



Barnardos

EVERY CHILDHOOD LASTS A LIFETIME

ANNUAL REVIEW 04/05



CONTENTS

MESSAGE FROM PRESIDENT MARY MCALEESE	2
CHAIRMAN'S STATEMENT	3
OUTGOING CHIEF EXECUTIVE'S STATEMENT	6
CHIEF EXECUTIVE'S STATEMENT	7
MAKING IRELAND THE BEST PLACE IN THE WORLD TO BE A CHILD	8
ADVOCACY	10
CHILDREN'S SERVICES	12
GLOSSARY	19
FUNDING	22
OUR PEOPLE	28
FINANCE	32

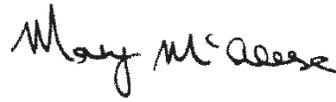
MESSAGE FROM PRESIDENT MARY McALEESE

As Patron, I am privileged to be associated with Barnardos, and I am very pleased to send my best wishes to everyone concerned with this magnificent organisation.

Our journey through childhood marks us indelibly which is why every child, every young person matters, and deserves to be cherished.

Your enthusiasm and sheer hard work has helped many young people to overcome disheartening trials in their lives and helped them to fulfil their potential to the fullest possible degree. You know how important it is that we meet the needs of children in this increasingly complex, and sometimes forbidding, world. We are fortunate to have Barnardos to steer the children in their care with such ability and kindness, building trust and integrity, opening them to a world of unbounded possibility.

I salute your achievements and I wish you every success for the future.



MARY MCALEESE
President of Ireland



**Mary McAleese,
President of Ireland
and Patron of Barnardos,
age nine**

CHAIRMAN'S STATEMENT

2004 was a landmark year for Barnardos.

After considerable exploration and debate we developed an ambitious long term strategy with a strong vision and mission aimed at making Ireland the best place in the world to be a child.

Our aim is that in 2016 we will have achieved our vision of "an Ireland where childhood is valued and all children and young people are cherished equally."

To achieve this vision Barnardos is now embarking on a 12-year strategic investment programme, which seeks to contribute to:

- Building a society that has as its cornerstone the needs and rights of children and young people.
- Placing children at the centre of our Constitution, laws, policies, planning and our services for children and families.
- An acknowledgement that proper care and nurturing of children is a crucial investment in the future social and economic development of our society.

We have already begun to implement the strategy, having received significant investment, including funding from the Atlantic Philanthropies. We are determined to further develop Barnardos' capacity over the coming years, to respond even more effectively to the needs, and transforming the lives, of vulnerable children and families in Ireland.

Our Services

Our support services for children and families focus on resolving difficulties, keeping families together and improving their relationships. Increased investment in our current services in the past year has enabled us to reach a greater number of children and families, more effectively.

Our Finances

Barnardos' services are funded through a combination of statutory and voluntary funding.

A substantial portion of the costs of family support services is funded by several statutory bodies, mainly the Health Services Executive and a number of government departments. Barnardos invests money raised independently in services where there is no or inadequate statutory funding, and to ensure the highest professional standards. We raise this money through diverse fundraising activities including trusts and foundations, companies and the many individuals who support Barnardos. We also thank those who give us their expertise and professional services on a pro bono basis. We are indebted to the tremendous work of the Fundraising Board.



Declan Ryan,
Chair, Barnardos Board,
age six

Advocacy and Education

Barnardos is passionately committed to connecting the realities of the lives of children and young people that we meet daily in our work, to the conditions and policies that are frequently at the root of the problems. We will continue to challenge such conditions and to focus attention on tackling them.

Advocacy plays a central role in our new strategy and to support this we are increasing our investment in advocacy, including creating the new position of Director of Advocacy.

Our People

The Board would like to acknowledge the valued contribution made by all staff, volunteers and Community Employment staff across the organisation.

Volunteers participate at all levels in the organisation including the Board, children's services, shops, and fundraising in our national office. Without our volunteers we would not be able to provide our wide range of services.

Finally, I would like to take this opportunity to thank our outgoing Chief Executive Owen Keenan for his great vision during his fifteen years at the helm of Barnardos. His dedication to the welfare and rights of children in Ireland and internationally is evident in all his work, and he leaves Barnardos in a stronger position than ever. We wish him all the best for his future and will miss him in Barnardos.

DECLAN RYAN
Chair, Barnardos' Board



OUTGOING CHIEF EXECUTIVE'S STATEMENT

As I step down from my position as Chief Executive after fifteen years, it is appropriate to reflect on some of the changes in Ireland's provision for children I've witnessed over that time.

There are many positives. Significantly increased investment has brought a much improved range of effective services for vulnerable children, a greater appreciation of the importance of prevention and early intervention, and the development of family support services – all long advocated by Barnardos. There is now a National Children's Strategy, an Ombudsman for Children and significant legislative and institutional reform, while national economic progress has contributed to a substantial reduction in the number of children experiencing consistent poverty.

But there remains ample evidence that we are not doing as well as we should, given what we now know and the resources at our disposal. It is shocking that there remain 148,000 children who experience not only an inadequate family income, but who are frequently cold, hungry and left behind. Dental services, speech and language therapy and supports for children with special needs and their families remain seriously under-developed. The new National Education Welfare Board is seriously underfunded and we continue to rank amongst the worst in Europe in terms of our provision of services for children in their early years.

This under-performance is the reason Barnardos has increased its commitment to advocate on behalf of Ireland's youngest citizens – a key feature of our new long term strategy **Valuing Childhood – Cherishing Children**, launched in January 2005.

We see no reason why Ireland should not be the best place in the world to be a child, and we invite everyone who shares this vision to join with us in ensuring that we don't have to wait too long to make it a reality.

It has been an honour and a privilege to lead Barnardos during a critical period when it has established itself as a dynamic, sustainable and effective children's organisation. The commitment and skill of our wonderful staff and volunteers are boundless, and the energy in the organisation is phenomenal. I have no doubt that, under the leadership of Fergus Finlay, Barnardos will continue to prosper in the interests of serving the needs of vulnerable children, young people and their families for many years to come!

OWEN KEENAN
Outgoing Chief Executive



Owen Keenan,
Outgoing Chief Executive,
age six

CHIEF EXECUTIVE'S STATEMENT

Barnardos has a simple proposition at the heart of its mission. And as newly appointed Chief Executive of Ireland's largest children's charity, I see no good reason why Ireland can't be the best place in the world to be a child. Our children deserve no less.

For thousands of children, Ireland already is a wonderful place to grow up. We pride ourselves on our education system, our home ownership, and our commitment to family life. But for tens of thousands of children in Ireland - 148,000 of whom live in consistent poverty, or the at least 1,000 who never make it to secondary school, or the thousands who leave school unable to read and write, or the many whose parents are trapped in the nightmare world of drug or alcohol abuse - Ireland is not such a great place to be growing up. Barnardos sees the impact of poverty on vulnerable children every single day. And what do we mean by poverty? Using government figures, that means 148,000 children live in families whose disposable income is less than 60% of the median income. It means they do not have a warm winter coat. It means they do not own two pairs of shoes. It means they do not eat at least one hot meal a day. It means in 21st century, post Celtic Tiger Ireland, not all the children of our nation are cherished equally. And Barnardos will not rest until they are.

I've been lucky enough to have been involved in a number of things over the years - helping to write the Downing Street Declaration, negotiating in Brussels for EU funding for Ireland, and being part of the group that brought the Special Olympics World Games to Ireland. One thing I've learned from those experiences is how much can be achieved when support is galvanised and people work together.

If we can turn ourselves into a country that has more Mercs than Germany, more Chanel handbags than France and more second homes than America; what's to stop us becoming a country where no child goes hungry, where no child is abused, where no parent suffers the pain of being unable to cope?

People Power, Political will, and Policy Priorities. That's a lot of "Ps", but this country has already shown what can be achieved when they are all harnessed. Barnardos, in its direct work with children and families, and in its advocacy to seek policy improvements for children, wants to harness all the "Ps" again - this time in the pursuit of the last great civil rights campaign we might ever need to run. The rights of children are nowhere reflected in our Constitution, and they're only inadequately reflected in the law. The absence of such rights makes children vulnerable - and all of us poorer.

I take the helm of Barnardos from a very able captain who has steered the organisation through fifteen years of stormy waters. Owen leaves a magnificent legacy to children and one I am proud to pick up and take forward until we can truly say that Ireland is a nation that cherishes all our children equally, making it the best place in the world to be a child.

FERGUS FINLAY
Chief Executive



Fergus Finlay,
Chief Executive, age 11

MAKING IRELAND THE BEST PLACE IN THE WORLD TO BE A CHILD

- Advocacy
- Children's Services
 - Funding
- Our People

Barnardos' aim is to make Ireland the best place in the world to be a child, by working with other agencies, families and communities. We will know that we have achieved this when:

Every child has adequate nutrition, shelter and clothing. In today's Ireland 148,000* children live in consistent poverty, which means living with a family income of less than 60% of the median income and lacking other basics such as adequate heating, warm meals and a good strong pair of shoes.

Every child grows up in a safe environment with proper professional care and access to health services. Many children in today's Ireland are lost on waiting lists for speech and language services, counselling, special needs education and other essential supports. Children cannot and should not be forced to wait for these essential services. Their childhoods cannot be put on hold.

Every child has a positive and nurturing relationship with their parent. Parenting is an extremely challenging role and where a parent has not had positive role-models in his or her own life the task is so much harder. Parents need both practical and emotional supports to create a safe and nurturing family environment.

Every child achieves their development and learning potential. Every child is full of potential and possibilities, and every child deserves the opportunity to discover and develop their talents. By working together schools, communities and parents can give children an education that will make a difference to the rest of the life of a child.

Every child has a positive identity and ability and interest in taking part in a range of activities outside the home. For all children this means providing a range of safe play and recreation facilities, and building on vulnerable children's social skills and self-esteem.

* Source: *Ending Child Poverty*, Combat Poverty Agency, June 2005.

ADVOCACY

“Barnardos is raising its voice in a focused and targeted way to speak on behalf of children and families in Ireland whose rights are over-looked and whose well-being is under threat. We are focusing on encouraging the political community, decision makers and the general public to face up to the problems encountered on a day to day basis by some of the most vulnerable members of our community. Barnardos believes that we can, by working together with a coalition of partners, bring about the necessary changes to make Ireland the best place in the world to be a child.”

NORAH GIBBONS
Director of Advocacy

We have identified four priority issues for our advocacy focus:

Child Poverty

- We will continue to inform the public and secure their support to eliminate child poverty in Ireland.
- We will seek to make the elimination of child poverty part of the manifestos of at least four political parties in advance of the next general election.
- We will seek to secure a commitment to eliminate child poverty in the next programme for Government.

Child Protection

- Extend the remit of the Ombudsman for Children to include children in care, unaccompanied minors and children of asylum seekers by 2007.
- Ensure that all people working with children are effectively vetted.
- Introduce mandatory reporting of suspected child abuse.
- Strengthen the protection of children in the Constitution.

Educational Disadvantage

- Ensure that all children make the transition to secondary school.
- Establish a comprehensive early years provision for children, with guaranteed access for children experiencing disadvantage.
- Achieve Government targets to ensure that no child with the capacity should leave primary school without reading, writing and numeracy skills.

Alcohol Abuse

- Ensure recommendations of the strategic task force on alcohol form the basis of Government policy on alcohol.
- Promote major Government investment in recreational facilities for young people.
- Continue to monitor and challenge the drinks industry.

Advocacy will support and contribute to issues such as the National Children's Strategy, Children's Rights and Social Inclusion.

We will achieve these targets by:

- Persuading decision makers to take action to improve children's lives.
- Keeping children's issues alive in the public mind and supporting the children and families using our services to speak out on the issues affecting their lives.
- Developing policy based on the realities of our work and ongoing research.
- Working with other organisations dedicated to advancing children's rights in Ireland.



Norah Gibbons,
Director of Advocacy,
age one

CHILDREN'S SERVICES

SUPPORTING CHILDREN

Childhood is a very important part of life. It is in childhood that we all learn the social, emotional and educational skills that will enable us to develop into happy independent adults. Some children are born into circumstances that make it more difficult for them to develop these skills. This can be because they are born into poverty, or they have a parent who has a mental illness or drug problem or who didn't have good parental role models themselves, and therefore is unable to give their children the care and attention they need.

Barnardos provides services for children in these circumstances. The services include individual and group work with children where the child is helped to develop his or her social, emotional and learning skills. Other services may be focused on working with the child's parents to learn new parenting skills.

Through our supportive and caring approach we gain the trust and confidence of parents and can help the most vulnerable children. We often work with schools to help children stay in education. We do this by providing breakfast and after schools clubs for the children most at risk of poor performance and school attendance. This helps children develop a sense of their own potential and self belief, encouraging them to stay in school and learn.

As children get older and approach their teenage years, we support them to make healthy lifestyle choices, supporting them to look after their health and well-being, forming positive friendships and a positive approach to their education.

The past year has seen a wide range of activities in Barnardos' services for children and families, for example the importance of fathers has been highlighted by a successful art and poetry competition for children in Ballyfermot, Dublin, and we received confirmation of capital funding from Government for a ground-breaking new service to support children in Knocknaheeny, Cork.

The National Children's Resource Centre information service dealt with over 11,000 queries and provided training for 750 professionals in the childcare field. It also published a range of publications to support children, parents and professionals working with children.

"In Barnardos we believe all children deserve to be supported to reach their potential. Many children will achieve this without any need for Barnardos' services, but for those who do not have the supportive family and community network around them, we are there to provide services that compensate for that gap."

SUZANNE CONNOLLY
Director of Children's Services



Suzanne Connolly,
Director of Children's
Services, age 2

MAKING IRELAND THE BEST PLACE IN THE WORLD TO BE A CHILD

Around the table in the warm kitchen of one of Barnardos' projects, a small group of eight and nine year olds are getting together to talk about what children need to be happy and their wishes for the future.

"I'd like to see what it looks like in heaven," Sarah says. "My nanny's in heaven, and my neighbour. And my uncle Brian." Sarah is putting brush to paper and paints a golden rainbow. This is heaven.

We talk about school. Paul says that he wishes he could make time go quicker in school. The rest of the group objects "sure, you wouldn't learn if there wasn't school." And anyway Paul changes his mind. He loves maths and history.

Eamonn takes his eyes off his intricate painting and says "there shouldn't be any more bullying in schools. People get hurt when there is bullying." The rest of the group agrees.

The dreams of the children in the Barnardos' project are like those of children all over Ireland. They want to be professional rugby or football players, wrestlers, singers and popstars. Kevin wishes for a "mini-me" to do all the things he doesn't have time to do.

The children come to Barnardos to help build relationships with other children, to get on better in school and to be able to deal with some of the difficulties they face at home. Some of the things that most children take for granted, like outings and activities, are impossible for families who are struggling on low incomes.

The support by the project makes a huge difference to the lives of the children, but of course they have their own reasons for liking Barnardos:

"I LOVE THAT WE GET FRUIT, AND I LOVE PLAYING OUT THE BACK." – DAVID

"I LOVE PLAYING FOOTBALL AND GOING ON LITTLE ADVENTURES TO CRAZY KIDS AND TO THE ZOO." – PAUL

"I LIKE MEETING PEOPLE AND DOING STUFF. I LOVE PAINTING." – EAMONN

"I LOVE OUR SPECIAL TRIPS WE TAKE." – SARAH

IF WE HAD A MAGIC WAND WE WOULD

Have more P.E. We would have more playing and happiness in our streets, and no more junkies, fights and burnt out cars and houses. We need our friends and a park to be happy, but we don't want any bullies.

If we had a magic wand Ireland would have more peace, better weather and better footballers! If we had a magic wand there would be less poverty in the world.

SOME THOUGHTS OF THE YOUNG PEOPLE (AGED 11-12 YEARS) ATTENDING THE BARNARDOS' YOUTH ACTION PROGRAMME, TALLAGHT, DUBLIN.

The Youth Action Programme supports vulnerable children and young people, aged seven to twelve, to help them participate and benefit from education and to remain within their family home.



BARNARDOS' SERVICES FOR CHILDREN AND FAMILIES

By attending Barnardos' services children are given the opportunity to:

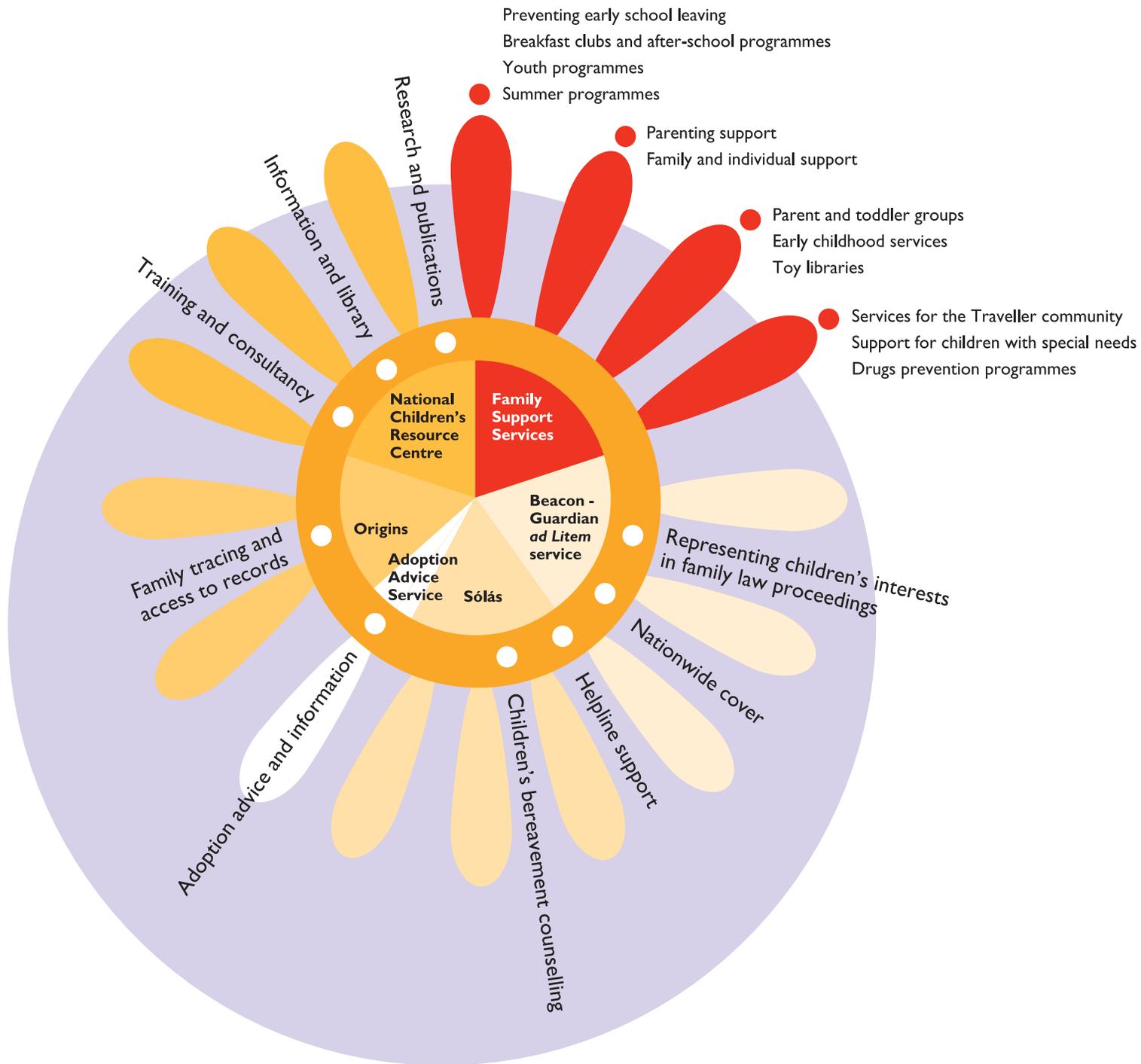
- Be ready for school, attend school and learn to their potential.
- Have friends.
- Understand and manage their feelings, not bully or engage in anti-social behaviour.
- Have self confidence - believe in themselves and their future.
- Know what is good for them and make the right lifestyle choices – avoiding drugs and alcohol, and risky sexual behaviour.
- Have at least one leisure interest.
- Have a nurturing relationship with a significant adult.
- Have a group of professionals who work well together to ensure children's safety and well-being when it is at risk.

As part of Barnardos' new strategy our children's services will be delivered through Parent and Child Centres in three key areas:

Best Start - (age 0-4) support for vulnerable children in their early years focusing on healthy development and getting ready for school.

Best Chance - (age 5 - 9) supporting vulnerable children in mid childhood to improve learning and development.

Best Choice - (age 10-15) to help vulnerable children make a successful transition into young adulthood and get the best life chances.



IF I HAD A MAGIC WAND – A PARENT'S PERSPECTIVE

Barnardos has taught me that I have a voice and an importance. I have gained the ability to see things differently in my own life and to face the issues that are important to me as an individual and now a free-thinking person.

My first priority is to raise happy, independent and exceptional children and never criticise them on their abilities or beliefs. Teaching them through love to care, understand and appreciate the differences and values in others.

If I had a magic wand I'd take prejudice and injustice from this world and give all children hopes and dreams for a brighter future without poverty, war and dismay.

I've shown them the beauty of a wild flower between the weeds, how to make a mud pie and that it is ok to have mucky hands and faces.

I wish for them health, happiness and freedom for all the days of their lives.

I cannot doubt their abilities as they never cease to amaze me.

I wish for justice and a fair society and laws to protect the future of all children.

If I had a magic wand I would grant the wish of every single parent to have fair pay, to have enough food to eat and to have access to accurate information on their rights and benefits! Not to be looked down upon or treated as a burden on the state. I thank God for Barnardos, the parents' group and the summer schemes for all the places they have brought myself and the

I WANT FOR MY CHILDREN EVERY DAY TO KNOW HOW MUCH THEY ARE LOVED AND APPRECIATED, SOMETHING THAT MONEY CAN'T BUY!

children with happy memories that will stay with us forever. Thank you to the kind people of the Society of the Saint Vincent de Paul who provided food vouchers and helped us over the years to make ends meet.

With the magic wand I would make childcare affordable so that I could work.

I would educate people who are ignorant to the fact that I have my children because I love them, and not for the m38.60 I receive a week to feed and clothe both of them.

I would educate certain people of the importance of family and of my choice to carry my children to full term and raise them alone rather than in an unhappy unstable relationship. I feel because of this choice they are confident, they are both trusting and devoted and do love and appreciate me and each other, as they have learned the true values in life. How can this make me a bad person? It can't.

If I had a magic wand I would change certain people's views on what I consider to be the most outstanding people in society today – the lone parents.

MARIA DUNNE

Barnardos Parents' Network Group, Mahon, Cork.

GLOSSARY

Every sector develops its own language – and sometimes that means we exclude people. We learn phrases and words that creep into our conversations and after a while we think everyone around us understands them. Let us clarify what we mean by some of the words that we use.

■ “ADVOCACY”

An advocate speaks on behalf of those whose voices are not heard. Barnardos wants to use the knowledge and experience of the many children and families we work with to tackle the problems facing children and families in today's Ireland. Advocacy in Barnardos is active and targeted and aimed at influencing those who can make a difference (for example politicians and policy makers) and to get support from the public to make Ireland the best place in the world to be a child.

■ “BEST LIFE CHANCE”

Barnardos recognises that while we cannot change some of the difficult circumstances that children are born into, we can help them to develop to their potential, whatever difficulties they face.

■ “BEST PRACTICE”

By using methods and practices that have been researched and evaluated, we ensure that all of our work with children and families is based on best information and tools available, in Ireland and internationally.

■ “CHILD POVERTY”

In Ireland 148,000 children live in consistent poverty despite living in one of the world's richest countries. The official measure of “consistent poverty” means that the person or family has less than 60% of the median disposable income and also lack basics like: one substantial meal a day, a decent pair of strong shoes, a warm winter coat, and adequate heating.

■ “DIVERSITY”

Ireland is becoming a multi-ethnic country with a range of nationalities, religious and social backgrounds. Our services reflect and celebrate this diversity rather than trying to impose or mould people into the dominant culture.

■ “NEEDS LED”

Barnardos finds out what the needs of the child and the family are and then shapes the services to meet those needs.

■ “PARENT AND CHILD CENTRES”

As part of Barnardos' strategy our services for children and families will be delivered through parent and child centres, located in areas of greatest need and will offer needs led services focusing on children aged 0-15.

■ “POSITIVE OUTCOMES”

Barnardos wants every child that attends our services to benefit from having participated. The benefits show in improvements in the child's psychological, social and educational development.

■ “SOCIAL DEVELOPMENT”

Children need healthy food and nutrition to grow and develop physically. They also need to be in an environment where they get on with other children and adults, where they have a sense of themselves and how they fit into their family, school and with their friends.

■ “VULNERABLE”

A vulnerable child is one who is threatened by his or her circumstances, affecting his or her ability to develop socially, psychologically or educationally.

■ “WHOLE CHILD APPROACH”

When Barnardos works with a child we do it in the context he or she is from – his or her family, neighbourhood and school. We support parents, grandparents and others who want to help the child to make a difference in their lives. We also look at all aspects of the child's development – physical, psychological, social interaction and education.

A DAY IN THE LIFE OF THE CORK PARENTS' NETWORK

Looking in at Barnardos' Parents' Network in Mahon, Cork, you'd see mums meeting for a cuppa and buns, for a chat about their lives and families. But the Parents' Network in Mahon is more than that. It is a powerhouse of strength and support. A place where mothers who have been isolated, alone, and worried about their children share their wisdom and get practical and emotional support from each other and from the staff of Barnardos. There's roaring laughter and hugs. And there are some tears when the women tell their stories.

Claire, who suffers from depression, explains what being part of the network means to her. "I'm a new person. Now I open my curtains. Now I get out of bed. I can laugh with my girls. Without Barnardos, and my friend who brought me here, I wouldn't be alive today. I was isolated, but the group has given me and my children strength to cope."

The best thing about the group is that it is safe and it is confidential. What is said in the room stays in the room and no one judges you. Another common theme is that there is always someone available when you need them.

"A local domestic violence group told me about Barnardos. I didn't know anyone in this area before that – I thought I was going to throw myself in the river. I was having trouble with my twelve-year-old son. He used to be violent but through Barnardos he got counselling. The parents' group was great because it gave me confidence," Lisa said.

For many of the mothers it has given them the strength to go back to school or to work.

"I used to be shy and afraid to talk. I got great support and I have now done my Junior Cert. I got a job in Tesco's and I am training other staff. I had no friends or family but now I know I can turn to the people in the group for support," Lisa continues.

All the families struggle with low incomes. Maria says, "I know the best things in life are free so I bring my daughter to look at the water and nature. But she is seven and she is still on the bike I got her for her fourth birthday. Her friends make fun of her trousers that are too short. I don't want anything special. I just want to be able to give them the basics. I didn't have my children because of social welfare. I had them because I love them."

Even though the parents don't agree on everything everyone gets a chance to speak and to have their voice heard. Peggy, who has been co-ordinating the group for years, says that she is constantly amazed at the creativity and talents that the group has, but thought they didn't. This group brings out and nourishes their talents and ideas so that they can become happy parents and help their children grow to their full potential.

Roisin sums up the discussion, "I was a victim of domestic violence. I tried for a very long time to hold the family unit together, but in the end I just couldn't. My children were stressed and drained from all of this, but at the time I couldn't see this at all. I've grown stronger and my confidence has come back. My children and myself have a very strong unbreakable bond. Thank you Barnardos for making a difference in our lives."



FUNDING

2004 was a year of great achievement and great change. We are all galvanised by our mission of making Ireland the best place in the world to be a child.

Despite the huge amount of time and effort given to the strategic planning process, we exceeded our fundraising target by over half a million euro. I would like to thank the Fundraising Team for their tremendous hard work and commitment through a quite challenging year.

The Fundraising Board has provided enormous guidance and support under the leadership of Niamh Cleary and Harry Slowey, who succeeded as Chair. I'd like to thank Niamh for her tremendous commitment and drive that she brought to the Chair, and continue to enjoy working with her on Barnardos' Board. Harry Slowey has embraced the role with huge enthusiasm and professionalism, and has helped grow and develop the board to a dynamic group focused on results.

2004 saw the first DANONE BIG TODDLE FOR BARNARDOS event, which exceeded all targets and raised m214,000. Over 21,000 little feet took part across the country as crèches, Montessoris and play groups raised vital funds for the children who come to our Early Years services. The event continued in 2005 and is proving a success. Our immense thanks to Danone who sponsored the event, and also contributed their advice, expertise and enthusiasm.

The three-year funding of the AIB Schoolmate programme, working with vulnerable children at risk of leaving school early, came to an end in 2004. This was part of the AIB Better Ireland Programme and we are delighted that AIB has agreed to continue funding these essential programmes for a further three years. The staff of AIB continue to support Barnardos on other initiatives and 2004 saw the most successful Christmas Toy Appeal to date with every branch in the country collecting toys.

Barnardos took to the streets for the first time, recruiting donors to our monthly committed giving (direct debit) scheme. This is the most cost effective form of fundraising and allows us to build a loyal donor base of people who will learn about our work, and know they are making a real difference to children's lives. We are committed to building on this and our figures for the next few years will show the investment necessary to achieve long-term sustainable funding capacity.

As Director of Communications, I would like to pay particular thanks to JCDecaux who have continued to provide incredible support to our Every Child Matters campaign, donating advertising space to Barnardos worth over m1 million. I would also like to thank Cawley NealTBWA who continued to donate their services which resulted in the campaign winning a silver at the Institute of Advertising Professionals in Ireland Advertising Effectiveness Awards 2004.

ALANA KIRK,
Director of Fundraising and Communications



Alana Kirk,
Director of Fundraising
and Communications,
age seven

FUNDRAISING BOARD

It has been a very exciting year for Barnardos, with lots of change and developments. As a member of the Fundraising Board for two years, I was delighted to take over as Chair from Niamh Cleary who had steered the group to great achievements over the last three years.

The Fundraising Board plays a vital role in supporting and delivering targets for the Fundraising team in Barnardos and in 2004, the overall fundraising income target was exceeded by over m500,000. 2004 also saw the development of a Major Donor programme.

I am extremely heartened by the strategy's clear focus and mission going forward. Making Ireland the best place in the world to be a child is a simple vision, but it is a challenging and complex goal that will require the strenuous efforts of all involved. I would like to thank all the members of the Fundraising Board for their commitment, focus and enthusiasm in helping Barnardos make a real and lasting difference to the lives of children whose well-being is under threat. It is a challenging road ahead, but nobody is shirking from it.

HARRY SLOWEY, CHAIR
Barnardos' Fundraising Board

FUNDRAISING BOARD

Chair – Harry Slowey
Paul McGowan
Michael Dowling
Seamus O'Tighearnaigh
Martin Dobey
Roy Barrett



Harry Slowey, Chair, Barnardos' Fundraising Board, age six

Through the work of the Better Ireland Programme, AIB strives to ensure that vulnerable children are given a chance in our society and have a future full of opportunities. By supporting the Schoolmate project and the Christmas Toy Appeal in our branches we hope to help Barnardos tackle problems at an early stage in a child's life – making it a better Ireland for all to spend a childhood.

DONAL FORDE, MANAGING DIRECTOR,
AIB ROI

DANONE has supported Barnardos for the past two years by sponsoring the DANONE BIG TODDLE FOR BARNARDOS – a fun and active event that has become Barnardos' biggest fundraiser and a huge success. All money raised is going directly to help fund the Best Start programme, and the event is an excellent way for children to help other children get more out of life.

FIONA MARSHALL, MARKETING DIRECTOR,
DANONE IRELAND



BARNARDOS' SHOPS NETWORK

Across our chain of charity shops Barnardos offers quality products at affordable prices in a friendly and pleasant environment.

We are leading in the field of charity shops as we specialise in new goods donated by companies. We continuously raise and maintain our high standards and this would not be possible without the ongoing hard work and commitment of our dedicated staff and vital volunteers.

Donations received through Barnardos' shops network are sold to our customers to raise funds for Barnardos' work with vulnerable children throughout the country. We are constantly striving to upgrade our shops to maximise their potential and to create a welcoming shopping environment. In the past twelve months we have renovated our shops in Rathmines and Clondalkin.

We continue to sell a mix of brand new and second hand goods. The new stock is supported by a growing donor base of clothing shops which generously donate end of line stock through our gift in kind programme – this is exclusive to Barnardos and makes a huge difference to our sales. Our bridal fashions department in the Dun Laoghaire shop benefits from brand new goods, and is a treasure trove for anyone planning that special day.

Barnardos shops continue to tie into the local community by putting on special events – for example the Carlow glam night, Wexford's special opera window to coincide with the Opera festival and a fashion show organised by the shop in Mullingar to raise the profile and money for Barnardos.

Finally, thank you to all our dedicated volunteers and Community Employment staff who, together with our shop managers, make the shops possible. And of course, to the many customers who shop and donate to our network of shops – thank you for your continued support!

COLETTE MILLER
Shops Development Manager



Colette Miller,
Shops Development Manager,
age eight

You can support Barnardos' shops in:

206 Rathmines Road, Dublin 6
8 Upper George's Street, Dun Laoghaire, Co Dublin
7 Main St. Clondalkin, Dublin 22
17 Castle St., Carlow
1 Pearse St., Mullingar
11A Selskar St., Wexford



OUR PEOPLE

VOLUNTEERS

It's official, volunteering is alive and well. In 2004 the total recorded hours worked by volunteers in Barnardos amounted to 30,000 hours.

In the past year over 200 volunteers donated their time, experience, goodwill, business acumen and creativity – helping Barnardos to secure our goal of making Ireland the best place in the world to be a child.

Volunteers in Barnardos come from all walks of life, all ages and increasingly from different countries. In the past year we were greatly assisted in our work by young people across the country whose support ranged from working in our charity shops to participating or organising fundraising events.

We have very dedicated teams of shop volunteers and they range in age from 15 to 70 plus. Our children's services also involve volunteers in areas such as the Toy Library, supervised playground sessions, information points, breakfast clubs, parent and toddler groups. We are well supported in our national office by volunteers in the National Children's Resource Centre; Sólás - bereavement counselling for children; Origins - Information and Tracing Service; and in the Human Resources Department.

We are very lucky to have the support of the business community who provided their time and expertise in 2004. In particular thank you to Softech for their sponsorship of our 'Volunteer Day' in October 2004, which was a great success. We also benefited from Vodafone's employee

supported "give of their time" initiative, which gives staff time to volunteer during work time. The Human Resources team from Vodafone helped us make-over the garden at our family support service in Millbrook, Tallaght.

Volunteers are motivated by a variety of reasons, from having some spare time to wanting to get experience in the childcare area. They stay because they are appreciated, their work is recognised and they realise that what they are doing makes a big difference. Thank you to all our volunteers – you make it possible!

THE GIFT OF TIME

"The Barnardos shop is a lifeline to me," says Ann Byrne, volunteer at the Carlow shop for the past four years.

"When my husband died I moved to Carlow from Dublin and I spent my days looking after my grandchildren and my dogs. I didn't know anyone in the town, but through volunteering in the shop I have made friends and I've got a new life."

It's getting close to lunchtime and the small shop is filling up with customers looking through the high quality clothes and the bric-a-brac. The shop window features a wedding dress and bridesmaid outfits. In the store-room hangs a row of brand new communion dresses that have been donated to the shop. A customer comes in to the shop and buys a blue and white top priced at €6 from Ann. "This shop is great. Everyone is so friendly and they cater for all sizes," she says.

Ann says that the staff and volunteers take time to advise customers on co-ordinating outfits, and she gets a buzz out of helping people buy a great looking outfit.

"There is no shame in saying that you bought your clothes in a charity shop. It's the 'in thing' to do. We get everyone in here from students to older ladies. They know that we can give them advice on matching clothes and colours. They feel comfortable because they know we treat everyone in the same way."

Ann offers her time freely to Barnardos three and a half days a week. Although it would be impossible for Barnardos to operate without the support of hundreds of our volunteers, we try to give something back. Our volunteers get a lot out of their participation. Everything from new skills and friends through to feeling like they have made a contribution to Barnardos' vision for children in Ireland.

"It's addictive to work in the shop. I love meeting the people and the other volunteers. On a Sunday night I know that I can look forward to coming into the shop, do my work here and I know that I make a difference."

ANN BYRNE
Shop volunteer

BARNARDOS' BOARD

Declan Ryan - Chair
Olivia O'Leary - Vice chair
Mary Broughan - Treasurer
David Barnardo
Michael Mortell
Michael Murray
Fintan O'Toole
Shalini Sinha
Harry Slowey
Niamh Cleary

Leslie Andrews retired from the Board of Barnardos with effect from December 2004, having been a member since 1990. During that time he served as Honorary Treasurer for four years and as Chair for two three-year terms, from 1996 to 2002. Leslie has made a huge contribution to the development of Barnardos, offering encouragement, great professional experience and wisdom – all of which were particularly valuable during our critical early years as an independent charity. He has also served on our Property Committee and we are delighted that he has agreed to continue to serve as a trustee of our staff pension scheme.

FINANCE

OUR FINANCES EXPLAINED

Barnardos' total income for the year end 31 December 2004 was m16.1m, a record for the organisation and an increase of 28% on 2003. Total expenditure was m13.6m, resulting in a surplus of m2.5m for the year.

93 cent of every one euro spent (excluding retail shops which are profit making) was spent on our work with children. Five cent was spent on generating funds and two cent on management and administration.

Following is a summary of the financial statements for the year ended 31 December 2004. For more detailed information, copies of the Directors' Report and Audited Accounts can be obtained from our national office.

MARY BROUGHAN
Honorary Treasurer

The Statement of Financial Activities and Balance Sheet have been extracted from the statutory financial statements of Barnardos Republic of Ireland Limited for the year ended 31 December 2004. The statutory financial statements, on which the auditors (Ernst & Young) expressed an unqualified opinion, have been filed with the Registrar of Companies following the Annual General Meeting.

A full set of accounts are available to download from www.barnardos.ie



Mary Broughan,
Honorary Treasurer,
age three



STATEMENT OF FINANCIAL ACTIVITIES

STATEMENT OF FINANCIAL ACTIVITIES for the year ended 31 December 2004

	2004 Unrestricted Funds m000's	2004 Restricted Funds m000's	2004 Total Funds m000's	2003 Total Funds m000's
INCOMING RESOURCES				
Donations, legacies & similar incoming resources	2,061	978	3,039	1,871
Activities in furtherance of the charity's objectives	0	8,986	8,986	8,467
Activities for generating funds	2,635	0	2,635	2,171
Investment income & interest	71	0	71	40
Other incoming resources	1,431	0	1,431	162
TOTAL INCOMING RESOURCES	6,198	9,964	16,162	12,711
Less: Cost of generating funds	1,550	0	1,550	1,659
Net incoming resources available for charitable application	4,648	9,964	14,612	11,052
CHARITABLE EXPENDITURE				
Costs of activities in furtherance of the charities objectives	639	10,170	10,809	10,010
Support costs	60	941	1,001	787
Management & administration	107	181	288	271
TOTAL CHARITABLE EXPENDITURE	806	11,292	12,098	11,068
TOTAL RESOURCES EXPENDED	2,356	11,292	13,648	12,727
Net incoming resources/resources expended before transfers	3,842	(1,328)	2,514	(16)
Transfer between funds	(1,290)	1,290	-	-
Net incoming resources/ (resources expended) expended after transfers	2,552	(38)	2,514	(16)
Total funds brought forward	4,260	289	4,549	4,565
TOTAL FUNDS CARRIED FORWARD	6,812	251	7,063	4,549

All of the above results are derived from continuing activities. The surplus for the year for Companies Act purposes was m2,514k (2003 deficit m16k). Income of a non-recurring nature accounts for m2,426k of this gain.

STATEMENT OF FINANCIAL ACTIVITIES

BALANCE SHEET at 31 December 2004

	2004 m000's	2003 m000's
ASSETS EMPLOYED		
FIXED ASSETS		
Tangible assets	2,411	2,278
CURRENT ASSETS		
Investments	327	0
Debtors	2,400	2,003
Short term deposit	3,611	2,282
Cash at bank	1,014	0
	7,352	4,285
CURRENT LIABILITIES		
Creditors (amounts falling due within one year)	(2,700)	(2,014)
NET CURRENT ASSETS	4,652	2,271
NET ASSETS	7,063	4,549
REPRESENTED BY		
General fund	6,812	4,260
Restricted income fund	251	289
TOTAL FUNDS	7,063	4,549



INVESTING IN CHILDREN

Barnardos, with the support of many partners, expects to spend over m100 million over the next five years. Approximately 60% of this expenditure is represented by income from a variety of statutory partners with the remainder to be raised from private sources.

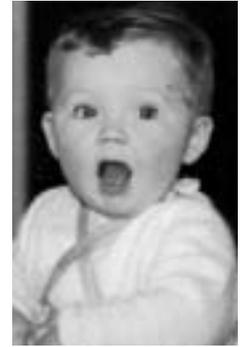
This investment programme will:

- Significantly build on our existing programmes for vulnerable children and their families, providing the opportunity for Barnardos to reach world-class standards in terms of proven best practice and effective results.
- Focus on early intervention and prevention in our services.
- Through advocacy achieve a shift in how resources are provided to focus on prevention and early intervention.
- Ensure all activity is driven by the needs of vulnerable children, and achieves the best results possible.
- Establish parent and child centres where there is the greatest need throughout the country.
- Invest in research to identify the best solutions to children's needs and underpin the quality and the relevance of our services and our advocacy.

- Promote children's needs and rights by working together to build a strong coalition of support to transform provision for children and young people in Ireland.
- Influence additional funding for the sector from public and private sources to ensure that our vision for children and young people in Ireland is realised by 2016.

“With this further investment Barnardos will be able to provide more effective services as well as build our internal resources. Barnardos' commitment is to invest in early intervention and supporting children and families before a problem escalates out of control. By having the resources to evaluate the impact of this we will be able to demonstrate to others that investing in prevention is not only in the best interest of the child but also represents real value for money and gives the greatest return in the long run to society.”

JUDE CAREY,
Director of Finance



Jude Carey,
Director of Finance,
age one

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MAKING IRELAND THE BEST PLACE IN THE WORLD TO BE A CHILD

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