

NSPCC



childhood day



Volunteer guide

Your guide to volunteering
for Childhood Day



2024

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Thank You for playing your part

Childhood Day is when we stand together for children, and we stand against abuse. The power to prevent abuse lies in communities across the UK and the Channel Islands.

Childhood Day 2024 will be the NSPCC's biggest fundraising moment yet, with collections taken place across the UK and Channel Islands.

These collections aren't just about fundraising, they help raise awareness of our work with children. By joining a collection you are helping to keep children safe.

Whether this is your first time collecting or you're one of our dedicated existing volunteers, this guide will tell you everything you need to know.

Together, we can keep children safe.

If you have any questions about Childhood Day please contact us at CHDVolunteering@nspcc.org.uk



work together

protect children



raise money



A little bit about us

Who are the NSPCC?

The NSPCC is the UK's leading children's charity fighting to end child abuse.

Child abuse is preventable, not inevitable. That's why everything we do protects children today, prevents abuse tomorrow and transforms society to make child abuse a thing of the past.

What services do the NSPCC run?

To ensure children can lead a life safe from abuse and neglect, we run several services to safeguard and support children.

- **Childline** – our free, 24/7 service for children and young people to get support and advice.
- **Speak out Stay safe** – our schools service which teaches children aged 5-11 about abuse and how to speak out if they're worried.
- **Our Helpline** – a service for any adults with concerns about a child.

We also have local hubs where we provide direct services to children and families.



About 90% of our income comes from those who choose to give to us. And around 80p in every £1 we spend goes directly to helping children and young people.

How many children do we help?

Between 2016 and 2021, we've helped make 6.6 million children safer from abuse.

In 2022/23 we reached over 1.2 million children in over 5,300 schools through our NSPCC Speak out Stay safe. There were almost 200,000 Childline counselling sessions with children and our NSPCC Helpline responded to over 59,000 contacts from people with concerns about a child's welfare.

What should I do if I have concerns about a child?

If you have any concerns about a child's safety, wellbeing or are a parent or carer looking for advice, you can contact **the NSPCC Helpline on 0808 800 5000 or email us at help@nspcc.org.uk**. Should a member of the public disclose anything to you during the collection or ask how they can report their concerns about a child, please give them one of our Helpline cards. You'll get these on the day along with your collection materials.

If a child wants to contact Childline they can call 0800 1111 or visit childline.org.uk



£4

could pay to **answer a life-changing call to Childline.**



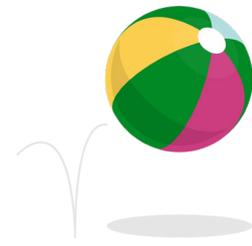
£22

could pay for **a helpline practitioner for one hour**, providing vital help for adults concerned about a child's welfare.



£180

could pay for **a trained practitioner for one day**, helping children get back on track following abuse.



Before your collection

Join the Facebook group

Meet other people taking part, ask any questions you may have and keep up to date with important information. Just search for 'The NSPCC Childhood Day Volunteering Team' on Facebook and request to join!.

I can no longer collect. What should I do?

If you're not able to collect for us, whatever the reason, we completely understand. To cancel or change your collection, please follow these instructions:

1. Click on the 'manage my registration' link in the confirmation email you received when you first signed up.
2. This will bring you through to your registration. From here you can cancel your shift.
3. If you want to re-book onto a different collection, location or shift, please complete a new registration.

If you experience any issues in changing your shift, please contact us at **CHDVolunteering@nspcc.org.uk**

Spread the word

The more people who take part in Childhood Day collections the more children we can be there for. Help us spread the word by sharing what you're doing using **the assets on our resources page**.

When sharing on social media don't forget to use the hashtag **#ChildhoodDay**.

[Click here](#) to read our full list of FAQs.



Top tips for a successful collection

On arrival

Please try to arrive 15 minutes before your collection slot is due to start. On arrival meet your collection lead at your collection base, sign in and add your details to your collector's authority card. The collection lead will provide you with your NSPCC t-shirt and everything you need.

Be knowledgeable

It's good to know a little about our work with children, so that you're comfortable talking about the NSPCC. Try to memorise some of the stats in this guide and if you'd like to know more about our work visit nspcc.org.uk

Be easy to approach

Smile, make eye contact and greet passers-by by saying "hello", "how are you?" or "hi, have you heard about Childhood Day?".

A friendly face goes a long way and even if people don't stop to donate you will have made a positive impression by being approachable and polite. If you do get any negative responses, try not to take these personally and thank the person for their time.

Be prepared

Hopefully the sun will be shining, but don't forget to bring a waterproof just in case. If it does rain, find somewhere covered to collect. And bring a small wearable bag for your personal belongings.

Collect together

We need at least two volunteers per collection, so why not make it more fun by joining up with one of your friends, colleagues or family members?

Share the link so they can sign up too!
nspcc.org.uk/childhood-day/volunteer

When do I find out how much was raised at my collection?

Once the donations from each collection have been counted and added together, you'll receive an email letting you know how much was raised at your collection, and from Childhood Day collections nationally.



More top tips for a successful collection

Bring a drink

It's really important to stay hydrated, especially if it's a hot day.

Be visible

You'll stand out with your NSPCC t-shirt/sash. And make sure to wear your collectors authority card while collecting. Please don't shake your bucket, this might be tempting to do but not everyone will appreciate it.

Pick a good spot

Look for somewhere that's busy, but remember not to obstruct any exits or get in people's way.

Be safe

When you've finished collecting, or if you or your fellow collector need to leave, you will both need to take your bucket/contactless device back to your collection lead. In the unlikely event that someone tries to steal your bucket, give it up. Your safety is most important.

Remember

You're making a real difference by playing your part in Childhood Day, and every pound you raise will help change children's lives.

A child contacts Childline every 45 seconds, and without you we wouldn't be able to support them.



"It was a lovely day meeting new people and it's great to get remarks off the public about how the NSPCC & Childline has helped them in the past"

Childhood Day volunteer, Newcastle.



Share your photos

We'd love to see photos of you out collecting on Childhood Day. You can share your photos by:

1

Posting them in our Childhood Day **Facebook group**

2

Using the hashtag **#ChildhoodDay** when posting them on social media

3

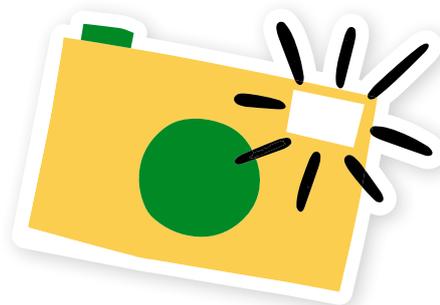
Sending them to us at **CHDVOLunteering@nspcc.org.uk**

By sending us your photos, you agree to them being used on future promotional materials for Childhood Day. Please also ensure that anyone pictured in the photo is happy for the photo to be shared.

How else can I help the NSPCC?

We'd love to have you volunteer for us again. This could be through collecting, taking part in a fundraising event, joining a fundraising group, or volunteering within our services – such as for Childline.

We'll be in touch with you again after your collection, but if you have any questions or would like to get involved in the meantime, please contact **CHDVOLunteering@nspcc.org.uk**



NSPCC

Thank You
for playing your part this
childhood day

work
together

raise
money

protect
children

To find out more



[Search Childhood Day](#)

Friday
7 June

Registered with



FUNDRAISING
REGULATOR

EVERY CHILDHOOD IS WORTH FIGHTING FOR

©NSPCC 2024. National Society for the Prevention of Cruelty to Children. Registered charity England and Wales 216401, Scotland SC037717 and Jersey 384. The adults and children pictured are models and volunteers. Photography by Fiona Milne, Pinar Çelik Chippan, Adrian James White, Harry George Hall, Tom Hull, Misty Morning, Sasha Ray Art & Photography, UGC and Audra Barabas. A real life NSPCC practitioner is Lisa Fleming. J20230168.