



**WE CAN'T
CHANGE
THE WORLD**



Barnardos

Annual Review 2010



**BUT WE CAN
CHANGE A
CHILD'S LIFE**

“
Hope is... the belief that our destiny will not be written for us,
but by us; by all those men and women who are not content
to settle for the world as it is; who have courage to remake the
world as it should be.
”

Barack Obama

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These are the stories of children and families in Ireland today, as told by Barnardos project workers. Details have been changed to protect the identity of the children and their trust in us. All adults featured are Barnardos staff. All photos of children are posed by models.

OUR MISSION

BARNARDOS' MISSION IS TO CHALLENGE AND SUPPORT FAMILIES, COMMUNITIES, SOCIETY AND GOVERNMENT TO MAKE IRELAND THE BEST PLACE IN THE WORLD TO BE A CHILD, FOCUSING SPECIFICALLY ON CHILDREN AND YOUNG PEOPLE WHOSE WELL-BEING IS UNDER THREAT.

OUR VISION

BARNARDOS' VISION IS AN IRELAND WHERE CHILDHOOD IS VALUED AND ALL CHILDREN AND YOUNG PEOPLE ARE CHERISHED EQUALLY.

A woman with blonde hair and glasses, wearing a blue patterned top and dark jeans, stands in a brightly lit, colorful room. She is holding a large, colorful fabric character that looks like a cartoon animal with large eyes and a smiling mouth. The room has yellow walls, a white door with a circular window, and various colorful toys and furniture. A large green circle is overlaid on the left side of the image, containing white text.

BARNARDOS IS

5927 CHILDREN AND FAMILIES

42 PROJECT CENTRES

6 CENTRAL SERVICES

6 SHOPS

410 STAFF

257 VOLUNTEERS



FIONA

PROJECT WORKER

“

When I met Mary she had long hair covering her face and couldn't look me in the eye; she also had a speech impediment which she was struggling with. At just six years of age, Mary didn't want to go to school. Her parents feared she was depressed. We worked with her parents, her school principal and teacher to ensure a good routine was in place for Mary. To see her now she is like a different child, she can now look you in the eye when talking. She attends school every day and is doing very well.

”



CHAIRMAN'S STATEMENT

“

OUR CHILDREN ARE OUR ONLY HOPE FOR THE FUTURE, BUT WE ARE THEIR ONLY HOPE FOR THEIR PRESENT AND THEIR FUTURE. Zig Ziglar

”

With all that is happening in our economy, there is a natural inclination for us to want change to happen right here, right now. While we focus so intently on the present journey of recovery out of our current financial crisis, we simply cannot afford to forget those who are most vulnerable now. We must also ensure we protect the future.

Our children are that future.

2010 was a very difficult year for children and families in Ireland. The worsening economic climate, increased unemployment and cuts to income and services all combined to push more families to the edge as they struggled to make ends meet. For families already living in disadvantage, cuts to social welfare meant many families already on the margins saw increased hardship as they struggled to keep up with basic living costs.

For many, the impact of the economic crisis meant that all the work they had done to break out of the cycle of poverty was undone. They found themselves once more back in its trap - once more relegated to the sidelines. Services have closed, funding has been cut and the struggle to survive has become even harder.

There are whole communities in Ireland today who have never felt the benefit of the boom but are very much suffering the impact of the recession.

Being born into in an area of disadvantage can have a direct affect on a child's future. Children should never be limited by the place of their birth but all too often for the children we work with, that is the sad reality of their lives.

Every day in our 42 projects across Ireland, Barnardos staff work with children and families whose lives are marred by poverty and struggle. For the families we work with, their time at Barnardos gives them the opportunity for a brighter future – the reason and where-with-all to hope for change and the skills to make that change happen.

In Barnardos we work with those children and families so that they can see a different future and give them the tools to make it happen. We give them Hope. The hope that they can and will change their lives.

The hope of a brighter future.

Our work has never been more vital than it is today. With the cuts in funding and closure of many services, ours is often the only place left for children and families to come to. We have worked very hard over the last two years to ensure we keep our doors open and keep hope alive. Barnardos staff and volunteers have given their all to make sure that we are still there for every child who needs us.

It has never been more important that those with the least are brought to the fore as Ireland begins the journey towards recovery.

We must protect the children of today and provide them with the supports and resources they require to develop to their full potential, to ensure a happy, sustainable and fair future for all of us.

We must ensure that no child is left behind in the current whirlwind of change and that while we work hard to secure our present, we also ensure that the future is secured for each and every child.

Addressing the social inequalities that prevent so many children from enjoying their childhood must remain a priority.

I would like to thank and commend all who work in or with Barnardos – the 410 staff, 300 volunteers, 9 Board Members – for their unfailing dedication and commitment to Barnardos. They have given their all in 2010 to ensure that Barnardos continues to be able to serve the children and families who need it most. To all our supporters too – we thank you for your continued support of Barnardos and our work.

Harry Slowey

Chairman

CHIEF EXECUTIVE'S REVIEW

“

CHILDREN ARE THE WORLD'S MOST VALUABLE RESOURCE AND ITS BEST HOPE FOR THE FUTURE. John F Kennedy

”

We work with people who long to lead ordinary lives. Children who only want to do the things all kids do – make friends, play safely, have fun, and grow up well. And parents who only want to give their children the things all children get – a decent education, nice warm clothes, decent meals, and the occasional surprise. There's nothing wrong with wanting to be ordinary, is there?

And yet it's almost a cliché to point out that the depth and severity of the economic recession is causing hardship, to the point frequently of brutality. It is an undeniable fact that a great deal of the burden of retrenchment has been borne by those least able to bear it. There's no justice to this in social terms, and there's no sense to it in economic terms.

The official statistics readily identify the people most at risk of poverty in Ireland. It's lone parents, people with disabilities, unemployed parents of larger families. And yet over several recent budgets, it has been the supports for those people that have been most easily cut. The same is true for the public services on which many of them rely. Frontline services are being cut constantly, with inevitable consequences for the health and education of already vulnerable people.

The reasons these cuts are made is not because people who already live in disadvantage deserve to be punished. Everyone knows that they didn't cause the property bubble or the banking collapse. Many of them live in communities and neighbourhoods that the celtic tiger passed by completely.

No. The reason cuts are routinely made in the supports and services for vulnerable people, is because they are easy. They can be made at the stroke of a pen, and nobody is going to take to the streets over them.

That's the basic injustice. We work with children and families throughout Ireland who simply can't make a bigger contribution to Ireland's economic recovery. They're brilliant people – the fathers, mothers and children we work with are a constant source of inspiration to us – but they are living lives of struggle. Very often marginalised and stigmatised, all too easily dismissed, and frequently treated with contempt by elements of “the system”, these are Irish families. Families whose lives can be in a tailspin of financial and other pressures, but families. Ordinary Irish families.

And Irish families feature prominently in the fundamental law of the land. According to our Constitution, families are the natural primary and fundamental unit group of society. Our Constitution says that each family is a moral institution

that possesses rights that are superior to all positive law. So, according to the Constitution, there is a guarantee for every family that they will be protected because they are indispensable “to the welfare of the Nation and the State”.

We work with a considerable number of families, and their children, who don't feel indispensable to welfare of the nation. They feel unwanted, a nuisance, a burden. When middle-class economists talk about “moral hazard”, some of our families know who they're really talking about.

But there's more than injustice in all of that – there's also economic madness.

A child who loves reading is much less likely to drop out of school early, less likely to join a teenage gang, less likely to get involved in brushes with the law. A child with good social and emotional skills and confidence, and a good bond with his or her family, is much more likely to be grow up to be employed and productive, and much more likely to be able to pass on those skills to his or her own children. A child who is resilient, and knows that he or she is valued and appreciated, is much better able to cope with all the difficulties life throws at him or her, and much less likely to lash out against the society that has been neglectful of his or her needs.

These are primary things – the kind of things that go hand in hand with effective and supported parenting. Resilience, bonding, the love of reading – these things have never had a monetary value placed on them, but are nevertheless capable of making an enormous economic contribution.

Instead of piling pressure upon pressure on parents who are already struggling with the vicissitudes of life in disadvantage, a decision by our state to invest even small amounts of resources in preventative work, or in intervening early before acute problems become chronic, would pay massive dividends.

The focus of our work in Barnardos is precisely that. We aim to give young people the basic skills they need to grow up to achieve their full potential in life – to put their abilities to work in school, to make and value friends, to be appreciated and loved at home. We don't tell parents how to do it, because parents instinctively know. We work with parents, to help them translate love into effectiveness, and to help them to lead full lives. Our work with children and families is about helping them to nurture and fulfill their hopes for themselves, their family, their future.

We're struggling right now, because resources are under pressure and demands are growing. But we're going to keep going. Day after day.

Ireland would benefit hugely – socially and economically – from the tiniest shift in public policy towards prevention and early intervention.

We can actually save money within the lifetime of the present government by spending a bit more on helping children and their parents to meet the challenges in their lives head on, as families.

We can make every family indispensable to the nation, by helping every child to lead a life more ordinary.

Fergus Finlay

Chief Executive

OUR BOARD

“

YOU ARE HERE IN ORDER TO ENABLE
THE WORLD TO LIVE MORE AMPLY, WITH
GREATER VISION, WITH A FINER SPIRIT OF
HOPE AND ACHIEVEMENT. YOU ARE HERE
TO ENRICH THE WORLD... Woodrow Wilson

”

Every member of our board freely donates their time, their skills and their experience. We are truly grateful to have the support of a group of visionaries who are deeply committed to Barnardos' ethos of excellence and our objective of making Ireland the best place in the world to be a child.

We would like to pay tribute their leadership and their integrity.

Barnardos Board 2010

| | |
|----------------------------|-----------------------------------|
| Harry Slowey | Chair |
| Alan Wyley | Hon Treasurer and Vice Chair |
| John Longeran | |
| Deirdre Kiely | |
| Deirdre Mortell | |
| Sheila Greene | |
| Tony Crooks | |
| Dr Jim Mountjoy | |
| Michael Mortell | Hon Treasurer to July 2010 |
| Michael Murray | To July 2010 |
| Niamh Cleary R.I.P. | Deceased, Vice Chair to July 2010 |
| Dianne O'Kelly | Company Secretary |

Niamh Cleary, Vice Chair

It is with deep sadness that we must tell you of the death of our cherished Board member Niamh Cleary, on 15 July 2010. Niamh was Vice-Chair of Barnardos and a really active supporter and friend. She had served for a number of years as Chair of our fundraising efforts, and in that role she was hugely instrumental in devising several events (including the Spirit of Christmas) that have always been hugely successful for Barnardos. She also contributed hugely through supporting us with outdoor advertising space, and enabled us to spread the Barnardos message around the country.



Niamh Cleary and her husband Ciarán McMahon pictured at the Spirit of Christmas annual fundraising ball



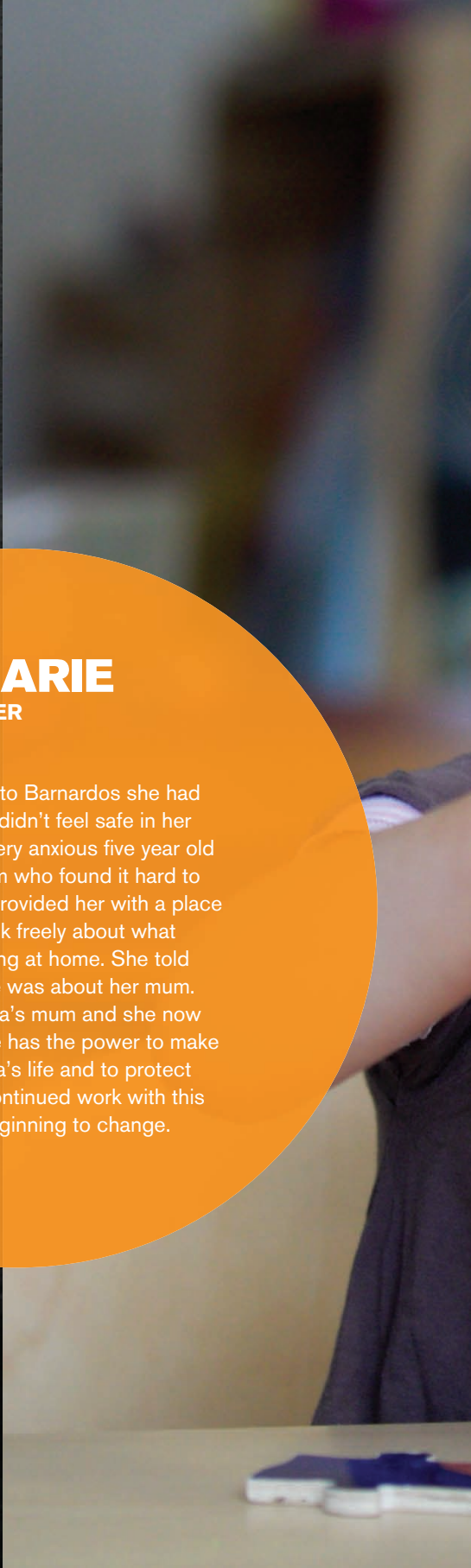
ANNEMARIE

PROJECT WORKER

“

Before Ciara came to Barnardos she had no routine and she didn't feel safe in her home. She was a very anxious five year old with low self esteem who found it hard to make friends. We provided her with a place where she could talk freely about what she was experiencing at home. She told us how worried she was about her mum. We supported Ciara's mum and she now recognises that she has the power to make a difference in Ciara's life and to protect her. Through our continued work with this family things are beginning to change.

”





WORKING FOR CHILDREN: SERVICES REVIEW

“

... KEEPING THE BEST INTERESTS OF THE CHILDREN AND THEIR FAMILIES AT THE CENTRE OF OUR WORK.

”

Barnardos works with vulnerable children and families in the heart of their communities. Due to the worsening economic climate in 2010, many of these families experienced a particularly bleak year. As a result our services saw an increase in demand which staff worked hard to meet. In partnership with other agencies, we aim to ensure that the children with whom we work are supported to have increased emotional well-being and improved learning and development. We believe that if we can work successfully with children in these two areas, their ability to benefit from life's opportunities, and to manage life's challenges, will be improved. We remain committed to undertaking our work with compassion and understanding, and to keeping the best interests of the children and their families at the centre of our work.

Some of the highlights of 2010 include the following:

- We launched a new **state of the art purpose-built child and family centre** in Mulhuddart, Dublin 15. This project, funded through the National Childcare Investment Fund, Dormant Accounts Fund and Barnardos, is a significant resource in an area with a high concentration of young people and high levels of need.
- Barnardos took over the management of **Finglas Teen Parents Support Programme** in July 2010. The service targets young people who become parents under 19 years of age and supports them until their children are two years of age. The catchment area of the project is Finglas and Dublin 11.
- **Tús Maith**, an early year's service for children aged 3-5 years, continued to be rolled out in eight sites in 2010. The programme combines the HighScope approach with REDI, a proven programme from the United States, underpinned by Barnardos Quality Framework. REDI enhances the High Scope curriculum with additional social-emotional and emergent literacy components. During 2010, we finalised a new record keeping system for the programme and work continued on the development of two programme manuals. We also began planning for a quasi-experimental outcomes evaluation of the programme that will begin in 2011.
- During 2010, our service design of the **Partnership with Parents (PwP)** programme progressed well. PwP is an intensive support programme for parents with complex needs who have children aged 0 to 18 years. The programme will consist of seven plug-in optional programme components which can be accessed dependent on each parent's presenting needs. Work in relation to design and trial of the plug-ins will commence in early 2011.
- **Wizards of Words (WoW)**, a literacy improvement programme for children in 1st and 2nd class, using older volunteers to deliver one-to-one tuition in schools, continued to be provided to four schools in Dublin and four schools in Limerick. A total of 91 volunteers delivered the programme to approximately 80 children during the school year 2009/10 and 111 volunteers delivered WoW to another 99 children during the school year 2010/11. Our evaluation of the impact of WoW on the reading achievement, reading enjoyment and reading behaviour of participating children continued in 2010. The evaluation will assess the impact of WoW on two cohorts of children: those participating in the programme during the 2009-2010 academic and those taking part in the programme during 2010-2011.
- **Friendship Group**, a proven model designed for children aged 6 to 9 years who have difficulties making

and maintaining friendships, was implemented in a further four projects, a total of 15 projects nationally. In 2010, we also commenced the development of a Friendship Group promotional DVD, which we hope will support the growth of the programme in 2011.

- Towards the end of 2010 we commenced work on the service design of **Growing Up Strong Together (GUST)**, a one-to-one programme which works directly with children with the aim of improving the emotional wellbeing of the child. This initial stage of service design involved us completing a literature review in the area of resilience. We also developed a scoping document which we will use to guide us as to what level and type of need this service will address.
- Our consultancy work with youngballymun continued in 2010. A group of 19 staff and managers were trained in the Implementing HighScope Approach. In April 2010 we appointed a HighScope co-ordinator, whose role it is to coach and mentor the early years services in their implementation of HighScope. Emphasis was placed on equipping the environments of each of the early year's centres.

Barnardos recognises that supporting staff is key to delivering quality services to children and families.

- The Barnardos Assessment Framework (BAF) toolkit was finalised and published in June 2010. It contains information on assessment principles, outlines the Barnardos assessment process and provides guidance for staff

on completing the different dimensions of BAF.

- During 2010, training and support was provided to staff implementing the Wizards of Words, Friendship Group and Tús Maith programmes. Other training, provided on an ongoing basis as required, includes Child Protection, Supervision, Shared Language Training, Barnardos Assessment Framework, Engaging Families, Gathering Information and Active Case Management.

We constantly review our work and assess our effectiveness to ensure that we provide the best possible services for children.

- Our **Best Practice Advisory Committee**, comprising of a range of experts from Ireland and the UK, continues to be an important resource and support to us. Throughout 2010, their support focused on the WoW evaluation and the parenting service design.
- In 2010, we undertook a self-audit of our Active Case Management (ACM) system. ACM provides a framework to ensure that we manage our work with children and families effectively. It is a key mechanism for the planning and reviewing of our work. The ACM audit consisted of a general audit and a detailed audit. The general audit was conducted in all 41 projects. The audit was undertaken by case managers who were asked to complete it independently using their knowledge of the service. The detailed audit was completed in six randomly selected projects by our service design team. It involved a review of two client files using a standardised check-list and interviews with the managers.

The audit found that systems are being appropriately implemented in our services, and it provided useful information that will inform the development of our auditing and monitoring plan going forward.

- A child well-being study in Knocknaheeny was concluded. The study sought to establish a baseline picture of child well-being, against which the Knocknaheeny project will measure its own effectiveness in the achievement of outcomes for children attending its services. The study found that the Knocknaheeny area experienced high levels of material deprivation and socio-economic disadvantage, higher than national prevalence of parental depression, weaker parent-child relationships, higher levels of poor parental health and very high rates of smoking. As a counterbalance, the study also found similar or higher than national prevalence of life satisfaction, and satisfaction with support networks and relationships with partners. Findings on education participation, attendance, access to educational resources in the home and parental expectations for educational attainment of their children were largely positive. The study concluded that while the presence of the former risk factors requires the attention and intervention of all stakeholders in the Knocknaheeny community, the latter positive indicators have the potential to act as protective factors in both children and parents lives.

Suzanne Connolly

Director of Children's Services

WORKING FOR CHILDREN SERVICES REVIEW (CONTINUED)

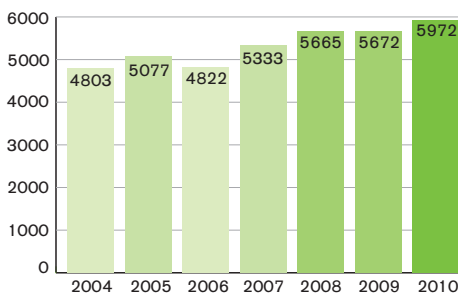
USE OF BARNARDOS SERVICES DURING 2010

During 2010 a total of 5,927 children and parents directly participated in Barnardos services around the country, nearly two-thirds or 3,832 were children.

Table 1: Total direct work with children and their parents, 2010

| Type of service | Children | Parents/ Carers | Total |
|--|--------------|--------------------|--------------|
| Targeted Family Support and Universal Services | 3,192 | 1,916 | 5,108 |
| Guardian Ad Litem Service | 403 | N/A | 403 |
| Bereavement Counselling for Children Service | 216 | 179 | 395 |
| Post Adoption Service | 21 | N/A | 21 |
| Total | 3,832 | 2,095 | 5,927 |

Figure 1: Total direct work with children and their parents



Family Support and Universal Services

The following describes in more detail the profile and circumstances of children participating in targeted family support and universal services in Barnardos. Family support services include projects that provide targeted early years support and intensive family and individual support and family welfare conference services. Universal services include services such as toy libraries, playground facilities etc that can be accessed by all members of the local community in which Barnardos works.

As noted above 3,192 children and 1,916 parents/carers participated in targeted family support and universal services during 2010. We know from family information that another 2,144 children benefit indirectly from

Barnardos targeted family support and universal services through their parents' involvement in our services and programmes e.g. parenting programmes, one-to-one work with parents and/or family work.

The majority of children attending targeted family support and universal services are aged between six and 12 years, with a third aged from birth to five years. Almost a fifth of children and young people are aged between 13 and 18 years.

Slightly more than four out of every ten referrals were self or parent made during 2010. 19 per cent referred to family support or accessing universal services were referred by social workers or other HSE child and family services and another 12 per cent were referred by their school. The remainder of

Figure 2: Age range of children attending Family Support or Universal services

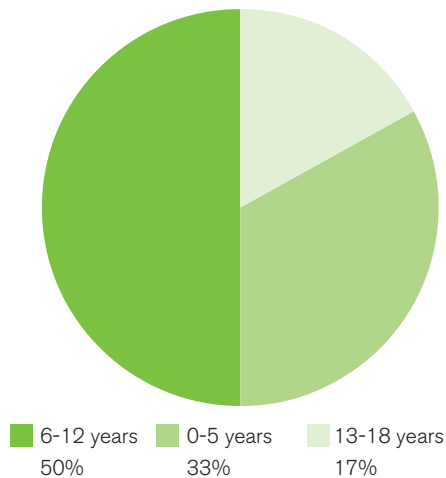
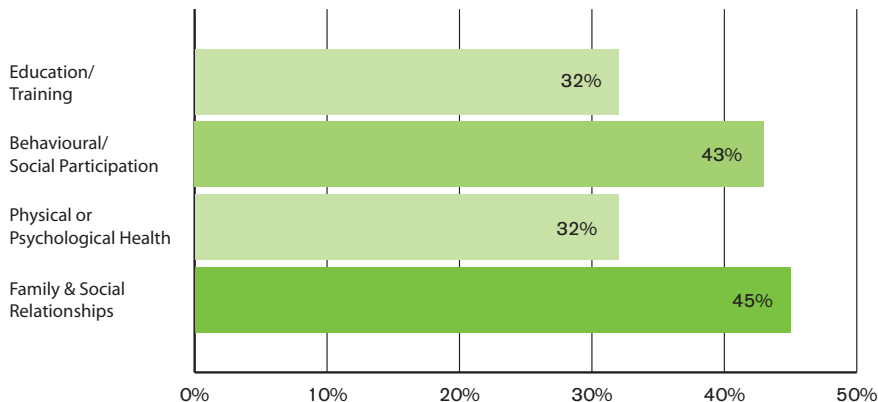


Figure 3: Needs of children attending targeted Family Support Services



referrals came from a variety of sources including other Barnardos projects, other non-statutory community services, and health professionals (public health nurses, speech and language therapists etc).

Of those children who accessed targeted family support services (excluding family welfare conference services and WoW) our assessment process showed that:

- 45 per cent had a need in the area of family and/or social relationships, for example dealing with family conflict or poor peer relationships
- 32 per cent of children were assessed as having a physical or psychological health need e.g. poor nutrition or speech and language delay
- 43 per cent of children were assessed as having a behavioural or social participation need e.g. poor social skills or aggressive or age inappropriate behaviour

- 32 per cent of children were assessed as having an education or training need e.g. poor school attendance, poor school readiness or low academic achievement

Project/Service Enquiries

During 2010, 2,976 enquiries were received from 2,256 parents, professionals and community members. Almost 40 per cent of enquiries were made by professionals and a further 39 per cent were made by parents. Common reasons for getting in contact with Barnardos included: learning more about our services, learning about the availability of other community services, and getting information about parenting courses. Just more than 65 per cent of enquiries were made by telephone while over 30 per cent of all enquiries were received from parents, neighbours or professionals who dropped into their local project.

Information services

During 2010, our information services dealt with more than 8,335 face-to-face or telephone enquiries while our Barnardos Training and Resource Service (BTRS) dealt with another 7,850 online enquiries.

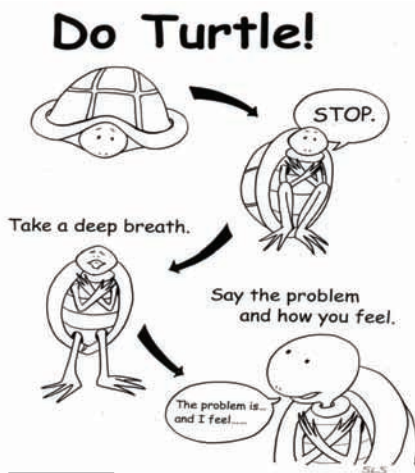
Table 2: Enquiries during 2010

Information Services 2010

| | |
|--|-------|
| BTRS | 5,124 |
| BTRS Online | 7,850 |
| BTRS Training Places | 1,195 |
| Post Adoption Advice Service | 543 |
| Bereavement Counselling for Children Service Help-Line | 360 |
| Origins Enquiries | 1,113 |

WORKING FOR CHILDREN SERVICES REVIEW

TÚS MAITH CARE AND EDUCATION PROGRAMME



Staff use stories, puppets, and role plays to introduce key lesson concepts to children such as Twiggie the turtle. Lessons focus on friendship skills, emotional understanding, self-control, and social problem-solving



Tús Maith

Tús Maith is Barnardos early years care and education programme for children aged three to five years old. The overall outcome of **Tús Maith** is that the child will be ready for primary school and will develop the specific skills necessary for this transition. Tús Maith is particularly suited to children whose parents face challenges which can impact on the parent-child relationship and/or parenting capacity.

During 2009 and 2010 the Tús Maith programme rolled out across eight of Barnardos project centres with more than 100 children participating on a daily basis. The centres included Knocknaheeny in Cork; Mulhuddart in Dublin 15; Thurles in Tipperary; Labre Park in Ballyfermot; Tivoli in Dun Laoghaire; Loughlinstown in Dublin 18; TESO in Finglas and Milbrook in Tallaght.

The Tús Maith programme integrates the **High/Scope** curriculum with the **REDI** programme. The **REDI** programme uses PATHS to focus on children's skills development in the following two areas:

- Social and Emotional Development
- Language and Early Literacy Development

A process evaluation of Tús Maith found that the implementation of the programme was a positive experience for Barnardos staff, parents and children. The programme brought a renewed focus to the development of young children's social and emotional development as well as their language and literacy skills.

Each child was assessed by Barnardos staff and the child's parent(s) before and after the programme. The results show improvements in all areas for the children; this was particularly noted by the staff.

Feedback from the parents and staff showed that they believed the children had developed their capacity to identify and articulate their feelings, had increased their awareness of the feelings of others, and had improved their social skills as was highlighted by being better able to share and take turns. The parents and staff also found that language and literacy skills had developed which was clear from the children's greater interest in books and a wider vocabulary.

How the Tús Maith programme works



WORKING FOR CHILDREN
SERVICES REVIEW (CONTINUED)



**BARNARDOS
PROJECT STAFF**

“

I'm confident with my practice now... it's allowed social emotional learning to happen for the kids... it really works.

”

**PARENT OF 4 YEAR
OLD BOY**

“

When I was upset about something, he said to me 'Mammy you need to calm down.

”

**BARNARDOS
PROJECT LEADER**

“

In Tús Maith we have a 'Child of the Day' where for one day that child has a special seat, a sash and important jobs to do for the day. When it is James's turn his little face lights up now, he is so proud – something he wouldn't have been capable of a year ago.

”

**4 YEAR OLD, WHILST
MAKING A THUMBS
DOWN GESTURE**

“

It's ok to be mad and it's not ok to shout.

”

**PARENT OF 3 YEAR
OLD BOY**

“

His brother hit him and he didn't hit back as normal. He turned to me and said 'I'm very sad.'

”

**PARENT OF 3 YEAR
OLD GIRL**

“

It's great for them to get the chance to be 'Kid of the Day'. It gives them confidence and makes them feel good about themselves.

”



MARK

PROJECT MANAGER

“

When I met James he was an emotionally withdrawn little boy. He would sit at the edge of the group watching the other children. He didn't laugh or cry. Often he would lash out in anger, it was clear he was struggling with his emotions. We discovered that James was frustrated because he wasn't capable of expressing himself verbally – his language development was very delayed for a child of three. Our one-to-one work along with our pre-school group has made a huge difference to James's life. He now laughs and plays with the other children and is eager and interested in his work in pre-school.

”





STANDING FOR CHILDREN: ADVOCACY REVIEW

“
CHILDREN... SHOULD BE ALLOWED TO GROW INTO WHOEVER
THEY WERE MEANT TO BE – THE UNKNOWN PERSON INSIDE
EACH OF THEM IS OUR HOPE FOR THE FUTURE. Janusz Korczak
”

2010 was a difficult year for children and families in Ireland. The worsening economic climate, increased unemployment and cuts to income and services all combined to push more families to the edge as they struggled to make ends meet. For families already living in disadvantage, cuts to social welfare meant many families already on the margins saw increased hardship as they struggled to keep up with basic living costs such as utility bills and medicine. Throughout one of the toughest years facing children and families, Barnardos continued to bring the voice of these children and families to the table. Through our advocacy work, we kept children living in disadvantage on the political agenda ensuring that they were not lost in the clamour of economic and political crisis. It has never been more important that those with the very least are brought to the fore as Ireland begins the journey towards recovery. Addressing the social inequalities that prevent too many children from enjoying their childhood must remain a priority.

ADVOCACY HIGHLIGHTS

Child Welfare and Protection: *Saving Childhood Ryan*

To mark the first anniversary of the Ryan report on 20th May 2010, Barnardos and seven other organisations¹ working directly with children or adult survivors of child abuse came together to launch the Saving Childhood Ryan campaign. The purpose of the campaign was to lobby for the implementation of the recommendations made in the Ryan Implementation Plan to improve the child welfare and protection system and reduce the risk of harm to children across Ireland. It looked specifically at the progress of ten aspects of the Plan, highlighting the absence of progress and the impact on children of:

01. *Children First*: Child Protection Guidelines
02. Voice of the Child
03. Vetting / Information Sharing
04. National Children's Strategy
05. Therapeutic Services
06. Social Work
07. Aftercare
08. Separated Children
09. Homelessness
10. Health Information and Quality Authority

As part of the campaign Barnardos coordinated the establishment of www.savingchildhoodryan.ie which encouraged members of the public to email their local TDs and seek their support to progress the issues outlined. This provided an additional lobbying tool to encourage Government action on key aspects of the child welfare and protection system.

Following the campaign, Barnardos made a submission to the Joint Oireachtas Committee (JOC) on Health and Children urging them to look at the wider state of child welfare and protection services particularly highlighting the lack of leadership, clear national standards, a clear assessment model and national agreement on the threshold needed in respect of protecting children. Barnardos particularly highlighted the need for prevention and early intervention models of practice in child welfare and protection services and legislation to ensure the voice of the child is heard in proceedings affecting them. Barnardos' strong message regarding the growing gap between the lip service paid to policy and implementation where it matters had a considerable impact on the JOC; as a direct result of Barnardos'

¹Children at Risk Ireland, Children's Rights Alliance, Dublin Rape Crisis Centre, ISPPC, Irish Association of Young People in Care, One in Four and Rape Crisis Network Ireland

Fergus Finlay is joined by the CEOs of the six other organisations that make up the Saving Childhood group



presentation, they established a Sub-Committee on Child Protection. This cross party group of TDs and Senators aims to add transparency and oversight to the ongoing process of implementing the various recommendations contained in the many child welfare and protection reports which have been published in recent years.

Overall Barnardos efforts with regard to child welfare and protection both as part of the Saving Childhood Ryan group and unilaterally were successful in driving a number of actions towards implementation of the Ryan Implementation Plan including the appointment of a new National Director for Children and Family Services in the HSE. Progress was also highlighted by the appointment of 200 social workers to child welfare and protection services, the development of a national policy for aftercare, and the roll out of the equity of care policy for separated children.

Separated Children

Barnardos recruited a Separated Children's Officer in 2010. This new post is focused on the implementation of the HSE Equity of Care Policy for separated children and is tasked with

building networks with separated children and those who work with them across Ireland. Having a dedicated role within the organisation enabled Barnardos to build a solid policy base on a range of issues affecting separated children and to mainstream the child welfare and protection issues that arise for this particularly vulnerable group of children.

Children's Rights: Constitutional Amendment

The organisations involved in Saving Childhood Ryan came together again in June 2010 to call on the Government to set a date for a referendum on children's rights. The Saving Childhood group broadened its remit to focus on the need for a Constitutional amendment to strengthen children's rights in the Irish Constitution. Research conducted by Behaviour and Attitudes for the campaign showed that the majority of adults (62%) would vote in favour of such an amendment. Only 1% would vote against it and 37% said they did not know how they would vote.

The campaign received significant support from Opposition Parties in the Dail. The Government delayed holding

a referendum in order to look at a number of legal implications of the wording proposed and at the end of 2010 had not yet come back with an alternative. Barnardos will continue to work towards a Referendum to promote and protect children's rights in Ireland.

Child Poverty: Dreading December

Barnardos launched the Dreading December documentary and report in November 2010. The campaign aimed to highlight the ongoing affect of the recession on children and families and to promote the maintenance of current rates of social welfare payments and frontline health and education services. Barnardos worked closely with the Dolphin House and Fatima Mansion communities in Dublin city to make the documentary. Barnardos' projects around the country contributed heavily to the research process and helped to highlight the effect of the recession on the children and families we work with. The documentary and report were well received by politicians and a large number of TDs supported the campaign.

Despite Barnardos' and others' efforts to influence the budget, Budget

STANDING FOR CHILDREN: ADVOCACY REVIEW (CONTINUED)

2011 did little to protect children. Barnardos responded to the Budget with deep concern for children and families living on low incomes; the cuts to working age social welfare rates, Child Benefit and the minimum wage in addition to the introduction of the universal social charge which even low paid employees will have to pay means that many families will be pushed into or further into poverty in 2011.



Three year old Jack stands at the gates of Leinster House to send a message to TD's that the vulnerable families and children of Ireland cannot take any more cuts in Budget 2011.

Educational Disadvantage

In addition to keeping educational disadvantage on the agenda through ongoing submissions and the Dreading December campaign, Barnardos launched the annual Back to School Costs Briefing in July 2010. The aim of the briefing was to highlight the high costs of the “free” education system in Ireland. It particularly aimed to show that for many parents dependent on social welfare or in low paid employment school costs are prohibitive and the stress associated with these costs can have a negative impact on children's educational experience. Barnardos conducted an online survey with over 200 parents. Many verified the ongoing concerns Barnardos has regarding the ongoing high costs associated with sending children to school. The Back to School Costs briefing represented a hugely important opportunity to demonstrate the importance of maintaining funding for educational supports and services in Budget 2011 and to keep educational disadvantage on the political agenda.

Submissions

Barnardos continued to be a credible policy voice across the range of issues affecting children in Ireland in 2010.

We continued to promote children's best interest across a range of issues through submissions to various statutory and political bodies over the year, including:

01. Submission on the National Substance Misuse Strategy 2009-2016, *February 2010*
02. Submission on Standards for Residential and Foster Care Services, *March 2010*
03. Submission to the DSFA Value for Money Review of Child Income Supports Steering Committee, *March 2010*
04. 2nd Submission on Child Care Amendment Bill, *April 2010*
05. Consultation Response Form Returns from Investing in Parenthood and Childhood, *May 2010*
06. Submission into Disclosure of Information in Cases of Abuse, *June 2010*
07. Submission on draft aftercare policy, *July 2010*
08. Submission on Suicide Prevention in Secondary Schools, *July 2010*
09. Submission to the Immigration, Residency and Protection Bill, *August 2010*
10. 3rd Submission on Child Care Amendment Bill, *Nov 2010*

Norah Gibbons

Director of Advocacy and Central Services

OUR CENTRAL SERVICES: A REVIEW

“ ... JUST AS DESPAIR CAN COME TO ONE ANOTHER ONLY FROM OTHER HUMAN BEINGS, HOPE, TOO, CAN BE GIVEN TO ONE ONLY BY OTHER HUMAN BEINGS. *Elie Wiesel* ”

Guardian ad Litem Service

Our Guardian ad Litem service gives a voice to children involved in court proceedings and ensures that their interests are at the centre of the decisions that are being made about them.

The majority of the service's work is with children coming into the care system and with children who come before the High Courts as a result of an application being made for their admission to a Special Care facility which restricts their liberty. We also represent children who have been admitted to hospital under the Mental Health Act.

Many of the children we work with have experienced extreme poverty and deprivation, some have been through horrific abuse, while others have experienced exceptional trauma at a very young age. Our work reporting on behalf of children caught in legal family breakdown conflict has increased significantly. The children we work with are among Ireland's most vulnerable.

In 2010 we worked with 437 children from 250 families. This was a significant increase in the use of our service, reaching 25 per cent more children than in 2009. Our aim is ultimately to ensure that every child has a strong voice and advocate in proceedings that impact upon them.

Origins Tracing Service

Barnardos Origins service has been supporting people who spent their childhood in Ireland's industrial schools to trace their family history and discover their origins since 2002. The service is funded by the Department of Education and Science.

The Ryan Report published in May 2009 recommended that family tracing services continue to be provided.

During 2010, Barnardos received 109 applications for family tracing and continued to work with all applicants who want to trace their families.

As of December 2010 Barnardos had dealt with 1113 applications in total and 970 of these are complete. Of these, around 50 per cent have resulted in a family reunion or information about a family being successfully traced. Other outcomes can include a trace being unsuccessful or that the person is traced but contact was denied, or that the traced person is deceased.

During 2010 the service was also asked to assist the Department of Education by collating feedback from former residents on a possible fund. A dedicated phone line was set up and over 130 calls were received and recorded. A detailed report containing the content of each phone call was sent to the Department. A large variety of needs were expressed.

Barnardos Post Adoption Service

Barnardos Post Adoption Service received 543 new enquiries in 2010 from adoptive parents, birth mothers and other relatives, adopted adults and professionals. A direct therapeutic service was provided during the year to 21 internationally adopted children ranging in age from four to 16 years and whose birth countries included Russia, Kazakhstan, Guatemala and Columbia. A total of 179 sessions were provided to children and parents.

The majority of the children who received our service have been adopted from institutional care in Eastern Europe. Some were adopted when they were older than 18 months of age and others only found families when they were over three years of age. While the children are making good progress once placed in loving families, some can have serious attachment difficulties. The pre adoptive care they may have received will often have been poor or even abusive. These children can have difficulty with regulating emotions, can be averse to touch or indiscriminately affectionate, will often be emotionally very immature and can have school problems, among many other issues.

The Post Adoption Service is also working with parents and children on understanding birth information,

contact with birth family members, identity and a range of other issues. Our service provided parenting support meetings throughout the year and organised two large training sessions for parents and professionals – one on managing difficult behaviour and the second on raising adopted children of a different race and ethnicity.

Barnardos also marked the 20th anniversary of the group work service to birthmothers in 2010 with nearly 400 women having availed of the groups over the years. This service was unique in Ireland when started by Patricia White and Norah Gibbons and over the years has enabled many women to talk for the first time in safety and confidence about their experiences of adoption and loss. There is still a demand for this kind of support and the most recent group included women from many parts of the country and of a wide age range. 95 counselling sessions were provided to birth mothers and adopted adults during 2010 and two support courses were held for birth mothers.

Patricia White also celebrated her 25th year working with the Post Adoption Service in 2010.

Barnardos Training and Resource Service

Barnardos Training and Resource Service (BTRS) is a leading training,

resource and information service for parents, practitioners and all those working with children.

2010 was another busy year. The library and information service dealt with 5,124 general enquiries during the year in addition to 136 calls from parents, family members and the general public with child protection and welfare concerns. The library also added to its resources of books, journals, reports and official publications as well as making three online databases available to library users. The library service also exhibited at 20 events nationwide.

Nearly 1,000 practitioners participated in our training courses in 2010 on a wide range of topics including domestic violence, child protection, bullying and parental involvement in childcare. 147 parents took part in Barnardos parenting programmes across the country. BTRS was delighted to be involved in the pilot phase of the implementation of Sólta, the National Quality Framework for childcare services, working directly with a number of services in Dublin and Westmeath participating in the Sólta Quality Assurance Process.

2010 was also a busy year for publications. As well as issuing five e-newsletters, BTRS produced nine publications. These included

guidebooks for practitioners on child protection, human resource management and continuing professional development. We also produced a number of parent's guides including those on early childhood learning and child protection.

Barnardos Bereavement Counselling for Children

Barnardos Bereavement Counselling for Children works directly with children aged 0-18 years and their families who have been bereaved through the death of a parent or carer, sibling or other close family member. Many of the children using Barnardos Bereavement Counselling for Children have experienced the death of a close family member in very traumatic and sudden circumstances e.g. homicide, suicide or road traffic accident. Some children may have witnessed the death or found their parent or sibling dead. These type of circumstances lead children to have acute needs and they may require therapeutic support to enable them to cope with the loss. Barnardos Bereavement Counselling is a national service with direct counselling and therapy available in Dublin and Cork. Other strands of the service include a telephone helpline, provision of booklets and other resource materials, training and consultancy and research.

Three important principles guide this service:

- Children’s voices are heard and their experiences of bereavement are recognised and validated
- The service works with both children and their parents. Partnership with parents is central to effectively meeting the needs of children
- Ongoing training, review and evaluation ensures a focus on maintaining good standards of practice and positive outcomes for children and families.

During 2010 counselling was provided to 216 children and 179 parents/guardians/carers. Seventy-five (35 per cent) of the children received an early intervention service, 141 availed of long-term counselling.

‘Early Intervention’ counselling is provided in response to a sudden and traumatic death. The service aims to offer counselling within two to three weeks as a short term therapeutic intervention.

The aim of the early intervention is to:

- Receive information which helps the child understand the events surrounding the death
- Develop a meaningful way of talking (story/narrative) about the event

- Recognise that their feelings and reactions to the death are normal given the difficult circumstances
- To learn ways of containing their feelings of fear and anxiety
- To address any misconceptions or myths about the death that may exist within the family
- To identify and engage the coping skills and resources they already have
- Receive information about possible emotional and behavioural difficulties which may arise as a result of the trauma so that they can respond in a timely and appropriate manner
- To develop safety plans for the family where there are concerns about suicide or self harm.

Table 1 Provides a breakdown of the nature of the death for the children who were provided with early intervention counselling:

| Cause of Death | % |
|-----------------------------|-------|
| Suicide | 41.33 |
| Accident | 13.33 |
| Illness (sudden) | 13.33 |
| Illness (anticipated) | 10.67 |
| Road Traffic Accident (RTA) | 9.33 |
| Homicide | 8.00 |
| Accidental Overdose | 2.67 |
| Sudden Infant Death | 1.33 |

Children and families referred for long-term counselling are placed on a waiting list and are offered counselling within 12-16 weeks. The long term service aims to provide counselling which will help children:

- Talk about the death
- Express and explore their feelings in a safe, supported way
- Help them make sense of their experience and come to understand the meaning of it in their lives
- Engage their coping skills and possibly develop new ones
- To find ways of adjusting to the world without the loved one
- Develop new confidence and trust in self and the world again
- To reinvest energy in other areas of life such as relationships, friends, school and hobbies.



CAROL

PROJECT MANAGER

“

When we first met Patrick, he had dropped out of school and had become very isolated from his family and friends. He was getting into trouble, a lot. A few months later I got a letter in the post from him. It can't have been easy but he wrote to thank us for helping him to change his life around, for helping him to realise the opportunities out there for him and for bringing his family together. He said that when he saw all of his family with us wanting to talk things through, it hit him for the first time that they really cared about him.

”



OUR PEOPLE

“

MOST OF THE IMPORTANT THINGS IN THE WORLD HAVE BEEN ACCOMPLISHED BY PEOPLE WHO HAVE KEPT ON TRYING WHEN THERE SEEMED TO BE NO HOPE AT ALL. Dale Carnegie

”

At the end of 2010, Barnardos employed 410 people (49% full-time, 51% part-time), working to support our mission of making Ireland the best place in the world to be a child. Our employees deliver services to children and families out of more than 40 centres located across the country, they work in our Shops and Fundraising teams and in the support services of Human Resources, Finance, IT, Service Design and Development, Research, Advocacy and Communications.

Our Vetting Service, provided at the request of the Office of the Minister for Children, continued to provide access to vetting during 2010 to pre-school providers, host associations and host families who bring children from Belarus to Ireland under the bilateral agreement between the countries, and a small number of other groups who work with children who seek access to Garda vetting.

We continue to remain focused on providing quality services to children and families and where necessary we recruited new staff to ensure that we had the teams and supports in place to do this. In April 2010 we welcomed the staff of the Teen Parents Support Project based in Finglas into Barnardos.

Unfortunately due to severe trading conditions, we had to close the doors of our retail shop in Liffey Street in Dublin.

2010 proved every bit as challenging financially as 2009. In April, alongside initiatives to reduce spending, we implemented pay cuts across all levels of the organisation in order to sustain our services to children. This difficult decision received strong support from Barnardos staff, despite the personal impact. In the face of this, our people have continued to work harder than ever and show great resilience in working with families who are feeling the impact of job losses and stretched family incomes.

Our commitment to developing the expertise of our people continued in 2010 despite funding challenges. We delivered over 88 scheduled training courses through our core training programme with an average

of a little over two training days provided per staff member. In addition all our staff are encouraged and supported to continually develop their skills by seeking further qualifications and to apply continuous learning and growth through our education assistance policy.

Our Staff Council completed its first year in operation during 2010 and continues to provide an additional means of practical and constructive communication with our employees and a means for them to feedback on the difficulties faced by families they work with and concerns arising in their own work.

Jacki Conway

Director of Internal Services



Project Manager Holly Gillen, Project Co-ordinator Olivia Speight and Assistant Director Grainne Burke are pictured with the staff of Barnardos Child and Family Centre in Mulhuddart which opened its doors to children and families in 2010.

OUR VOLUNTEERS

“

OUR PEOPLE AND OUR VOLUNTEERS ARE OUR INSPIRATION AND CONTINUE TO BE THE HOPE AND LIGHT FOR MANY CHILDREN AND FAMILIES THROUGHOUT THE COUNTRY.

”

Barnardos continued to experience a surge in volunteer support during 2010. Over the course of the year, almost 1,300 people contacted Barnardos to offer their skills and time in a voluntary capacity - a clear indication of people's belief and willingness to get involved in our work.

Between them, our volunteers contributed a staggering 32,925 hours during 2010; the equivalent of 889 working weeks or 4,445 working days to improve the lives of others in our society.

Our shop volunteers spent the year raising vital funds to keep services open. Our trained Bereavement helpline volunteers ensured there was someone there when people needed support during a difficult time in their lives. Our reading volunteers supported young children in school with reading difficulties, increasing their confidence and improving their literacy skills. Our network of Children's Service volunteers around the country supported staff in our projects in the delivery of afterschool groups, homework clubs, pre-school activities, summer activity programmes, parent and toddler groups, toy libraries and arts and crafts.

With the kind sponsorship of both Softech and Beauchamps Solicitors, Barnardos had the pleasure of hosting the annual Barnardos Volunteer Awards. The awards were presented by actor and Barnardos ambassador, Liam Cunningham. The **Barnardos Helping Hands Award** recognises the volunteering efforts of young people in their communities and we were delighted to present the Award to John Darcy, a young Waterford man who displayed irrepressible energy, commitment and drive in his volunteering role to restore a garden to its former glory and promote it as a visitor attraction with ticket sales raising funds for a local charity for people with special needs. Our **Barnardos Volunteer of the Year**, Linda Foy, received special recognition for her work with children, ensuring a creative atmosphere and encouraging artistic talents in some of our preschool centres, resulting in eighteen budding Picassos who love to get their hands dirty with whatever new experiences they are introduced to.

We wish to thank each and every volunteer for their dedication and belief in what can be achieved when people come together to make a difference.

Our people and our volunteers are our inspiration and continue to be the hope and light for many children and families throughout the country.



Linda Foy, Barnardos Volunteer of the Year is pictured working on a mural at Barnardos Millbrook project centre in Tallaght.

CHANGING CHILDREN'S LIVES

FUNDRAISING REVIEW

“

... WE CHANGE CHILDREN'S LIVES.
AND WE DO IT EVERY DAY.

”

For years we have struggled to explain in detail the work we do in Barnardos. The breadth of work is enormous – from child and family support centres, to early years work, Family Welfare conferences and providing counselling for children who have experienced the loss of a loved one. No simple sentence can describe this work – it varies so much based on the needs of the children and families we meet and the level of support required by the communities in which we are based.

But a simple sentence can be used to describe the impact of what we do – we change children's lives. And we do it every day.

How we do it and why we do it are the questions we try to answer through our communications and fundraising.

Experience has taught us that the best way to explain our work is to take people to visit one of our 42 projects and to meet the people who work with children and families every day. When they talk to our staff and they see the work, people know Barnardos – they understand what we do and why we do it. They understand the difference it makes to children and families, the hope it gives and the lives it changes.

In 2010, with the support of our staff we were able for the first time to give the public the opportunity to see the projects in which we do our work and to hear our staff telling the

stories of the children and families they support every day. We did this through a TV advert and an integrated marketing campaign. The advert showcased our project workers, cooks and drivers talking about children they had encountered in their project and was carefully edited to give the viewer the feeling that it was one child's story and in turn to ensure we protected the identity of the children and their trust in us.

The power of the TV advert was seeing real Barnardos staff from all over Ireland telling their story directly and passionately to the public. They expressed the issues and the challenges and explained the real impact on every child and family. They successfully deepened the understanding of the work we do, and why we do it, and most importantly of all they showed the clear need for people to financially support the work.

The campaign launched in October 2010 and, as ever, we were stunned by the public's response to our call for support. They signed up to help in their thousands. Individuals gave one off donations, others committed to monthly direct debit support while others organised events and rallied friends to support; companies and their staff committed to partnering with us to support our work on the ground. The response was phenomenal. As a result we managed to keep our

doors open for all the children and families we work with, thanks in no small part to those of you who chose to support Barnardos in whatever way you chose to do so.

And in 2010 there were even more ways you could choose to support our work. You could make a donation or sign up to a monthly direct debit; you could take part in the Danone Big Toddle, run 5k, 10k, a marathon or a mini marathon – or if you were really looking for a challenge you could do the Marathon De Sables! You could climb Kilimanjaro or trek Little Tibet. Or trek under a Full Moon closer to home in Lugnaquilla in Wicklow.

You could become a Barnardos Office Hero and get On Yer Bike! You could shave, wax, diet...do anything you wanted...as long as you were doing it to change children's lives!

Thank you to every one who supported Barnardos and ensured we could keep supporting the children and families we work with.

If you weren't there for us we couldn't be there for them.

Ruth Guy

Director of Fundraising and Marketing



**CHANGE A CHILD'S
LIFE NOW
CALL 1850 216 216**


Barnardos
www.barnardos.ie

Barnardos Commitment to Standards in Fundraising Practice

Barnardos is fully committed to achieving the standards contained within the *Statement of Guiding Principles for Fundraising*.

The statement was developed by the Irish Charities and Tax Research group and exists to provide charities in Ireland with a Fundraising Code of Practice.

The purpose of the statement is to:

- Improve fundraising practice;
- Promote high levels of accountability and transparency by organisation's fundraising from the public;
- Provide clarity and assurances to donors and prospective donors about the organisations they support.

Barnardos believes we meet the standards the Code of Practice sets out. For more information, please see www.barnardos.ie.

We welcome your feedback on our performance via any of the contact points provided below:

Write to: Fundraising, Barnardos, Christchurch Square, Dublin 8

Call: 01 4530355

Email: fundraising@barnardos.ie

BARNARDOS FUNDRAISING HEROES

Kids for Kids – Under 9's and 10's Barnardos Munster Tournament

The Barnardos Munster Tournament was founded in 2008 as a fundraising event for Barnardos by Rockmount A.F.C., the Cork club where Roy Keane first developed his love of football! It worked so well, it's become an annual event and the dream is to make it a national one within the next two or three years!

The Barnardos Tournament is a one-day football blitz with teams from one club in each county participating. Fundraising is an integral part of the event and more than €15,500 has been raised for Barnardos since the first year.

The organisation and management of the annual event is led by Eoin O'Donovan from Rockmount A.F.C. And while the participating clubs take turns to host the tournament, it is Eoin's guidance that helps to bring it all together – from chasing up corporate sponsorship, to organising the timetabling of games, the event programme, guest speakers and a launch event.

The 2010 Tournament, hosted by Killarney Celtic F.C., saw more than 220 children participate and crowds of almost 600 spectators attend. The event was a great success, raising awareness and funds for Barnardos while also being a great day out for the children and supporters.

“A huge thank you from all of us in Barnardos to the clubs, the players and their families, the various sponsors, supporters and all those who have contributed to creating such a wonderful and enjoyable fundraising event. We applaud your commitment, enthusiasm and your achievements. Your contribution to Barnardos is helping us to work with children like Conor, a child who stayed indoors all day because there was no safe place for him to play in his neighbourhood. Since Conor started coming to Barnardos things for him are improving - now his main worry is about making his local football team and his dream is to become a striker for Ireland. You have helped us to change the lives of children for the better – we couldn't do it without people like you.”

Ruth Guy, Director of Fundraising and Marketing

“The theme of our Tournament is Kids Helping Kids, and our focus is to fundraise to help other children who don't have the same opportunities in life, children who might never get to play in a tournament like this. The Barnardos Tournament is not a competition - we have medals for every child who takes part. It's really become a fabulous Tournament, the children love it, we love it - it really is a date in our calendar now.”

Eoin O'Donovan, Rockmount A.F.C.



Eoin O'Donovan and the organisers of the Barnardos Munster Tournament 2010 hosted by Killarney Celtic F.C. are pictured presenting a cheque for €6,835 to Barnardos Chief Executive Fergus Finlay.

Participating Clubs in 2010

Aisling Anacotty, Limerick
Clonmel Town F.C., South Tipperary
Killarney Celtic F.C., Kerry
Nenagh A.F.C., North Tipperary
Rockmount A.F.C., Cork
South End United, Waterford





1/

Fantastic Fundraisers

1/ Two overseas fundraising treks took place in 2010, one to the Himalayas in northern India and the other to climb Mount Kilimanjaro in Tanzania. Each group of trekkers succeeded in raising more than €60,000 for Barnardos.

2/ Hundreds of people ran for Barnardos in 2010: fun runs, mini marathons, full marathons and even the Marathon Des Sables! Bobby McDermot from Westmeath took part in the week-long 155 mile race across the Sahara desert, considered the toughest race on the planet. He said: "I am honestly prouder to be able to say I have helped raise €18,000 to aid Barnardos and the under-privileged children in Ireland, than I am to say I have completed the Marathon des Sables."

3/ Christmas 2010 was our most amazing yet. Christmas FM took to the air for the month of December broadcasting festive cheer and messages of support for Barnardos. Listeners donated by text, online and through on street collections to make a fantastic donation of €81,719.14!

And thanks to the support of GLS, Barnardos made sure that all the boys and girls in Barnardos received a present on Christmas morning. GLS collected and delivered thousands of toys donated by businesses and members of the public.

4/ In its sixth year, the Danone Big Toddle for Barnardos saw 23,742 toddlers take part in fun sponsored walks all over the country. Toddles were organised by more than 820 groups including crèches, Montessori's, junior schools, families and community groups raising more than €267,000 for Barnardos. Thanks to Danone's generous sponsorship, every cent raised goes directly to fund our work!

5/ Five years after the sell-out US book, The Ray D'Arcy Show decided to do it all again and this time in support of Barnardos! Over 21,000 photos were sent in from people all over Ireland capturing the day, 2 October 2010. And thanks to the support of Meteor, all profits from the sale of the US2 book went directly to Barnardos.

6/ The staff of Tour America on Abbey Street in Dublin got 'On Yer Bike for Barnardos' in June and cycled a fantastic 130 miles on stationary exercise bikes in the comfort of their office! The travel agent also supported Barnardos annual Teddy Bear raffle, providing a trip to New York as the raffle prize.



2/



3/



4/



5/



6/

BARNARDOS RETAIL

“

HOPE IS NOT A DREAM BUT
A WAY OF MAKING DREAMS
BECOME REALITY. L. J. Suenens

”



Barnardos network of seven shops made a net contribution during what was regarded as one of the toughest retailing years ever.

We did this, supported by our staff and volunteers, by changing the trading hours to open longer days, Sundays and late nights. We looked at the best ways to attract customers to our shops and on an ongoing basis reviewed our prices against our local competitors including high street retailers and other charity shops, to ensure we offered our customers the best value possible in a very competitive market.

Our shops delivered targeted and seasonal events throughout the year such as a Glitz event before Christmas selling party dresses, a Kiddies event, Books event and House and Linen events. Events were promoted using

posters and promotional material locally.

In an ever changing and increasingly challenging environment, the shops teams also looked at leveraging ‘recession’ opportunities and to this end delivered a series of Pop – Up shops at events and venues around the country. This initiative helped us to reach new audiences in the most profitable way. We piloted the Pop – Up shop concept at the weekly Point Village market in Dublin and based on its success we obtained a space to host a Pop – Up shop at the high profile Dublin Fashion Festival and later on at the Xpose Xmas Xperience at the RDS.

Barnardos Bridal continued to perform well in an increasingly competitive market place. Together with our Communications team, the Shops team organised a high fashion photo shoot that highlighted the quality



of our gowns and accessories and reflected current bridal trends in their styling. The shoot was made possible by the support of a wide range of volunteer experts including a fashion photographer, models, make-up artist and stylists. The outcome was a suite of stunning high fashion images at no cost to Barnardos which we have used to promote Barnardos Bridal Rooms in specialist bridal magazines, national and local print and online.

Shops and Communications also linked in with brides-to-be on the leading bridal discussion forum, WeddingsOnline, to promote an exclusive Bridal Style Evening in our Carlow Shop which took place in September. With support from Weddings by Franc, the Barnardos shop was transformed into a wedding wonder-world for the evening. 20 brides-to-be and a guest were selected

to attend from Carlow and surrounding counties which allowed for local PR opportunities. The guests enjoyed an intimate bridal fashion show and one-to-one consultations with a range of bridal experts including a wedding planner, a bridal stylist, an A list make-up artist as well as the Irish Times' Honeymoon Testers. The brides all had an opportunity to view the rails of Barnardos bridal gowns and many appointments were made for fittings and viewings.

Barnardos shops could not function without the support of our volunteers. In 2010 we saw an increase in the number of volunteers across our existing shops and also in our Pop – Up shops and in our retail operations warehouse.

Barnardos shops remain committed to the Community Employment Programme, focusing on

developing staff through training and practical on-the-job work experience, and up-skilling people with a view to enabling them to return to the work force. In 2010 we had 34 people join Barnardos on the Community Employment Scheme.

The continued success of the Shops is due to the commitment and dedication of the shops team, headed by Colette Miller. Each and every member of staff has given their all to make 2010 a successful trading year for Barnardos shops nationwide.

INVESTING IN CHILDREN: FINANCIAL REVIEW

“

WE WILL CONTINUE TO GROW OUR INVESTMENT IN SECURING BETTER CHILDHOODS FOR CHILDREN WHOSE WELL-BEING IS UNDER THREAT

”

Barnardos is financed by a mix of statutory and voluntary funding. In 2010 we raised a total income of €24m, a decrease of 8% on the previous year. The income was generated through various channels. 63% was government funding, primarily allocated through the Health Service Executive; and the remainder was raised through our fundraising activity.

In 2010 fundraising income generated was €5.2m (actual cash income was €5.3m), a growth of 2% on the previous year. An investment in fundraising from 2011-2016 is a key part of our strategy to deliver long term sustainable income for Barnardos.

Our investment in supporting children and families was made possible both through the statutory funding we received through the HSE, government departments and agencies,

and the significant support of our voluntary funders. We would like to pay tribute to the generosity of all our donors – who ranged from businesses engaged with social responsibility to individuals who brought their communities together to host an event for Barnardos. We would also like to acknowledge the support of our philanthropic partners, The Atlantic Philanthropies and The One Foundation, as well as those who gave their time and expertise on a pro bono basis.

We continue to strive to make Ireland the best place in the world to be a child. Therefore we will continue to grow our investment in securing better childhoods for children whose well-being is under threat.

Financial Highlights

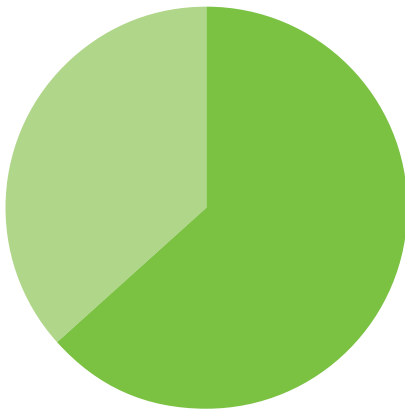
We are committed to best practice, and that is reflected in our ethos and all our activity across Barnardos. Our financial statements are prepared under the historical cost convention in accordance with best practice as recommended by the Companies Acts and, voluntarily in the absence of statutory reporting standards for charities in Ireland, in accordance with best practice (Statement of Recommended Practice revised 2005), as recommended by the Charity Commission for England and Wales.

Dianne O’Kelly

Director of Finance

INCOME

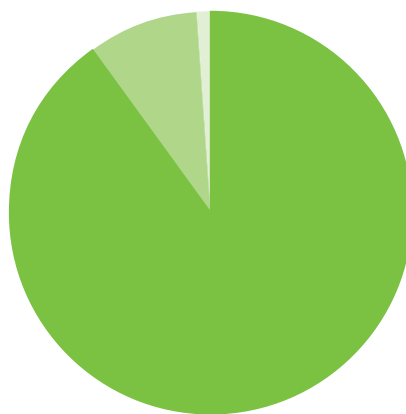
2010: €24M (2009: €26.1M)



- Statutory – 63.6%
 - Voluntary – 36.4%
- Broken down as follows:
- Donations – 21.8%
 - Shops – 4.4%
 - Trusts, Foundations and Legacies – 9.2%
 - Other – 1.0%

EXPENDITURE

2010: €24.3M (2009: €24.7M)



- Service delivery 90%
- Generating funds 9%
- Governance 1%

90c

of every euro raised was spent directly on our work with children and families.

9c

was invested in generating funds.

1c

was spent on governance.

INVESTING IN CHILDREN: FINANCIAL REVIEW (CONTINUED)

Investment 2004-2010

The economic environment and cuts on social spending and funding for NGOs has led to increased budgetary pressure on existing systems and services. This can be seen by the decrease in income and expenditure of 1.6% between 2009-10.



Treasurer's Report

The following summary accounts have been extracted from the statutory financial statements of Barnardos Republic of Ireland Limited for the year ended 31 December 2010. The statutory financial statements, on which the auditors, KPMG, expressed an unqualified opinion, have been filed with the Register of Companies following the Annual General Meeting.

The detailed auditor's report and accounts are available to download from www.barnardos.ie or can be obtained from our national office.

Alan Wyley

Honorary Treasurer

SUMMARY ACCOUNTS

STATEMENT OF FINANCIAL ACTIVITIES AND INCOME AND EXPENDITURE

FOR THE YEAR ENDED 31 DECEMBER 2010

| | 2010 | 2009 |
|---|--------------------|--------------------|
| | Total Funds | Total Funds |
| | €'000 | €'000 |
| Incoming Resources | | |
| Incoming resources from generated funds | | |
| - Voluntary income | 7,463 | 8,500 |
| - Income from trading activities | 1,052 | 1,147 |
| Income resources for charitable activities | 15,268 | 16,162 |
| Investment income | 232 | 277 |
| Incoming Resources | 24,015 | 26,086 |
| Capital gain on disposal of a property | 0 | 1,496 |
| Total Incoming Resources | 24,015 | 27,582 |
| Resources Expended | | |
| Cost of generating funds | | |
| - cost of generating voluntary income | 2,124 | 2,247 |
| - cost of trading income | 1,100 | 1,390 |
| Charitable activities | 20,757 | 20,650 |
| Governance costs | (105) | 364 |
| Impairment charge on property | 1,780 | 0 |
| Total Resources Expended | 25,656 | 24,651 |
| Net income resources before transfers | (1,641) | 2,931 |
| Transfers between funds | 0 | 0 |
| Net Incoming Resources | (1,641) | 2,931 |
| Before Other Recognised Gains and Losses | (1,641) | 2,931 |

SUMMARY ACCOUNTS

STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES

FOR THE YEAR ENDED 31 DECEMBER 2010

| | 2010 €'000 | 2009 €'000 |
|---|----------------------|----------------------|
| Net Incoming Resources for the Year | (1,641) | 2,931 |
| Actuarial gain/(loss) on defined benefit pension scheme | (226) | 3,429 |
| Total Recognised Gains and Losses for the Year | (1,867) | 6,360 |

RECONCILIATION OF MOVEMENT IN RESERVES FOR THE YEAR ENDED 31 DECEMBER 2010

| | 2010 €'000 | 2009 €'000 |
|---|----------------------|----------------------|
| Net Incoming Resources for the Year | (1,641) | 2,931 |
| Actuarial gain/(loss) on defined benefit pension scheme | (226) | 3,429 |
| Total recognised gains/(losses) for the year | (1,867) | 6,360 |
| Reserves at the beginning of the year | 10,762 | 4,402 |
| Reserves at the End of the Year | 8,895 | 10,762 |

BALANCE SHEET

AS AT 31 DECEMBER 2010

| | 2010 | 2009 |
|---|----------------|--------------|
| | €'000 | €'000 |
| Assets Employed | | |
| Fixed Assets | | |
| Tangible Assets | 3,168 | 4,073 |
| Term Deposits | 1,311 | 0 |
| | 4,479 | 4,073 |
| Current Assets | | |
| Debtors | 951 | 809 |
| Short Term Deposits | 5,600 | 3,719 |
| Cash at Bank and short term deposits | 1,397 | 5,817 |
| | 7,948 | 10,345 |
| Current Liabilities | | |
| Creditors (amount falling due within one year) | (3,318) | (3,390) |
| Net Current Assets | 4,630 | 6,955 |
| Total Assets less Current Liabilities | 9,109 | 11,028 |
| Provision for liabilities and charges | (186) | (65) |
| Net Assets before pension liability | 8,923 | 10,963 |
| Defined Benefit Pension Scheme Liability | (28) | (201) |
| Net Assets | 8,895 | 10,762 |
| Represented by | | |
| General fund | 6,989 | 8,324 |
| Restricted income fund | 1,906 | 2,438 |
| Total Funds | 8,895 | 10,762 |

A MESSAGE FROM PRESIDENT MCALEESE

“

A SINGLE SUNBEAM IS ENOUGH TO DRIVE
AWAY MANY SHADOWS. St. Francis of Assisi

”

I am delighted, as Patron of Barnardos' to congratulate the organisation for its wonderful work during 2010. St. Francis of Assisi once said that “A single sunbeam is enough to drive away many shadows.” Barnardos continues to bring light into the lives of those children whose childhoods have been darkened by tragedy, injustice, violence or poverty. The compassion, generosity of spirit and enthusiasm of all those involved with Barnardos allows an important shaft of brightness to enter the shadowed world of children in need, opening up possibilities and providing hope for their future.

I thank you all for your hard work and wish you continued success in the future.



Mary McAleese
President of Ireland



The Barnardos Train

The Barnardos Train makes many stops
It's precious to children just like raindrops.
There's lots of people who have lost all their trust
Barnardos listens to children and puts them first.

From tears to tantrums Barnardos don't care
All children are equal so don't be scared
Moms and Dads and children too
Come to Barnardos to learn what to do.

So in times of trouble don't despair
With a little help you'll soon get there.

By Brid Spillane

BARNARDOS WHERE WE ARE



- 1 Dublin**
 - Blanchardstown
 - Mulhuddart
 - Corduff
 - Finglas
 - TESO
 - Buckingham St
 - Clondalkin
 - Tallaght
 - Jobstown
 - Fettercairn
 - Loughlinstown
 - Labre Park
 - Cherry Orchard
 - Rialto
 - Christchurch
 - South Circular Road
- 2 Edenderry**
- 3 Carlow**
- 4 Carrick-on-Suir**
- 5 Gorey**
- 6 Waterford**
 - Ballybeg
 - Kilcohen
- 7 Dungarvan**
- 8 Cork**
 - Mahon
 - Knocknaheeny
- 9 Clonmel**
- 10 Athlone**
- 11 Limerick**
 - Southhill
 - Moyross
 - Islandgate
- 12 Tullamore**
- 13 Thurles**
- 14 Mullingar**
- 15 Meath**
- 16 Cavan**
- 17 Monaghan**



A special thank you to the following Barnardos staff:

Mark, Fiona, Carol, and Annemarie

And to our models:

Donal, Emily, Mia, Brian, Ruby, Lucy, Archie, Caoimhe, Eve, Matilda, Keelin

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