



## Change the Story for Vulnerable Children with Barnardos



### **Partner with Barnardos** Help us Change the Story for Children

#### **Why partner with us?**

Barnardos is one of Ireland's leading children's charities working to give vulnerable children a better chance – **Because Childhood Lasts a Lifetime**.

Barnardos have been helping vulnerable children in Ireland since the 1960's. Our core purpose remains the same – to **help the most vulnerable** children in society achieve their full potential.

We support children, families & individuals in **56 services** across Ireland. In 2024, we worked with over **35,000 children and families**.

We saw a **37% growth in the need** for our support in just one year.

 **Find out more in our Annual Report.**

# Why we need your support

## Callum's story

Every night, Callum curled up beside his little brother, shivering under a thin duvet. The chill in the air was nothing compared to the fear in his heart—the shouting downstairs, the crashing of doors, the uncertainty of what would come next. What the next hour and day would bring.

At school, he couldn't concentrate, and his teacher noticed the dark circles under his eyes. Callum wanted to fit in so badly that he started making up elaborate stories. His teacher recognised the signs of a struggling child and gently suggested to his mother, Cora, reach out to Barnardos.

When Amy, our Family Support Worker, visited Callum's home, the air was heavy with stress. Cora had recently separated from Callum's father due to the violence at home. She was scared, lost, and felt completely alone.

Cora had tried hard to build a different life for her boys – different from the one she grew up in. But when things fell apart, she felt like she was letting them down. Cora said that Callum and his little brother once had their own blankets, in their own beds, but when things grew mouldy in their damp home, they couldn't afford to replace them. Her love for her children was clear, but she didn't know where to turn.

That's when Barnardos stepped in – to support Cora on her new journey and in their new life, and to help support her to be the best Mam she could be for her boys. The two boys joined our After School Clubs too, so Cora knew they were getting a hot meal every day. Now Callum and his family are thriving, knowing we are here whenever they need us.

*Partnering with Barnardos ensures that we can provide Family Support Services to families like Callum's when they need it most.*



# Benefits to Your Business



Barnardos is the most well known charity working with children in Ireland.



We create engaging and tailored partnerships – one partner reports a 150% increase in colleague CSR engagement activities in 1 year.



Another partner has indicated a growth in on pack sales as a result of our brand collaboration year on year, with over 4% growth over 2 years.



Partner's consumer sentiment levels have increased drastically during our partnership, with 'love' and 'trust' ratings climbing.

## Partner with Barnardos

There are many ways your company can support our work with children and families across Ireland:

- Annual Giving
- Strategic Partnerships
- Payroll Giving
- Events & Campaigns
- Sponsorship

We create partnerships to match your company's goals. Our aim is to support your work in:

- Corporate Social Responsibility (CSR)
- Environmental, Social, and Governance (ESG) impact
- Employee engagement
- Community action

Like you, we are committed to building a positive lasting footprint. We want to work with companies who care about children, families and strong communities as much as we do.

### Why partner with Barnardos?

- Stronger brand connection with your customers – 75% of the Irish public trust Barnardos
- Improved public perception
- Brings employees together for a good cause
- Clear social impact

Join us to create real change for families across Ireland.

**We would love to work with you to make a difference, together.**

Get in touch with our team to find out how together, **we can change the stories of vulnerable children**, reach out on **01453 0355** or email us at **corporate@barnardos.ie**

*"I used to donate when something big happened or at specific times of the year, but becoming a monthly donor via our Payroll feels like I am helping the cause on a regular basis, so they can plan and help families and children on a regular basis. For the cost of a few cups of coffee I feel I am doing something more meaningful."*

### Payroll Giving Supporter

