

Directors and other Information

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CHY number

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Company Registration Number

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Contents

Chairperson's Foreword	į.
CEO's Foreword	2
Our Impacts	ϵ
Directors' Report	ç
3.1 Services	15
3.2 Influencing Change	28
3.3 Fundraising	30
Directors' Responsibilities Statement	39
Independent Auditors' Report	40
Statement of Financial Activities	43
Statement of Financial Position	44
Statement of Cash Flows	45
Notes to the Financial Statements	46



Hi I'm Cody and I'm 16. I was referred to the ISPCC Mentoring service after I went through a very low time with my mental health. I'm gay and it look me a long time to accept that. I felt trapped, confused and afraid that my family and friends would see me differently if I told them. My feelings made me want to hide and I stopped going to school.

I've worked with my Mentor for about 10 months now. We've gone for walks, chatted and played football together in the park. They've accepted me from day one and always made me feel like I could tell them how I was feeling, even before I came out to anyone else. Even when I was feeling down or frustrated, they never failed to make me smile. With their support, I've become more confident in my own abilities and my own value as a person.

A few weeks ago, I opened up about my sexuality to my mom and dad and two of my best friends. They were really happy I finally felt free to be myself. I feel like a weight has been lifted off my shoulders and I'm already back going to school three days a week.

"I feel like a weight has been lifted off my shoulders..."

The names have been changed in these stories to protect the identities of those involved.

The photos used are for illustration only and bear no resemblance to those involved.

Chairperson's Foreword

I am pleased to present the Annual Report and Financial Statements of The Irish Society for the Prevention of Cruelty to Children (ISPCC) for 2017.

In preparing the Annual Report and Financial Statements, the Board seeks to demonstrate clearly the activities of the organisation, its impacts and benefits, and how it organises and funds its operations in line with principles of good corporate governance and transparency.

This is the third year in which the Board presents the organisation's accounts according to the Charities SORP – the Statement of Recommended Practice – demonstrating that the organisation has adopted internationally recognised standards of practice in its financial accounting.

The ISPCC is a well-known organisation with a strong reputation for excellent services and high standards. This reputation, while deserved, is a valuable asset to the organisation and enables it to be effective in advocating for change to impact positively on the lives of children in Ireland. The Board is conscious of the trust placed by children, their families, and members of the public and other stakeholders in the ISPCC and seeks to ensure that all appropriate standards are met by the organisation.

In 2017, the Board was required to take significant steps to reduce the cost base of the organisation, so as to put in place a stronger financial basis for the future. In partnership with management, a programme of cost containment was implemented throughout the organisation. This included a programme of voluntary and compulsory redundancies, and the closure of our office in Waterford. The Board extends its sincere thanks to the volunteers in Waterford and the South East who provided Childline and mentoring services, as well as fundraising for the ISPCC, for so many years.

The majority of the organisation's funding is derived from donations. First, from members of the public who provide enormous financial support to the organisation through participating in a range of fundraising events and initiatives, and second from the generosity of our corporate partners who choose the ISPCC as their charity partner. The organisation depends on this support, and values greatly each donation it receives. Our largest partner, Vodafone, contributed significantly to the organisation, and enabled us to progress our plans to re-develop our online presence and prepare to build an integrated online service for Childline.

We are also grateful to Tusla, the Department of Children and Youth Affairs, the National Office for Suicide Prevention, the National Drugs Taskforce and a range of other statutory bodies that have partnered with us in 2017.

I am grateful to all of my colleagues on the Board who created time and space to assist each other throughout the year, to the President of the ISPCC for her insight, to all of the volunteers and staff of the ISPCC, to the ISPCC's Children's Advisory Committees, and to all of our partners and supporters, for their commitment and hard work throughout the year to make the protection of children a national priority.

TURLOUGH CHACULU

Turlough Galvin Chairperson

CEO's Foreword

Welcome to the ISPCC's Annual Report for the year 2017. The past twelve months have seen several important milestones for children in Ireland, for child protection policy in practice and for the ISPCC.

I am delighted that the ISPCC worked with so many children in 2017. The Childline service received over 380,000 contacts, while over 650 children and young people benefited from our therapeutic support services. Our commitment to support, empower and protect children is what drives our organisation, and we are extremely grateful for the trust placed in us by children and their families.

The individual stories from children and young people describing their childhood experiences, and the instances where they need additional support or a listening ear, have a lasting impact on the staff and volunteers at the ISPCC. We work with children who have been bereaved, or who may be angry or afraid because of a trauma in their lives. Some children contact us because they are anxious or are experiencing mental ill-health and are seeking comfort or assurance. Many other children call because of loneliness or exam worry; concerns for the future, parental separation or homelessness. Our job at the ISPCC is to be available to all children, whatever their needs, and in 2017 we took several steps to ensure our organisation is prepared for the future – in the interests of children.

Our partnership with Vodafone continues to enable us to make significant improvements to our internal systems and processes, allowing us to have the technology in place to transform children's lives. We are doing this in preparation for the development and launch of a new Childline platform to coincide with Childline's 30 year anniversary. The 'next generation' of Childline is a tremendous opportunity to give every child the opportunity to access Childline using the technology of their choice, in a secure and stable way.

Our child and family support services, often delivered in partnership with Tusla and with other partners such as local Education and Training Boards and independent organisations such as Daffodil Care, provide therapeutic support to children and young people aimed at building their resilience during a difficult time. Our 'What Works Outcomes Evaluation Tool' enables us to consistently measure the positive impact our services have on children's lives, and we have wonderful examples of positive service outcomes for children in 2017, as you'll read throughout this report.

Unfortunately ongoing funding pressures required a reduction in our investment in services last year, which reduced the scale of our service, and the numbers of staff working in the organisation. This was an extremely difficult decision, and not one taken lightly. It has, however, left the organisation better prepared for the future.

The ISPCC's mission is to make the protection of children everyone's priority. In December 2017, the remaining provisions of the Children First Legislation were enacted. This introduced a national system of mandatory reporting of child abuse, and required all organisations working with children to proactively consider their obligations on child safeguarding and to publish a Child Safeguarding Statement. This milestone is the culmination of years of campaigning by the ISPCC to ensure the safety and protection of all children.

However other events during the year reminded us how much progress is still to be made. In February, following media interest in the issue, Minister for Children and Youth Affairs Dr Katherine Zappone TD launched an independent investigation by HIQA into how Tusla manages allegations of child abuse. In May, the Government's Special Rapporteur on Child Protection Dr Geoffrey Shannon published a major audit into how the Garda Síochána use their powers under Section 12 of the Childcare Act. The audit findings highlighted significant shortcomings in a range of areas, including in the sharing of information and working practices between the Gardai and Tusla. Throughout the year, the Health, Information and Quality Authority (HIQA) undertook a series of inspections into the provision of foster care services throughout 2017 and also found

significant levels of non-compliance with national standards. While the legislative framework for protecting children in Ireland is significantly stronger, the practical application of standards remains a work in progress.

Major social issues continue to impact on children, and the ISPCC advocates on their behalf on a daily basis. We have been vocal on the lack of availability of national standards for the provision of temporary accommodation which would protect children and secure their welfare. We have been critical of the abandonment of a national target to end the use of hotel and B&B accommodation for homeless children, and will continue to work actively on this issue. As a member of the Ministerial Advisory Council I have led discussions with homeless organisations on this issue. I was also a member of the Ministerial Task Force on Mental Health which was launched in 2017 and I hope will help result in renewed action and investment in this area.

The ISPCC remains a lead organisation advising government on the 'child protection issue of our time', children's digital safety. The evidence we gave to the Oireachtas Committee on Children and Youth Affairs in February 2017 directly led to the establishment of a review by the committee which has resulted in several key recommendations for improving our national action in this area.

I am proud of the ongoing successful work of my colleagues throughout 2017. It remains a privilege to work for an organisation that has such a lasting impact on children. The achievements of our organisation would not be possible without support from a wide range of partners, supporters and friends. A heartfelt thanks to all.

"The ISPCC's mission is to make the protection of children everyone's priority."

Grainia Long
Chief Executive

Our Impacts

"The ISPCC has helped me to be happy again. I feel so much better than when I started with the service and it is all down to them. They have taught me how to cope better. I think this skill will help me for a long time to come."



565 children worked with on an individual basis by ISPCC childhood support workers, to build their resilience and support them to cope with situations in their lives.



All work with individual children and parents is evaluated in terms of not only the outcomes that were achieved as a result of intervention but also the level and nature of change that has occurred.

- 99% reported being satisfied with the service that they received.
- 96% of clients' knowledge and understanding of their issue or current situation increased.
- 72% of clients had changed their behaviours and actions as a result of the intervention.
- 42% of clients' level of change had a positive community-wide effect.



106 individuals were engaged in the ISPCC mentoring programme in 2017.

Of all mentoring cases that closed in 2017;

- 100% reported being satisfied with the service that they received.
- 86% of clients' knowledge and understanding of their issue or current situation increased.
- 70% of clients had changed their behaviours and actions as a result of the intervention.
- 38% of clients' level of change had a positive community-wide effect.



In 2017, Childline answered **352,504** calls to the phone service and **29,407** conversations to its Childline Online service options.



In 2017, the Childline Online services (text and chat services) had a total of **12**, **243** unique service users (Childline text service had **1,238** unique users and the live web chat service had **11,005** new registrations).



Service volunteers donated over **55,645.5** hours to the ISPCC to enable us to run our services during 2017.



The ISPCC developed **policy submissions**, inputted into legislative developments and actively influenced changes in legislation and policy to make Ireland a better place for children to live.



The ISPCC Support Line provided a confidential listening service, offering information, advice and emotional support to all members of the public who contacted us, on any issue in relation to child protection and welfare.



The ISPCC's Outreach Programme brings information about the ISPCC's services to schools and community groups all over Ireland. In 2017 a total of **170** outreaches was completed by ISPCC services staff and volunteers.



The Shield Anti-bullying Programme supported schools and other groups to develop enhanced anti-bullying measures, working to raise awareness of bullying, its impacts, and how it can be reduced and effectively guarded against. In 2017 the programme was expanded to crèches, youth clubs, Youthreach and sports clubs. 13 organisations completed the Shield Self-evaluation Toolkit and 3 Shield Flags were awarded.



My name is Darren and I'm 17. Last year, I was expelled from school for smoking cannabis and not coming in. I would stay up all night smoking and playing Xbox and I never felt like talking to anybody the next day. I was fed up with the world.

My mam and dad weren't always around and, when they were, they didn't know how to help me. I was addicted to drugs and it was really affecting my mental health. My life only started to improve after an ISPCC Support Worker intervened. They linked me with relevant addiction support services and met me, respected me and listened to my thoughts. They even convinced me to start getting up and out every morning.

I began to take back control of my life after a couple of weeks working with my Support Worker. Slowly, I began to realise that I could believe in myself and that I could be happy living a healthy and active life. Thanks to their encouragement so far, I've started helping out with my local football team and I'm back going to school two days a week. Things are looking up.

"...I began to realise that I could believe in myself and that I could be happy..."

The names have been changed in these stories to protect the identities of those involved. The photos used are for illustration only and bear no resemblance to those involved.

Directors' Report

The Directors present their annual report and the audited financial statements for the year ended 31 December 2017.

1. STRUCTURE, GOVERNANCE AND MANAGEMENT

The Irish Society for the Prevention of Cruelty to Children is a company (Company Registration Number 15958) which was incorporated on 18 January 1956. The company is limited by guarantee, not having a share capital and is governed by a Memorandum and Articles of Association. The company is a registered charity under the Charities Act 2009 (Registered Charity Number 20007225) and holds Revenue Commissioners Charitable Status (CHY 5102).

In addition to the Board, which meets at least nine times a year and is responsible for the strategy and overall performance of the organisation, the Directors may also participate in other committees, for example:

(a) Audit Committee

The Audit Committee meets at least three times each year and is responsible for the oversight of the company's audit and control functions. This includes financial reporting and accounting, external audit, regulatory compliance, the effectiveness of the internal control environment and processes, and risk management.



(b) Remuneration Committee

The Remuneration Committee has responsibility for the negotiation of the Chief Executive's remuneration package and for determining the staff remuneration policy of the Society. The Board may also delegate to the Remuneration Committee functions in respect of disciplinary and grievance matters concerning the Chief Executive and those senior members of staff reporting directly to them.

(c) Nominations and Corporate Governance Committee

The function of the Nominations and Corporate Governance Committee is to foster and monitor the compliance of the organisation with best practice in relation to corporate governance and to recommend to the Board individuals suitable for nomination to the Board.





Kelly (9) was referred to the ISPCC after she witnessed an incident of domestic abuse, in which her father attacked her mother, at home. The Child and Family Support Service engaged with Kelly and with her brothers Conor (16) and Shane (11) about their fear and confusion around what had been happening.

The Childhood Support Worker spoke with Kelly and her brothers about why their dad had to move to another town, for their safety. At first, Kelly was very hesitant to reveal her feelings. She found it easier to express herself through art, so the Support Worker assisted with some exercises and activities they could work through together.

Over time, Kelly became less anxious and appeared more comfortable in the company of others. She could see that her mother and brothers were happier living without her father and realised she could talk about her thoughts, hopes and frustrations and would have their support.

Over time, Kelly became less anxious and appeared more comfortable in the company of others.

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2. OBJECTIVES, ACTIVITIES AND FUTURE PLANS

The ISPCC is the national child protection charity in Ireland. We provide a range of child and family support services, child mentoring, parent mentoring and outreach services.

Through Childline, we provide a 24-hour listening service for children, via telephone, text and web-based services. The ISPCC promotes children's rights and seeks to effect policy and legislative change to enhance the safety, security and lives of children in Ireland. In order to support this range of activity, the organisation generates income through a range of sources – by fundraising in communities, through individual supporters, corporate partners and online, and through partnerships with statutory agencies.

OUR VISION



An Ireland where all children are safe, heard, and valued.

OUR MISSION



To make the protection of children everyone's priority.

OUR WORK



We listen, we support, we protect.



KEY PRINCIPLES THAT RUN THROUGHOUT ALL OUR WORK

- Creating our own Future
- Listening to Children
- Committed to Quality



Hi I'm Jasmin, I'm 15 and I live with my mum, my uncle and my cousin. My teacher referred me to the Child and Family Support Service because I couldn't really concentrate in class and I was angry and upset about my mum. My mum has problems with drugs and alcohol and she used to get mad at me for no reason.

The ISPCC Support Worker was easy to talk to about my feelings. She gave me the idea of starting a diary, which helped when I had to move to the other side of town. I lived with my uncle and my cousin for a while, when my mum had treatment. The Support Worker helped me to understand what was happening and listened to what I had to say.

Now I am back living with my mum and we get on much better. She helps me with my homework and I am able to keep up with things at school. I know that it is ok to feel angry and sad sometimes and that, when I do, I can write my feelings in my diary or talk to my uncle, my cousin or my mum. "Now I am back living with my mum and we get on much better."

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The ISPCC's priorities are set out in its three-year Strategic Plan, of which 2017 was the second year. This plan was devised through a significant planning exercise, involving consultation with stakeholders, Children's Advisory Committees, Board members, staff members, volunteers and external partners. The plan sets out five key priorities for the ISPCC for the period.

The management team devised an annual plan for 2017, including a specific set of objectives to measure performance in this period against the strategic plan's priorities. This was approved by the Board and reported on by the executive during the year. It contained a range of identified key performance indicators to support the measurement of the achievement of each objective. At the end of 2017 the Board reviewed the plan and its progress and was pleased with performance against the objectives outlined. The planning process for 2018 commenced before year-end.

A child-friendly version of the Strategic Plan, devised by the Children's Advisory Committee of the organisation in 2017, is available on the organisation's website.

The priorities of the ISPCC during the Strategic Plan are outlined on the right. Each programme and measure undertaken by the organisation is traced back to these priorities.

Our Priorities

- To empower more children to be safe by using the best technology.
- To deliver innovative services for children and families at risk, through public and commercial partnerships.
- To equip individuals and organisations to prevent risks to children.
- To change the language and actions of government and society so that child cruelty is unacceptable.
- To build public awareness of risks for children and prevent abuse.

This annual report has been prepared in compliance with the Statement of Recommended Practice for Charities, (SORP). The ISPCC is committed to accountability and transparency in its governance and seeks to implement best practice in this regard.







Ryan (13) was referred to the ISPCC Childhood Support service after his father became concerned that he was oversharing online and putting himself at risk while talking to people who may not have been who they seemed. Ryan was keen to partake in online gaming and engage with his opponents, however his father was anxious that he could be vulnerable to being groomed.

Ryan worked with the ISPCC in his community and opened up to his Support Worker about how he was using the Internet. Through empowering, non-judgemental, discussion, he began to realise why it was important for him to make changes to his behaviour. Over the course of a series of individual sessions focusing on responsibility and the potential consequences of particular actions, Ryan was assisted in developing an awareness of how to connect with friends online in a safe and secure way.

Ryan now has privacy settings installed on his phone and laptop and uses a nickname instead of his real name on his online accounts. He is more careful about the type of information he shares with others online. As a result of his more responsible Internet use, he has gained greater self-esteem and his relationships with his father and his brothers have improved.

...his relationships with his father and his brothers have improved.

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3. ACHIEVEMENTS AND PERFORMANCE

3.1 The ISPCC's Services

The ISPCC works to realise its vision by providing a range of independent and unique services to children and families that are both preventative and empowering in nature.

The core aim of all of the ISPCC's services is to build psychological resilience among young people and to increase the capacity of families to meet the needs of their children. All targeted work with families is preventative in nature, with the intention of building upon individual strengths and securing positive outcomes for children and families.

In 2017, the ISPCC delivered eleven distinct types of services to children and their families in Ireland. The objectives of the ISPCC's services apply across all of its service models:

Service objectives:

- To increase the coping capacity and overall resilience of children and parents.
- To increase the quality and level of social support.
- To increase positive social connections.
- To improve self-regulation and problem-solving skills as a means of overcoming emotional and behavioural difficulties.
- To improve parents' ability to manage and respond effectively to children's emotional and behavioural issues.

The ISPCC aims to achieve three significant outcomes in all its interventions with children:



Increased level and quality of social support for each child.



Increased coping ability and individual resilience of each child.



Increased ability of each child to self-regulate their own behaviour and emotions.



My name is Aisling and I'm 14 years old. I have been talking to Childline on and off for about 2 years. A few weeks ago, I told Childline how a girl in my school, Emily, had been calling me names and threatening me. Her boyfriend, Sam, had been talking to me online and she got really angry when she found out.

Emily posted online that I had shifted Sam and sent him nude pictures of myself. She wouldn't believe me when I told her this wasn't true. I was scared she was going to beat me up. I didn't want to tell my parents because I knew they would take my phone off me if they knew what was happening. I decided to talk to Childline.

I told Childline everything. They said I had a right to be safe and that it wasn't ok for anyone to post lies about me on social media. After talking to Childline, I decided to tell my class teacher. She told Emily what she had done was wrong and that she would be in serious trouble if it continued. I blocked Emily and Sam from talking to me on social media and, with Childline's help, reported what Emily had done to the social media service provider.

"I have been talking to Childline on and off for about 2 years."

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Childhood support services

In 2017, the ISPCC's Childhood Support Service experienced high demand and worked with 434 individual clients, completing an individual programme plan. The service provides a one-to-one child-centred service for children and young people in their own home or place of the child's choosing.

The primary reasons for referral to the service were for behavioural support (20 per cent), parental separation (10 per cent), child/parent relationship (10 per cent) and self-esteem (one per cent). The main source of referral was from the educational sector (33 per cent), followed by Tusla – the Child and Family Agency (27 per cent) and parents/carers (21 per cent).

Service interventions are based on the best available evidence and focussed on delivering real outcomes for children and families. The service interventions are based on an individual assessment of need and firmly rooted in evidence. The over-arching focus is on working in partnership with individual children and their families, to achieve the best possible outcomes. Sessions are provided by professional staff working in the ISPCC's centres and throughout the community, within homes, schools and community venues.

The service works with children who have different levels of need, predominantly with clients classified as being on levels three and four of the Hardiker Scale, which measures different levels of need. The service is particularly successful with high-risk groups within hard-to-reach areas, due to its range of accessible, tailor-made supports.

Childhood Support Work	Total
Individual Work – 2017 New Clients	360
Individual Work – 2016 Carried Over	74
Total Individual Work	434
Brief Intervention (BI)	13
Top-up Support	37
Tracking	81
Total for BI/Top Up & Track	131
Overall Total for Individual Clients	565

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

"The over-arching focus is on working in partnership with individual children and their families, to achieve the best possible outcomes."



Of the 565 children supported through individual work, top-up or brief intervention, a total of 368 completed their intervention in 2017. The key outcomes achieved are outlined in the table below:

CSW Individual Work	Total Closed	Level 1 Outcome	Level 2 Outcome	Level 3 Outcome	Level 4 Outcome
		Client satisfied with service	Client knowledge of issue increased	Client behaviour changed as result of intervention	Community- wide effects of intervention realised
2017 New Clients	294	293	281	209	121
2016 Carried over	74	72	71	56	35
Total	368	365 (99%)	352 (96%)	265 (72%)	156 (42%)

Childline

Childline is an active listening service for all children, available 24 hours a day. Unlike any other children's service, it is unique in its availability, accessibility and affordability to children. It can be accessed from anywhere in Ireland, is a free service to children and is private and confidential. Childline uses systems with which children are familiar and comfortable, including phone, text and online chat.

When children contact the Childline service, they are seeking someone to listen – often as they feel they have nowhere else to turn. The level of need of the children calling Childline varies, but the vast majority, 89 per cent, are categorised on the Hardiker scale at the lower end of need.

- The majority of calls were universal in nature with no risk or additional needs involved (89 per cent).
- Three per cent of calls to Childline were from children at risk (levels three and four).
- Eight per cent of calls to Childline were categorised as level two needs.

The trend of an ongoing increase in demand for Childline's online-based services and decrease in demand for Childline's telephone-based services continued in 2017.

Recognising this trend, the ISPCC continued to develop its technology in 2017 – with the support of the Vodafone Foundation's expertise, commitment and funding. A new and more efficient text service was rolled out and significant plans for the transformation of the online service in 2018 were developed to support Childline to grow its capacity to deliver services to children, using a range of different technologies.

In 2017, Childline answered 352,504 calls to the phone service and had a 33 per cent increase in contacts to its online range of services, with 29,407 such conversations held.

To contact Childline, for free:

Phone: 1800 666 666

Text: 50101

Use the one-to-one live chat web-based service on

www.childline.ie

Gender	Total % of overall two-way interaction phone calls	% of text service users	% of online chat users
Male	72%	16%	25%
Female	26%	62%	75%
Other/Unspecified	2%	22%	0%
	100%	100%	100%

During 2017, as part of the organisation's cost containment programme, it was necessary to cease operating the Childline unit in Waterford. This was a difficult decision, based solely on the funding available to support the organisation's activity in this area. Huge support was received from the people of Waterford and surrounding areas, but there was no available sustainable funding to support the ongoing costs of running the service. In communicating the closure, significant care was taken to ensure that children were aware that calls to Childline from Waterford and the South East would continue to be answered. The ISPCC is grateful to the many dedicated volunteers who gave their time and commitment to listening to children over many years' operation in Waterford.

Missing Children's Hotline

The ISPCC Missing Children's Hotline provides emotional support and advice to young people and adults alike in relation to missing children. The Missing Children's Hotline operated without any significant changes in 2017. The number is available to take calls 24 hours a day, every day of the year and is free to the caller. The service, established in December 2012, is funded in part by the Department of Children and Youth Affairs and also received some European Union funding in 2017.

The Missing Children's Hotline number is 116 000. The hotline provides the following services:

- Available to take calls from:
 - The general public (including requests for information)
 - Family members of a missing child
 - Children who are missing
- Provides emotional support to children who are missing, their family and others responsible for the missing child.
 Offers guidance and advice to the callers regarding a missing child.
- Reports risk cases (where identifying information has been received) to the Gardaí/authorities.

The Missing Children's Hotline answered 81 calls in 2017.

"The ISPCC Missing Children's Hotline provides emotional support and advice to young people and adults alike in relation to missing children."



The Cheerios Childline Breakfast Goodybag Road Show rolled into St. Stephen's Green Shopping Centre in October.

Mentoring Programme

The ISPCC's Mentoring Programme is unique in that it provides mentoring services to both parents and young people. The programme aims to create a mentoring relationship between a young person or a parent and a trained adult volunteer, through which support can be provided and new opportunities for growth explored.

The mentor acts as a positive role model in the mentee's life which helps him/her to make positive social connections and builds upon the quality and level of social support available to him/her. This helps improve the mentee's level of resilience and his/her ability to cope with current and future adversity. It is this resilience, improved social network and development of life skills that leads to more sustainable outcomes for the child or parent mentee. These outcomes are evaluated throughout the programme.

In 2017, 106 individuals (parents and children) were engaged on the Mentoring Programme; 83 of these clients were new clients to the service. The key reasons for referral in 2017 were for behavioural support (20 per cent), difficulty coping (17 per cent) and self-esteem (12 per cent). Referrals were received from Tusla – the Child and Family Agency (26 per cent), the educational sector (22 per cent), parents/carers (14 per cent) and community and voluntary groups (14 per cent).

Mentoring Programme 2017 - Statistics and Outcomes

Mentoring	Total
Mentoring - 2017 New Clients	83
Mentoring – 2016 Carry Over	23
Overall Total for Individual Mentees	106

Of the 106 people we worked with in 2017, 70 completed intervention within 2017; the remaining people continued intervention into 2018.

Funding support for the mentoring programme is not consistent throughout Ireland. As a result of the cost containment programme in 2017, it was necessary to close two of the ISPCC's mentoring programes, in Waterford and Cork, making two full-time staff roles redundant. It is expected that this will reduce the number of children and parents benefitting from the mentoring service in 2018. The ISPCC will continue to seek to develop this service and source sustainable funding to implement it.





ISPCC's Drogheda office a colourful makeover.

The outcomes achieved within the Mentoring Programme were:

Mentoring Outcomes	Total Closed	Outcome Level 1	Outcome Level 2	Outcome Level 3	Outcome Level 4
		Satisfaction	Knowledge	Behaviour	Community- wide effects
Clients Closed	70	70 (100%)	60 (86%)	49 (70%)	27 (38%)

ISPCC Support Line

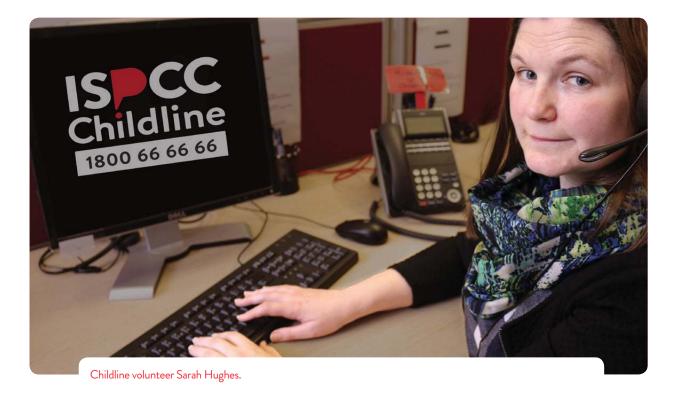
The ISPCC's Support Line provides a confidential listening service, offering information, signposting, advice and emotional support to all members of the public who contact us, on any issue in relation to child protection and welfare. In 2017 the support line was available Monday to Friday between 9am and 5pm by calling 01 6767960, emailing ispcc@ispcc.ie or by writing to any local ISPCC office.

The service is aimed primarily at individuals who have family relationship or parenting needs, those who may have concerns in relation to children and those who do not feel that they have sufficient support. This service enables the individual caller to talk over their needs with a professional ISPCC staff member who offers non-judgmental support, information and guidance.

The Support Line can provide:

- Information on services available/signposting.
- Advice on family relationship issues, parenting and coping strategies.
- Advice about child development and the impact of certain situations on children.
- Guidance and referral to statutory services to assist and support with child welfare and protection issues.
- Support and guidance on issues such as bullying, mental health, child abuse, parenting and social support.

The Support Line received 279 calls in 2017. Of these, 46 per cent of calls related to concerns of abuse and violence, 24 per cent related to issues within family relationships, nine per cent related to psycho-social mental health and seven per cent related to information requests.



Support Line Calls

Profile	Number of contacts	% of overall
Abuse and Violence	129	46%
Peer Relationships	4	1%
School-related Issues	12	4.3%
Legal Matters	5	1.7%
Substance Use and Abuse	4	1.4%
Differently-abled Children	1	.3%
Sexuality	2	.7%
Family Relationships	69	24.7%
Psycho-social Mental Health	24	9%
Physical Health	1	.3%
Information Requested	20	7%
Discrimination	1	.3%
Internet Issues	7	2.5%

Outreach Programme

The ISPCC's Outreach Programme brings information about the ISPCC's services to schools and community groups all over Ireland. Through contacts, requests and following on from referrals, ISPCC staff and volunteers attend events to familiarise members of the public with the services provided and spread awareness of how the services can be accessed by any child or family.

In 2017, a total of 170 outreaches were completed by ISPCC services staff. One highlight among these was attendance at Zeminar in Dublin's RDS, where the ISPCC had a stand staffed by ISPCC staff from across the organisation and volunteers and engaged with over 4,000 young people over three days. Services staff facilitated a workshop on mental wellbeing each day.

Shield Anti-bullying Programme

The Shield Anti-bullying Programme supports schools to develop enhanced anti-bullying measures, working with classes and teachers together to raise awareness of bullying and its impacts, as well as of how it can be reduced and guarded against effectively.

Over its six years in operation, the Shield Programme's activities have developed from raising awareness of the impact of bullying to providing schools, clubs, crèches, residential

centres and youth club/cafés with a toolkit to identify how effective any organisation is in dealing with, responding to and reducing incidences of bullying within the community. Each participating group also has the opportunity to apply to receive the Shield Flag Award, which identifies them as having completed a programme of steps to shield children and young people from bullying.

The 'Shield Toolkit' provides evidence-based practice regarding effective approaches to bullying, giving effective guidance on what actually works. Through completing the toolkit, participants can be reassured that they are taking an evidence-informed approach to tackling bullying and that the efforts they put into combat bullying have been proven to work. The toolkit presents the information in a user-friendly format of information, prompts, self-reflection and evaluation. An online reporting tool facilitates the group/ organisation to receive reports about bullying.

In 2017, the Shield Programme outcomes were:

- 13 groups completed the toolkit in 2017 and three Shield Flags were awarded.
- The Bounce Back youth café received the Shield Flag, making it the first youth café in the country to achieve this.
- The ISPCC remained on the content Advisory Board of Tacklebullying.ie.

The ISPCC also responded to many queries and concerns from schools and parents with regard to current bullying issues.



Child and Family Network Co-Ordinator Service

The ISPCC has two Child and Family Network Co-Ordinators (CFNC), based in Cavan and Monaghan. Both of these posts are funded by Tusla. The purpose of these roles is to develop and embed the national practice model of Meitheal and to develop Child and Family Support Networks in both Cavan and Monaghan.

The Meitheal model involves a lead practitioner identifying a child and their family's needs and strengths and then bringing together a 'team around the child'. This is a Tusla model and operates under the Prevention, Partnership and Family Support Programme which focuses on the community playing an integral part in supporting children and families at the early intervention and prevention stage.

The Child and Family Network Co-Ordinator is responsible for building positive relationships with statutory, community and voluntary organisations in order to work more effectively with children and families. The Co-Ordinator is responsible for delivering Meitheal training to equip practitioners in the community with the skills to look at the strengths and needs of a family, with a view to holding meetings with the child and parents at the centre.

The networks focus on the needs of their respective areas and on building positive relationships between people who work in their given area with children and families. The networks then work towards actions to bring more positive outcomes for children and families.

TALKING
MAKES US
STRONGER
Childline.ie
1800 66 66 66

The Headbomz campaign, presented in association with the Vodafone Ireland Foundation, let children know that

Talking Makes Us Stronger.

The Child and Family Support Networks in Cavan and Monaghan continued to grow throughout 2017.

Funding made available for community collaborative projects through the Children and Young People's Services Committee assisted this continued development of the support networks.

Throughout the seven networks (five in Monaghan and two in Cavan), which involve 68 agencies, various programmes focused on drugs and alcohol were developed collaboratively by schools and youth-based organisations to engage with young people who were identified as at risk of misusing these substances. This collaboration demonstrated a strong community focus and a willingness on the part of statutory and voluntary agencies to work together to effectively engage young people in an issue which can affect them deeply. Strong membership continues across the networks and it is hoped to help build on participants' skills and knowledge in the areas of child protection and family support in 2018.

The Child and Family Network Co-Ordinator in Monaghan once again held a successful Networks Networking event to coincide with Child Protection Awareness Week in September.

The Meitheal team model continues to strengthen, with continued demand for the family and child-centred support meetings. In 2017, the total number of Meitheal requests received was 15 – of which 13 proceeded to stage two of the Meitheal process. The primary reasons for Meitheal requests were for behavioural and emotional difficulties/issues, mental health issues and parenting support.

Parenting Monaghan

The ISPCC delivers significant support to the Parenting Monaghan project. The Child and Family Network Co-Ordinator in Monaghan identified, through the Child and Family Support Networks, a significant need for a strategic approach for parenting support across the Hardiker levels of need throughout County Monaghan. The ISPCC liaised with the Monaghan County Childcare Committee Manager and Monaghan Integrated Development Group to develop the possibility of training for professionals. A steering group has now been established.

Parenting Monaghan has facilitated a number of professionals from the community and statutory sectors to train over 80 participants in the Parenting Plus model of training. The ISPCC's Child and Family Network Co-Ordinator delivered one of these programmes to 14 parents.

On behalf of Tusla and the ISPCC, the Child and Family Network Co-Ordinator acted as liaison between numerous agencies to set up the Strengthening Families Parenting Programme supporting twelve families in Cavan. This successful three-month programme was match-funded by the Drugs Task Force and Tusla, with many parents and young people reporting that the relationships within their families have strengthened as a result of this programme.

Bounceback Youth Service

In 2016, the ISPCC and Youth Work Ireland (YWI) Cavan Monaghan were successful in a joint application to establish a 'Rural Resilience' programme in South East Cavan as part of the Department of Children and Youth Affair's Value for Money Policy Review. One full-time and one part-time staff member were initially appointed, with this complement increasing to two full-time staff members in April 2017. Phase Two of the programme was successfully completed by the end of December 2017.

The Bounce Back Youth Service continued to make progress against all aims and objectives. The partnership approach to this project has facilitated huge learning for both organisations and has enhanced the service offering to the young people in the catchment area. At this stage of the project it is evident that both organisations continue to work collaboratively and effectively and the nature of the work carried out by the ISPCC and YWI strongly compliments the overall success and achievements of the project.

This service in Cavan received 67 referrals for individual therapeutic intervention in 2017. Of these, 37 per cent came from local schools and 39 per cent from mental health services (CAMHS and community mental health team).

Hardiker level of need	Level 2	Level 3	Level 4	Total
Individual referrals	44	22	1	67





Of the 67 referrals received, a total of 42 individuals were provided with services. The outcomes to date are that young people have successfully developed their self-esteem or self-worth, increased their resilience, increased their ability to regulate their emotions and have strengthened or improved their relationship with family and friends.

Base line data has been collected with 100 per cent participation in the standard evaluation framework used by the ISPCC within the first four sessions of engagement; also 100 per cent of individual clients have completed the ISPCC's evaluation model, the 'What Works Outcomes Evaluation Tool: Viewpoint' online evaluation tool.

Kirkpatrick's Level of Change Evaluation Figures	
Number of young people who reached Level One	0
Number of young people who reached Level Two	2
Number of young people who reached Level Three	13
Number of young people who reached Level Four	13
Total number of cases closed in 2017	28

The Bounce Back Rural Resilience team also completed four resilience group work programmes. A total of 80 young people were involved in these programmes with 50 of those participants aged between 10 and 13 and 30 in the 12-14 age range.

Integration Service (Mosney)

The ISPCC's Integration Service was established in June 2016 and was provided until August 2017. The service was partially funded by the Daffodil Foundation. The ISPCC's Integration Service provided free, comprehensive, one-to-one support to families seeking to exit Direct Provision in Co. Louth. This was a child-centred service, based on a model of family support. During 2017 the ISPCC worked with eight families living in the Mosney Direct Provision centre. The service received a Public Participation Award from Louth County Council in 2017. Following receipt of additional funding for this service, it is envisaged that the service will re-open in mid-2018.

Group Work Programmes

The ISPCC delivered three different group work programmes in 2017.

a) What Works: ISPCC Resilience Group Work Programme In 2017, the ISPCC continued to deliver its resilience group work programme, the 'What Works' programme.

The What Works Programme was initially developed for a DEIS school in Inchicore, Dublin, in response to two main factors:

- Increased referrals from this school, which were impacting on waiting lists in the area.
- More sustainable outcomes could be achieved through peer support, as opposed to individual work, for particular families identified for this group work.

The 'What Works' Programme is a group work programme which aims to help children build resilience, improve selfesteem and find better ways of communicating and managing their feelings. The programme consists of nine sessions, three of which include parental/guardian involvement.



The programme sessions are broken down into the following three topics:

- Self-esteem: To help the group identify all the positive attributes they possess.
- Feelings and Expression of Feelings: To bring an awareness into the group about the different feelings we experience and how we deal with them.
- Anger: For the group to gain an understanding that it is okay to be angry sometimes but it is important to express anger in a positive way.

A total of seven resilience programmes were facilitated in 2017, involving 108 participants. The results were very impressive, with the students recording Kirkpatrick levels 3 to 4, the highest possible, for positive behavioural change. The schools involved in these programmes reported highly favourable responses and were enthusiastic in continuing these sessions for their students in the future.

Feedback from the What Works Programme included:

Parent: "He talks more about his feelings. He didn't do this before".

Parent: "My child has more confidence and has made more friends".

Parent: "Her attitude at home has changed. She's not as aggressive with her sisters and is able to manage her anger".

Parent: "There's been a really big improvement in her behaviour and she knows how to handle her anger".

Child: "I can control my behaviours better".

Child: "I don't slam the door any more when I get angry. I can talk about how I feel now".

Child: "I'm not getting angry at people, because I'm not screaming at them and I don't get into trouble at school".

Child: "What helped me most was controlling my behaviour and helped my family, which made my life so much easier. Thank you very much".

Teacher: "She is a much happier girl now, she listens to her peers and gets on better at home".

b) The Non-Violent Resistance Programme

The Non-Violent Resistance Programme (NVR programme) is a brief, systemic and cognitive behavioural response to child-to-parent violence. The NVR Programme aims to empower & support parents/carers in preventing & responding to the controlling and violent behaviour of children and teenagers.

During this eight-session programme, there is an emphasis on influencing a change in the relationship between the parent and the child, on the behaviour of the parent and on increasing positive parental presence in the child's life. The NVR Programme is adaptable and responds to the needs of parents and practitioners. It is suitable for use in a variety of contexts (such as group or individual sessions) and a variety of settings (voluntary or statutory services).

In 2017, the ISPCC facilitated two NVR programmes involving 19 parents and 33 children. This programme was received very well with positive feedback from all the participants.

c) Parents Plus Parenting Programme:

In Wicklow, the ISPCC facilitated a 'Parents Plus' programme for parents of young people who were experiencing difficulties associated with drug or alcohol usage; 10 parents attended. These group settings allowed a reduction in the referral waiting list and gave prompt and effective responses to these parents. This group work programme achieved a 100 per cent attendance and completion rate.



ISPCC Crisis Lines

As part of work with the National Office for Suicide Prevention (NOSP), the ISPCC makes a crisis line available to all children and young people within a local community if/when a tragedy or crisis occurs.

In 2017 this service was utilised on three separate occasions in two communities in Cork and one community in Cavan, respectively.

When operational, this line can be reached by all children and young people up to the age of 18. The service is an active listening line, which is non-directive in nature. It is available on a 24-hour basis for an agreed time period. The purpose of the line is to offer support to the school community within the directly-affected area and to give children and young people the opportunity to talk about their feelings, worries or concerns following a tragedy.

Our Service Volunteers

In 2017, 407 service volunteers provided a total of 55,645.5 hours service. Without these incredible people offering this time voluntarily, the ISPCC could not maintain the level of services provided.

The ISPCC's volunteer training programme is a tailor-made course specific to the area of activity, e.g. Childline. The Childline volunteer training course is specifically designed to give volunteers interested in listening to and supporting children the necessary skills, knowledge and ability to do so effectively. Volunteers attend 15 three-hour sessions of training over an eight-week period, plus another 12 hours of 'shadowing' and 12 hours of 'supervised' calls before taking calls by themselves for the first time.

Each volunteer is trained in active listening skills and childcentred practice. They also receive training on children's rights, understanding children's needs and child protection. The course is continually updated and evaluated to ensure ongoing relevance.

Our Partnerships with Other Organisations:

The ISPCC is represented by the CEO on the Advisory Council of Better Outcomes, Brighter Futures, the national policy framework for children and young people 2014 – 2020.

Partnership working has ensured that seven Child and Family Support Networks have been established – five in Monaghan and two in Cavan. These provide professionals with an opportunity to meet on a quarterly basis to discuss local issues and pool resources for larger projects needed in the community.

The ISPCC was a member of the Tusla Commissioning Working Group in 2017.

Services staff were involved in 485 inter-agency meetings with other professionals.

Children's Advisory Committees 2017

2017 was another productive year for our dynamic, energetic and committed Children's Advisory Committees, who were involved in numerous projects across several ISPCC departments. Some of the key highlights of their year are below.

Childline Mobile App & Digital Platform

The ISPCC is committed to ensuring that it maintains a child-centred approach in the design and implementation of all its services to children and young people. The ISPCC's CAC provided detailed & helpful feedback on the development of a Childline Mobile App and on the new ISPCC Digital Platform, to be developed in 2018.

Cyber Safety Event

Members of the CAC participated in the ISPCC's and Vodafone Ireland Foundation's consultation on young people's online safety. The information gathered from this interactive event across four locations in Ireland has been used to support the ISPCC's understanding and work in this area.

Fundraising

The CAC enthusiastically assisted the ISPCC during collections on the inaugural Childline Change National Collection Day.

Intergenerational Work

The CAC in Monaghan, in collaboration with Drumbear Lodge Nursing Home, participated in an intergenerational project where young people and older people worked alongside each other, sharing skills and abilities, with the aim of creating two art pieces that reflected the talents and creativity of both groups. The art pieces that were chosen were a patchwork wall hanging and a wall mural.

Cork Matters

The 'Cork Matters' project was commenced by the ISPCC in 2017, with the aim of identifying issues facing particular communities and of coming together both to address these and to celebrate all the great things about living in these areas. Youghal and Ballincollig, two Cork towns where the views of residents appear not to be regularly highlighted, were chosen to be the focus of the 'Cork Matters' project.

As part of the project, ISPCC staff members spent several months listening to children, young people, parents and community members from both areas to find out more about the key strengths and key challenges facing children and young people living there. Face-to-face group sessions and interviews and the Survey Monkey online tool were used.

Once data on the key challenges was established, the ISPCC organised two 'World Cafés'. To ensure a child-centred approach to the project the Chidren's Advisory Committee (CAC) in Cork played a key role in the design and implementation of the project. The purpose of these World Cafés was to give children and young people – as well as adults associated with the communities – the opportunity to share their views around the changes they felt would assist their areas.

"Our role in the overall project was to child-proof and approve all correspondence and documentation. We also gave feedback on the Cork Matters online survey and one-to-one questions. At our World Cafés, the locals (including lots of children and young people) worked with us to find solutions to these issues and to find out how they could be involved in the improvement of their community. There was lots of diversity within our World Cafés – we made sure we had a mixture of children, young people, professionals and residents from the area.

"We helped plan the World Café events and made sure that they were fun, welcoming events for people attending. At the events themselves we co-presented to the audience, took on roles of 'Table Hosts' and encouraged people to interact and take part. We feel that the project was very important because it gave the locals the opportunity to voice their opinions regarding issues within Youghal and Ballincolliq."

ISPCC's Children's Advisory Committee, Cork.

The Cork Matters project is funded by Tusla Seed Funding for Children and Young People's Participation.

Tusla National Conference on the Participation of Children and Young People

The Cork CAC was invited to present at the Tusla National Conference. The members planned and delivered their engaging workshop, focusing on their vital role in Cork Matters.

3.2 The ISPCC Influencing Change

The ISPCC's mission is to make the protection of children everyone's priority. One of the organisation's key activities therefore is to influence change In law and policy in Ireland, so that law, systems, processes and functions that impact on children's lives do so in a way that proactively protects children.

In 2017, a significant programme of work was undertaken to seek to influence change in this area. Limited resources mean that the organisation prioritises those areas of attention in which it believes most impact can be made, and so choices as to which areas to concentrate on are inevitable. The ISPCC has a unique resource in the data provided by its Childline service and in its direct work with children, which is unparalleled in signposting to the organisation the issues that are of most relevance to children and young people. The work undertaken was primarily concentrated in five areas which were defined in 2016 and carried through in the 2017 annual plan: child protection; homelessness; online safety; mental health, drugs and alcohol and the voice of the child in justice and the court system. In addition, the ISPCC continued to watch developments in a number of areas, and contribute to policy debates in some other relevant areas, including bullying, child marriage and female genital mutilation.



Influencing change is achieved through various means; public campaigning, direct lobbying of policy makers, the use of research and data and public campaigning. As part of this strategy, the ISPCC continuously raises items of importance in the media. Significant effort is expended in providing high-quality accurate information and commentary in a timely manner to journalists, so as to contribute to and inform public debate. The ISPCC records its lobbying activity of public officials as required under the Regulation of Lobbying Act through the lobbying register at Lobbying.ie.

Child Protection

In 2017, some of the key policy developments in this area included the publication in May of a comprehensive audit by An Garda Síochána into the use of Section 12 powers by Gardai; that is the use of powers to remove a child believed to be at risk to a place of safety. This seminal report, undertaken by the Government's Special Rapporteur on Child Protection, was the most comprehensive audit of its type ever, and undertook significant conclusions as to the failings of the child protection system in the state. The ISPCC played a key role in highlighting the report in the media and with policy makers to amplify its concerns and enhance its reach, achieving significant coverage and enhancing public interest in the issue over several months. The ISPCC produced media and parliamentary briefings on the report and also on the practices in this area internationally, focusing to some degree on the need for 24-hour social work services to be available to children. The organisation sought and ultimately received assurances that recommendations in the report would be implemented by the bodies involved, notably the Child and Family Agency Tusla and An Garda Síochána. In particular, the need for enhanced co-operation among these bodies, better data and information sharing and enhanced co-location is required.

By year-end, there was acceptance of the need for all of these items to be addressed, and Budget 2018 included an allocation to support this work and expand out-of-hours' social work services, which is a step in the right direction. There was also a significant step forward in child protection practice as a result of the introduction of mandatory reporting, which had been adopted in legislation two years previously but which did not commence until December 2017. These developments combined represent a step forward for child protection practices which the organisation welcomed, and provided a clear indication of items that require further attention in 2018 and beyond.

Homelessness

During 2017, as the numbers of children who are homeless in Ireland grew to unprecedented levels, the ISPCC along with other organisations working with homeless people and with children joined forces to scrutinise Government action in this area. The organisation contributed to the development of standards for emergency accommodation, and campaigned for these to be rolled out nationally; this has not yet been achieved but progress is being made. The ISPCC also researched developments internationally and used these to inform its policy position, that the required change in this area includes the need for legislation limiting the use of emergency accommodation.

There was significant disappointment among all involved in this area when the government failed to meet a stated objective of ceasing the use of inappropriate emergency accommodation by June 2017. The ISPCC raised awareness of this failure in media and continues to highlight the need for urgent intervention and support for the over 3,300 children now reported as homeless and in need of emergency accommodation in Ireland.

Online Safety

Staff members from across the organisation undertook an internal case review of cases and data involving online issues and the experiences of young people online. On foot of this data, and following on work in this area in 2016 with our partners Vodafone, the ISPCC sought an audience with the Oireachtas Committee on Children and Youth Affairs and in February of last year gave evidence to this committee. The ISPCC shared stories of young people who have experienced a range of negative experiences online, including bullying, harassment, grooming and exposure to inappropriate material. As a result, the Committee began a full programme of work in this area, exploring the issue further. The ISPCC prepared a wealth of material on the topic and contributed hugely to the debate nationally on the need for enhanced regulation and an online strategy for children. The ISPCC held briefings and meetings with many external partners, as well as with policy makers, to advance this issue. The organisation is delighted that, in the last quarter, there was a discernible shift in attitude among policy makers with the importance of this issue recognised, cross-governmental meetings and work on this issue commencing and plans made for an Open Policy Debate on online safety hosted by Government in March 2018.

Mental Health, Drugs and Alcohol

Work continued in developing appropriate submissions and contributions in relation to the need for significant additional resources and change in the mental health system for young people. A significant development was the National Taskforce on Youth Mental Health, which the ISPCC contributed to as a member and by submitting information and feedback over the course of the process. The recommendations of the Submissions and the Taskforce Report on Youth Mental Health, which was published in December, provide practical and evidence-based solutions towards improving the mental health and wellbeing of Ireland's youth population.

The ISPCC contributed to the development of the National Drugs Strategy and participated in media commentary on its publication in July 2017 and on its implementation. The ISPCC was also vocal in respect of the Public Health Alcohol Bill, raising the need for its swift passage in the media and with elected representatives.

The Courts and Access to Justice

The ISPCC began a new work programme exploring the voice of the child in the courts and justice system. In 2017, this work was confined to developing submissions on the reform of the Guardian ad Litem system in Ireland as part of the review of legislation governing this area. Following a review of resources in the policy team, a decision had to be taken not to proceed with further dedicated work in this area in the short term, beyond participating in the GAL review, the review of the Child Care Act under our child protection policy pillar and in supporting the work programme of others in this area.

3.3. The ISPCC's Fundraising Activities

The ISPCC's fundraising was successful in 2017, with fundraised income totalling €3,784,737. This income is essential in enabling the ISPCC to achieve its mission. The ISPCC is enormously grateful to the many individuals and organisations who gave us their time, money, talent and support to help us to achieve our objectives and to support us in providing our services to children.

The organisation's fundraising approach is set out in a specific fundraising strategy that is approved by the Board. Its primary goal is to build sustainable income.

The ISPCC is fully compliant with the Statement of Guiding Principles for Fundraising. The organisation has significant processes in place to ensure that every donation is accounted for. Information is provided on the website www.ispcc.ie regarding how we raise our funds and how they are spent. The ISPCC values enormously the time our volunteers spend in raising funds for us and the generosity of our donors, members of the public and corporate partners. Great trust is placed in us to fundraise ethically and to use the funds raised well. We answer this trust with robust systems and transparency.

During 2017, relationships with new major corporate partners were secured and ongoing partnerships nurtured. As in previous years, the fundraising team took the opportunity to trial and test new campaigns and fundraising initiatives and tested every income stream for viability. Significant new partnerships were developed and the range of community-based, campaign and event fundraising was diversified and grown.

Corporate Partners and Trusts

The ISPCC is extremely grateful for the support received this year, and every year, from so many generous and committed corporate partners. We would like to extend a special note of thanks to Vodafone, Applegreen, Ryanair, One for Ireland, Fidelity Investments, IKEA, Nesta, Penneys, The Property Race Day and Tipperary Water.

Our sincere thanks also to Eaton Capital, The Quinn Family Foundation, Dyson Ireland, Clothesaid, Otterbox and Fonua for supporting the ISPCC in 2017. The effort and generosity of companies throughout Ireland who see the impact they can have for children in Ireland who use our services makes an enormous difference to our work.

We are exceptionally grateful to our long-standing supporters Matheson, MCD, Ogilvy, Musgraves, CCMA, Shoe Zone, Halo Munchies, Cover Centre, Aviva, 3 Arena, The Olympia Theatre, The Gaiety Theatre, Ticketmaster, Brown Thomas, Allsop and The Ireland Funds – all of which contributed significantly to the ISPCC through campaigns and generous donations.

Vodafone Five-year Partnership

The ISPCC commenced a five-year partnership with Vodafone in 2016 with the strategic goal of working together to keep children safe by keeping them connected. The partnership provides the ISPCC with €2 million in direct funding over five years and commits to covering the call costs of the Childline phone service for ten years. The partnership will update Childline's technologies and service infrastructure to modernise and broaden out access to the service online, in line with the changing needs of children. It also supports the ISPCC's work in the area of online safety, developing research

and materials to support this area of growing importance to children, young people and their families.

A fantastic new development for the partnership in 2017 was the launch of Childline brand awareness materials speaking directly to children, in the form of the Headbomz campaign. Launched in May, the innovative campaign aimed at children who are between eight and ten years old is designed to encourage children to talk about their feelings, thoughts and worries with a parent, a teacher, a friend, or Childline. The overriding message of the campaign is that Talking Makes Us Stronger. The engaging video and catchy tune resonated in classrooms and homes across Ireland during 2017, with large scale TV and online media campaigns and packs sent to schools in both May and October. The impact of the campaign is already being felt within the Childline service, and requests for and feedback on the use of these resources are received daily. It has been a very significant positive development in reaching children directly, and exciting further plans are in development to expand the programme in 2018.

In 2017, Vodafone staff took on numerous fundraisers, events and campaigns to raise awareness and funds for Childline. Runners, abseilers, walkers, cyclists, climbers, bakers and actors from Vodafone were among those who took part. The Oskars night in the Mansion House was the highlight of the year. Vodafone employees rehearsed tirelessly before filming a piece from a well-known movie.

Vodafone staff also took part in ISPCC fundraising events including selling ponchos at festivals throughout Ireland, Childline Change national collection day, selling Holly pins, holding Raise the Dough Bake Offs, taking part in the Women's Mini Marathon, helping with the Goodie Bag Roadshow and joining us at the Valentine's Ball.

In addition to their significant fundraising efforts, staff members across divisions and functions in Vodafone gave their expertise and personal time to help ISPCC Childline imagine and create new ways of getting its message out to children and ensure that it is always here for them, 24 hours a day.

Applegreen

In 2016, Applegreen chose the ISPCC for a two-year partnership. This saw Applegreen employees raise a total of €298,221 for ISPCC Childline by organising a series of successful events around the country. Some highlights included a Digital Donation Day in association with One for Ireland, participation in marathons, a mountain challenge in the Galtee Mountains and a hugely entertaining Lip Sync Karaoke night. The absolute commitment, support and drive of Applegreen's employees to raise funds to make a difference to children's lives has been incredible and the ISPCC is extremely grateful. A donation of one cent was also made to the Applegreen Charitable Fund every time customers made a shop and fuel, or shop-only purchase. The ISPCC is very grateful to have been one of four charities chosen to receive these funds.

Ryanair

For the third year in a row, Ryanair continued its tremendous support for ISPCC Childline, making a substantial donation of €100,000 towards our Childline services in 2017.

Additional income was raised through fundraising activities and promotions including a Summer Holiday Competition on TV3 and a Christmas Jumper Day. From everyone at Childline, thank you to Ryanair staff and customers for your continued support.





Penneys

Penneys have been long-term supporters of the ISPCC and launched a new campaign 'Penneys Makes Cents' in 2017. The campaign ran in Penneys' stores throughout Ireland and gave shoppers the opportunity to donate 50 cent or more when purchasing their items. The support was unprecedented. Shoppers raised almost €100,000 for ISPCC Childline, while Penneys made an additional donation of €15,000. We are extremely grateful to the staff and customers for their continued support for our services to children and young people. You are part of every call we answer.

Fidelity

The ISPCC was thrilled to be chosen by Fidelity as their first ever charity partner. The partnership includes skills and knowledge support, a corporate donation, volunteering and fundraising. In 2017, Fidelity sponsored our first Childline Change day. This took place on June 30th and saw hundreds of volunteers the length and breadth of the country raise funds for ISPCC Childline. Fidelity associates helped with the day in Dublin and Galway and hosted a number of events, including the Fidelity Olympics held in their offices. In the lead-in to Christmas, Fidelity held a carol service in Galway to raise funds for Childline and their associates donated hundreds of presents for the children we work with in the ISPCC. Huge thanks for Fidelity's support and we look forward to building the partnership in 2018.

IKEA

IKEA chose ISPCC to be their charity partner for two years, commencing in 2017. The partnership has already involved a number of staff and customer events. IKEA co-workers

very kindly organised a Strictly Come Dancing event and a cycle event, took part in the Croke Park Abseil, helped sell goody bags and ISPCC Holly pins and sold teddy bears to raise awareness and funds for the ISPCC. We are so thankful for the support of IKEA co-workers and customers and look forward to working together further in 2018.

Nesta

Nesta, the self-storage company, chose to hold the Nesta Valentine's Ball in aid of the ISPCC. We were delighted to work with the Nesta team in preparation for the ball, which was held in The Shelbourne Hotel, Dublin, on February 11th. We would like to extend a huge 'thank you' to Nesta for this wonderful event. Nesta has continuously supported the ISPCC during the year, with a number of staff taking part in the Croke Park Abseil in September. Nesta has also generously given the ISPCC storage space free-of-charge.

Property Race Day Ireland

The Property Race Day is the number one fundraising and property networking event in Ireland. The fourth annual Property Race Day took place in June 2017 at Leopardstown Racecourse. The event, hosted by Kathryn Thomas and Ivan Yates, raised over €120,000 for The Property Race Day's charity partners – with €50,000 being donated to the ISPCC. The ISPCC would like to extend its gratitude to The Property Race Day Ireland event as the event will continue to partner with the ISPCC in 2018 and 2019. Funds raised will support Childline, the ISPCC's Childhood and Family Support Services, Mentoring Programmes and Missing Children's Hotline.





Tipperary Water

Tipperary Kidz Water has partnered with Childline for a two-year partnership, which will raise significant funds for Childline. Each six pack of Tipperary Kidz Water displays the Childline number. The partnership sees a portion of proceeds from every pack of Tipperary Kidz Water donated to help fund the ISPCC's Childline service. Thank you to Tipperary Water for helping the ISPCC create awareness of the Childline number through this partnership.

Events

FM104's The Gig

For the ninth year running, FM104's Help a Dublin Child 'The Gig' took place at The Olympia Theatre in Dublin. Boasting a line-up of some of the best Irish artists – Gavin James, The Coronas, Hudson Taylor, The Academic and Picture This – the night was a great success and raised over €47,000 for the ISPCC. Special thanks to Margaret Nelson and Dave Kelly for their ongoing support and to all the staff and listeners for being part of this wonderful evening.

ISPCC Brown Thomas Fashion Lunch

Hosted by Erin O'Connor, the 2017 Brown Thomas Autumn/ Winter Fashion Show Lunch was a highlight of the Dublin social calendar. In addition to the style and glamour on display on the catwalk, guests were enthralled at the performance by soprano Celine Byrne, who received a standing ovation.

The ISPCC is extremely grateful to all at Brown Thomas for their ongoing support, hard work and commitment to its services. It would be impossible to thank everyone involved in making this event such a success, but we would like to

acknowledge Shelly Corkery and her team at Brown Thomas for putting on such a marvellous show and Christian Louboutin for providing an exquisite gift for each of the 350 guests.

Moët & Chandon kindly provided a wonderful champagne reception. The event raised over €70,000.

Body Byrne 500 Challenge

Personal Trainer Paul Byrne approached the ISPCC with a new fundraising opportunity in 2017. The initiative challenged cycling enthusiasts to raise funds for Childline by cycling 500km in five days. The ISPCC appreciates the huge amount of work involved in creating this inaugural cycling event in our calendar and we look forward to this challenge again in 2018.

Mrs. Brown's Boys

The ISPCC was delighted to be one of the beneficiaries of a sold out 'Good Mourning Mrs. Brown' matinee show in Dublin's 3 Arena in December 2017. We're hugely indebted to Brendan O'Carroll, Jenny Gibney and all the crew at Mrs. Brown's Boys for their generous support to our services to children. The ISPCC received a donation of over €44,548 from the event.

Ricky Gervais

Ricky Gervais donated 50 per cent of the proceeds from the platinum sales of tickets to his sold-out show at the 3 Arena in June 2017. The ISPCC was delighted to be the recipient of this generous donation and we would like to extend our thanks to Noel McHale in MCD and to Ricky Gervais for his support.

Jamie Heaslip

Jamie Heaslip has been a huge supporter of the ISPCC for many years and hosted a number of events in 2017, the proceeds of which he kindly donated to the ISPCC. These





included a rugby Q&A event in Dublin bar Lemon & Duke. The ISPCC is also very grateful for Jamie's support in the 'Talking Makes Us Stronger' video series, helping ISPCC to normalise the idea of talking about issues of concern and raising awareness of Childline.

The 2FM Xmas Ball

What a night: RTÉ 2FM and MCD came together again to host the biggest Xmas Ball yet in aid of the ISPCC. Headliners The Script were joined by The Coronas, Gavin James, Hudson Taylor, Wild Youth, Hermitage Green and Little Hours and the gig was hosted by 2FM presenters including Nicky Byrne, Jenny Greene, Eoghan McDermott, Bernard O'Shea, Jennifer Zamparelli, Keith Walsh, Tracy Clifford and more.

The ISPCC is extremely grateful to all who made this event happen; to the talented and successful artists, all those involved from 2FM, the teams in MCD and the 3Arena – all of whom provided their services free of charge on the night – and to Caroline Downey, President of the ISPCC and producer of the 2FM Ball. The monies raised from the concert go towards the financial support of the 24 hour Childline service and the ISPCC's services dedicated to helping children. The event raised over €476,000 in December 2017.

Afternoon Tea at the Morrison Hotel

The Morrison Hotel held its fourth annual Christmas Afternoon Tea, with all funds raised donated to ISPCC Childline. The event was hosted by Rory Cowan and raised over €8,000. Thank you to all the staff at The Morrison Hotel for their incredible generosity again this year.



Campaigns

Donate for Discounts weekend at Blanchardstown Shopping Centre

A fantastic weekend was had at Blanchardstown Shopping Centre in May 2017, with customers purchasing wristbands for €3 in return for discounts in retail outlets in Blanchardstown Shopping Centre. The purchase of wristbands and bucket collections in the Centre raised almost €30,000 for ISPCC Childline. Thanks to Kathryn Thomas for launching this new initiative, the management and staff of Blanchardstown Shopping Centre and their customers for making the weekend such a success. We look forward to working again on this event in 2018.

ISPCC Christmas Holly Campaign

The 2017 Holly campaign was supported throughout December by school pupils and volunteers all over Ireland who took to the streets to sell the ISPCC's Holly Pin. The ISPCC is grateful for all of the fabulous support we receive year on year, in all weathers, as well as to all the members of the public who show their support by purchasing a Holly Pin. The campaign was a huge success in 2017.

Shield Youth Award

The ISPCC Shield Youth Award provides a fantastic opportunity to develop students' awareness of the impact certain behaviours can have on others. It requires students to research bullying and its effects and to focus on personal development, innovation, creativity, business and marketing skills. The final of the Shield Youth Award took place in May 2017 in an exciting boardroomstyle final in Vodafone's Dublin headquarters. The standard of submission impressed the judges greatly. Huge congratulations to the winners, St Raphaela's Secondary School in Stillorgan, County Dublin, and all the finalists in the competition. The Shield Youth Award raised almost €7,000.

Cheerios' Childline Breakfast Week

2017 marked the eleventh year of the Cheerios Childline Breakfast Week, which was launched by Lucy Kennedy and her daughter Holly. The continued support from Cheerios is a significant funding stream for the ISPCC to enable us to continue listening to children every day and night. We are very grateful for the support given to the campaign each year by Today FM's Ian Dempsey Breakfast Show and TV3's Ireland AM.

Despite the 2017 Breakfast Week being hit by Storm Ophelia, hundreds of crèches, schools, community centres, individuals and offices nationwide rescheduled their breakfasts for Childline. Supporters also donated in their thousands via text. We are so grateful to the Cheerios team for their ongoing support in ensuring the continued success of this campaign.

We would also like to extend our thanks to all the shopping centres throughout Ireland who enabled our Goody Bag Road Show to take place, as well as to the volunteers who gave their time to sell goody bags to shoppers. Cheerios Childline Breakfast Week raised in excess of €200,000.

Tin Collections

The public continues to support our tin collection boxes in retail and commercial outlets the length and breadth of Ireland. We are extremely grateful to the proprietors involved, as well as to members of the public who support this important income stream for the organisation. We would like to extend our thanks to the new companies that have come on board throughout the year.

Summer Concerts

Through the support of MCD and Festival Republic, poncho selling at outdoor summer concerts was continued and expanded in 2017. Fundraising volunteers offered rain ponchos, and, more optimistically, sun-cream to gig-goers throughout the summer.

Support from Individuals

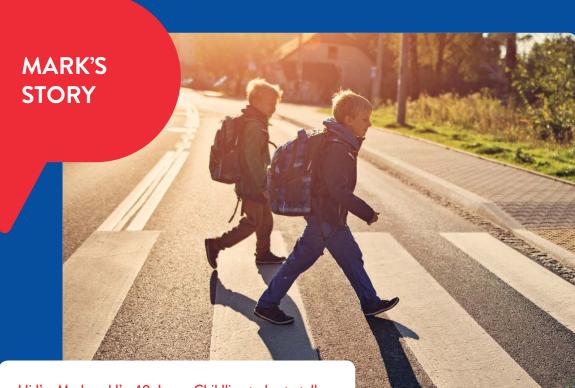
Support from donors on a monthly basis is a vital income stream which allows the ISPCC to plan ahead and forecast for the future delivery of our services. The ISPCC invested in the recruitment of 1,000 new monthly donors in 2017 to build steady and sustainable income for the organisation in the coming months and years.

Direct Mail appeals were also conducted and these highlighted the ISPCC's services and shared some of the stories of the children we support. The response from our supporters and the public to ISPCC's Direct Mail appeals in 2017 raised much-needed funds for Childline and enabled the ISPCC to acquire new supporters. We are very grateful for the generosity given in response to our appeals.

We want to extend further thanks to the donors who allow the ISPCC to claim the tax back on their donations of €250 or more, as this gives the ISPCC the opportunity to make donations go even further, by way of a refund from Revenue.







Hi I'm Mark and I'm 10. I rang Childline today to talk about my mum and about school. My mum died a few weeks ago and I'm in foster care now. My foster parents are nice but I still cry every day because I miss my mum.

I told Childline how I am going back to school tomorrow for the first time since my mum died. I have autism and I get nervous talking to people. I didn't like the thought of everyone in my class asking me about my mum. The lady at Childline was very helpful. She listened when I told her how I was feeling. Now, I don't feel as worried about going back to school.

The lady at Childline said I could call back anytime. I think I will do that because talking about things has made me feel much better.

"Now, I don't feel as worried about going back to school."

The names have been changed in these stories to protect the identities of those involved. The photos used are for illustration only and bear no resemblance to those involved.

The ISPCC's donor recruitment strategy is to grow our regular giving income to help secure the long-term vision and sustainability of the organisation. The ISPCC will embark on a further donor recruitment drive to increase our income from monthly gifts in 2018.

Sporting Activity

In 2017, ISPCC supporters took part in some of Ireland's toughest physical and mental endurance challenges, including The Great Dublin Bike Ride, VHI Women's Mini Marathon and Tour de Picnic. Hundreds of runners, joggers, cyclists, walkers, strollers and enthusiasts trained and competed in all weathers and raised funds for the organisation individually and in teams. The ISPCC is very grateful for all their efforts.

Churchgate Collections

We are very grateful to the churches all around Ireland who kindly give us permission to collect at their churches annually and to the volunteers who collect on behalf of the ISPCC. This continues to be a very significant income stream for the ISPCC and raised over €100,000 in 2017.

Legacies

Leaving a legacy is a wonderful testament to the support and commitment of the services we offer children. The generosity of those individuals who choose to leave a lasting gift to the ISPCC is deeply appreciated. In 2017, we received over €148,751 in donations through legacies. On behalf of all the staff, volunteers and children we serve, these gestures of benevolence mean so much.

Special Supporters and Ambassadors

The ISPCC is honoured to receive support from many exceptional people who generously donate their time and expertise to raise awareness of our work and to endorse our work throughout the year.

For their support in 2017, we are especially thankful to: Mike Adamson of Live Nation, Sinead Burke, Dylan Bradshaw, Celine Byrne, Joanne Byrne, Presence PR, Nicky Byrne, Lisa Cannon, Yvonne Connolly, Matt Cooper, Rory Cowan, Denis Desmond and Noel McHale of MCD, Ricky Gervais, Glenda Gilson, Justin Green, Wide Awake Communications, Jamie Heaslip, Amy Huberman, Lucy Kennedy, Karen Koster, Barry McCall, Bláthnaid Ní Chofaigh, Brian Ormond, Brendan O'Carroll, Erin O'Connor, Pippa O'Connor, Deirdre O'Kane, Simon Proctor, Mairead Ronan, Kathryn Thomas, Ryan Tubridy, Louis Walsh and Laura Woods.

Volunteers

The ISPCC's fundraising team benefits from the talent and enthusiasm of hundreds of volunteers who are a vital and integral part of the team. Volunteers drive community events at every level, from bake sales to abseils, from 1km strolls to full marathons, and every other imaginable type of fundraising activity. Enormous effort, dedication and generosity is behind every euro donated to the ISPCC and it is all appreciated.





My name is Sharon, and my daughter Amy started working with the ISPCC Mentoring service as her confidence was low and she was finding it hard to make friends in her new school. She was very reluctant to open up to her father or I about how she was feeling, but her low mood was affecting almost every aspect of her life.

An ISPCC Mentor worked with her over a number of months, meeting with her to go for a walk or play a game. It was fantastic to see how they quickly developed a rapport and Amy felt comfortable sharing her thoughts and worries. As her selfesteem grew over the course of those meetings, Amy became more outgoing and happy in herself.

Amy has now settled into her school and made a few good friends. She gets on better with her sisters and there is less tension in our home as a result. We can interact together better and we don't have to worry quite as much about our child. She is open to discussion and we have come to know her better. "She gets on better with her sisters and there is less tension in our home as a result."

The names have been changed in these stories to protect the identities of those involved.

The photos used are for illustration only and bear processes to those involved.

Directors' Responsibilities Statement

The Directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable Irish law and regulations.

Irish company law requires the Directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council, and promulgated by the Institute of Chartered Accountants in Ireland. Under the law, the Directors must not approve the financial statements unless they are satisfied they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reason for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the Board of Directors

Mal Lin Donal Quinn Declan Aughes

Declan Hughes

25 April 2018

Independent Auditor's Report

to the Members of the Irish Society for the Prevention of Cruelty to Children

Report on the audit of the financial statements

Opinion

We have audited the financial statements of The Irish Society for the Prevention of Cruelty to Children for the year ended 31 December 2017 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including the summary of significant accounting policies set out in note 3. The financial reporting framework that has been applied in their preparation is Irish Law and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2017 and of its loss for the year then ended;
- have been properly prepared in accordance with FRS 102
 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the Directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Independent Auditor's Report

to the Members of the Irish Society for the Prevention of Cruelty to Children

Other information

The Directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the Directors' Report is consistent with the financial statements; and
- in our opinion, the Directors' Report has been prepared in accordance with the Companies Act 2014.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited and financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made.

We have nothing to report in this regard.

Independent Auditor's Report

to the Members of the Irish Society for the Prevention of Cruelty to Children

Respective responsibilities

Responsibilities of directors for the financial statements

As explained more fully in the directors' responsibilities statement set out on page 39, the directors are responsible for the preparation of the financial statements as set out on page 34 and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at: http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description of auditors responsibilities for audit.pdf . This description forms part of our auditor's report.

The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

Mairéad Divilly

For and on behalf of Mazars

Chartered Accountants & Statutory Audit Firm Harcourt Centre, Block 3, Harcourt Road, Dublin 2

25 April 2018

Statement of Financial Activities

	Notes	Restricted Funds €	Unrestricted Funds €	Year ended 31 December 2017 €	Restricted Funds €	Unrestricted Funds €	Year ended 31 December 2016 €
Income and endowments from:							
Donations and legacies	5	-	3,138,916	3,138,916	-	4,448,238	4,448,238
Charitable activities	5	400,000	1,517,364	1,917,364	700,000	1,472,645	2,172,645
Other trading activities		-	249,875	249,875	-	261,734	261,734
Investments		-	725	725	-	7,788	7,788
Total income and endowments		400,000	4,906,880	5,306,880	700,000	6,190,405	6,890,405
Expenditure on:							
Raising funds		-	1,365,662	1,365,662	-	1,171,857	1,171,857
Charitable activities		220,010	4,339,272	4,559,282	586,064	4,084,848	4,670,912
Other		-	30,327	30,327	_	105,605	105,605
Total expenditure	6	220,010	5,735,261	5,955,271	586,064	5,362,310	5,948,374
Net gain on investments		-	-	-	-	(10,321)	(10,321)
Net movement in funds	7	179,990	(828,381)	(648,391)	113,936	817,774	931,710
Total funds brought forward	15	113,936	5,627,357	5,741,293	-	4,809,583	4,809,583
Total funds carried forward	15	293,926	4,798,976	5,092,902	113,936	5,627,357	5,741,293

Statement of Financial Position

	Notes	31 December 2017 €	31 December 2016 €
FIXED ASSETS			
	11	2 (01 222	2.767.006
Tangible assets		2,601,323	2,767,096
Financial assets	12	13,939	13,939
		2,615,262	2,781,035
CURRENT ASSETS			
Debtors	13	775,322	563,009
Bank and cash		2,128,928	2,952,590
		2,904,250	3,515,599
CREDITORS			
Amounts falling due within one year	14	(426,610)	(555,341)
NET CURRENT ASSETS		2,477,640	2,960,258
TOTAL ASSETS LESS CURRENT LIABILITIES		5,092,902	5,741,293
THE FUNDS OF THE CHARITY			
Unrestricted funds	15	4,798,976	5,627,357
Restricted funds	15	293,926	113,936
		5,092,902	5,741,293

On behalf of the Board of Directors

Deelan Dughes

Donal Quinn

Declan Hughes

25 April 2018

Statement of Cash Flows

	Notes	31 December 2017 €	31 December 2016 €
Cash flows from operating activities			
Net movement in funds		(648,391)	931,710
Adjustments for:			
Depreciation		92,708	106,298
(Gain)/Loss on sale of property, plant & equipment		(62,381)	1,407
Provision for diminution in value of investments		-	10,321
Investment income		(725)	(7,788)
Movement in trade and other receivables		(211,254)	119,741
Movement in trade and other payables		(129,790)	134,347
Cash flows from financing activities Investment income received		725	7,788
Cash flows from investing activities			
Purchase of tangible fixed assets		(4,554)	(131,209)
Sale of financial fixed assets		-	57,271
Sale of tangible fixed assets		140,000	-
Net cash used in investing activities		(135,446)	(73,938)
Net (decrease)/increase in cash & cash equivalents		(823,662)	1,229,886
Cash and cash equivalents at the beginning of the year		2,952,590	1,722,704
Cash and cash equivalents at the end of the year		2,128,928	2,952,590

Notes to the Financial Statements

1. General Information

These financial statements comprising the Statement of Financial Activities, the Balance Sheet, Statement of Cash Flows and the related notes constitute the individual financial statements of The Irish Society for the Prevention of Cruelty to Children for the financial year ended 31 December 2017.

The Irish Society for the Prevention of Cruelty to Children is a private company limited by guarantee, incorporated in the Republic of Ireland. The registered office and principal place of business is 29 Baggot Street, Dublin 2. The nature of the company's operations and its principal activities are set out in the Directors' Report.

2. Statement Of Compliance

The financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard Applicable in the UK and Republic of Ireland" ("FRS 102") and the Companies Act 2014. The financial statements have also been prepared in accordance with Statement of Recommended Practice (SORP) (Revised 2015) "Accounting and Reporting by Charities".

3. Summary of Significant Accounting Policies

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

a) Basis of preparation

The financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard Applicable in the UK and Republic of Ireland" ("FRS 102") and the Companies Act 2014. The financial statements have also been prepared in accordance with Statement of Recommended Practice (SORP) (Revised 2015) "Accounting and Reporting by Charities" as published by the Charity Commission for England and Wales, who are recognised by the UK Financial Reporting Council (FRC) as the appropriate body to issue SORP's for the charity sector in the UK. Financial reporting in line with SORP is considered best practice for charities in Ireland. The directors consider that the adoption of the SORP requirements is the most appropriate accounting to properly reflect and disclose the activities of the organisation. The financial statements have been prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value.

b) Investment income

Interest on funds held on deposit is included when receivable and the amount can be measured reliably.

3. Summary of Significant Accounting Policies (Continued)

c) Income

Income from statutory bodies and income from legacies are included in the financial statements on the basis of amounts received and receivable.

Voluntary income including donations, gifts and legacies are recognised where there is entitlement, receipt is probable and the amount can be measured with sufficient reliability. Such income is only deferred when: the donor specifies that the grant or donation must only be used in future accounting periods; or the donors have imposed conditions which must be met before the charity has unconditional entitlement.

Income is analysed as Restricted or Unrestricted. Restricted funds represent income recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Unrestricted funds represent amounts which are expendable at the discretion of the company, in furtherance of the objectives of the company. Such funds may be held in order to finance working capital or capital investment.

d) Donated services and facilities

Where services are provided to the charity as a donation that would normally be purchased from our suppliers, this contribution is included in the financial statements at an estimate based on the value of the contribution to the charity.

e) Expenditure

Expenditure is recognised when a liability is incurred.

Expenditure is analysed between services to children, fundraising and services promotion and administration on the following basis:

- Expenditure under the heading of services to children consists of all expenditure directly related to the provision of such
- Expenditure under the heading of fundraising and services promotion consists of all expenditure related to the raising of funds together with the expenses of committee development, servicing and service promotion.
- Expenditure under the heading of administration consists of all expenditure not falling under either services to children or fundraising and services promotion.

f) Employee benefits

The company provides a range of benefits to employees, including paid holiday arrangements and defined contribution pension plans.

Short term benefits

Short term benefits, including holiday pay and other similar non-monetary benefits, are recognised as an expense in the period in which the service is received. A provision is made for the estimated liability for annual leave as a result of services rendered by employees up to the end of the financial year.

3. Summary of Significant Accounting Policies (Continued)

Pension

The majority of staff members are affiliated to the Nominated Health Agencies Superannuation Scheme, a public service multi-employer contributory scheme. The scheme is a defined benefit scheme and in common with most other state schemes is non-funded with benefits being met on a "pay-as-you-go" basis. There is no requirement for employer contributions.

In accordance with the requirements of the Department of Children and Youth Affairs, contributions from employees are recognised within liabilities and appropriately reduced by pension payments and refunds of pensions. Where pension payments exceed employee contributions in any year, funding for the shortfall will be required from the relevant Government department.

g) Foreign currencies

Functional currency and presentation currency

The financial statements are measured and presented in the currency of the primary economic environment in which the entity operates (its functional currency). The financial statements are presented in Euro ("€") which is also the functional currency of the company.

Transactions and balances

Transactions in foreign currencies are initially recorded in the entity's functional currency by applying the spot exchange rate ruling at the date of the transaction or an average rate where this rate approximates the actual rate at the date of transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated at the rate of exchange ruling at the balance sheet date. All differences are taken to the Statement of Financial Activities.

h) Taxation and deferred taxation

The entity is a registered charity (number 20007225). All of its activities are exempt from direct taxation.

i) Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost (or deemed cost) less accumulated depreciation. Cost includes the original purchase price and costs directly attributable to bringing the asset to its working condition for its intended use.

Freehold properties

Freehold properties are stated at deemed cost less accumulated depreciation. The company previously adopted a policy of stating freehold properties at cost less any subsequent depreciation. The company obtained a valuation at 1 January 2014 and this valuation is being used as the deemed cost going forward.

Depreciation

A full year's depreciation is charged in the year of acquisition with none in the year of disposal. Depreciation is provided on a straight line basis at the rates stated below, which are estimated to reduce the assets to realisable values by the end of their expected working lives. Library stocks are charged to the income and expenditure account in the year of purchase.

3. Summary of Significant Accounting Policies (Continued)

Freehold and leasehold properties	1%
Leasehold premises	Depreciated over terms of lease
Fixtures and fittings	10%
Computer equipment	33⅓

These rates are applied to the cost and/or valuation in each class of fixed asset.

Derecognition

Tangible fixed assets are derecognised on disposal or when no future economic benefits are expected. On disposal, the difference between the net disposal proceeds and the carrying amount is recognised in the Statement of Financial Activity.

j) Grants

Public authority and other grants, being contributions towards the operating expenditure are accounted for using the performance model by crediting the statement of financial activities in the period in which the services are delivered.

Grants received towards capital expenditure are credited to the statement of financial activities when received or receivable, whichever is earlier, subject to performance related conditions being met, unless they relate to a specific future period in which case they are deferred.

Grants are recognised when there is evidence of entitlement and their receipt is probable.

k) Investments

Investments are stated at market value. Market value is determined by using the mid-market price of the investments on each balance sheet date.

Operating leases

Operating lease payments are charged to the Statement of Financial Activities in the period to which they relate.

m) Cash and cash equivalents

Cash consists of cash on hand and demand deposits. Cash equivalents consist of short term highly liquid investments that are readily convertible to known amounts of cash that are subject to an insignificant risk of change in value.

n) Financial instruments

Financial assets

Basic financial assets, including trade and other receivables and cash and bank balances are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest.

Such assets are subsequently carried at amortised cost using the effective interest method.

3. Summary of Significant Accounting Policies (Continued)

n) Financial instruments (Continued)

At the end of each reporting period financial assets measured at amortised cost are assessed for objective evidence of impairment. If an asset is impaired the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised the impairment loss is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

Financial assets are derecognised when the contractual rights to the cash flows from the asset expire or are settled; or substantially all the risks and rewards of the ownership of the asset are transferred to another party; or control of the asset has been transferred to another party who has the practical ability to unilaterally sell the asset to an unrelated third party without imposing additional restrictions on transfer.

Financial liabilities

Basic financial liabilities, including trade and other payables, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Financial liabilities are derecognised when the liability is extinguished, that is when the contractual obligation is discharged, cancelled or expires.

Offsetting

Financial assets and liabilities are offset and the net amounts presented in the financial statements when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle to liability simultaneously.

o) Provisions and contingencies

Provisions

Provisions are recognised when the company has a present legal or constructive obligation as a result of past events; it is probable that an outflow of resources will be required to settle the obligation; and the amount of the obligation can be estimated reliably.

Where there are a number of similar obligations, the likelihood that an outflow will be required in settlement is determined by considering the class of obligations as a whole. A provision is recognised even if the likelihood of an outflow with respect to any one item included in the same class of obligations may be small.

Contingencies

Contingent liabilities, arising as a result of past events, are recognised when it is probable that there will be an outflow of resources and the amount can be reliably measured at the reporting date. Contingent liabilities are disclosed in the financial statements unless the probability of an outflow of resources is remote.

Contingent assets are not recognised. Contingent assets are disclosed in the financial statements when an inflow of economic benefits is probable.

4. Critical Accounting Estimates and Judgements

The company made judgements, estimates and assumptions about the carrying amounts of assets and liabilities that were not readily apparent from other sources in the application of the company's accounting policies. Estimates and judgements are continually evaluated and are based on historical experience and other factors that are considered to be reasonable under the circumstances. Actual results may differ from the estimates.

The directors consider the accounting estimates and assumptions below to be its critical accounting estimates and judgements:

a) Critical judgments made in applying the company's accounting policy

Going Concern

The directors have prepared budgets and cash flows for a period of at least twelve months from the date of approval of the financial statements which demonstrate that there is no material uncertainty regarding the company's ability to meet its liabilities as they fall due, and to continue as a going concern. On this basis the directors consider it appropriate to prepare the financial statements on a going concern basis. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the company was unable to continue as a going concern.

b) Key sources of estimation uncertainty

Useful Lives of Tangible Fixed Assets

Tangible fixed assets comprise buildings, computer equipment, and fixtures and fittings. The annual depreciation and amortisation charge depends primarily on the estimated lives of each type of asset and, in certain circumstances, estimates of residual values. The directors regularly review these useful lives and change them if necessary to reflect current conditions. In determining these useful lives management consider technological change, patterns of consumption, physical condition and expected economic utilisation of the assets. Changes in the useful lives can have a significant impact on the depreciation and amortisation charge for the financial year. The net book value of tangible fixed assets subject to depreciation at the financial year end date was €2,601k (2016: €2,767k).

5. Income and Endowments

	31 December 2017	31 December 201
	€	
a) Donations and legacies		
Donations	2,990,165	4,101,397
Legacies	148,751	346,84
LVCL-de-Ur-redde-	3,138,916	4,448,238
b) Charitable activities Service payments		
Tusla Dublin	154,399	154,399
Tusla Drogheda	215,000	215,000
Tusla Galway	27,912	27,902
Tusla Cork	90,597	74,097
Tusla Limerick	37,500	37,500
Tusla Mayo	38,277	38,27
Tusla Waterford	9,650	9,650
Tusla Clare	50,000	25,000
	623,335	581,825
Other statutory income		
HSE – National Office for Suicide Prevention	210,000	200,000
Department of Children and Youth Affairs – Childline (restricted)	-	300,000
Department of Children and Youth Affairs – YPFSF	47,072	43,830
Department of Children and Youth Affairs – Missing Children	127,775	107,263
Department of Justice – Leanbh	-	14,250
Department of Justice – Internet Safety	10,246	31,913
HSE Regional Drug Task Force		
- Wicklow RDTF	94,401	100,000
- RDTF NE 14	-	20,000
- RDTF NE 13	40,000	20,015
TURAS	4,500	3,000
Educational Training Board – Cavan Bounce Back Service	94,311	25,309
<u> </u>	628,305	866,580
Other charitable income		
- Other	265,724	310,132
- Commission Des Communates	-	14,108
– Vodafone (restricted)	400,000	400,000
	665,724	724,240
Total charitable income	1,917,364	2,172,645

	_		• -
h.	Exp	end	ıture
••	_^P		

-^6	enditure				
		Restricted funds 2017 €	Unrestricted funds 2017 €	Total 2017 €	Total 2016 €
(a)	Charitable activities				
	Salary costs	-	2,962,783	2,962,783	2,899,498
	Service promotion	-	89,597	89,597	161,572
	Other costs	220,010	1,286,892	1,506,902	1,609,842
		220,010	4,339,272	4,559,282	4,670,912
(b)	Raising Funds				
	Salary costs	-	837,917	837,917	817,807
	Other costs	-	527,745	527,745	354,050
		-	1,365,662	1,365,662	1,171,857
(c)	Other				
	Other costs	_	30,327	30,327	105,605
		220,010	5,735,261	5,955,271	5,948,374

7. Net Movement in Funds

	2017 €	2016 €
Net movement in funds is stated after charging:		
Directors' remuneration – emoluments	-	-
Auditors' remuneration (inclusive of VAT) - audit services	15,498	15,498
- non-audit services	-	3,567
Depreciation	92,708	106,298
Operating lease payments	2,430	143,548
(Profit)/Loss on disposal of fixed assets	(62,381)	1,407

8. Taxation

The company is a registered charity and is not liable to income taxation or corporation taxation.

9. Employees and Remuneration

1 /		
	2017 €	2016 €
Salaries	3,368,957	3,349,743
Redundancy costs	79,887	19,164
Social welfare costs	351,856	348,398
	3,800,700	3,717,305

The average number of salaried persons (including temporary fundraising staff) employed by the company in the year was 106 (2016: 105). An analysis of employee numbers at the year end is as follows:

	2017 Number	2016 Number
Services to children	88	85
Fundraising	16	18
Administration	2	2
	106	105

The company employs some workers on a sessional basis to provide services only as required. The full time equivalent staff numbers employed in the year was 90 (2016: 87)

Number of employees whose emoluments for the year (including taxable benefits in kind but excluding employer pension costs) fall within the following bands:

	2017 Number	2016 Number
€60,001 - €70,000	1	1
€70,001 - €80,000	3	3
€80,001 - €90,000	1	1
€90,001 - €100,000	-	-
€100,001 - €110,000	-	-
€110,001 - €120,000	1	1
	-	-

Key management compensation:

The compensation paid to key management personnel for planning, directing and controlling the charity is \leq 498,385 (2016: \leq 466,346)

10. Directors Remuneration

No remuneration or other benefits have been paid or are payable to any directors directly or indirectly from the funds of the company.

The total amount of expenses accrued by directors were €Nil (2016: €Nil).

11. Tangible Fixed Assets

	Freehold properties €	Leasehold properties (over 50 years) €	Leasehold properties (under 50 years) €	Fixtures & fittings €	Computer equipment €	Total €
Cost						
At 31 December 2016	2,611,066	125,627	82,650	341,034	857,858	4,018,235
Additions	-	-	-	1,062	3,491	4,553
Disposals	-	(125,627)	-	-	(30,492)	(156,119)
At 31 December 2017	2,611,066	-	82,650	342,096	830,857	3,866,669
Depreciation						
At 31 December 2016	78,258	48,008	64,228	288,048	772,597	1,251,138
Charge for the year	26,111	-	2,430	17,061	47,106	92,708
Disposals	-	(48,008)	-	-	(30,492)	(78,500)
At 31 December 2017	104,369	-	66,658	305,109	789,211	1,265,346
Net book value						
At 31 December 2016	2,532,808	77,619	18,422	52,986	85,261	2,767,097
At 31 December 2017	2,506,697	-	15,992	36,987	41,646	2,601,323

12. Financial Assets

	2017 €	2016 €
	40.000	04 504
Fair value at beginning of year	13,939	81,531
Disposals	-	(57,271)
Loss on investments	-	(10,321)
Fair value at end of year	13,939	13,939
Comprised as follows:		
Equities Equities	13,939	13,939

13. Debtors

	2017 €	2016 €
Amounts falling due within one year		
Debtors and prepayments	775,322	563,009

All debtors are due within one year.

14. Creditors

	2017 €	2016 €
Amounts falling due within one year		
Trade creditors and accruals	336,480	396,446
Paye/prsi	83,067	87,837
Deferred income	4,945	71,058
	426,610	555,341

Trade creditors

The carrying amounts of creditors approximate their fair value largely due to the short-term maturities and nature of these instruments.

Accruals

The terms of the accruals are based on underlying contracts.

Taxes and social welfare costs

Taxes and social welfare costs are subject to the terms of the relevant legislation. Interest accrues on late payments. No interest was due at the financial year end date.

15. Funds of the Charity

	Restricted funds 2017 €	Unrestricted funds 2017 €	Total 2017
Balance at beginning of year	113,936	5,627,357	5,741,293
Surplus/(deficit) for the year	179,990	(828,381)	(648,391)
Balance at end of year	293,926	4,798,976	5,092,902

Fund balances are represented by:

	Restricted funds 2017 €	Unrestricted funds 2017 €	Total 2017
Fixed assets	-	2,615,262	2,615,262
Current assets	293,926	2,723,201	2,903,191
Current liabilities	-	(425,551)	(425,551)
	293,926	4,912,912	5,092,902

16. Pension Scheme

The majority of staff members are affiliated to the Nominated Health Agencies Superannuation Scheme, a public service multi-employer contributory scheme. The scheme is a defined benefit scheme and in common with most other state schemes is non-funded with benefits being met on a "pay-as-you-go" basis. There is no requirement for employer contributions.

In accordance with the requirements of the Department of Children and Youth Affairs, contributions from employees are recognised within liabilities and appropriately reduced by pension payments and refunds of pensions. Where pension payments exceed employee contributions in any year, funding for the shortfall will be required from the relevant Government department. Given the anticipated pattern of future retirements we would expect that from 2018 onwards, expenditure will begin to exceed income for the first time and any deficit will be required to be met annually by the appropriate subvention from Government.

17. Commitments

The company has a number of lease commitments in relation to properties in the Republic of Ireland. The minimum lease payments under non-cancellable operating leases are as follows:

	2017 €	2016 €
Within one year	164,594	153,838
Greater than one year and less than five years	135,444	615,353
Greater than five years	570,569	185,215
	870,607	954,406

18. Related Party Transactions

The company entered into transactions with Matheson, a related party by virtue of common director. The transactions for the year amounted to \in 5,198. In addition, donations received during the year totalled \in 60,575.

The company entered into transactions with Ogilvy, a related party by virtue of common director. The transactions with Ogilvy amounted to €15,853 for the year. In addition, donated services received during the year totalled €23,219.

The company also received a donation of €20,000 from the Quinn Family Foundation, a related party by virtue of common director.

19. Approval of Financial Statements

The financial statements were approved by the Directors on 25 April 2018.



The Irish Society for the Prevention of Cruelty to Children is a Company Limited by Guarantee.

It is registered in Ireland at 29 Lower Baggot Street, Dublin 2 Company Registration Number 15958, Charity Registration Number 20007225 **T** 01 6767960

www.ispcc.ie

The Irish Society for the Prevention of Cruelty to Children is the national child protection charity.









