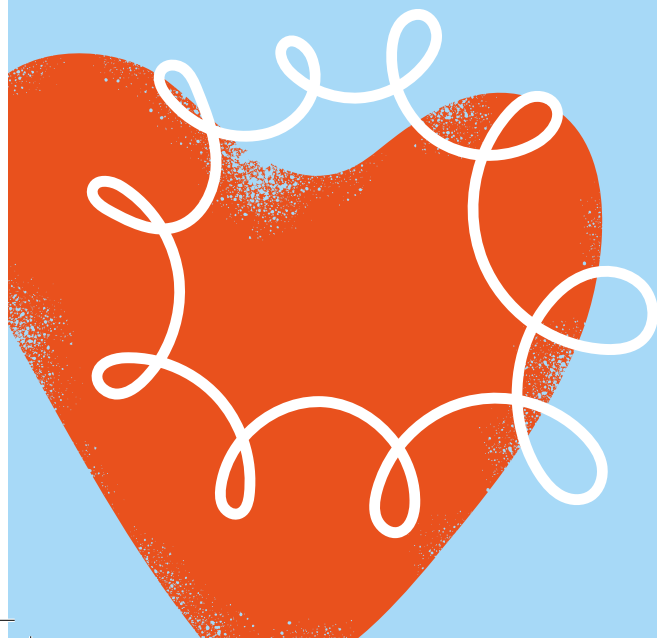
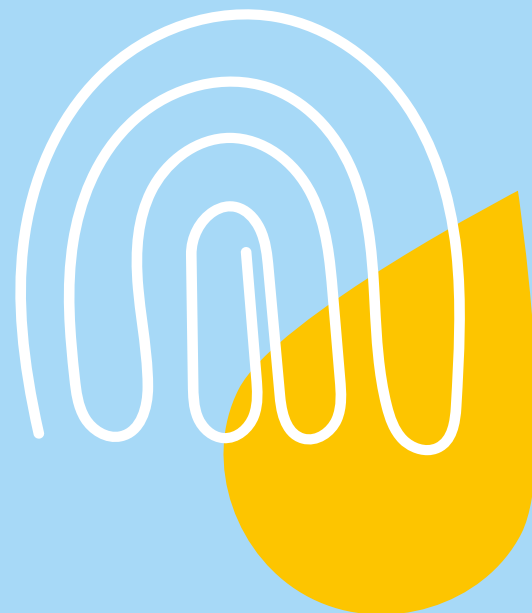
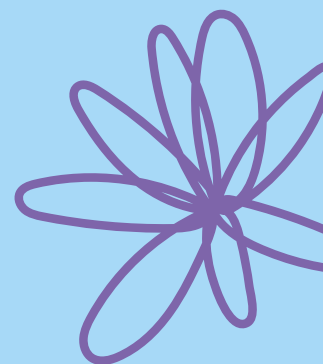


BETTER.
HAPPIER.
SAFER.

ISPCC Strategy
2025 – 2028



ispcc



Copyright © ISPCC

This document is the property of ISPCC and is protected by copyright and intellectual property laws. It contains confidential and sensitive information intended only for authorised use. Any unauthorised copying, distribution, disclosure, or reliance on its contents is strictly prohibited and may be unlawful.

ISPCC reserves all rights and may take legal action to protect its information and the privacy of those it supports.

Registration Number 15958.
CHY No. 5102

ispcc

CONTENT

Better. Happier. Safer.	04
Why we exist	06
The big picture	08
The journey so far	10
Changing childhood landscape	12
Our strategic priorities	14
The must wins	16
Our enablers	18
How we are going to reach every child that needs us	20
Contact us	22

BETTER. HAPPIER. SAFER.

As we continue our journey to be there for every child, we know from our Childline data that the numbers of children experiencing anxiety and depression are accelerating, disrupting children's education and social lives, and causing more children to feel lonely and isolated. Childhood continues to change at a rapid pace, as we've seen with the acceleration of Artificial Intelligence, with different and more complex pressures on children than their parents or carers might have experienced. The Children and Young People's Indicator* from 2024 is showing less children feeling happy and the CAMHS waiting list continues to grow.

*The Children and Young People Indicator 2024 developed by the DCEDIY

For over 100 years, ISPCC has been there for every child. Childline has been there to listen and support any child when they needed it or felt they had no-one else to turn to. So, as childhood has changed, we too have had to change to meet the evolving needs of children and ensure that we are there however they want to engage.

We have made great strides over the last three to four years with our digital-first approach to reaching more children. This approach has seen us implement impactful and innovative digital services that have increased accessibility for more children. It is heartening to see the

ispcc

numbers of children benefiting from these new services. We have made significant impact with our policy and advocacy work as we endeavour to change the public's perception of childhood to one that should be cherished and protected especially from the online threats of abuse, neglect and the harms of pornography. Our policy work is guided by what children tell us and is enabled by strategic partnerships and developing innovative solutions. By placing the child at the centre of everything we do, our Better, Happier, Safer strategy will ensure we continue to be there for every child for any reason and at any time. Our Childline service has evolved beyond our 24-hour listening and in-person therapeutic supports to include more digital access points including online therapeutic support and online Cognitive Behaviour

Therapy (CBT). We will continue to innovate to ensure every child has access to our life changing services in whatever format they choose – whether through digital interventions or our traditional in-person supports.

All our services and supports are focused on supporting children to develop resilience and coping competencies so that they can reach their potential which often involves providing support to their families and communities. ISPCC is continuing to evolve, and this Better, Happier, Safer strategy lays out the why and the how. It is a privilege every day to be there for children and young people growing up in Ireland.

Thank you for your continued support.

John Church
Chief Executive Officer

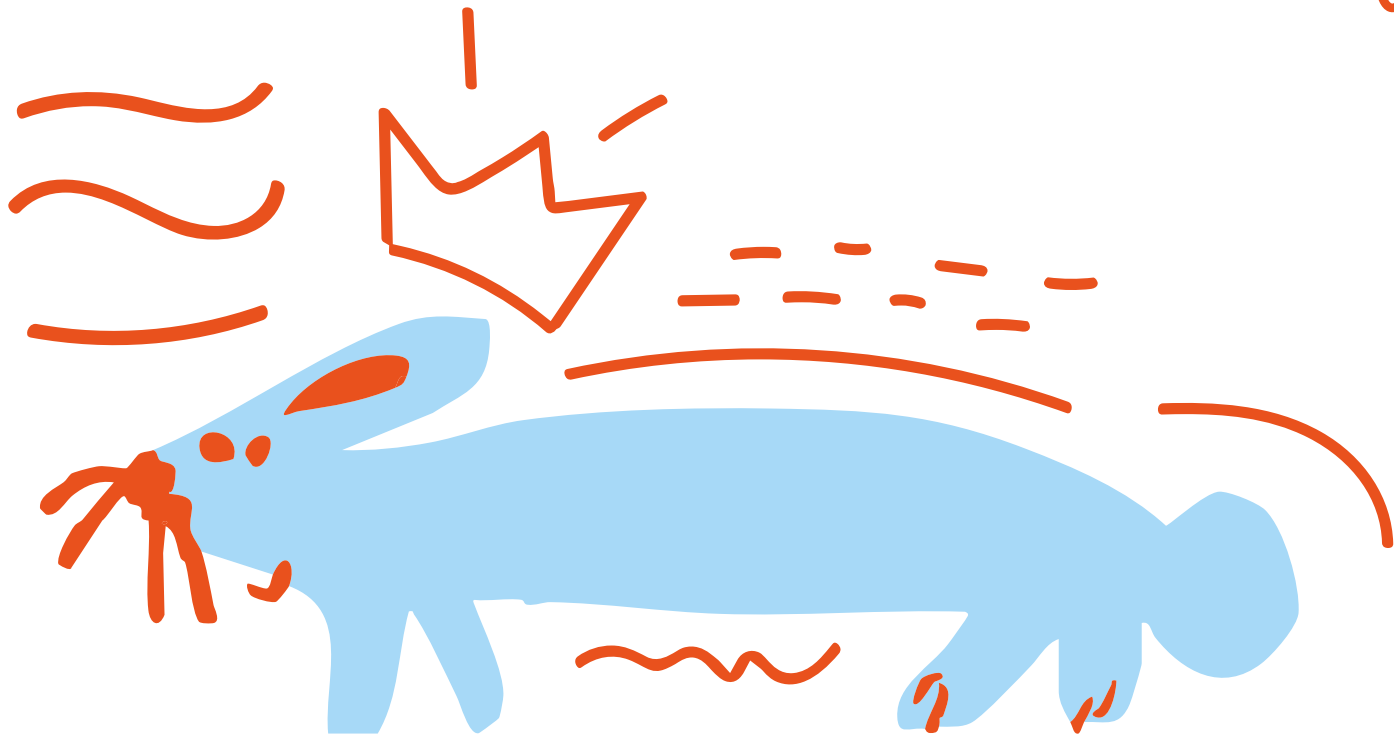
Strategy Document – 25/28



P.5



WHY WE EXIST.



ispcc



P.7

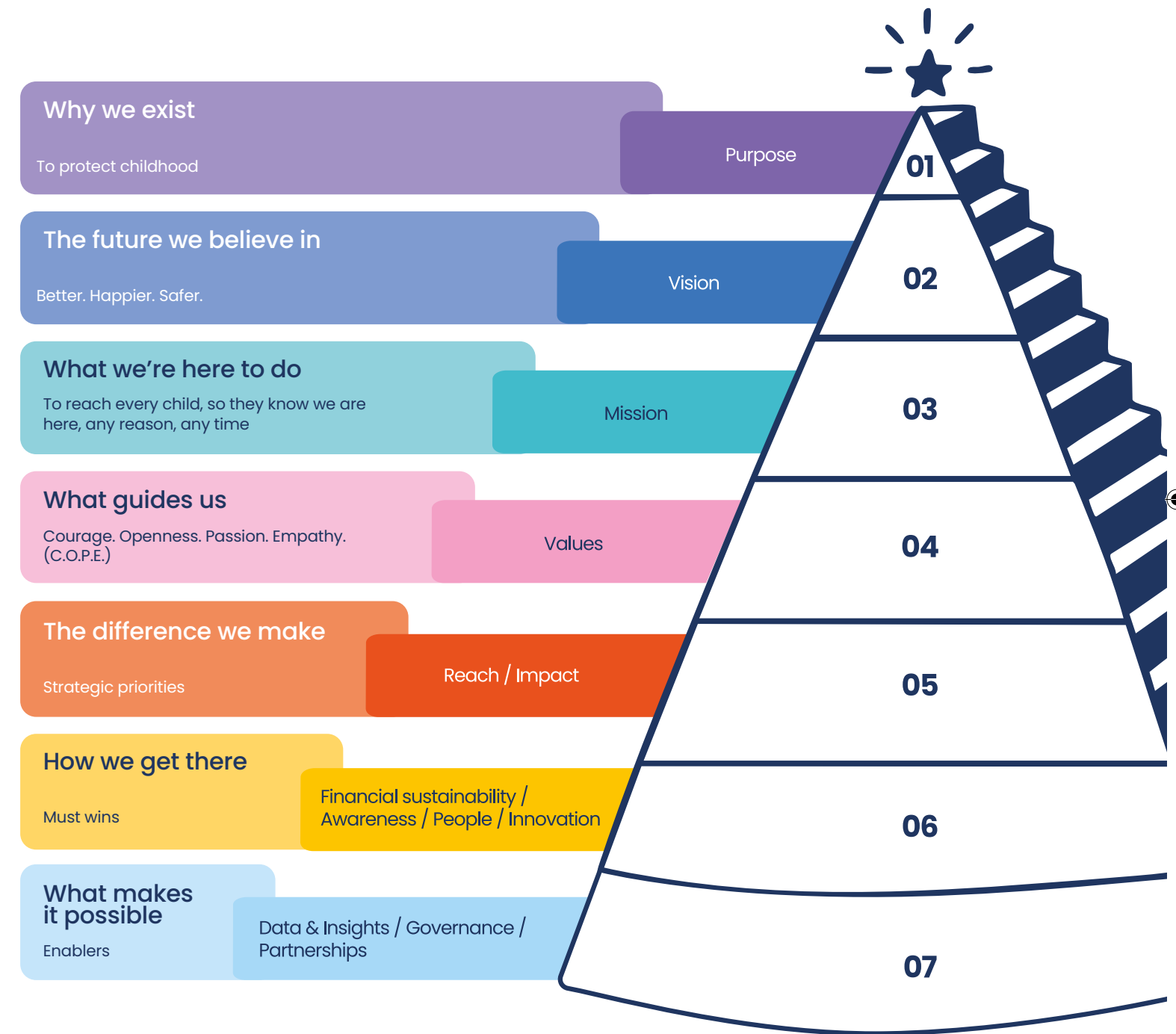
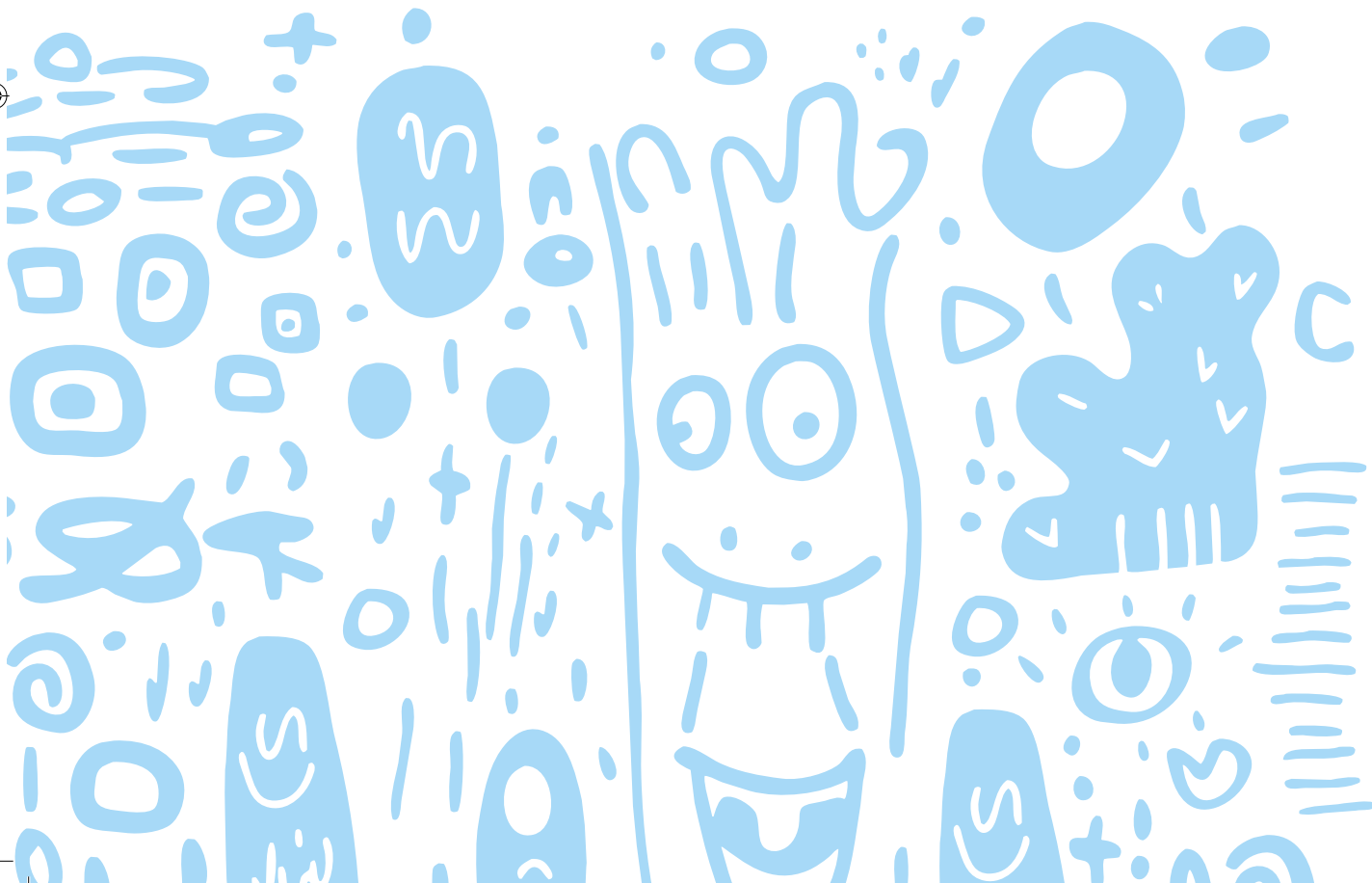


ISPCC is here to protect childhood and ensure every child has the right to lead a Better, Happier, Safer life. Our child-centred services, programmes and supports are focused on strengthening resilience and developing coping competencies. By listening to, supporting and empowering children, their parents and communities, we strive to ensure that children are better equipped to face life's ups and downs and reach their full potential. We speak out and advocate

for meaningful change that will enhance their lives today and leave a legacy of improved childhood experiences for future generations of children.



THE BIG PICTURE.





THE JOURNEY SO FAR.

ispcc



As part of our transformation process to ensure Childline remained relevant in an ever-changing childhood, we successfully tested a range of new and innovative approaches to service delivery, that included online and digital based interventions.

The ISPCC is now well positioned to work alongside our health system to drive meaningful change for children. Young people now have greater autonomy in how they connect with us—whether through our 24-hour listening service, face-to-face therapeutic support, or tailored online interventions. This multi-modal approach ensures that every child can access the support they need—wherever they are in the country and in a way that suits them best.

DIGITAL FIRST



We recognise that reaching every child in Ireland is not possible using traditional, in-person methods. More importantly, children are digital natives – they live and seek information, education and supports online, therefore it is essential that we are an ally in their lives, whether online or in-person. Whilst our core focus in this 2025–2028 strategy is a digital first option to scaling our reach, we recognise the significant value that our in-person therapeutic support has for

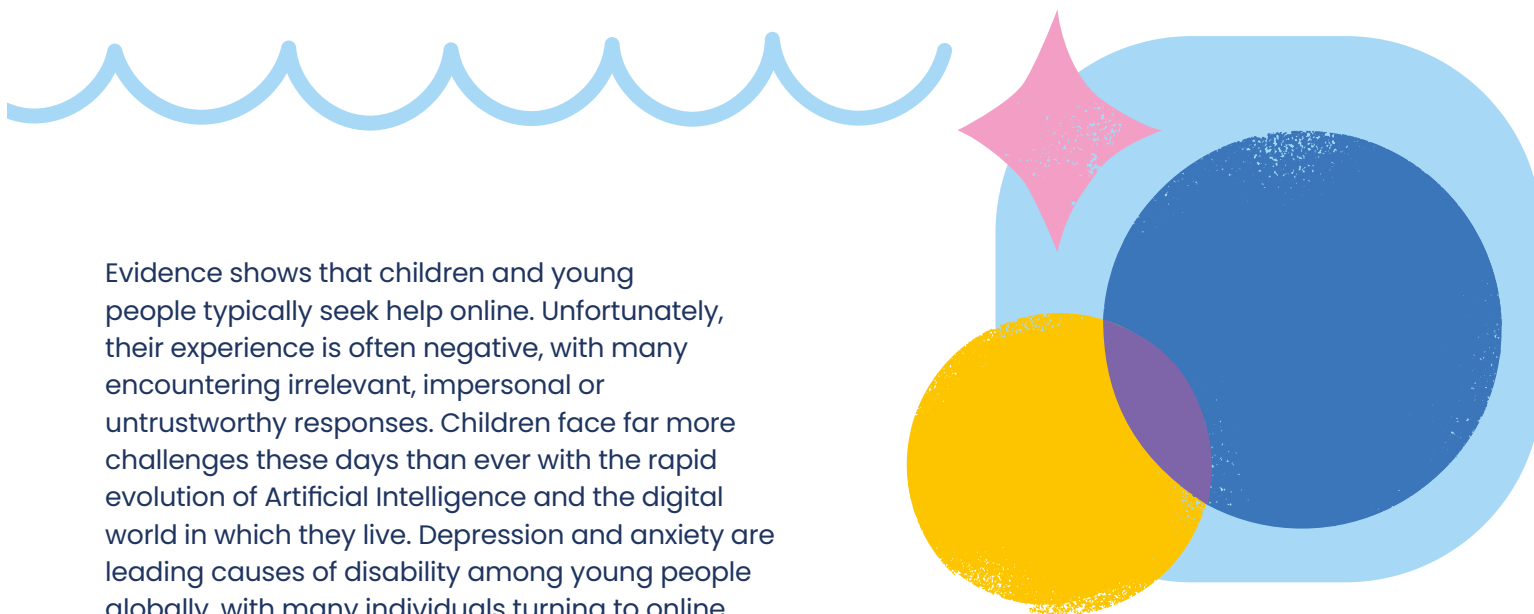
children. More importantly, the learnings from these interventions play an important role in feeding into the development of new innovative digital supports that children can consider safe, approachable and accessible every day.

P.11



THE CHANGING CHILDHOOD LANDSCAPE.

ispcc



Evidence shows that children and young people typically seek help online. Unfortunately, their experience is often negative, with many encountering irrelevant, impersonal or untrustworthy responses. Children face far more challenges these days than ever with the rapid evolution of Artificial Intelligence and the digital world in which they live. Depression and anxiety are leading causes of disability among young people globally, with many individuals turning to online spaces as first points of contact*.

*Source: World Health Organization. Adolescents: health risks and solutions. WHO Fact Sheet, 26 November 2024.



Our Purpose: We are here to protect childhood

This is **Why** we exist. Childhood has changed and every child has the right to lead a **Better, Happier, Safer** life. The core to our existence is to strengthen resilience and develop coping competencies to help children reach their full potential.

Vision: A Better, Happier, Safer childhood

Better, Happier, Safer has been inspired by the children themselves. Everyone who works in ISPCC is inspired to achieve this for every child. The voice of the child is the spirit of our vision and recognises that every childhood is different. All of us at ISPCC – our board, our team and our dedicated volunteers are united in our ambition for Childline to be the first port of call for children.

Mission: To reach every child so they know we are here – for any reason, any time.

It is not acceptable to expect children to know how to find us, it is our responsibility to tell and show them. Our mission statement firmly calls on all of us in ISPCC to be active in ensuring that every child knows how to reach us when they need us. We know that with every engagement we create a positive impact, so this mission challenges us to be more accessible by exploring new ways and means for children to connect with us, for any reason, any time.





OUR STRATEGIC PRIORITIES.



Our Better, Safer, Happier strategy 2025–2028 maps out how we are going to reach every child with a positive impact on their lives. We are here for every child up to and including 18 years of age who need our supports through early intervention and prevention or escalation of their challenges. This

strategy is child-centric and child-informed. For our own people, this approach will facilitate “shared” goals and foster greater teamwork. It recognises that we must make a positive impact on every child’s life. The two key priorities that will guide us are:



Reach

We must aim to reach every child so that they know when and how to access us.

Impact

We must make a tangible difference and be able to measure our work.

We know that there are significant levels of anxiety amongst children and we also know that the services we provide, whether digital or in-person, are effective in reducing this.

We will ensure that every child knows how to reach us. This requires us to be ever-present in their environment.

This will help us **Reach** every child with **Impact**.



THE MUST WINS.

ispcc



We will build on the momentum of our previous success, deepening our commitment to be here for every child. Our mission is clear: to ensure that every child knows — without question — that we are here for them, for any reason and at any time, . We have pinpointed our Must Wins — the essential priorities that will define our success. These are not just strategic goals; they are the cornerstones upon which our mission depends.

Each Must Win provides real focus for our people — from employees to volunteers — they will guide daily decisions and ensure that every effort contributes to our goals. They are:

Strategy Document – 25/28

P.17

01

Financial Sustainability

70% of our funding is generated through active engagement with the public—thanks to their generous donations—and through strategic partnerships and collaborations with the business sector. The balance is derived from statutory sources, including important partners such as Tusla and the HSE.

To guarantee service continuity, we must grow our guaranteed income year on year. The pursuit of recurring income sources will future proof the organisation as we aim to evolve and innovate to meet the changing needs of children.

02

Awareness

Critical to achieving our “Reach” is national awareness amongst children themselves as service users and the adult population to secure their ongoing support. Both audiences need to know that we exist but moreover, critically understand how we create a positive impact on **childhood**.

03

People

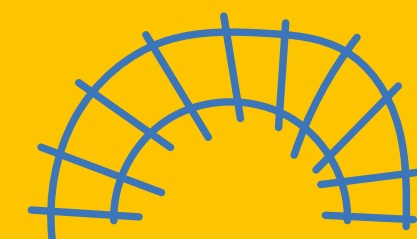
We have a highly engaged workplace culture that enables our skilled and dedicated team to consistently deliver impactful services for children and young people.

Our people value the empowered culture in ISPCC and we will continue to support them with our flexible hybrid working environment.

04

Innovation

We are ambitious in our pursuit of new innovative service interventions and the use of technology to enable this. These include new technologies such as GroSafe, nLight and Sandbox that will help us do our work better and help protect children. We are committed to employing new technologies that create work efficiencies, reducing administration time and cost so that our people can focus on Reach and Impact.



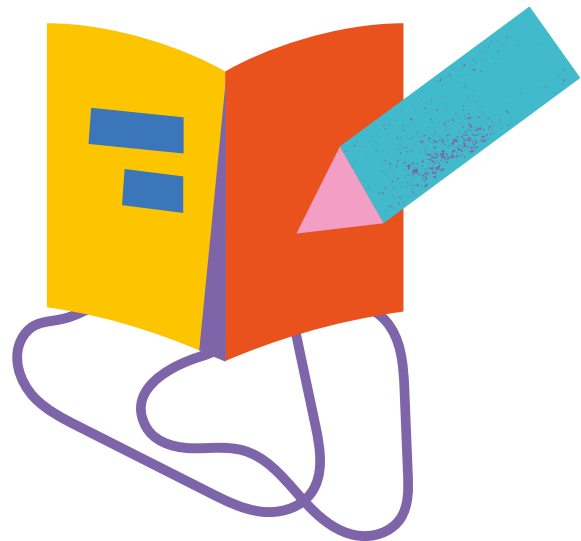
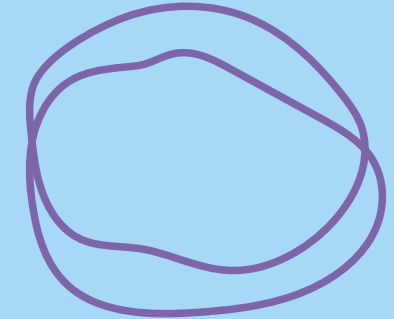
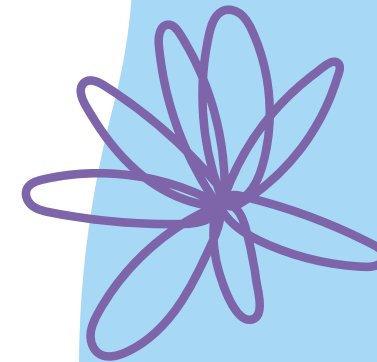
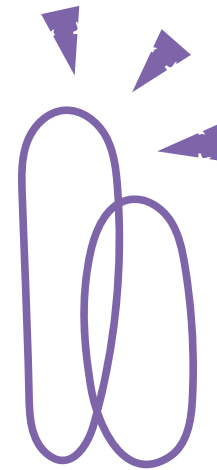


OUR ENABLERS.

ispcc

Strategy Document – 25/28

P.19



01 Partnerships

To deepen our understanding of children— today and in the future—we are committed to engaging with external experts across academia, digital health delivery, AI, fundraising, and people development. We recognise that this journey cannot be undertaken alone, therefore strategic partnerships will be essential to amplify our reach and impact.

02 Governance

Trust is the bedrock of everything we do—it is our license to operate and the measure by which we are held accountable. Over the course of our previous strategy, we made significant strides that demonstrate our unwavering commitment to ensuring the highest standards are met across all our activities. Now is the time to share these accomplishments with the public—not only to recognise what has been done, but to reinforce that it is this trust that will ultimately enable us to do more.

03 Data & Insights

Our daily interactions with children and young people generate rich insights into how they live their lives and the challenges they face. We will use this data to improve our services, create new ones and help us tell our story as we strive to generate income to scale in order to achieve our vision. Beyond service delivery, we will embed data-driven excellence across all areas of our work—from fundraising and communications to policy and advocacy.



HOW WE REACH EVERY CHILD WHO NEEDS US.

ispcc

Strategy Document – 25/28

P.21



Children and Young People

- ★ **Childline**
24/7/365 phone and chat
Childline.ie
Ask the Team
- ★ **Schools and clubs**
Smart Moves (transition programme)
Shield (anti-bullying programme)
'FUN'draising
On-demand learning
- ★ **Digital Mental Health & Wellbeing Programmes**
- ★ **One to one therapeutic support**
- ★ **Youth Participation**
Transition Year Programme
Little Voice, Big Ideas

Families

- ★ Parenting Hub
- ★ ISPCC.ie
- ★ Non Violent Resistance Programme
- ★ Therapeutic Support
- ★ Digital mental health & wellbeing programmes
- ★ On-demand learning



Community

- ★ Smart Moves
- ★ Shield
- ★ Community Outreach
- ★ Volunteering
- ★ 'FUN'draising
- ★ On-demand learning

CONTACT US

ispcc

Unit 3, Block 3,
Harbour Square,
Crofton Road,
Dun Laoghaire,

info@ispcc.ie

For children and young people,
Ask Childline:

1800 66 66 66

Childline.ie



Copyright © ISPCC

This document is the property of ISPCC and is protected by copyright and intellectual property laws. It contains confidential and sensitive information intended only for authorised use. Any unauthorised copying, distribution, disclosure, or reliance on its contents is strictly prohibited and may be unlawful.

ISPCC reserves all rights and may take legal action to protect its information and the privacy of those it supports.

Registration Number 15958.
CHY No. 5102



ispcc