely challenging funding environment.

2014 will perhaps be best remembered for the Childline Emergency Appeal which we launched in the Autumn. The appeal aimed to ensure that our Childline night-time service remained open, in the light of ongoing shortfalls of funding within the service. We succeeded in meeting our fundraising target, and owe a huge debt of gratitude to the ISPC board, staff, volunteers, the Department of Children and Youth Affairs, Ogilvy Ireland, MCD Productions, Matheson, CMS Marketing, our ISPC Childline ambassadors and in particular to the Irish public for working so hard to keep our service open.

A key priority for 2015 is therefore to ensure that we put our key revenue streams on a secure footing, to ensure the stability of our services in the future. Further information on our direction of travel is set out in this report and will be available in the months to come.

For now, please accept our sincere thanks for your support for the ISPC throughout 2014 and we look forward to continuing to work with you.

Grainia Long



The ISPCC has a long, proud history of service delivery and advocacy on behalf of all children in Ireland. Our achievements are clear and so too is the fact that these achievements would not be possible without the dedication of all ISPCC staff and volunteers across the country.

The ISPCC, like many charities, has been through difficult financial times since the onset of the recession, which impacted on the public's ability to donate to charities. In order to deal with a reduction in income, the Society made some strategic yet difficult decisions, in order to ensure that services being provided to children and families across the country could be maintained.

The ISPCC introduced a number of cost saving measures which included, but were not limited to, a pay freeze, staff redundancies and salary reductions across the Society.

Despite changes in working conditions, staff continued in their daily work; be that in services, fundraising or advocacy. They showed incredible belief and support for what the ISPCC is trying to achieve.

The commitment, flexibility and resilience of the people who work within the ISPCC are second to none. Despite all the challenges presented they continue to demonstrate hard work, passion and commitment within their respective roles.

One clear example of the calibre of people involved in the ISPCC, is the recent SaveChildline24 campaign. The ISPCC issued this emergency funding appeal, as for many children Childline is the only support option available to them. If Childline could not continue to provide a 24 hour service some children would effectively have been forced into silence.

All staff and volunteers across the country spread the word about the SaveChildline24 campaign. They demonstrated a 'can do' and 'will do' attitude in times when resources were extremely limited and additional tasks had to be completed. **The ISPCC is very proud of the people we have within our organisation, our people are our greatest strength and asset.**



In my role as Childhood Support Worker, I get the opportunity to work with some of our most vulnerable children. I'm there to support and empower them and to make positive changes in their lives. It is very challenging but also a very rewarding role. Each day is new and different, as is each child

Siobhain Harvey,
ISPCC Childhood Support Worker

Our Volunteers

In 2014 we had **493** volunteers dedicating their time in various roles within the Society, which included Childline, mentoring and advocacy. The Board of the ISPCC give their time in a voluntary capacity as well as the young people involved in our Children's Advisory Committees across the country.

These highly trained, steadfast and enthusiastic volunteers are at the heart of our work with children and families, child protection and children's rights. They are our most precious asset and indeed it must be acknowledged that without them we would not be able to achieve the positive outcomes that we have when working with families and children.

2014 saw the ISPCC Volunteer of the Year Recognition Award being given to Louise Friel, Childline Volunteer, Dublin. Louise has been a dedicated member of our Childline team for over 5 years. The Waterford Fundraising team, who have been together for 2 years, consisting of Maria Flynn, Finola Cooke and Ciara Morrisson, were awarded the ISPCC Team of the Year. Together they have raised over €3,000 for Childline.

For those volunteers who were always there for children, supported parents, collected at church gates, ran marathons, stood-up for children's rights, we would like to take this opportunity to thank each and everyone of you for your help and support throughout 2014.

The Volunteer of the Year Award recognises the incredible contribution that volunteers make to the ISPCC each day. All of our volunteers go above and beyond to deliver for children across Ireland. We are indebted to them for their commitment, passion and energy which is what makes the ISPCC Ireland's leading children's charity

Dan Flinter

It was an honour and privilege to accept the award on behalf of my Childline team. After 6 years I still love going on the phones & becoming part of a child's life for that short period of time

Louise Friel

Right: Louise Friel Volunteer of the Year, awarded by Dan Flinter, Chairman





In October 2014, the ISPC launched the emergency appeal 'SaveChildline24'. Childline was for the first time in 26 years, facing the real possibility of closing the night time service. For many children Childline is the only support option available to them. Childline answers over 1,200 contacts per day. That equates to almost 1 contact per minute. A child who calls Childline at three in the morning does not do so without good reason. If Childline could not continue to provide a 24 hour service some children would have effectively been forced into silence. Thankfully, due to the success of 'SaveChildline24', we announced in December that Childline's night-time service would remain open in 2015.



*“We need to give a voice to the voiceless”
Ryan Tubridy at the launch of 'SaveChildline24'.*



€1 million was raised, an outstanding achievement, one that could not have happened without the amazing support of the Irish Public!

Corporate Support

In 2014, the ISPCC witnessed a shift in corporate fundraising, with many companies recovering from the economic downturn, reassessing CSR strategy and seeking to re-invest in charity support and employee engagement.

During 2014, we were very grateful to receive support from many of our existing corporate supporters. Although it is not possible to thank all of them, we would like to extend a special note of thanks to our long-standing supporters- Eircom, Matheson, Ogilvy, Eco Environmental, Barnack Confectionary, Halo Munchies, Elverys and Penneys.

In 2014, we took positive strides with the development of a new partnership with Smurfit Kappa Foundation in support of the ISPCC Shield Programme and Aviva with the creation of 'Bring Your Child to Work Day'.

Although it was a difficult financial year, which necessitated the creation of the Childline Emergency Appeal, we received unprecedented support from companies nationwide as a result of the appeal. It also led to new partnerships with KoolioBanz and Seismic Kids Gloves creating cause-related products in support of Childline.



Above: Lucy Kennedy launches KoolioBanz

Right: Penneys staff, Mary Street branch, Dublin



The impact of the Emergency Appeal continues to be evident in 2015 with companies electing to support the ISPCC via charity partnership programmes, employee fundraising, matched-giving, company foundations and grants, cause-related marketing, employee payroll and regular giving.

The ISPCC Shield Campaign saw the continued success of the sale of ISPCC Shield Pins via our retail partners Penneys, M&S, Harvey Norman and Sam McCauley Chemists. These partnerships were essential to the success of the campaign as well as raising awareness via in-store branding.

Overall, we ended 2014 on a positive note due to the steadfast support of our existing corporate partners throughout the year and the vital support received from new companies following the Childline Emergency Appeal.

In 2015, we continue to develop emerging new partnerships and grow in line with renewed corporate investment in charitable giving.

The Matheson Foundation is a proud supporter of the ISPCC. We have two clear goals, to help children in Ireland fulfil their potential and to encourage corporate philanthropy. The work undertaken by the ISPCC is vital in ensuring that Irish children, whatever their background, are assisted in achieving their full potential.

Turlough Galvin,
Partner & Chairperson at Matheson

Fundraising

CHEERIOS Childline Breakfast Together Week

2014 saw CHEERIOS Childline Breakfast Together Week return in October and was launched in FIRE restaurant. The Goodybag Roadshow kicked off in Blanchardstown Centre where the ODEON Cinema hosted a charity screening of Disney's 'Frozen'. The Goodybag Roadshow saw support from Clare Hall, Pavilions, Northside Shopping Centre and Scotch Hall. This year was the 8th year that Nestle Cereals (CHEERIOS) partnered with Childline, without whom this campaign is not possible. *Huge, heartfelt thanks to all who held a breakfast either in their crèche, school, community centre or home and helped to raise a staggering €220,000 in 2014.*



Early Journeys have taken part in the Breakfast Together Week for the past three years. Childline do amazing work, so it is with pride that we participate

Susan, Early Journeys Crèches

ISPCC Holly Appeal

At Christmas the ISPCC Holly Bake encouraged offices throughout the country to partake in Holly Bake-offs. Over 50 companies got involved, including Mercury Engineering, Crotty Group Insurance and Airbus. Betty Crocker sponsored the campaign providing hampers, allowing all who took part to really bake a difference. Alongside Holly Bake we also ran the Holly Badge appeal, which has been a vital source of fundraising for over 30 years. *The overall amount raised from Holly was over €40,000 in 2014!*



Sports Challenges

People took part in some of Ireland's toughest physical and mental endurance challenges in 2014. Whether it was 'Hell and Back', 'Runamuck' or to prove that they were one 'Tough Mudder', countless volunteers pushed themselves to the limit. ISPCC and Childline fundraisers also took part in the VHI Woman's Mini-Marathon, the Dublin City Marathon and the Raheny Shamrock Fun Run.



In October, I took part in Run A Muck. While personally it was a challenge, it was a lot of fun and so worthwhile. I would encourage anyone to move outside their comfort zone and get involved

Darren, ISPCC Fundraising volunteer

Above: Yvette Pousong, Raheny Shamrock Run



Above: Caroline Downey & John McGuire

Shield Youth Award

2014 saw the launch of an exciting new initiative 'The Shield Youth Award'. It encouraged Transition Year, CSPE and Leaving Cert Applied students to get involved with the Shield Campaign, by developing fundraising initiatives to support both their school and the ISPCC anti bullying services. The final took place in the Matheson buildings in the heart of Dublin City, seeing the top 3 projects and schools face Celebrity Apprentice stars Caroline Downey and John McGuire, for tough boardroom interviews. Of the 3 schools in the final, St. Mac Dara's of Templeogue, Conleths Community College, Ballsbridge and Scoil Mhuire, Askeaton; it was Scoil Mhuire that reigned supreme with their project that focused on the 'Role of the Bystander' in bullying.

“The Shield Youth Award was the highlight of the year. It is great to see the students empowered and passionate about changing things that directly affect them. These awards brought their innovative ideas together to hopefully make Ireland a better place”

Helen McCormack, teacher,
Scoil Mhuire

Vintage Chic

This event sponsored by Sally Hansen, took place in September at the Hayfield Manor Hotel, Cork. Guests dressed in their best attire and were greeted with a Pimms Cocktail reception. 100 ladies from all over Cork were joined by the Lord Mayor Cllr. Mary Shields. The guests were treated to a vintage fashion show, showcasing Cork's best style, bespoke afternoon tea, music and raffles. The event will return for its third year in September 2015.



ISPCC and Childline Collection Tins

Heartfelt thanks to the thousands of retailers the length and breadth of the country, who kindly donate their counter space for ISPCC collection tins. The overwhelming support and generosity of the public raised a staggering €550,000 in 2014. *This would not be possible without the dedication and hard work of all the collection team; Donal Barrett, Denis Dolan, Andy Cassidy, Martin Motherway & Tom Costello*



Events

ISPC Brown Thomas Annual Lunch

On Friday 5th September 2014, Sharon Corr stood out from the crowd at the Four Seasons Hotel in Ballsbridge, as she officially launched the annual ISPC Brown Thomas Lunch. This much anticipated event is a highpoint of the social calendar. Since 1999, Brown Thomas has partnered with the ISPC, raising over half a million euro through the lunch. Managing Director of Brown Thomas, Stephen Sealey, Brown Thomas Fashion Director, Shelly Corkery and Caroline Downey, Director of the ISPC, hosted the event. Over 370 elegant guests were treated to an exclusive showcase of the new Autumn/Winter 2014 international collections from Brown Thomas' coveted Designer Rooms. The attendees enjoyed a Moët et Chandon champagne reception and guests included international film actress Saoirse Ronan, Louis Walsh, Alison Doody, Sharon Smurfit and Jane Given. Sharon Corr MC'd and Celine Byrne, international soprano, gave an exceptional performance to the delight of all attending.

Christmas at Brown Thomas

Brown Thomas has been a loyal supporter of the ISPC throughout the years. In addition to the annual lunch, Santa has visited their store each Christmas since 2009. With the support of Canon Ireland, children can visit Santa and have their photo taken with him, with all proceeds going to the ISPC and Christina Noble Foundation. Brown Thomas also donates all proceeds from their Christmas gift wrapping service to both charities. *Thank you to both Brown Thomas and Canon Ireland for making this happen!*



Left: Sharon Corr, Louis Walsh, Saoirse Ronan.



Above: Jamie Heaslip & Kathryn Thomas, holding an ISPC Shield, Bear Restaurant

Jamie Heaslip's Fundraising Dinner at Bear Restaurant Irish International, Lions player and ISPC Shield Ambassador Jamie Heaslip hosted a fundraising dinner at his restaurant Bear, in Dublin on the 25th of March 2014. Jamie was joined by a host of his friends and supporters, making it a must attend event for rugby fans. MC on the night was Kathryn Thomas with a guest appearance from Barry Murphy of Après Match fame. The night kicked off with a cocktail reception, guests then took their seats and enjoyed a three course feast, followed with a celebrity Q&A and raffle. Live music kept the party going into the small hours, with over €18,000 being raised for the ISPC.

Well done Jamie and thank you Presence Communications!

FM104 Gig

The FM104 Gig returned for its 7th year, on the 13th May, at the Olympia Theatre. Kodaline headlined and were joined by The Orb, Walking On Cars, The Minutes, Gavin James and more. Bressie hosted, making it a night to remember. We are hugely indebted to FM104 and the Olympia staff who gave their services free on the night, with an incredible €70,000 being raised.



Boyzone, Cheerios Childline Concert 2014

Síle Seoige 'Maybe This Christmas'

Síle Seoige, The Palestrina Choir, The St. Mary's Pro-Cathedral Girls' Choir and The Famous Faces Choir, released 'Maybe This Christmas' in aid of Childline and Make a Wish in 2014. A strong supporter of Childline, Síle enlisted the help of songwriter Brian Flanagan and producer Billy Farrell to pull the single together, with Síle taking lead vocals. Many famous faces lent their support, including Brian Kennedy, Mary Black, Barry Devlin and some of Ireland's most well-known sports people, TV and film stars. It was a huge success and raised over €21,000.



Dundrum's 'The Drift Family'

Boyband Hometown helped Dundrum Town Centre launch its beautifully illustrated book, 'The Drift Family', at the Centre in November 2014. Proceeds of the sale went to the ISPC. Thank you to Don Nugent & the staff of Dundrum Town Centre.

2014 CHEERIOS Childline Concert

Pop superstars Boyzone returned to perform at the last ever CHEERIOS Childline Concert in the O2 Arena. It was only fitting that Boyzone perform, as 17 years before they made an appearance at the first ever CHEERIOS Childline Concert in 1997. To date Childline has benefited from over €5 million from the concerts.

Nicky Byrne hosted the event and the line-up included Olly Murs, Shane Filan, McBusted, Jedward, Hometown, Ryan Dolan and Fresh Re. Over the years, acts such as Robbie Williams, Westlife, The Script, JLS, The Wanted, Alexandra Burke, Girls Aloud, Taio Cruz, Enrique Iglesias, All Saints, Ronan Keating, Brian McFadden, S Club 7, Blue, Sophie Ellis Bextor, Five, Sugababes, The Saturdays, Little Mix, Jason Derulo and many other big names have shown their support by performing. Thanks to CHEERIOS, O2 Arena and MCD. CHEERIOS Childline Concert, you'll be missed!



Nicky Byrne & Olly Murs

Breakfast Week Launch at FIRE Restaurant

The CHEERIOS Childline Breakfast Week launch took place in FIRE Restaurant, with The Ian Dempsey Breakfast Show broadcasting live from the venue. Entertainment was provided by The Minutes, with lots of well-known faces dropping by, including The Lord Mayor of Dublin Christy Burke, Rob Kearney, Jamie Heaslip and Keith Barry. Big thanks to all the staff at FIRE, who voluntarily got the launch up and running by Fam!



Above: Ian Dempsey Breakfast Team
Right: Jamie Heaslip, Caroline Downey & Rob Kearney



The support of key decision makers and policy makers is vital to the advancement of children's rights in Ireland.

Children's Rights Advocate, Senator Jillian van Turnhout, has long been a supporter of the ISPC. Dr. James Reilly T.D., since taking up the office of Minister for Children and Youth Affairs, has supported our work to ensure that children in Ireland have a safe passage through childhood.



Childline is an amazing service run by fabulous and committed volunteers throughout Ireland. It is recognised and trusted by children and young people. For too long the voice of the child has been ignored in Ireland, particularly by the State, but over the last 27 years Childline has been offering a compassionate and confidential listening service to children. No concern is too big or too small. I cannot commend Childline and its volunteers more highly.

Senator Jillian van Turnhout,

The ISPC is a valuable organisation that plays a unique role in delivering outcomes for children. I am delighted that the Department was in a position to support the Childline service in 2014, and contribute to ensuring the continuation of the night-time service. I wish ISPC continued success.

Dr James Reilly T.D., Minister for Children and Youth Affairs



The Shield

Bullying is not something we can tackle alone, but is an issue that needs to be addressed nationally. This is why in 2012 the ISPCCC established the Shield Campaign, the aim of which is to reduce incidences of bullying.

The Shield Programme is a free service, that offers a number of resources to schools, community groups and clubs, which includes an extensive self-evaluation bullying toolkit known as the Shield My Club and Shield My School toolkit. The toolkit is a self-reflection resource that enables schools and clubs to identify their strengths with regard to the management of bullying.

The highest recognition of achievement in the Shield Programme is the attainment of the ISPCCC Shield Flag, which demonstrates that a school or club does not tolerate bullying and that pupils and members are being educated on how to respond and deal with bullying effectively.



Download the Shield toolkits at www.ispcc.ie/shield

First Shield Flag Awarded

On the 9th of October, Gaelscoil Na Cruaiche in Mayo, was awarded the first ever Shield Flag in Ireland, in recognition of their determination in addressing bullying within the school. The award ceremony was attended by An Taoiseach Enda Kenny and members of ISPCCC staff. *'Our school has achieved a lot but being awarded the ISPCCC Shield Flag for our anti-bullying work, is our most proud achievement,'* Principal Mairéad Ní Ruáin, Gaelscoil



Mairéad Ní Ruáin, Principal Gaelscoil na Cruaiche, presented with a plaque from An Taoiseach Enda Kenny, for being the first school in Ireland to receive the ISPCCC Shield Flag

Meet Sínead McKee, our National Anti-Bullying Coordinator & in-house expert in therapeutic work around bullying. In addition to the Shield toolkit we offer ongoing support to schools, clubs and communities who utilise the toolkit, on how they can proactively Shield children and young people from bullying.



The Shield Developments

In 2014 almost 100 schools and clubs engaged with our Shield Programme, seeking assistance to strengthen their anti-bullying policies in accordance with the Department of Education's guidelines. In 2015, the ISPCCC will continue to work with these schools and clubs, assisting them in achieving Shield Flag status.

In 2014 we further developed the Shield Programme, pushing the initiative beyond schools and into clubs across the country. We have built strong relationships with the Irish Red Cross and the IRFU. These relationships will continue into 2015 with a strong focus on building the presence of the Shield in local clubs.

In 2014, our Childhood Support services worked with **348 new referrals**. The children who accessed the service presented a range of issues such as behavioural difficulties (**26%**), social issues such as isolation or anxiety (**12%**) and emotional issues such as the result of parental separation (**12%**). In addition, we worked with **68** families through our Brief Intervention and Top Up support services.

Delivery of Objectives and Outcomes. In 2014, outcomes were measured for **281 closed cases**. We ask all children from these closed cases, to complete an approved evaluation tool at the beginning and the end of their work with us to measure satisfaction, their change in learning, their behavioural change and wider changes seen at a community level.

Of these 281 cases, **87%** of children experienced a significant change in their attitude towards the way they think and they gained knowledge and understanding about a particular aspect of their life. **65%** changed their behaviour resulting in positive effects within their own life and in the lives of those around them. For **25%** of clients these changes also resulted in positive changes at a community level.

The ISPCC measures outcomes across three main outcome areas. Social Support, Psychological Resilience and Self Regulation of Emotions and Behaviour.

For the **132** cases evaluated in the area of self-regulation of behaviour and emotions **85%** experienced attitudinal change, **66%** significant behavioural improvement and for **27%** the

improvement was significant enough to be evident at a community wide level.

Support for Parents. When working with children the ISPCC also works in partnership with their parents, to help them make changes that will enable their child to have a positive experience of childhood. Through giving parents the skills to parent effectively, manage crisis situations and cope with the day to day challenges of parenting.

From feedback received from **135** parents online, **95%** of parents reported being satisfied with the help ISPCC gave to their child in 2014.

Child Mentoring. The Child Mentoring service is a community based service that forms a supportive relationship between a young person or parent and an ISPCC volunteer. The service works with children who are socially isolated, struggling with relationships or who need support to manage their behaviour and emotions.

Mentoring is all about the match, that unique relationship between the child and the volunteer. Children are matched with a volunteer who shares similar interests, someone they can have fun with, to help form a supportive relationship. In 2014 ISPCC worked with **43** new children referred to the Child Mentoring programme.

Parent Mentoring Service. The Parent Mentoring service helps parents to cope better with the challenges of parenting. The service uses a grass roots approach, drawing on the belief that communities are often best placed to support each other through a reciprocal cycle of support.

The service works by matching trained volunteers with a parent or carer who is often lonely, isolated or struggling to meet the demands of parenting. Through weekly meetings, mentors spend time getting to know the parent, listening to their needs and at times share some of their own life experience with them. This sharing of support from a mentor to a parent is powerful in helping the parent to build their confidence, develop their own resilience and problem solving skills and ultimately enjoy their parenting journey. In 2014 ISPC worked with **20** parents/carers.

‘What Works Outcome Evaluation Tool’. In February 2014, the ISPC launched the revised ‘What Works Outcome Evaluation Tool’ (WWOET), following a nationwide pilot. All clients, parents and professionals who are involved with our service are asked to complete the tool, answering questions regarding their satisfaction with the service, how the service has helped them and suggestions of how we can continue to improve what we do. We do this to check that the service meets best practice standards.

ISPC Support Line. The ISPC provides a helpline for parents or members of the public who may be concerned about the welfare of a child. When they ring, they are put in contact with one of our professional staff who can provide reassurance and information on issues relating to Child Protection and Child Welfare. In 2014 staff answered a total of **370** calls. These calls ranged from parents, guardians, grandparents and concerned members of the public looking for information or reporting concerns regarding bullying, neglect and physical abuse.

“The child’s whole demeanour is sunnier. She is happier at school; less angry definitely, her concentration is better”
Teacher, who referred child to the ISPC

What Works Outcome Evaluation Tool				
Question	Individual	Responses	Very Happy	Happy
How happy are you with the help given to your child?	Parent	117	68%	18%
Did the ISPC do what they said they would do?	Parent	187	81%	17%
How satisfied are you with the service?	Professional	30	67%	23%
How effective would you say the service is?	Professional	29	52%	28%

Childline Review

Childline provides a 24 hour listening service which empowers children using the mediums of telecommunications and information technology.

Childline Statistics 2014

Calls Received 652,382

Calls Answered 462,505

Text Conversations 11,555

Web Engagements 6,225

Hits to Website 70,300

In 2014 Childline responded to **480,285 contacts** from children across its range of services. One of the key areas of concern in 2014 for Childline was the scale and complexity of mental health issues for children.

Over **20,000 contacts** in 2014 related to psycho-social and mental health issues. Worryingly, over **1,000 contacts** to Childline in 2014 related to suicide. A significant number of these contacts were within our most urgent category with **303 calls** from children at high risk of suicide.

We have seen a decrease in the number of contacts to Childline in relation to bullying, but it remains a major issue of concern for

children with cyber bullying the key issue.

In 2014 nearly **30,000 contacts** were made in relation to sexuality, with children contacting us about their own sexuality, questions about sexuality, contraception, sexual behaviour and sexual health.

Developments in Childline. In August 2014, with the financial support from the National Office for Suicide Prevention, Childline Online extended its opening hours. These services are now available from 10am until 4am. The impact of these increased hours can be measured by the fact that we have seen a **33%** increase in contacts to Childline online in the latter part of 2014

They helped me to be more confident and made me realise I don't need to be the adult, coz I am only the child

Anon
Childline user

The Missing Children's Hotline has been available in Ireland 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 and significant others of a missing child. In 2014 the Missing Children's Hotline answered **116 calls**.

Volunteer Impact

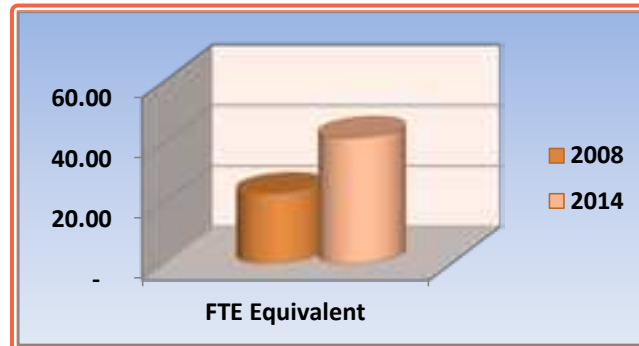
The ISPCCC has always relied on volunteer effort to ensure that services are available so that we can meet the needs of children and families across the country. As demand for services has risen so too has the demand for volunteers. The ISPCCC are committed to volunteerism and as a result has invested in growing our volunteer base over the past six years. This work was achieved with support from The Atlantic Philanthropies. The impact of this investment is both clear and impressive;



A total of 493 volunteers were involved in service provision and advocacy work in 2014. This represents an increase of 53% in volunteers involved in the organisation when compared to 2008 figures



A total of 74,963 hours of service was provided by volunteers to children and families in 2014, this represents an increase of 55% when compared to 2008.



If the ISPCCC did not have these volunteer resources we would have to employ an additional 42 full time staff (FTE) to achieve the same level of outputs and outcomes.

The ISPCCC's advocacy work continued apace in 2014. In the past year we focused on a number of issues.

A) Physical Punishment. In late 2013 the ISPCCC commissioned a 'Behaviour & Attitudes' survey to investigate attitudes to child discipline, making particular reference to slapping.

Just over **1,000** adults were surveyed. The findings, which were launched on the 6th February, indicated that there is much support for an all-out ban on slapping with **57%** of those surveyed stating that there should be a ban on slapping. **62%** believe that it is already illegal to slap in Ireland. The survey also indicated positive findings in relation to the effectiveness of physical punishment; almost **¾** of adults do not view slapping as an effective way to discipline a child. The ISPCCC co-hosted the launch of the survey findings with the Children's Rights Alliance, and both called on the Government to legislate for a ban on the corporal punishment of children and to implement a large scale positive parenting programme. Work on this continued throughout 2014 with volunteers engaging with their local T.D.s and MEPs to ascertain their position on implementing a ban on Corporal Punishment.

B) Children in Direct Provision. The concern for children and families in Direct Provision is a subject that has received widespread coverage in recent times. This is an issue that our local advocacy volunteer teams have been involved with at a local level and we are now engaged with other stakeholders

nationally. Our primary concerns are; overcrowding, the length of stay for children and families in Direct Provision and the conditions in which they are living. These issues have an impact on child development, resilience, the mental health of children and parents. These issues will, if not addressed, have long-term consequences for these children and families. The ISPCCC will be working directly with the children and families within these Direct Provision centres in 2015.

C) Legislation. Children First Bill 2014. The Minister for Children and Youth Affairs published the long awaited Children First Bill in April 2014. The purpose of this Bill is to place elements of Children First: National Guidance for the Protection and Welfare of Children on a legislative footing. The ISPCCC, as part of the Saving Childhood group welcomed the Bill but also highlighted some particular concerns including a lack of sanctions for non-compliance and no obligations on certain organisations (including ISPCCC) to report child protection concerns.

Criminal Law (Sexual Offences) Bill 2014. Minister Frances Fitzgerald published the General Scheme of the long awaited Criminal Law (Sexual Offences) Bill 2014. This proposed legislation aims to address a wide variety of issues pertaining to sexual offences, most notably, the grooming and sexual exploitation of children, strengthening offences relating to the possession and distribution of child abuse material and disclosure of information regarding offenders. The ISPCCC have welcomed the Bill and we are looking forward to commenting on it further in 2015.

Children's Advisory Committee

The ISPCC has 4 Children's Advisory Committees (CAC's) covering 4 regions nationwide, who give feedback on children's issues and the ISPCC's services within their locality.

Monaghan. In 2014 the CAC had the opportunity to participate in a study undertaken by the Children and Young People's Services Committee (CYPSC) about their experiences of living in Monaghan. This study was undertaken by Dr. Emma Clare (senior research officer with TUSLA). The CAC were involved in a number of fundraising initiatives including their annual cake sale and sponsored silence and raised over €800 for ISPCC. The CAC were also actively involved in making a DVD outlining the outcomes achieved by ISPCC for children and families across Ireland.

Cork. 2014 was a very successful year for the CAC in Cork. All members received presentations on ISPCC services, fundraising and internet safety. The CAC members were provided with interview skills training and have been involved in recruiting and interviewing volunteers for Childline and mentoring services within the region. Other activities included supporting advocacy volunteers in the South Region, taking part in the Missing Children's Hotline Launch, participating in a review of the CAC in the region and examining children's rights for the 25th anniversary of the UNCRC. One of the highlights of the year was when two of our

CAC members traveled to Belfast to present at the Advancing Children's Rights conference.

Galway. The first meeting of the Galway CAC was held in November 2014. At this time 'SaveChildline24' was at the forefront of their discussions and the CAC gave great insights into the Childline service from a young persons perspective. The CAC also carried out a fundraiser in their school to raise money for the 'SaveChildline24' Appeal.

Dublin. In 2014, the Dublin CAC were once again enormously helpful in assisting the ISPCC in meeting our aims and objectives. They were involved in the development of ISPCC campaigns, recorded a number of videos for these campaigns and ensured that all of the work completed was child centred and outcomes focused. They also worked alongside ISPCC staff in giving valuable feedback for European based research on what it's like to grow up in Ireland and also exploring any changes they would like to see happen.



CAC Cork promoting the Missing Children's Helpline

STATEMENT OF FINANCIAL ACTIVITIES YEAR ENDED 31st DECEMBER 2014		
	2014	2013
INCOME		
Income from statutory bodies	1,205,420	1,063,524
Raised voluntary income	3,493,289	3,758,013
Legacies	330,541	116,607
Investment income	4,351	7,021
Other income	363,396	396,031
	5,396,997	5,341,196
EXPENDITURE		
Services to Children	4,610,030	4,824,116
Fundraising	934,642	892,138
Administration	64,600	63,509
	5,609,272	5,779,763
Operating deficit	-212,275	-438,567
Unrealised loss on investments	-1,019	-768
Total deficit	-213,294	-439,335
BALANCE OF FUNDS 1st JANUARY	7,521,736	7,961,071
BALANCE OF FUNDS 31st DECEMBER	7,308,442	7,521,736

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

BALANCE SHEET YEAR ENDED 31st DECEMBER 2014**2014 December 2013 December****FIXED ASSETS**

Tangible assets	5,776,474	5,870,435
Financial assets	407,945	1,008,964
	6,184,419	6,879,399

CURRENT ASSETS

Debtors	236,304	399,896
Bank and Cash	1,244,525	530,680
	1,480,829	930,576

CREDITORS

Amounts falling due within one year	-356,806	-288,239
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NET CURRENT ASSETS

Net current assets	1,124,023	642,337
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FUNDED BY

Restricted funds	150,000	0
Unrestricted funds	7,158,442	7,521,736
	7,308,442	7,521,736

2015 promises to be an exciting year for the ISPC and for the children's sector in Ireland. The Thirty-First Amendment of the Constitution (Children) Act 2015, was signed into law on the 28th April, 2015. The ISPC campaigned tirelessly for this change. It ensures that the State recognises and affirms the natural and imperceptible rights of all children and could therefore have a fundamental impact on the centrality of the child in decisions that affect them.

However, with constitutional reform comes the promise of change for children. It is the work of the ISPC, and the children's sector which will ensure positive effects in reality. Working alongside the Department for Children and Youth Affairs, TUSLA, the Department of Justice, the National Office for Suicide Prevention and a range of state and voluntary agencies, the ISPC will;

Prioritise our child and family support services towards prevention and early intervention to ensure greater outcomes for children

Continue our focus on quality child centred services and achieving outcomes with children and families across Ireland

Continue to press for practice change in national and local anti-bullying strategies through our anti bullying programme by involving communities and clubs as well as schools

Work with the technology industry to identify ways to keep children safe online, and use the skills and experience of our professionals to inform practice in this area

Invest in the promotion of our Childline service to ensure all children have access to a national listening service, when they need it most

Ensure the voice of the child is heard within government and its agencies, and across the services sector with the aim of keeping children safe

Using the knowledge and ideas from children across our organisation, through our Children's Advisory Committees, ensure our organisation reflects the priority issues affecting children in Ireland today

in**2015**

#InvestInChildhood



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

Cumann Na h-Eireann um Chosaint Leanbhai

Company Registration No. 15958

Registered office, 29 Lower Baggot Street, Dublin 2

Charity Registration No. CHY 5102

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Allied Irish Bank, 62 St. Brigid's Road, Artane, Dublin 5

Auditors Mazars, Harcourt Centre, Block 3, Harcourt Road, Dublin 2

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

Board Members

Dan Flinter, Chairman

Pat Byrne, Hon. Treasurer

Turlough Galvin, Hon. Secretary

Caroline Downey

Conor Daly

JP Donnelly

Decaln Hughes

Noel Kelly

Stephen O'Byrnes

Donal Quinn