

# Summary Information Return 2008 (Online)



## Summary Information Return 2008 Of Aims, Activities and Achievements

This return is intended to comprise a Summary of key information contained in the Trustees' Annual Report and Accounts and in other documents.

## THE NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN

**Charity Number: 216401**

**Submitted on 08 December 2008**

This online version of the form shows the information you have entered through Annual Return 2008 Online and has been designed to make it easier for Charities to print.

**The Summary Information Return was submitted online by MS NICOLA  
ALDERSON on 08 December 2008**

### Question 1 - The Charity's Aims

What are your charity's aims?

The NSPCC exists to end cruelty to children

Further details can be obtained from:

[www.nspcc.org.uk](http://www.nspcc.org.uk) or calling our Public Enquiry Point on 020 7825 2775

### Question 2 - Who benefits?

Who benefits from the charities work?

Children and young people  
Parents, carers and professionals  
The general public

How do you respond to their needs and how do they influence the charity's developments?

We have 180 teams in the UK & Channel Islands. Services include a 24 hour child protection helpline, ChildLine, young witness support, quality parenting & family support & special investigation services. We also seek to achieve cultural, social & political change. Children & young people influence the charity's development through:

Young people's advisory groups work with managers to influence the delivery of services.

A panel of young people work with Trustees

The internal inspection team have young people who are lay inspectors.

Children & young people are involved in the recruitment of senior staff.

Advertising is tested with children, young people & parents.

Cross functional groups consider the strategic involvement of children & young people.

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### **Question 3 - The Charity's Strategy**

What are the key elements of your charity's medium to long term strategy?

By 2010, we want everyone to live in a society where:

All children can get the help they need to stay safe from cruelty, communities know how best to keep children safe and are able to do so and everyone believes that cruelty to children is wrong and plays a part in keeping children safe.

Our objectives are:

- \* To mobilise everyone to take action to end cruelty to children
- \* To give children the support and environment they need to stay safe from cruelty
- \* To find ways of working with communities to keep children safe from cruelty
- \* To be, and be seen as, someone to turn to for children and young people.

How does your charity measure the success of the strategy?

The success of the strategy is measured through:

- \* the review of the annual corporate business plan
- \* the performance framework which contains high level measures of impact along with strategic and performance indicators which are monitored by the Leadership Group and the Board of Trustees
- \* Functional strategic indicators monitored by the functional directors
- \* An annual performance report that includes key statistics from within the organisation and from government.

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#### Question 4 - The Charity's Objectives and Achievements

What were your charity's main annual objectives and were they achieved?

Objective	Achievement
To mobilise everyone to take action to end cruelty to children	"Don't Hide It" campaign increased awareness of and propensity to use ChildLine. Delivered toolkit on all forms of abuse to schools. Recruited nearly 45,000 partners in campaigning, including recruitment from diverse communities & exceeded target.
To give children the support and environment they need to stay safe from cruelty	Continued partnership with CEOP via the secondment of a team and training on communicating with victims & their families. Integration of ChildLine, the NSPCC Child Protection Helpline & There4me.com
To find ways of working with communities to keep children safe from cruelty	Targetting of "Respect to Protect" project to new groups in particular the Vietnamese & Chinese families & asylum seeking families. NSPCC presence on LSCBs and ACPCs has continued.

To be, and be seen as, someone to turn to for children and young people	An increase in ChildLine related media coverage at local level; opening of 3 new buildings across the UK provided opportunity to promote ChildLine. Developed child-focused web presence which includes a safe environment for young people.
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### Question 5 - The Charity's Income and Expenditure

What were your charity's sources of income in the year?

Income Source	% of incoming resources	£ 000s
Voluntary Income	77	113,835
Activities for generating funds	7	10,595
Investment income	3	4,887
Incoming resources from charitable activities	11	16,634
Other Incoming Resources	1	1,263
<b>Total</b>	<b>100</b>	<b>147,214</b>

What were your charity's most significant activities during the year and how much did you spend on them?

Charitable Activities	£ 000s
Child protection, preventative services & projects	61,974
Child protection helplines	16,319
Influencing and public education	29,359
Other	6,982
<b>Total expenditure on Charitable Activities</b>	<b>114,634</b>
<b>Total Expenditure</b>	<b>148,627</b>
Explanatory Comments	

What were your charity's three main fundraising activities in the year and how much did each generate and cost?

Fundraising Activity	Income generated	Cost of Activity £ 000s
Monthly donations	63,749	12,036
Legacies	17,037	1,307
Events and trading	10,595	4,686

Other	33,049	14,582
<b>Total voluntary income and activities for generating funds</b>	<b>124,430</b>	
<b>Total cost of generating voluntary income and fundraising</b>		<b>32,611</b>
Explanatory Comments		

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### Question 6 - The Charity's Financial Health

How would you describe your charity's financial health at the end of the period?

The NSPCC has seen a decrease in income, an increase in expenditure, a loss on its investments assets and an increase in its pension scheme deficit over the year. However, this has arisen after several years of good surpluses.

The NSPCC has at 31 March 2008 substantial investments - far greater than the NSPCC's total creditors, provisions and pension scheme deficit. This ensures that the Society is solvent.

The NSPCC is undertaking a programme called "Fit for the Future". The aim of this programme is to ensure that the NSPCC operates in the most efficient way, and prioritises its activities. By doing so, the Society will save money and control expenditure so that it is in line with funds available. The NSPCC is not forecasting for a deficit in 2008/09.

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### Question 7 - The Next Year

How will the overall performance last year affect your charity's medium to long term performance?

Performance management and the annual review are integral parts of our business planning cycle. The performance of the NSPCC is in line with our strategy to 2010 and we continue to deliver against our four core objectives which will be the focus of the coming year.

What are your charity's main objectives for next year?

To mobilise everyone to take action to end cruelty to children

To give children the support and environment they need to stay safe from cruelty

To find ways of working with communities to keep children safe from cruelty

To be, and be seen as, someone to turn to for children and young people

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### **Question 8 - The Charity's Governance**

How does the charity ensure that its governance arrangements are appropriate and effective?

The governance arrangements are set out in the Royal Charter & Bye Laws which were last reviewed and approved by Privy Council in December 2002. The Trustees are accountable to the Society's members and reports to them at the Annual Council Meeting. The Board carries out an annual development review. The Trustees delegate to the Nominations & Governance Committee, the ongoing monitoring of compliance with the Royal Charter & Bye Laws. The Nominations & Governance Committee is chaired by the Society's Chairman and supported by a minimum of two other trustees. It meets regularly with the Chief Executive and Society Secretary in attendance.

The Committee considers trustee recruitment, terms of office and the annual trustee action plan.

Further details can be obtained from:

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## **DECLARATION**

Your Summary Information Return was submitted online by MS NICOLA ALDERSON on 08 December 2008, telephone number 020 7825 2725.

MS NICOLA ALDERSON certified online that:

- the information provided was correct
- it had been or would be brought to the attention of all the trustees

Those who give answers that they know are untrue or misleading may be committing an offence.

## **CONTACT DETAILS**

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