

ISPCC Christmas Appeal 2010:

22/11/2010

Last Christmas, 40% of children's calls unanswered due to severe lack of resources. For some children, Christmas is just another day to fear...

Annual Christmas appeal launched by the ISPCC

Monday 22nd November 2010. Last year, due to lack of funds, the Irish Society for the Prevention of Cruelty to Children (ISPCC) was unable to answer almost 40% of calls made to its Childline service on Christmas Day. What's more, 2010 has seen a huge increase in demand for all of the ISPCC's services to children with an alarming increase in abuse and welfare cases. The ISPCC are today launching their annual Christmas appeal to raise the vital funds necessary to ensure that thousands more children can access the services they need.

The ISPCC is Ireland's leading independent children's charity working to ensure that all children are heard and valued. As the charity depends on the Irish public for the vast majority of its funding, they are calling on the public to be as generous as possible in these difficult times. No gift is too small to make a difference.

For most children, Christmas is a time to have fun and spend time with family. For some the reality is very different and Christmas can become a time to fear. Christmas can bring unwelcome stress and trauma; their family may not be around, they may be subjected to more abuse and violence and isolation may be acute. On Christmas Day last year, over 900 vulnerable children engaged with the ISPCC, many seeking protection against abuse and violence on what should be their most enjoyable day of the year.

Ashley Balbirnie, CEO of the ISPCC said; "All of our services have seen a huge increase in demand as the current state of the economy impacts on children and their families. Worryingly, too many of these children are in abusive or harmful situations and are dreading what Christmas may bring."

"Christmas should be a family time but at the ISPCC we see an increase in calls throughout this period from children seeking help. Christmas is a time for giving and a time for sharing, donations to the ISPCC are essential to support our efforts to help these defenceless children."

To date, the ISPCC has already received an overwhelming 722,849 calls for assistance this year from children all over Ireland – that's over 56,000 more calls than the same time last year. Reasons for this increase may be related to the recession, with many parents experiencing financial worries and as a result, greater stress and tension. This stress may be taken out inadvertently on children.

The ISPCC are calling on people to make a donation now and make Christmas a happier time for children in need. Donations can be made through the ISPCC website www.ispcc.ie, by calling 1850 50 40 50, or by purchasing an ISPCC 'Holly badge', available nationwide for €2 through ISPCC street collections and shopping centre's in the run up to Christmas. What's more, the ISPCC offers a range of low-cost Christmas cards and gifts with a difference in their online Christmas shop.

ISPCC Christmas Appeal 2010

For many children in Ireland Christmas is just another day to fear. We are extremely grateful to Ogilvy for all of their help with our Christmas appeal.

The concept behind our Christmas campaign for 2010 is that Melanie* (aged 7 ½) has written a letter to Santa about what she'd like for Christmas this year. Melanie doesn't want the usual toys for Christmas, she just wants her parents to stop shouting and hitting her and her brother.

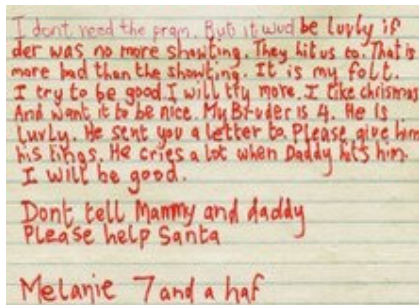


For many children in Ireland, Christmas is just another day to fear. At the ISPCC we're doing all we can to help. Please help us to give them a voice and to end the cruelty.

This is Melanie. There are many things that happen to her every single day that she can't tell Santa. Because she's afraid. She tries to be strong, but she's young and she's fragile and she's vulnerable. She has no-one she can talk to. She thinks Santa is her last and only hope. But she's wrong. You are.

Please donate what you can and help us to help her. Thank you.

To view Melanie's full letter to Santa please click [here](#).



What happened to the Post Script on this image?

Radio (ad)

Our radio ad is in keeping with the overall them of our Christmas campaign as well. Robert is reading his letter out loud to Santa. Robert and Melanie are friends living next door to each other. They chase each other and play all the time. But Melanie is sad. **She's sad because her arm has been broken by her dad. Robert saw her daddy break her arm.** Melanie's dad is big and Melanie isn't. Because Melanie's arm is broken she can't play with Robert any more. Robert asks Santa to help Melanie because she's sad, she's only 7 and she's his friend.

Billboards

Melanie's arm is in the cast because of her dad....

Donate now by clicking [here](#) or calling the ISPCC on 1850 50 40 50

*The image above is posed by a model. Melanie's story is fictional but represents the type of issues dealt with by the ISPCC on a daily basis.