



# Helping children to be children

Annual Report & Accounts 2015

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# Directors and Other Information

## **BOARD OF DIRECTORS**

Turlough Galvin (Chairperson)  
Noel Kelly  
Declan Hughes  
Stephen O'Byrnes  
Conor Daly  
Donal Quinn  
JP Donnelly  
Grace Kelly  
Sarah Byrne

## **SECRETARY AND REGISTERED OFFICE**

Turlough Galvin  
29 Lower Baggot Street  
Dublin 2

## **CHARITY REGISTRATION NUMBER**

20007225

## **CHY NUMBER**

CHY 5102

## **COMPANY REGISTRATION NUMBER**

15958

## **AUDITORS**

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

## **SOLICITORS**

Matheson  
70 Sir John Rogerson's Quay  
Dublin 2

## **BANKERS**

Bank of Ireland  
2 College Green  
Dublin 2

Allied Irish Bank  
62 St. Brigids Road  
Artane  
Dublin 5

## **INVESTMENT MANAGERS**

Appian Asset Management  
42 Fitzwilliam Place  
Dublin 2

# Chairman's Foreword

**I am pleased to present the annual report of the Irish Society for the Prevention of Cruelty to Children. This report has been prepared in line with the Statement of Recommended Practice for Charities (the Charity SORP).**

2015 was a year of significant change for the organisation, in which progress was made in many areas. The stability of the organisation's finances has been a matter of major concern for several years, becoming an issue of national importance in late 2014. Following the results of the emergency appeal undertaken by the organisation, significant work was done to build a more stable financial base. The Directors are pleased that the financial goals for 2015 have been exceeded, with a surplus of just over €424,000 achieved.

Significant changes were made to the organisation's management, with the appointment of Grainia Long as CEO, who took office in February. A newly-formed senior management team has led a programme of change and modernisation in the organisation, with a focus on developing income streams, developing new partnerships, enhancing the technology capacity of the organisation and building its capacity to effectively advocate to make the protection of children everyone's priority.

The Board oversaw a strategic planning process and change programme which sets out clear objectives for the organisation for the next three years. We look forward to supporting the implementation of this ambitious plan.

The ISPCCC is grateful to so many people who make the essential work of the organisation possible. Almost eighty per cent of the organisation's income is raised through fundraising. The continued support of key corporate partners and foundations is gratefully acknowledged. The generosity of members of the public, who donate regularly and who fundraise on our behalf is a testament to the value placed on the work that the organisation does. In addition, the organisation is grateful to our statutory partners who fund or part-fund some of our services, totaling just over 20 per cent of the organisation's income, including Tusla, the Child and Family Agency; HSE; the National office for Suicide Prevention; the Department of Children and Youth Affairs; the Department of Justice and the Regional Drugs Taskforce. We are grateful also to Eir which generously supported the Childline service for many years.

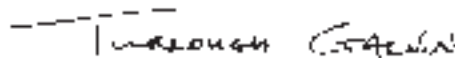
The ISPCCC is fortunate to have a base of skilled and generous volunteers, who support the organisation's work, donating their time and efforts. These volunteers include children and young people who participate on the ISPCCC's Children's Advisory Councils; Childline volunteers, fundraising volunteers and advocacy volunteers, all of whom offer their skills, insights and talents on a voluntary basis. We thank them sincerely for their work, which is essential to the organisation, and is valued greatly.

Ensuring that the ISPCC is governed well is of immense importance, because of the level of trust which is afforded to the organisation by the children that we support and to whom we listen, by their families, and by the members of the public and others who donate their money to advance our work. I would like to thank each of my colleagues on the ISPCC Board of Directors, for their commitment and dedication, in preparing for and attending board meetings, and taking on important committee work between these, to ensure the effective governance of the organisation. They have all demonstrated enormous commitment to the ISPCC and its cause, giving generously of their time and expertise on a voluntary basis.

I would like to thank my predecessor as chair, Dan Flinter, who gave over ten years of service to the ISPCC and who steered the ship through some difficult waters to safe harbour before passing on the helm in January of this year. During 2015, Pat Byrne retired as a Director of the Board and we are very grateful to him for his many years of dedicated service to the organisation. Two Directors who have served two terms of office will retire from the Board from mid-2016 and I would like to thank Conor Daly and Stephen O'Byrnes for their substantial contribution as board members.

During 2015, the ISPCC elected Caroline Downey, who had served two terms as Board Director, as President of the organisation. We are delighted to retain her enormous expertise, experience and support for the organisation in this new role and wish her every success in her continued involvement.

This report outlines the key goals and achievements of 2015, and allows us an opportunity to look back on a successful year. It points also to the new Strategic Plan of the organisation, which will underpin our activity for the years to come, and signals that new developments, partnerships and initiatives will support the ISPCC to enhance its role as Ireland's national child protection charity.



**Turlough Galvin**  
Chairman

# CEO's Foreword

## 2015 was a year of milestones for the ISPCC, and for children and young people across Ireland.

Finally, after undue length and delay, the Irish Constitution was amended in April 2015 to enact the changes agreed by the Irish people in the Children's Referendum. This was a seminal moment for children – it recognised their importance as individual rights holders, and requires the Government to protect and vindicate those rights. The ISPCC is recognised as playing a central role in securing a 'yes' vote in the referendum – so the change to our constitution was a high point in a very busy year. However, the legal change is just the beginning. It is now our job – and the job of every organisation working with and on behalf of children – to bring these changes to life. This will mean advising, persuading and challenging all arms and levers of the state to ensure that the voice of the child is heard in decisions that affect them.

Of course this was not the only change to Ireland's Constitution last year. The ISPCC supported a change to the law to enable same sex couples to marry because we work to deliver the spirit and intent of the UN Convention on the Rights of the Child. On that basis, we believe fervently that discrimination of any kind should be removed from Irish law. The nature of calls to Childline, in particular from young people struggling with their sexuality, convinced us that the referendum presented a unique moment to send a strong message of support to all young people: that they are valued, loved and should be equal before the law. We were proud to be part of a coalition of children's organisations that successfully campaigned for a 'Yes' vote.

Our work to press for an end to corporal punishment was recognised in the Oireachtas in October, by then Senator Jillian Van Turnhout, as she introduced her amendment (tabled jointly with the Minister for Children and Youth Affairs) to outlaw the defence of reasonable chastisement. The amendment was the culmination of years of work by the ISPCC to reduce risks to children from slapping. While the campaign was hard-fought, we are equally determined to ensure successful compliance with the law. There is substantial work ahead to ensure that parents have access to knowledge and resources to support excellent parenting and childcare.

Yet in spite of measures of progress to realise children's rights and to protect their wellbeing, children continue to face substantial risks, on a daily basis. Calls to Childline demonstrate that the urgent lack of a well-resourced Child and Adolescent Mental Health Service means that thousands of children are struggling to cope. Furthermore, we can point to many examples of children being adversely affected by a lack of 24-hour social work services. Demand for emergency and acute services means that as a nation we continue to under-resource prevention and early-intervention – so with each passing week, children in need of support are having those needs ignored. We are rapidly reaching crisis point.

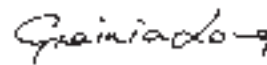
These demands are real – and they are emerging on a daily basis through calls to Childline. Our volunteers report increased concerns regarding the early sexualisation of children and young people, increased reporting by children of viewing pornography and use of sexualised language. Our childhood support workers in communities around Ireland support children with ever-higher levels of need, whose concerns and issues often require significant intervention. Our staff members work with them to build their resilience and coping skills. Parents record their own worries through our Support Line – and we are increasingly offering support to families who are impacted by these issues.

These issues – and many others – were a key driver for us to explore opportunities for a long term partnership for Childline. We were thrilled to secure substantial financial support from Vodafone at the end of 2015 to meet the costs of calls to Childline for a decade, and to fund our plans to build a single integrated web platform for Childline – with the aim of increasing connectivity with all children, to help keep them safe. This is an extremely exciting time for the organisation – it enables us to meet the needs of children and young people using the technology of their choice, and on their terms. But most importantly, it enables us to reach more young people, to give them an opportunity to talk, and to ensure that every child knows that there is someone there to listen.

We have focused energies also on improving our technology and infrastructure to enhance our ability to operate securely and in compliance with requirements for data protection and privacy. We continued to build the organisation’s capability in all aspects of direct service delivery, support and governance.

As for the year ahead, we are focused on new and emerging risks to children; on ensuring that the State meets its obligations to children who are homeless – ensuring physical and management standards in emergency accommodation. We will continue to press the Government to improve the lives of children in Direct Provision, and focus their attention on the rights of Traveller children, particularly in terms of their housing and education.

As the national child protection charity, our work is influenced by, and entirely centred on the rights and protection of children and young people. This work is no less urgent in 2016 than in previous years. It is only possible because of the support and generosity of our volunteers and the people and organisations who fund the ISPCC. I am extremely grateful for this support, and on behalf of all the staff at the ISPCC, I look forward to working with you in the year ahead.



**Grainia Long**  
Chief Executive

# Our Impacts

“Things are kicking off with my Mam so I’m gonna have to go. I want to thank you so much for listening to me tonight and showing me care. It’s the nicest thing anyone has ever done and the first time I’ve ever felt like I mattered. You’ve really made a difference to my life by this one talk and I know now where to go if I need to talk again. Thank you again you’ve helped so much”.



**439** 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.

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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. Of all cases that closed in 2015;

- **96%** reported being satisfied with the service that they received.
  - **92%** of clients’ knowledge and understanding of their issue or current situation increased.
  - **73%** of clients had changed their behaviours and actions as a result of the intervention.
  - **40%** of clients’ level of change had a positive community-wide effect.
- 



**55** individuals were engaged in the ISPCC mentoring programme in 2015 Of all cases that closed in 2015;

- **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.
  - **14%** of clients’ level of change had a positive community-wide effect.
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In 2015 Childline answered **421,672** calls to the phone service and **18,304** conversations to its Childline Online service options.

The Childline service has had continued success in engaging boys through its phone services. This success is unique across all child helplines in Europe. In 2015, **69%** of all calls were received from boys.





In 2015 the Childline Online services (text and chat services) had a total of **6,115** unique service users (Childline text service had **3,350** unique users and the live web chat service had **2,765** unique users). **67%** of all contacts to Childline's text and online services were received from girls.

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The needs of children who call Childline are categorised on the Hardiker scale, from one to four. The level of need of the children calling Childline varies, but the vast majority, 80 per cent, are categorised at the lower end of need.

- The majority of calls were universal in nature with no identified risk or additional needs involved (**80%**).
  - **6.5%** of calls to Childline were from children at risk (level 3 & 4).
  - Highest areas / % of risk were in relation to abuse and welfare where **9,428 calls** were assessed at level 3 & 4 need.
  - **1,458** calls relating to psychosocial mental health were classified as level 3 & 4 risk.
- 



**543** service volunteers donated over **65,690 hours** to the ISPCC to enable us to run our services during 2015.

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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.

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

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**The ISPCC's Outreach Programme** brings information about the ISPCC's services to schools and community groups all over Ireland. In 2015 a total of **184** outreaches was completed by ISPCC staff & volunteers.

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**The Shield Anti-bullying Programme** supports 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 2015 the programme was expanded to crèches, youth clubs, Youthreach and sports clubs. **40 organisations** completed the Shield toolkit and nine Shield Flags were awarded.

# Directors' Report

The Directors present their annual report and the audited financial statements for the year ended 31 December 2015.

# 1. Companies Act 2014

The Companies Act 2014 commenced on 1 June 2015. As the Company is exempt from using 'Limited' under Section 1180 of the Act, no name change is required. However, the Directors will complete the necessary amendments to the Company constitution, as required by the Companies Act 2014, within the transition period.

# 2. 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 holds Revenue Commissioners Charitable Status – Charity Number 5102.

In addition to the Board, which meets nine times a year and is responsible for the strategy and overall performance of the organisation, the Directors also participate in two Committees:

## **(a) Nominations & Remuneration Committee:**

The Nominations Committee meets a minimum of twice a year and the objectives of the committee are to recommend to the Board individuals suitable for nomination to the Board, to provide the Board with advice on the structure and general composition of the Board and to determine and agree the policy for the remuneration of the Company's CEO.

## **(b) Audit and Risk Committee:**

The Audit and Risk 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.

## **(c) Statement of Guiding Principles for Fundraising:**

The ISPCC has signed up to the resolution regarding the Statement of Guiding Principles for Fundraising and is fully committed to achieving the high standard contained within this statement.

# 3. Objectives, Activities and Future Plans

The ISPCC is the national child protection charity. Its range of services include intervention services with individual children and families, child mentoring, parent mentoring and outreach services. Through Childline, it provides a 24-hour listening service for children, via telephone, internet and web-based services. The ISPCC advocates on behalf of children, 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 fundraises – in communities, with individual supporters, with corporate partners and online.

<h3>Our Vision</h3>  <p>An Ireland where all children are safe, heard, and valued.</p>	<h3>Our Mission</h3>  <p>To make the protection of children everyone’s priority.</p>	<h3>Our Work</h3>  <p>We listen, we support, we protect.</p>
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	<h3>Key Principles that Run Throughout All Our Work</h3> <ul style="list-style-type: none"><li>■ Creating our own Future</li><li>■ Listening to Children</li><li>■ Committed to Quality</li></ul>
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A new CEO, Grainia Long, was appointed by the Board in early 2015, and commenced in the role in February. The Directors wish to acknowledge the work of Director of Services Caroline O’Sullivan, who adopted the role of Interim CEO until the appointment process was complete, and thank her sincerely for her considerable additional work and support during this period.

## “The ISPCC advocates on behalf of children, promotes children’s rights and seeks to effect policy and legislative change to enhance the safety, security and lives of children in Ireland”

Under the leadership of the new CEO and with the direction of the Board, during 2015 the ISPCC conducted a significant strategic planning exercise, involving consultation with stakeholders, children’s advisory committees, Board Directors, staff members, volunteers and external partners to determine its new objectives. The priorities below represent the final result of this consultation, and have been adopted as the organisation’s new priorities. The ISPCC’s Strategic Plan will be launched in mid-2016. The priorities of the ISPCC have been agreed as follows:

### Our priorities

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

While this strategic planning process was ongoing, the ISPCC set a number of core objectives for the organisation for 2015, with a view to concentrating its efforts in achieving these well, and building from there to develop a strategic plan for the future of the organisation. The key objectives set were:

- To stabilise the finances of the organisation and lay the groundwork for long-term sustainable partnerships.
- To complete a strategic planning process and map out a sustainable and effective future for the organisation.
- To address legacy issues of outdated IT infrastructure and capability, and support the workforce with modern capabilities to meet the growing service delivery requirements.
- To modernise the organisation’s branding and ensure that it is fit for purpose.
- To develop the organisation’s capacity in communications and policy development.

By the end of 2015, the *Business Improvement Plan* approved by the Board to deliver these objectives had been achieved.

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.

# 4. Achievements and Performance

## 4.1 Achievements and Performance: Services

The ISPCC works to realise its vision by providing a range of independent and unique services to children and families that are preventative and empowering in nature. Its empowerment model of supporting young people to build their resilience and coping skills is increasingly recognised as best practice in child protection and welfare support.

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 outcomes for at-risk groups. All ISPCC service programmes have the united purpose of reinforcing informal social networks and promoting social inclusion.

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

 <p>Increased level and quality of social support for each child.</p>	 <p>Increased coping ability and individual resilience of each child.</p>	 <p>Increased ability of each child to self-regulate their own behaviour and emotions.</p>
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In 2015 the ISPCC delivered seven distinct types of services to children and their families in Ireland from ten locations. The objectives of the ISPCC's services apply across all its service models:

### Service objectives:

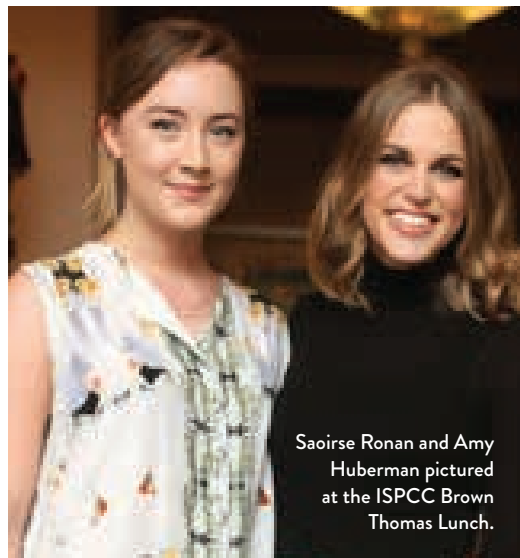
- To increase coping capacity and overall resilience of children and parents.
- To increase the quality and level of social support.
- To increase positive social connections.
- To improve self-regulation and problem-solving skills as a means of overcoming emotional and behavioural difficulties.
- To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



Hozier, Hudson Tayler, Riptide Movement, the Coronas and Ryan Sheridan close the 2FM XMAS Ball.



“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”.



Saoirse Ronan and Amy Huberman pictured at the ISPCC Brown Thomas Lunch.

## 1. Childhood support services

In 2015, the ISPCC's Childhood Support Service experienced huge demand and worked with 439 individual clients. 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. 2015 was its twentieth year in operation.

The primary reasons for referral to the service were for behavioural support (24%) and parental separation (13%). The main source of referral was from Tusla – the Child and Family Agency (32%); educational sector (30%); and parents (23%)

Service interventions are based on the best available evidence and focused 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 within ISPCC centres and throughout the community, within homes, schools and community venues.

The service works with children who have different levels of need and the service predominantly works 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 WORKER	Total
Individual Work -2015 New Clients	271
Individual Work – 2014 Carried Over	59
<b>Total Individual Work</b>	<b>330</b>
Brief Intervention	8
Top -up Support	48
Tracking	53
<b>Total for BI/Top Up &amp; Track</b>	<b>109</b>
<b>Overall Total for Individual Clients</b>	<b>439</b>

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.

Of the 439 children supported, a total of 258 completed their intervention in 2015. 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 change as result of Intervention	Community Wide Effects of Intervention realised
2015 New Clients	199	199 – 100%	189 – 95%	147 – 74%	84 – 42%
2014 Carried over	59	50 – 85%	49 - 83%	42 – 71%	19 – 32%
<b>Total</b>	<b>258</b>	<b>249 - 96%</b>	<b>238 – 92%</b>	<b>189 – 73%</b>	<b>103 – 40%</b>





ISPC's new branding proudly displayed by young members of Cabinteely Football Club.



ISPC volunteers and staff braved downpours to sell rain ponchos to concert-goers at events all over Ireland, thanks to MCD.

“Service interventions are based on the best available evidence and focused on delivering real outcomes for children and families”.



Ryanair staff members getting into the spirit of the festive season sporting their Christmas jumpers in aid of the ISPC.

## 2. 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, is anonymous and confidential. Childline uses systems that children are familiar and comfortable with, including phone, text and online chat.

Childline values children, respects their rights as individuals, and provides a forum for children to talk about any issue that they wish. The volume of calls to Childline clearly indicates that children feel valued, respected and listened to by Childline.

Within the Childline service, a slight drop-off in demand in the phone service occurred, consistent with the data from child telephone helplines in other European countries, while demand for text-based and on-line services grew (*Child Helpline Data 2014: The Voices of Children and Young People*, Child Helpline International, 2014).

In response to this growth, the organisation recognised the need for long-term investment in technology, and a plan was developed to find a partner who could invest expertise, commitment and funding to support Childline to grow its capacity to deliver its service to children, using a range of different technologies.

By the year-end, the principle of a partnership had been agreed with Vodafone, to be announced in 2016. This ground-breaking partnership secures the financial sustainability of the Childline service, and enables the ISPCC to develop the service further and to serve children better, through the use of new technologies.

*In 2015 Childline answered 421,672 calls to the phone service and 18,304 conversations to its Childline Online service options.*

In 2015 the Childline Online services (text and chat services) had a total of 6,115 unique service users (Childline text service had 3,350 unique users and the live web chat service had 2,765 unique users).

### To contact Childline:

**Phone:** 1800 666 666

**Text:** talk to 50101

Use the one-to-one live chat web-based service on [www.childline.ie](http://www.childline.ie)

When children contact the Childline service, they are seeking a listening ear and often feel they have nowhere else to turn. The level of need of the children calling Childline varies, but the vast majority, over 80 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 (80%)
- 6.5% of calls to Childline were from children at risk (level 3 & 4).
- Highest areas / % of risk were in relation to abuse and welfare where 9,428 calls were assessed at level 3 & 4 need.
- 1,458 calls relating to psychosocial mental health were classified as level 3 & 4 risk.

### Emerging Trends

Emerging trends are reported by Childline staff and volunteers based on the calls and interactions received. Some of the key emerging trends are:

#### Viewing of inappropriate material

Children as young as six viewing pornography, which can leave them feeling confused and scared.

#### Early sexualisation of children

Children using sexualised language, of which they often don't know or understand the meaning

Children engaging in sexual activity at a younger age.

Texting and sharing nude images of themselves to boyfriend/girlfriend.

### Poor self-image

Children talking about hating the way they look and aspiring to look like various pop stars / celebrities.

### Psycho social/mental health issues

This continues to be an ongoing issue for teenagers in particular, with many contacts relating to self-harm and suicidal ideation. There is a decrease in the contacts in which this is categorised as the primary profile, but it remains a key issue in many contacts.

## 3. 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 2015, receiving the same volume of calls as the previous year. The number is available to take calls 24 hours a day, every day of the year and is free to the caller. Established in December 2012, this service is funded in part by the Department of Children and Youth Affairs.

The Missing Children's Hotline provides the following services:

- Takes 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. Offer guidance and advice to the callers regarding a missing child.
- Reports risk cases (where identifying information has been received) to the Gardaí/authorities.

- Undertakes case management – this is available to callers who would like to use the service more than once but who do not want to repeat the same information each time they call.
- Provides a confidential text support via sending an automated generic SMS to the missing child. This service is provided once written parental consent has been obtained. To access this service, members of the public can email [missingchildren@ispcc.ie](mailto:missingchildren@ispcc.ie).

The Missing Children's Hotline answered 115 calls in 2015.

Missing Children's Hotline number: 116 000.

## 4. Mentoring Programme

The ISPCC Mentoring Programme provides mentoring services to 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. In 2015 the service celebrated its tenth anniversary.

The ISPCC Mentoring Programme is unique in that it provides individual mentoring services to both children and adults. The mentor acts as a positive role model in the mentee's life which will help him/her to make positive social connections and build upon the quality and level of social support available to him/her.

Through this positive one to one relationship with a mentor, the mentee's life is opened up to new opportunities and he/she is encouraged to explore new ways of thinking and coping with life's challenges. This helps improve the mentee's level of resilience and his/her ability to cope with 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 and are re-evaluated at six months post programme completion through the ISPCC Tracking Service.



Thank you  
continued support  
Laura Brennan  
Brennan Trust  
It really does  
make a difference

Childline

www.childline.ie

Pat Brennan, Keith Duffy, ISPC President Caroline Downey, An Taoiseach Enda Kenny TD and ISPC CEO Grainia Long launched the Tour de Force cycle raising funds for the ISPC and the Laura Brennan Trust.



ISPC President Caroline Downey and Brown Thomas Fashion Director Shelly Corkery pictured at the annual ISPC Brown Thomas Lunch.



Cinderella with some young admirers at the Disney Easter Party in aid of Childline.

“The ISPC Support Line provides a confidential listening service, offering information, advice and emotional support to all members of the public who contact us”.

The outcomes achieved within the Mentoring Programme were:

Mentoring Outcomes	Total Closed	Outcome Level 1	Outcome Level 2	Outcome Level 3	Outcome Level 4
		<b>Satisfaction</b>	<b>Attitudes</b>	<b>Behaviour</b>	<b>Community Wide Effects</b>
2015 New Clients closed	23	23 (100%)	19 (83%)	15 (65%)	3 (13%)
2014 Carried over	20	20 (100%)	18 (90%)	15 (75%)	3 (15%)
<b>Total</b>	<b>43</b>	<b>43 (100%)</b>	<b>37 (86%)</b>	<b>30 (70%)</b>	<b>6 (14%)</b>

In 2015, 55 children were engaged on the Mentoring Programme, 32 of these clients were new clients to the service. The key reason for referral in 2015 was for behavioural support (25 per cent) and referrals were received from parents/ carers (34 per cent), Tusla – the Child and Family Agency (19 per cent) and the educational sector (13 per cent).

### Mentoring Stats and Outcomes 2015

MENTORING	Total
Child Mentoring – 2015 New Clients	24
Parent Mentoring – 2015 New Clients	8
<b>Total 2015 Mentoring</b>	<b>32</b>
Child Mentoring – 2014 Carry Over	17
Parent Mentoring – 2014 Carried Over	6
<b>Total 2014 Mentoring (carried over)</b>	<b>23</b>
<b>Overall Total for Individual Clients</b>	<b>55</b>

Of the 55 people we worked with in 2015, 43 completed intervention within 2015 the remaining 12 people continued intervention into 2016.

### 5. ISPCC Support Line

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

The service is a preventative service with the purpose of supporting people with differing needs. It is primarily aimed 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 worker 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 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

Support can be accessed by calling 01 6767960, emailing [ispcc@ispcc.ie](mailto:ispcc@ispcc.ie) or by writing to any local ISPCC office.

The Support Line received 342 calls and supported 23 referrals to statutory agencies. 25% of calls related to concerns of child abuse, 16% of calls related to sourcing information, 9% related to mental health and 6% related to emotional support.

## 6. 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 2015: a total of 184 outreaches was completed by ISPCC staff and volunteers:

- 136 outreaches by services staff.
- 48 by the fundraising team members.

## 7. 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, and how it can be reduced and effectively guarded against.

Over its four years in operation, the programme has developed from an awareness raising of the impact of bullying, to providing each participating school with a toolkit to identify how effective it is in dealing with, responding to and reducing incidences of bullying within the school community. Each school also has the opportunity to apply to receive the Shield Flag Award which identifies the school as having completed a programme of steps, to shield their students from bullying.

The "Shield my school Toolkit" provides schools with evidence-based practice regarding effective approaches to bullying, giving effective guidance on what actually works. Through completing the toolkit, schools 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 schools to receive reports about bullying.

In 2015, the Shield Programme outcomes were:

- 40 toolkits completed through the Shield Programme and 19 Shield Flags awarded.
- Expanded the reach of the Shield Programme from schools to crèches, youth clubs, youthreach and sports clubs.
- ISPCC became a member of the European Anti Bullying Network is represented on the Board of the European NGO alliance for Child safety Online (ENACSO), and on the Content Advisory Board of Tacklebullying.ie, an initiative of Dublin City University's Anti-Bullying Research and Resource Centre.

## 4.2 Service Highlights in 2015

The ISPCC's services experienced huge demand in 2015. The childhood support worker and mentoring service received a total of 513 referrals in 2015. On December 31st 2015 there were a total of 283 families on a waiting list for services. This level of demand for these services outweighs our current ability to supply service to children who need them. This is an ongoing development and the organisation continually seeks more funding to expand its resources in this area to meet the growing demand for its services.

There is a notable increase also in the need for enhanced mental health supports for children and young people. Data from child helplines around the world demonstrates that psychosocial and mental health issues were the top reason for children contacting child helplines in 2014, the most recent year for which figures are available (*Child Helpline Data 2014: The Voices of Children and Young People*, Child Helpline International, 2014). In March 2014, The European Child Safety Alliance's *Action to Address Child Intentional Injury Report* highlighted that among young people aged 0-19 years, Ireland had the highest suicide rate for females and second

highest rate for suicide in males of the 26 countries surveyed.

Demand for child and adolescent mental health services continues to rise, up 49 per cent from June 2014 to May 2015. Anecdotal evidence from across the child and family support services suggests that in some cases children can wait as long as eighteen months for a referral to a child psychologist. Evidence from the services since the beginning of 2015 shows no signs of reducing demand.

### **Our Service Volunteers**

- In 2015, 543 service volunteers provided a total of 65,693 hours service. Without these incredible people, who gave their time voluntarily, the ISPCC could not maintain the level of services provided.
- 178 volunteers were trained to provide services to children in Childline and the mentoring service.

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 (3 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 child centred 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 worked with the Reception and Integration Agency and visited 14 direct provision centres, where children were residing, to deliver information on all ISPCC services and give input on keeping safe online.

- The ISPCC is represented 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 five child and family support networks have been established in Monaghan and three in Cavan, where professionals meet on a quarterly basis to discuss local issues and pool resources for larger projects needed in the community.
- ISPCC was a member of the Tusla Commissioning Working Group in 2015.
- Services staff were involved in 199 interagency meetings with other professionals.
- Services staff attended 69 case conferences and case reviews in 2015.
- The ISPCC contributed to the Child Helpline International "Sixth Regional Consultation and the Second Policy Dialogue of Child Helplines in Europe" in Strasbourg in November 2015.

### **Expansion of Child and Family Support Services:**

The demand for our services continues to grow. These developments in 2015 have helped us to support children more effectively:

- In Erris, Co. Mayo, an additional childhood support worker was employed in the latter half of 2015 in Mayo, marking the first time the ISPCC has worked in this part of Mayo. This post is funded through donations received from the public.
- An additional Childhood Support Worker was employed in Monaghan, to help provide therapeutic services to children who had witnessed or been affected by domestic violence. This post is funded by Tusla, the Child and Family agency.
- The Child and Family Network Co-ordinator Service has expanded and a staff member is now employed to support services in Co. Cavan as well as the previous service in Co. Monaghan. These posts are funded by Tusla, the Child and Family Agency.



- To meet growing demand, two additional childhood support workers have been employed in our Dublin service, funded entirely by donations.

### Establishing New Services:

- In late 2015 we began working towards the development of our Family Welfare Conferencing service.
- This approach involves a special family meeting supported by professionals to discuss concerns about a child's welfare. It has a child-centred approach which also draws in support for the young person from their family, friends and people important to them.
- This has been part-funded through Tusla in Cavan/Monaghan on a trial basis and we are working alongside NetCareNI to ensure that we are providing high quality, professional, family-centred services.

### Service Enhancement:

- In 2015 The Childline team implemented an improvement plan to ensure that all policies, procedures and guidelines for the Childline service were captured and up to date. This is important to ensure consistency for children contacting the service and empowers and informs staff and volunteers to support children in a coherent way.
- All professional services staff received Children First training in 2015.

## 4.3 Children's Advisory Committee Report

The ISPCC has several children's advisory committees, based in Louth, Cork, Monaghan and Galway.

During 2015, approximately 40 young people took part in the Children's Advisory Committees' work, giving their views on aspects of the ISPCC's work, informing policy and sharing their knowledge and ideas.

Some of the key highlights of what we achieved at the Children's Advisory Committees in 2015 were:

- Representatives of the ISPCC's Children's Advisory Committees took part in the preparation for the UN Review of Ireland's children's rights record, which looked at how well Ireland is complying with the UN Convention on the Rights of the Child.
- We highlighted how important it is for young people to get involved in hobbies and activities outside of school. In Ireland this could be better and would be done by maybe investing more in youth work, community work and projects that work with young people. Young people have highlighted how important that Ireland is a really great place to grow up because two of their fundamental rights are being fulfilled, a right to education and the right to being safe.
- Our members travelled to Dublin and, along with about 30 other young people, represented Irish children's views. Some of the members contributed to the content of the Picture Your Rights book, published by the Children's Rights alliance to send to the UN Committee in Geneva. Some of our members also attended the launch of this book.
- The committees worked hard to put across our views in a lot of different policy areas that impact on children and young people. We gave input into ISPCC's submission to the Oireachtas Joint Committee on Health and Children about the Public Health (Alcohol) Bill 2015. We discussed the upcoming Marriage Equality Referendum and felt that the ISPCC should support a Yes vote.
- Cork members got behind the ISPCC and the advocacy volunteers in a project called Douglas Matters. We gave our input and feedback on the launch, and helped out the advocacy volunteers with everything from event planning and invitations to speech writing and speaking at the event.





Intrepid supporters got down and dirty at the RunAMuck event, raising money for the ISPCC.



Members of the Children's Advisory Committee, hard at work.



'Adventure is Out There' – collage created by the Children's Advisory Committee, describing the opportunities that await.

“The ISPCC has several children’s advisory committees, based in Louth, Cork, Monaghan and Galway”.

- During the year some of the committee members met with the Tusla Partnership and Participation Officer feedback on Consultation. We also discussed the Tusla Participation and Partnership Conference, January 2016, which we were invited to take part in.
- CAC Members also took part in the launch of the ISPCC's Outcomes for 2014 in Cork. It was fantastic to have young people speaking at the launch and one of the members, Jasmine, did us proud when she was interviewed by TV3 on the day of the launch.
- A new Louth/Meath CAC was formed in September 2015 and got to work straight away. The members met with Senator Mary Moran from the Labour Party to discuss issues they felt were important for the Government to address regarding young people. This was really useful.
- The Louth/Meath committee also completed a workshop with Karen Moynihan from the Ombudsman for Children's Office, exploring young people's rights. The session focused on exploring which rights they felt were important, why they are important and the rights they use on a daily basis and how they can link them to their lives. Karen also explored the responsibilities of rights.
- The Children's Advisory Committees gave direct feedback to the ISPCC on lots of different areas, including new services leaflets and what should be included in these, and a new data protection message for the Childline service, the Shield section of the ISPCC website, new consent forms and a member's pack for CAC members. Some of our members were also involved in interviewing Childline volunteer candidates.

It was a busy year across all the committees, and we are all looking forward to being involved again in 2016 and welcoming new members!

## 4.4 Achievements and Performance: Policy and Communications

The ISPCC promotes the protection of children in Ireland through its policy and campaigning work. This includes promulgating change to law and policy in Ireland which impacts on the vindication of children's rights and on their life experiences. This work is undertaken in conjunction with the ISPCC's services and is informed by the experiences of children who use our services as well as the observed impacts on children's lives of policy or process which does not support safe, progressive and child-friendly actions.

In 2015, the organisation advanced its policy platform and undertook specific policy activities to influence changes in legislation and policy impacting directly on the protection and welfare of children in Ireland. Some of the key policy areas concentrated on were the Children and Family Relationships Act 2015, the Children First Act 2015 and the Marriage Equality Referendum.

These were prioritised based on the issues arising from the work of the childhood support worker services and Childline, as well as by external events.

The Children First Act is an issue on which the organisation has campaigned for over a decade, has lobbying to place the Children First guidance on a legislative footing, recognising that this is central to ensuring a robust and effective child protection system. The organisation has participated in many consultations, submissions and debates on the content of the legislation. On November 12th the final stages of the Children First Bill passed in the Oireachtas and the President signed it into law just before Christmas.

The new law will require all organisations providing services to children to have a child safeguarding statement which outlines policy and procedures in relation to child protection. It also places a

mandate on professionals to report any child protection or welfare concerns to Tusla the Child and Family Agency.

A late addition to this legislation was the removal of the defence of 'reasonable chastisement' from the common law. This change means that if a parent or carer is charged with assault or child cruelty, they cannot claim in defence that they were only inflicting 'reasonable chastisement' in disciplining their child. The ISPCC is proud of the role it has played in bringing this issue to prominence. Many senators and TDs, along with our colleagues in other children's organisations, were instrumental in making this come to pass and we are grateful to them all for their support.

We are grateful also for the public acknowledgment by many of them of the role of the ISPCC in bringing about this important change.

The ISPCC welcomes the legislation, and now await commencement and implementation; to date only the removal of the defence of reasonable chastisement has commenced

### Some Campaigning Events in 2015

As part of the ISPCC's membership of the Prevention and Early Intervention Network, a Hands Up for Children event in Galway was hosted by ISPCC's Advocacy Volunteer Team. The campaign highlighted the need to include the campaign asks and thriving principles in the next Programme for Government. General Election candidates from Galway West and Galway East attended and discussed their policies on investing in prevention and early intervention services for children.

ISPCC Childline Ambassadors Saoirse Ronan, Jillian van Turnhout, Ryan Tubridy, Kate Brennan Harding and David Coleman were the recipients of a Childline Award in 2015. This award was given in recognition of the support and commitment given to ISPCC Childline in 2015.

The ISPCC, Children's Rights Alliance and Barnardos held a candlelit vigil outside Leinster House on 16th December to demand an increase in direct provision child payments; the payment had not increased in nearly 16 years. In January 2016 the Minister for Social Protection announced an increase of €6 as an interim measure.

### Submissions

The ISPCC made a number of submissions to relevant parliamentary and government bodies on legislation at consultation stage or while progressing through the Oireachtas and on policy issues. Some examples include submissions on the Public Health (Alcohol) Bill 2015, Domestic Violence Bill 2015 and Criminal Justice (Victims of Crime) Bill 2015.

### Emerging Themes Reports

The ISPCC submitted three Emerging Themes reports to the Department of Children and Youth Affairs. These reports provide an overview of the emerging themes that are coming to our attention through advocacy, Childline, Mentoring and the Childhood Support Worker service.

- Direct Provision
- Early Sexualisation
- Drugs and Alcohol

### Partnerships and Collaborations

During 2015 the ISPCC participated in multi-organisation meetings in the areas of direct provision and homelessness. These meetings gave us an opportunity to discuss the key child protection and welfare concerns and to work together with other organisations to address the issues collectively.

The ISPCC also hosted a roundtable discussion with Ombudsman for Children, Niall Muldoon. This was chaired by Board member Grace Kelly and was attended by managers and staff from across the country. Staff shared their concerns and experiences with him based on their work on the ground and heard about some of the work of his office.



Singer Shane Filan got the crowd signing along at the launch of the Cheerios' Childline Breakfast in Dublin's Fire restaurant.



UCD Smurfit Business School students organised a Smurfit Dance Masters Event in aid of the ISPC.



Padraig Harrington on stage in Dublin's Gaiety Theatre, sharing tips with a packed house of admirers and golfing enthusiasts, in aid of the ISPC.

“The ISPC worked in collaboration with a number of other organisations (governmental and NGO) nationally and internationally to address issues of child protection and welfare”.

In October, the ISPCC presented to a number of TDs, Senators and Oireachtas staff on some of its work. The focus was on key areas such as mental health, Direct Provision, early sexualisation, internet safety and drugs and alcohol misuse. There was a good attendance and it is intended to conduct more of these events in 2016.

The ISPCC worked in collaboration with a number of other organisations (governmental and NGO) nationally and internationally to address issues of child protection and welfare. Our partners in collaboration included the Children's Rights Alliance, Barnardos, EPIC, Alcohol Action Ireland, Children's Mental Health Coalition, FGM working group, Safer Internet Ireland, Better Outcomes Brighter Future, Child Helpline International and Missing Children Europe. In addition, staff across the country participated in a number of working groups.

### Lobbying Act

The ISPCC registered on the lobbying register in order to comply with the new Lobbying Act and is recording all lobbying activity. The first report, covering activity in 2015 fell due in early 2016 and has been submitted to the lobbying.ie website as required.

### Meetings with TDs and Senators

We continued to build relationships with Oireachtas members. Meetings took place with a number of TDs and Senators across the political spectrum throughout the year and we are grateful to them for their time and interest and their support of issues relating to child protection. We must note the significant contribution to our work of Senator Jillian van Turnhout, who gave immense support to the organisation in her role as Member of Seanad Éireann.

## 4.5 Fundraising

The ISPCC's fundraising performed very well in 2015, totalling €4,601,815, an increase of nine per cent on the previous year. This represented a total of 78 per cent of the income of the organisation.

The ISPCC is enormously grateful to the many individuals and organisations who gave us their time, money, talent and support to help us accomplish this, to support our services to children.

The emergency appeal fundraising campaign at the end of 2014 had provided the organisation with sufficient funds to operate for several months, and staved off the possibility of significant service reduction to the Childline service. This appeal had garnered huge public support, and in 2015 the organisation sought to build on that message and generate long-term support through increasing the scale and spread of fundraising activities.

The organisation set out a coherent plan for 2015 with a deliberately strategic fundraising approach: to have the vision and confidence in our potential to generate sustainable income to support the organisation's growth.

To achieve this, relationships with new corporate partners were secured and ongoing partnerships nurtured. The fundraising team took the opportunity to trial and test new campaigns and fundraising initiatives. Challenges were addressed by examining every income stream for viability. Significant new partnerships were developed and the range of community-based, campaign and event fundraising was diversified and grown. The ISPCC strives to achieve a surplus: cost ratio of 80:20 across fundraising activities.

The ISPCC is fully compliant with the Statement of Guiding Principles for Fundraising. We ensure that every donation is accounted for and provide information on our website regarding how we raise our funds and how they are spent. We value 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.

## 4.6 Corporate Partners and Trusts

We are extremely grateful to receive support from many of our corporate partners. We would like to extend a special note of thanks to Baxter Healthcare, Allsop, Grant Thornton, and Capita who we formed partnerships with in 2015. We are exceptionally grateful to our long-standing supporters Matheson, MCD, Ogilvy, Eco Environmental, Musgraves, CCMA, Shoe Zone, Halo Munchies, Cover Centre, Aviva, 3 Arena, The Olympia Theatre, The Gaiety Theatre, Ticketmaster, Brown Thomas and The Ireland Funds – all of which contributed significantly to the ISPCCC through campaigns and generous donations.

Matheson has been a long term partner of the ISPCCC for over ten years and provided a generous donation in 2015.

The ISPCCC was the beneficiary of the Grant Thornton Corporate 5k Run in 2015, which raised over €21,000.

- In 2015, the ISPCCC formed new partnerships with some of Ireland's best-known companies including Applegreen, Ryanair, DAA, and Aurivo. We look forward to working with these companies in a variety of ways in 2016 and beyond.
- A significant partnership was developed in 2015 with Vodafone. This partnership will enable Vodafone and the ISPCCC to work together strategically, to overhaul Childline's technologies and service infrastructure in line with the changing needs of children. Vodafone has committed to engaging its 2,000 employees to raise further funds for the ISPCCC.

## 4.7 Events

The events season for 2015 was teed-off by Irish superstar golfer Pdraig Harrington, who treated a packed house in Dublin's Gaiety Theatre to an

exhibition, tips and a broad-ranging discussion about his stellar career. This event raised over €83,000 for the organisation. The ISPCCC is grateful to Pdraig Harrington who gave his time voluntarily to the event and to the Gaiety Theatre, which made the event possible.

### ISPCCC Brown Thomas Lunch

This much-anticipated event celebrated its 15th anniversary, and brought the total it has raised for the ISPCCC up to almost €900,000 to date. We are grateful to Brown Thomas, for their organisation and to the stalwart supporters of the event, many of whom return annually. With a spectacular line-up of the new season treading the boards at the Intercontinental Hotel, Laura Whitmore was the stylish MC at the 2015 lunch.

### RTÉ 2fm Xmas Ball

RTÉ 2fm and MCD joined together to create the RTÉ 2fm Xmas Ball, in aid of the ISPCCC. On 23rd December 2015, gig-goers at the 3Arena were treated to mesmerising performances from the cream of Irish talent – Hozier, Gavin James, Riptide Movement, Ryan Sheridan, Hudson Taylor, Little Green Cars and The Coronas. We are extremely grateful to all parties involved with the RTÉ 2fm Xmas Ball who provided their services free of charge on the night, including artists, organisers and 3Arena. A phenomenal figure of over €400,000 was raised from this memorable Christmas evening.

### Dance Masters Event: UCD Smurfit Graduate Business School

Students from UCD's Smurfit Business School organised a Smurfit Dance Masters event in aid of the ISPCCC, raising a total of over €22,000. Thanks to all of the students, supporters and sponsors who contributed to making this such a successful event.

### Cheerio's Childline Breakfast Week

This was the ninth successful year for the Cheerios' Childline Breakfast Week, which ran from 5-11 October. The week kicked off in

Dublin's Fire restaurant with Shane Filan, Jack Conan and Bernard Brogan all dropping by to lend their support. Today FM's Ian Dempsey Breakfast Show, TV3's Ireland AM and all the staff at FIRE pulled all the stops out to host a fabulous event, ensuring everyone got their most important meal of the day. A Goodybag Roadshow kicked off in Blanchardstown with lots of family fun and ISPCC volunteers travelled far and wide selling bags full of goodies for €2. Throughout the week crèches, schools, community centres and offices nationwide held breakfasts for Childline and together raised an incredible amount of over €187,000 in 2015.

### **Powering Kindness**

The ISPCC was delighted to be a second-time winner in the Electric Ireland Powering Kindness event campaign, achieving the highest reach on social media. This initiative raised €60,000 for the organisation and was supported by Rory Cowan of Mrs. Brown's Boys.

### **ISPCC Holly Campaign**

A holly campaign with both a badge appeal and a holly bake was launched in December by model Holly Carpenter. Dr. Oetker provided free products for the ISPCC Holly Bake, which saw offices around Ireland baking up a storm to support the ISPCC Childline. The holly badge appeal was a huge success as schools from around the country took to the streets in December to sell holly badges. We would like to thank all of the children and staff in the schools who have taken part, and who continue supporting us year on year. The campaign raised over €47,000.

### **Shield Campaign**

The ISPCC's shield fundraising specifically supports the Shield Anti-bullying programme in schools and clubs. We would like to thank sincerely our Shield partners Penneys, which sold ISPCC anti-bullying bangles and shield pins in outlets across Ireland and gave huge support to the campaign, raising a total of over €56,000 and raising vital awareness of the issue of bullying. Our partners Marks and Spencer stocked shield pins in outlets also and raised a further €6,675.

## **4.8 Community Fundraising**

### **Sporting Activity**

In 2015, ISPCC supporters took part in some of Ireland's toughest physical and mental endurance challenges, including 'Runamuck', VHI Women's Mini-Marathon and Tour de Picnic. Hundreds of runners, joggers, cyclists, walkers, strollers and enthusiasts trained and competed in all weathers, raising funds individually and in teams for the organisation. We are very grateful for all their efforts.

### **Mullingar Half Marathon**

The inaugural Mullingar Half Marathon took place on the 17 of March 2015 in aid of ISPCC Childline. Run by a committee of dedicated volunteers, the event was superbly organised and garnered huge local interest and support. The race began from the centre of Mullingar town and headed into the scenic wilderness of the Westmeath country side, taking in the beautiful Royal Canal and its surrounding beauty and bog-lands. The event raised €16,000.

### **Tour de Force**

The Tour de Force is a unique event of An Garda Síochána, where members of the force undertake a significant cycling challenge, raising funds for charities. In 2015 the ISPCC was one of the charity beneficiaries, and a group of 50 Gardaí and supporters cycled 550 kilometres across Spain and Portugal in September. The event was launched by An Taoiseach, Mr Enda Kenny T.D., with ISPCC Ambassador Keith Duffy. The ISPCC received a total of over €4,000 from the Tour de Force. Many thanks to all of those who participated in this challenge, and to their supporters and sponsors.

### **Summer Concerts**

Through the support of MCD and Festival Republic, poncho selling at outdoor summer concerts was introduced, and fundraising volunteers braved the elements to keep revellers dry as they enjoyed the sounds of AC/DC, The Script and Foo Fighters, among others.



## 4.9 Support from Individuals

### Funding appeals

In early 2015, thousands of individuals continued to donate to the ISPCC's 2014 Emergency Appeal. Subsequently two direct funding appeals were issued by the ISPCC. The response to these was exceptional and we are profoundly grateful to each member of the public who has supported us. These funds are a vital source of income for our Childline and childhood support services.

### Regular Gifts

Monthly direct debits form a key segment of ISPCC's fundraising income, because they allow us to plan for the future. We are extremely grateful to all of our current monthly donors; both long term and those who came on board in 2015. A key element of our strategic plan going forward is to grow this stream of income which will help secure the long-term vision of the organisation.

### Tin Collections

The public continues to support our tin collections boxes in retail and commercial outlets the length and breadth of Ireland. We are extremely grateful to the proprietors and members of the public for supporting this important income stream for the organisation. This generosity reaped a staggering €532,110 in 2015.

### Legacies

In 2015, we received €464,885 in donations through legacies, in support of our work. Leaving a legacy gift to the ISPCC is a gesture of great kindness and generosity on the part of the donor. It is also a significant endorsement of the work of the ISPCC and we are extremely grateful for these generous gifts.

### 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.

We are especially grateful to Brian O'Driscoll and to Brendan O'Carroll, who have supported us in so many ways and whose kindness to the ISPCC is appreciated greatly. We are also grateful to photographer Barry McCaul and to Denis Desmond of MCD for their continuous commitment to the ISPCC and our many events and campaigns.

The ISPCC's ambassadors regularly support us in a wide range of activity. We would like to say a huge 'thank you' to all of our ambassadors, and in particular for their support in 2015 to Nicky Byrne, Keith Duffy, Jamie Heaslip, Hozier, Saoirse Ronan, Ryan Tubridy and Louis Walsh.

## 4.10 Volunteers

The ISPCC 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 imaginable type of fundraising activity. Enormous effort, dedication and generosity is behind every euro donated to the ISPCC and it is all appreciated.





ISPC staff and volunteers participated in the 2015 VHI Women's Mini Marathon in aid of the ISPC.

“The ISPC 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”.



GAA All-star Bernard Brogan and Ireland and Leinster Rugby Player Jack Conan lent their support to the launch of the Cheerios' Childline Breakfast in Dublin's Fire restaurant.

## 5. Financial Review

The Board dealt with any major risk as presented during the year and recognises the need for continuously updating and strengthening processes for risk management. External risks to funding are monitored and reviewed on a regular basis. Internal risks are minimised by the implementation of procedures for authorisation of all transactions and projects and by timely reporting at Board level. All procedures are periodically reviewed to ensure that they are relevant to the charity's needs.

In common with many not for profit organisations, the organisation must maintain and develop its income sources to ensure the continuation of its role in Ireland. In order to mitigate this risk, the Directors review the sources of income on an on-going basis. In addition, reserve levels are monitored to ensure that they are maintained at a reasonable level in the context of planned expenditure and future commitments. The Directors are at all times conscious that maintaining the reputation of the organisation is critical.

## 6. Directors and Secretary and their Interests

The names of the individuals who were Directors at any time during the year ended 31 December 2015 are set out below. Unless otherwise indicated they served as Directors for the entire year.

Dan Flinter (Chairperson) (Retired 31 December 2015)

Pat Byrne (Retired 26 May 2015)

Conor Daly

JP Donnelly

Caroline Downey (Retired 26 May 2015)

Turlough Galvin (Chairperson)

Declan Hughes

Noel Kelly

Stephen O'Byrnes

Donal Quinn

Grace Kelly (Appointed 26 May 2015)

Sarah Byrne (Appointed 27 October 2015)

## 7. Transactions Involving Directors

The company entered into transactions with Matheson, a related party by virtue of common Director. The transactions for the year amounted to €23,010 with an amount owing of €6,989 at the end of the year. The company also entered into transactions with Ogilvy, a related party by virtue of common Director. The transactions with Ogilvy amounted to €5,695 for the year with an amount of €4,231 owing at the year end. In addition donated services of €60,689 were provided during the year. Donations received during the year from related parties totalled €75,887.

There were no further contracts in relation to the affairs of the company in which the Directors had any interest, as defined in the Companies Act 2014, at any time during the year ended 31 December 2015.

## 8. Post Balance Sheet Events

There have been no significant events affecting the company since the year end.

## 9. Accounting Records

The Directors are responsible for ensuring that proper books and accounting records, as outlined in Section 281 to 285 of the Companies Act 2014, are kept by the company. The Directors have appointed appropriate accounting personnel in order to ensure compliance with those requirements. The books and accounting records of the company are maintained at the company's registered office.

## 10. Auditors

Mazars, Chartered Accountants and Statutory Audit Firm, have expressed their willingness to be re-appointed in accordance with Section 383(2) of the Companies Act 2014.

On behalf of the Board of Directors

**Turlough Galvin**

Donal Quinn

21 June 2016

# 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 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.

# INDEPENDENT AUDITORS' REPORT

## TO THE MEMBERS OF THE IRISH SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN

We have audited the financial statements of the Irish Society for the Prevention of Cruelty to Children for the year ended 31 December 2015 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes 1 to 22. The financial reporting framework that has been applied in their preparation is 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.

This 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.

### Respective responsibilities of Directors and Auditors

As explained more fully in the Directors' Responsibilities Statement, the Directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view and otherwise comply with the Companies Act 2014. Our responsibility is to audit and express an opinion on the financial statements in accordance with Irish law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

### Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, materially inconsistent with, the

knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

### Opinion on financial statements

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 2015 and of its net incoming resources and cash flows for the year then ended; and
- have been properly prepared in accordance with the relevant financial reporting framework and, in particular, with the requirements of the Companies Act 2014.

### Matters on which we are required to report by 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.
- The financial statements are in agreement with the accounting records.
- In our opinion the information given in the Directors' Report is consistent with the financial statements.

### Matters on which we are required to report by exception

We have nothing to report in respect of the provisions in sections 305 to 312 of the Companies Act 2014 which require us to report to you, if in our opinion the disclosures of Directors' remuneration and transactions specified by law are not made.



**Mairéad Divilly**

For and on behalf of Mazars  
Chartered Accountants & Statutory Audit Firm  
Harcourt Centre, Block 3, Harcourt Road, Dublin 2

21 June 2016

# STATEMENT OF FINANCIAL ACTIVITIES

	Notes	Restricted Funds €	Unrestricted Funds €	Year ended 31 December 2015 €	Restricted Funds €	Unrestricted Funds €	Year ended 31 December 2014 €
<b>Income and endowments from:</b>							
Donations and legacies		-	3,600,390	<b>3,600,390</b>	-	3,101,776	3,101,776
Charitable activities		467,404	1,528,554	<b>1,995,958</b>	150,000	1,834,894	1,984,894
Other trading activities		-	263,468	<b>263,468</b>	-	304,531	304,531
Investments		-	3,305	<b>3,305</b>	-	3,360	3,360
Other		-	100	<b>100</b>	-	1,417	1,417
<b>Total income and endowments</b>	5	467,404	5,395,817	<b>5,863,221</b>	150,000	5,245,978	5,395,978
<b>Expenditure on:</b>							
Raising funds		-	1,008,313	<b>1,008,313</b>	-	976,764	976,764
Charitable activities		617,404	3,671,592	<b>4,288,996</b>	-	4,439,979	4,439,979
Other		-	141,799	<b>141,799</b>	-	157,287	157,287
<b>Total expenditure</b>	7	617,404	4,821,704	<b>5,439,108</b>	-	5,574,030	5,574,030
<b>Net movement in funds</b>		(150,000)	574,113	<b>424,113</b>	150,000	(328,052)	(178,052)
Total funds brought forward		150,000	4,235,470	<b>4,385,470</b>	-	4,563,522	4,563,522
<b>Total funds carried forward</b>		-	4,809,583	<b>4,809,583</b>	150,000	4,235,470	4,385,470

# BALANCE SHEET

	Notes	31 December 2015 €	31 December 2014 €
<b>FIXED ASSETS</b>			
Tangible assets	11	2,743,592	2,853,502
Financial assets	12	81,531	407,945
		<b>2,825,123</b>	<b>3,261,447</b>
<b>CURRENT ASSETS</b>			
Debtors	13	682,750	236,304
Bank and cash		1,722,704	1,244,525
		<b>2,405,454</b>	<b>1,480,829</b>
<b>CREDITORS</b>			
Amounts falling due within one year	14	(420,994)	(356,806)
		<b>1,984,460</b>	<b>1,124,023</b>
<b>NET CURRENT ASSETS</b>		<b>1,984,460</b>	<b>1,124,023</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>4,809,583</b>	<b>4,385,470</b>
<b>THE FUNDS OF THE CHARITY</b>			
Unrestricted funds	15	4,809,583	4,235,470
Restricted funds	15	-	150,000
		<b>4,809,583</b>	<b>4,385,470</b>

On behalf of the Board of Directors

**Donal Quinn**  
**Turlough Galvin**

21 June 2016

# STATEMENT OF CASH FLOWS

	Notes	31 December 2015 €	31 December 2014 €
Net cash inflow from operating activities	16	<b>180,434</b>	209,053
Cash flows from financing activities	16	<b>3,305</b>	3,360
Cash flows from investing activities	16	<b>294,440</b>	501,432
Net increase in cash & cash equivalents	16	<b>478,179</b>	713,845
Cash and cash equivalents at the beginning of the year		<b>1,244,525</b>	530,680
Cash and cash equivalents at the end of the year		<b>1,722,704</b>	1,244,525



# 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 1 to 22 constitute the individual financial statements of the Irish Society for the Prevention of Cruelty to Children for the financial year ended 31 December 2015.

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.

The company transitioned from previously extant Irish GAAP to FRS 102 as at 1 January 2014. An explanation of how transition to FRS 102 has affected the reported financial position and financial performance is given in note 19.

In prior years, company law scoped out companies not trading for gain for the members from the requirements with regard to format and content of financial statements which applied to for profit companies thus permitting the adoption of a format appropriate to a charity. Accordingly the Irish Society for the Prevention of Cruelty to Children has adopted and reported its performance for the financial year in the format of the SORP's statement of financial activities (SOFA).

The Companies Act 2014 became effective in law on 1 June 2015 and from that date applies the format and content of financial statements requirements appropriate for a company trading for the profit of its members to a company that is a not for profit organisation such as the Irish Society for the Prevention of Cruelty to Children.

In order to provide information relevant to understanding the stewardship of the Directors and the performance and financial position of the charity, the Irish Society for the Prevention of Cruelty to Children has prepared its financial statements in accordance with the formats provided for in the Charities SORP.

Had the company format and content of financial statements requirements suitable for a company trading for the profit of its members been presented instead, a profit and loss account with related notes showing items such as turnover and cost of sales would have been reported along with a profit on ordinary activities before taxation.

## 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 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".

## NOTES TO THE FINANCIAL STATEMENTS (continued)

### 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 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. As noted above, 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.

#### c) Incoming resources

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

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 received by the Society, the application of which is restricted to a specific purpose by the donor, is treated as restricted income and any unspent amounts are treated as restricted assets.

Other income apart from restricted income is used by the Society in the furtherance of its work and objectives.

#### 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) Resources expended

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 services.

### 3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

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.

##### **Pension**

The majority of staff are entitled to participate in the Nominated Health Agencies Superannuation Scheme, a multi-employer contributory scheme which has been designed and is monitored by the Department of Health and Children. 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. In accordance with the requirements of the Department of Health and Children contributions from employees are recognised as income and pension payments and refunds of pensions are included in expenditure when paid. Where pension payments exceed employee contributions in any year, funding for the shortfall should be received from the Department of Health and Children. There is no requirement for employer contributions.

#### **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.

## NOTES TO THE FINANCIAL STATEMENTS (continued)

### 3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

#### 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.

	Rate %
Freehold and leasehold properties	1%
Leasehold premises	Depreciated over terms of lease
Fixtures and fittings	10%
Computer equipment	33½%

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.

#### l) Operating leases

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

### 3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

#### 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) Restricted funds

Restricted funds are those funds which are restricted for the purpose of specific capital items or activities for local services as per the application to the funder.

#### o) 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.

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, bank loans and amount due to group companies 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. Fees paid on the establishment of loan facilities are recognised as transaction costs of the loan to the extent that it is probable that some or all of the facility will be drawn down. In this case, the fee is deferred until the draw-down occurs. To the extent there is no evidence that it is probable that some or all of the facility will be drawn down, the fee is capitalised as a pre-payment for liquidity services and amortised over the period of the facility to which it relates.

## NOTES TO THE FINANCIAL STATEMENTS (continued)

### 3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

#### o) Financial instruments

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.

#### p) 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 €2,744k (2014: €2,854k).

## NOTES TO THE FINANCIAL STATEMENTS (continued)

### 5. INCOME AND ENDOWMENTS

	2015 €	2014 €
<b>Service payments</b>		
Tusla Dublin Mid Leinster	154,399	166,432
Tusla North East	157,683	125,714
Tusla Galway	29,297	35,301
Tusla Cork	71,825	71,097
Tusla MW Limerick	37,500	37,500
Tusla Mayo	40,191	40,510
Tusla Waterford	9,650	10,450
	<b>500,545</b>	<b>487,004</b>
<b>Other statutory income</b>		
National Office for Suicide Prevention	246,002	201,000
Department of Children and Youth Affairs – Childline (restricted)	150,000	150,000
Department of Children and Youth Affairs – YPFSF	43,737	43,736
Department of Children and Youth Affairs – Missing Children	86,969	85,448
Department of Justice – Leanbh	57,000	57,000
Department of Justice – CLF	6,417	13,920
Department of Justice – Internet Safety	23,136	-
Regional Drug Task Force payments		
– Wicklow RDTF	100,000	107,312
– DTF NE 14	20,000	20,000
– RDTF NE 13	20,000	20,000
TURAS	6,000	-
Department of Education	-	20,000
	<b>759,261</b>	<b>718,416</b>
<b>Total income from statutory bodies</b>	<b>1,259,806</b>	<b>1,205,420</b>
<b>Raised voluntary income</b>	<b>3,767,427</b>	<b>3,493,289</b>
<b>Legacies</b>	<b>465,756</b>	<b>330,541</b>
<b>Investment income</b>	<b>3,305</b>	<b>3,332</b>
<b>Other income</b>		
– Human Dignity Foundation (restricted)	317,404	-
– Commission Des Communates	-	75,879
– Other	49,523	287,517
	<b>366,927</b>	<b>363,396</b>
<b>Total income and endowments</b>	<b>5,863,221</b>	<b>5,395,978</b>



## 6. SURPLUS/(DEFICIT) FOR THE YEAR

	2015 €	2014 €
This is stated after charging:		
Directors' remuneration – emoluments	-	-
Auditors' remuneration (inclusive of VAT) - audit services	15,498	15,498
- non-audit services	3,567	1,107
Depreciation	141,671	156,338
Operating lease payments	137,878	127,101
Loss on disposal of fixed assets	128	949

## 7. EXPENDITURE

	Restricted funds 2015 €	Unrestricted funds 2015 €	Total 2015 €	Total 2014 €
<b>(a) Charitable activities</b>				
Salary costs	617,404	1,930,683	2,548,087	2,590,207
Service promotion	-	116,429	116,429	290,237
Other costs	-	1,624,480	1,624,480	1,559,535
	617,404	3,671,592	4,288,996	4,439,979
<b>(b) Raising Funds</b>				
Salary costs	-	591,892	591,892	596,724
Other costs	-	416,421	416,421	380,040
	-	1,008,313	1,008,313	976,764
<b>(c) Other</b>				
Other costs	-	141,799	141,799	157,287
	617,404	4,821,704	5,439,108	5,574,030

## 8. TAXATION

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

## NOTES TO THE FINANCIAL STATEMENTS (continued)

### 9. EMPLOYEES AND REMUNERATION

	2015 €	2014 €
Salaries	2,845,596	2,885,601
Redundancy costs	2,490	9,072
Social welfare costs	291,893	292,258
	<b>3,139,979</b>	<b>3,186,931</b>

The average number of salaried persons (including temporary fundraising staff) employed by the Society in the year was 124 (2014: 118). An analysis of employee numbers at the year end is as follows:

	2015 Number	2014 Number
Services to children	97	94
Fundraising	22	20
Administration	5	4
	<b>124</b>	<b>118</b>

The society employs some workers on a seasonal basis to provide services only as required. The full time equivalent staff numbers employed in the year was 87 (2014: 87)

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

	2015 Number	2014 Number
€60,001 – €70,000	2	1
€70,001 – €80,000	-	-
€80,001 – €90,000	1	1
€90,001 – €100,000	-	-
€100,001 – €110,000	-	-
€110,001 – €120,000	1	-
€120,001 – €130,000	-	-
€130,001 – €140,000	-	-
€140,001 – €150,000	-	1
€150,001 – higher	-	-

#### Key management compensation:

The compensation paid to key management personnel for planning, directing and controlling the charity is €344,693 (2014: €406,589).

## 10. DIRECTORS REMUNERATION

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

The total amount of expenses accrued by Directors were €Nil (2014: €Nil).

## 11. TANGIBLE FIXED ASSETS

	Freehold properties €	Leasehold properties (over 50 years) €	Leasehold properties (under 50 years) €	Fixtures & fittings €	Computer equipment €	Total €
<b>Cost</b>						
At 1 January 2015	2,607,377	125,627	82,650	320,863	745,261	3,881,778
Additions	-	-	-	11,982	19,907	31,889
Disposals	-	-	-	-	(8,893)	(8,893)
At 31 December 2015	2,607,377	125,627	82,650	332,845	756,275	3,904,774
<b>Depreciation</b>						
At 1 January 2015	26,074	45,488	59,368	245,151	652,195	1,028,276
Charge for the year	26,074	1,260	2,430	22,084	89,823	141,671
Disposals	-	-	-	-	(8,765)	(8,765)
At 31 December 2015	52,148	46,748	61,798	267,235	733,253	1,161,182
<b>Net book value</b>						
At 31 December 2014	2,581,303	80,139	23,282	75,712	93,066	2,835,502
At 31 December 2015	2,555,229	78,879	20,852	65,610	23,022	2,743,592

Prior year:	Freehold properties €	Leasehold properties (over 50 years) €	Leasehold properties (under 50 years) €	Fixtures & fittings €	Computer equipment €	Total €
<b>Cost</b>						
At 1 January 2014	2,600,000	125,627	82,650	310,877	726,319	3,845,473
Additions	7,377	-	-	10,663	80,528	98,568
Disposals	-	-	-	(677)	(61,586)	(62,263)
At 31 December 2014	2,607,377	125,627	82,650	320,863	745,261	3,881,778
<b>Depreciation</b>						
At 1 January 2014	-	44,228	56,938	214,741	617,345	933,252
Charge for the year	26,074	1,260	2,430	30,682	95,892	156,338
Disposals	-	-	-	(272)	(61,042)	(61,314)
At 31 December 2014	26,074	45,488	59,368	245,151	652,195	1,028,276
<b>Net book value</b>						
At 31 December 2013	2,600,000	81,399	25,712	96,136	108,974	2,912,221
At 31 December 2014	2,581,303	80,139	23,282	75,712	93,066	2,853,502

## NOTES TO THE FINANCIAL STATEMENTS (continued)

### 11. TANGIBLE FIXED ASSETS (CONTINUED)

The properties included in freehold properties were valued in Ireland by McNally Handy, 3 Pembroke Street Lower, Dublin 2 an independent valuer, at 1 January 2014 on a fair value basis. These valuations are included above.

In undertaking the valuation, McNally Handy have made the following assumptions:

- a) That there is satisfactory title to the properties
- b) That there is vacant possession of the properties

If the company buildings had not been revalued, they would have been shown at the following amounts:

	2015 €	2014 €
Cost	6,125,281	6,125,281
Accumulated depreciation	(682,322)	(621,006)
Net book value	5,442,959	5,504,275

### 12. FINANCIAL ASSETS

	2015 €	2014 €
Balance at beginning of year	407,945	1,008,964
Transfer to current account	(369,252)	(600,000)
Additions	42,923	-
Unrealised loss	(85)	(1,019)
Market value at end of year	81,351	407,945
<b>Comprised as follows:</b>		
Cash managed fund	-	369,337
Equities	81,531	38,608
	81,531	407,945

### 13. DEBTORS

	2015 €	2014 €
<b>Amounts falling due within one year</b>		
Debtors and prepayments	682,750	236,304

## 14. CREDITORS

	2015 €	2014 €
<b>Amounts falling due within one year</b>		
Trade creditors and accruals	361,519	278,634
Paye	59,475	78,172
	<b>420,994</b>	<b>356,806</b>

## 15. FUNDS OF THE CHARITY

Current year	Restricted funds 2015 €	Unrestricted funds 2015 €	Total 2015 €
Balance at beginning of year	150,000	4,235,470	4,385,470
Surplus/(deficit) for the year	(150,000)	574,113	424,113
Balance at end of year	-	4,809,583	4,809,583
Fund balances are represented by:			
Fixed assets	-	2,825,123	2,825,123
Current assets	-	2,405,454	2,405,454
Current liabilities	-	(420,994)	(420,994)
	-	4,809,583	4,809,583

Prior year	Restricted funds 2014 €	Unrestricted funds 2014 €	Total 2014 €
Balance at beginning of year	-	4,563,522	4,563,522
Surplus/(deficit) for the year	150,000	(328,052)	(178,052)
Balance at end of year	150,000	4,235,470	4,385,470
Fund balances are represented by:			
Fixed assets	-	3,261,447	3,261,447
Current assets	150,000	1,330,829	1,480,829
Current liabilities	-	(356,806)	(356,806)
	150,000	4,235,470	4,385,470

## NOTES TO THE FINANCIAL STATEMENTS (continued)

### 16. NOTES TO THE CASH FLOW STATEMENT

	2015 €	2014 €
<b>(i) Reconciliation of net incoming/(outgoing) resources to net cash inflow from operating activities</b>		
Net incoming/(outgoing) resources	424,113	(178,052)
Adjustments for:		
Depreciation	141,671	156,338
Loss on sale of property, plant & equipment	128	949
Provision for diminution in value of investments	85	1,019
Investment income	(3,305)	(3,360)
Trade and other receivables	(446,446)	163,592
Trade and other payables	64,188	68,567
<b>Net cash inflow from operating activities</b>	<b>180,434</b>	<b>209,053</b>
<b>(ii) Cash flows from financing activities</b>		
Investment income received	3,305	3,360
<b>(iii) Cash flows from investing activities</b>		
Purchase of tangible fixed assets	(31,889)	(98,568)
Purchase of financial fixed assets	(42,923)	-
Transfer of funds from investment to current account	369,252	600,000
	<b>294,440</b>	<b>501,432</b>
<b>(iv) Analysis of cash and cash equivalents</b>		
Cash at bank	1,722,704	1,244,525
<b>Total cash and cash equivalents</b>	<b>1,722,704</b>	<b>1,244,525</b>

### 17. PENSION SCHEME

The majority of staff are entitled to participate in the Nominated Health Agencies Superannuation Scheme, a multi-employer contributory scheme which has been designed and is monitored by the Department of Health and Children. 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. In accordance with the requirements of the Department of Health and Children contributions from employees are recognised as income and pension payments and refunds of pensions are included in expenditure when paid. Where pension payments exceed employee contributions in any year, funding for the shortfall should be received from the Department of Health and Children. There is no requirement for employer contributions.

## 18. 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:

	2015 €	2014 €
Within one year	153,838	153,838
Greater than one year and less than five years	559,176	587,264
Greater than five years	395,229	520,979
	<b>1,108,243</b>	<b>1,262,081</b>

## 19. TRANSITION TO FRS 102

This is the first year that Irish Society for the Prevention of Cruelty to Children has presented its results under FRS 102 and Charities SORP (FRS 102). The last financial statements under Irish GAAP were for the year ended 31 December 2014. The date of transition to FRS 102 was 1 January 2014. Set out below are the effect of changes in accounting policies which reconcile the funds of the charity as at 1 January 2014 and 31 December 2014 and the statement of financial activity as at 31 December 2014 between Irish GAAP as previously reported and FRS 102 and Charities SORP (FRS 102).

### Reconciliation of the funds of the charity

	1 January 2014 €	31 December 2014 €
Funds of the charity (as previously stated)	7,521,736	7,308,442
Freehold property at deemed cost 1 January 2014	(2,958,214)	(2,958,214)
Freehold property depreciation charge (restated)	-	35,242
Funds of the charity (restated)	<b>4,563,522</b>	<b>4,385,470</b>

### Reconciliation of the Statement of Financial Position

	Financial year ended 31 December 2014		
	As previously stated €	Effect of transition €	Under FRS 102 €
Income and endowments	5,395,978	-	5,395,978
Expenditure	(5,609,272)	35,242	(5,574,030)
Net (expenditure)	(213,294)	35,242	(178,052)
Transfer between funds	-	-	-
Net movement in funds	(213,294)	35,242	(178,052)

## NOTES TO THE FINANCIAL STATEMENTS (continued)

### 19. TRANSITION TO FRS 102 (CONTINUED)

#### Tangible assets

Under previous Irish GAAP the company had a policy of stating assets at cost less depreciation. On transition to FRS 102 the company have elected to use a valuation obtained at 1 January 2014, the date of transition, as the deemed cost for freehold buildings.

### 20. 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 €23,010 with an amount owing of €6,989 at the end of the year.

The company also entered into transactions with Ogilvy, a related party by virtue of common director. The transactions with Ogilvy amounted to €5,695 for the year with an amount of €4,231 owing at the year end. In addition donated services of €60,689 were provided during the year.

Donations received during the year from related parties totalled €75,887.

### 21. COMPARATIVES

In order to improve presentation and disclosure, certain prior year figures have been reclassified under different headings.

### 22. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the directors on 21 June 2016.



**THE FOLLOWING PAGES  
DO NOT FORM PART OF THE  
STATUTORY FINANCIAL STATEMENTS**

# APPENDIX:

## Children's and Young People's Stories

### Daniel

My name is Daniel. I'm thirteen-years old and live with my Nan, Denise. I have one brother & one sister who live with my mam Tina and her partner David. I don't live there at the moment because I didn't really get on with my Mam. She hasn't always been the nicest to me and she argues with David a lot. They are always breaking up. She's hit me a few times and it just made me feel sad all the time. I didn't really want to go home.

Mam has some problems, she takes a lot of medication from the doctor and sometimes I feel like she doesn't want to be alive. We've had to bring her to the hospital quite a bit because of that. I didn't see her a lot and I didn't get to see my brother or sister either. I miss them.

Because I live with my Nan, an ISPCC support worker came to talk to me. They were nice, and after a while, I got used to talking to them. They tried to get me and my Mam to talk to each other and spend some time together. We had to tell each other the truth and be honest. I listened to my Mam and she listened to me.

### Adam

Adam, 13 was referred into the ISPCC's service by his teacher. Adam found it difficult to relate to his classmates and make new friends and as a result became very isolated both in and outside of school. Over the course of the three-month school summer holidays Adam had little or no contact with other young people his age.

Adam was matched with an ISPCC mentor. The mentor worked with Adam to understand his concerns, and through assessment and the use of evaluative tools, it was apparent that Adam had extreme social anxiety which impacted on his friendships.

Adam and his mentor met once a week and the mentor has been supporting Adam to overcome his anxiety and to develop his communication and social skills.

Following the intervention, Adam developed the confidence and skills needed to build and maintain friendships with others. Adam now has several groups of close friends that he has built up a support network with. He is outgoing and socialises on a weekly basis with his friends. With exams this year, Adam is confident that the skills he has learned through the mentoring programme will help him to control his levels of stress and anxiety. He is looking forward to a summer of fun with his friends.

## Ann

My name is Ann and I am twelve-years old. I am living with my foster parents, Lisa and Paul, and their four children. I don't see my Mam anymore. She moved away when I was quite young and I ended up in care. My uncle fought for me to come home to him but I had to move in with my nanny and granddad when he got sick. My nanny died a year later and my granddad couldn't take care of me either.

I was put in foster care after my nanny died. I didn't like it, I felt like my family had all abandoned me. I kept getting into trouble, hanging around with older friends, running away and drinking. I got suspended from school a lot.

After a while, an ISPCC support worker came to talk to me. I was finding it hard to make friends and was very lonely. I couldn't figure out who I was and why no one wanted me. She suggested we make a Life Story Book to help me to talk to my friends and family. She also helped me make a plan for the future.

Now, I feel like I can talk to people and make myself heard. I get on so well with my foster mother, Lisa, and I've started to go back to school. It's going really well! I feel like I'm loved and have started to trust people again. I've learned a lot about myself over the last few months.

"Things are kicking off with my Mam so I'm gonna have to go. I want to thank you so much for listening to me tonight and showing me care. It's the nicest thing anyone has ever done and the first time I've ever felt like I mattered. You've really made a difference to my life by this one talk and I know now where to go if I need to talk again. Thank you again you've helped so much".

## Louise

Louise, in her early teens, had a history of significant mental health difficulties and had been hospitalised on a number of occasions, before she was referred to the ISPCC. The Childhood Support Service worked with Louise over ten months. Her support worker met with Louise weekly and Louise used the service to explore her feelings and how her mental difficulties were impacting on her, socially and emotionally.

Louise's social network and access to their peers had been severely impacted on by their mental health difficulties. Louise's support worker included a social aspect to the sessions of meetings and supported Louise to meet in social spaces like coffee shops, to ensure she felt able to engage in normal teenage activities.

By the end of the intervention Louise hadn't been hospitalised for ten months, was more focused in her education, was feeling more in control of her mental health and less focused on the negative impacts of her condition. She was hopeful for the future and along with her family was very grateful for the ISPCC Childhood Support Service.



**Never give up on a child. Ever**

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  
Registration number 15958, Charity No. CHY 5102.

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

