

Overview guide

We believe every child deserves

a happy, playful childhood

The NSPCC is the UK's leading children's charity. We've been looking out for children for over 130 years – and we couldn't do it without people like you.

Child abuse and neglect happens every day, in every walk of life, all around the UK. The effects can last a lifetime. With your help, we're working to prevent child abuse – and help children and young people who've been abused rebuild their lives.

Between 2016 and 2021, we helped to make over **6.6 million children** safer from abuse. But we can't do it alone - we need your help. Together we can end child abuse.

For more information, visit: nspcc.org.uk



1 in 10
children in the UK
have been neglected.

Did you know... ?

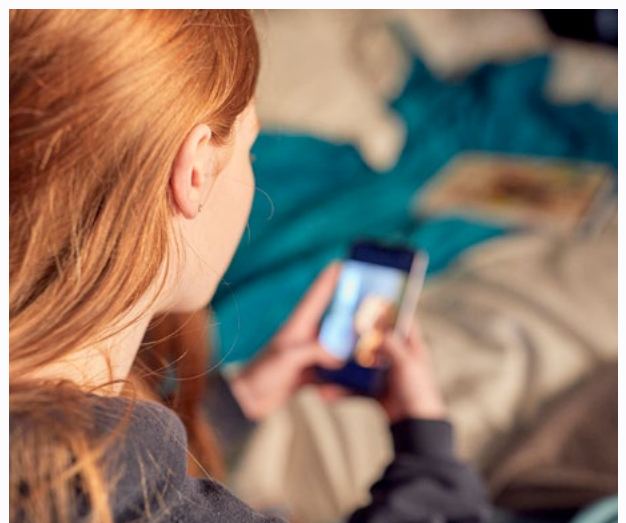
Together, we're already making the internet a better place for young people.

- ▶ We help children stay safe online with our training and resources.
- ▶ Childline and IWF's Report Remove tool allows young people to report a sexual image or video of themselves shared online, to see if it's possible to get it taken down.
- ▶ We're campaigning to change the law so that tech platforms prioritise children's safety across their work.

But even so, there are **over 100 reports** of online grooming or child abuse image offences recorded by the police a day. Behind each of those reports is a child whose life has been changed forever.

The risks children face while enjoying the benefits of the world are preventable. We're committed to making the internet safer for children. And Childline's been supporting young people **for over 35 years**.

With your help, we can be there for more children when they need us most.



EVERY CHILDHOOD IS WORTH FIGHTING FOR

Our Childline service

Children don't always know who to trust with their worries. Without a safe place to turn, they can put their trust in the wrong person or keep their fears to themselves. Childline gives every child access to free, confidential support. We're here to listen 365 days a year. Whatever problems or dangers children and young people face, we give them somewhere to turn to for support when they need it.

Key stats

- ▶ On average, **two children a minute** contact **Childline**
- ▶ Last year, we supported children with over **200,000** Childline counselling sessions
- ▶ **Mental or emotional health** was the top concern for young people contacting Childline in 2020/21
- ▶ **In 2021/22**, Childline provided **1,426 counselling sessions** about online sexual abuse or exploitation
- ▶ **In 2021/22**, Childline provided **1,079 counselling sessions** for young people concerned about online bullying - including in gaming and chat rooms.

You can help give children and young people a voice when no one else is listening.

How donations can help make a difference

£4



could pay for a trained volunteer Childline counsellors to answer a child's call for help.

£54



could pay for a Childline supervisor for 2 hours, helping our volunteer counsellors be here for children.

£1,460

could pay to run Childline for one hour on average.



Choose your way to play

Childhood should be filled with joy. And every young person deserves to have their childhood be a time of fun, with the chance to play. Play is a vital tool for children, helping them learn, improve their confidence, boost their wellbeing, and develop new skills.

When children have a lot to deal with in their everyday lives - navigating school, friendships, relationships, family life - it's important they have the chance to be children and fit in time to play too.

As we grow, the way we play can change, but it's always important to carve out that time to enjoy ourselves and have fun in our own way.

Play can mean different things for different people. It can be gaming online with others, cooking in the kitchen, moving your body, or getting creative! Whichever way you choose, you can help make a difference and give more children the chance at a childhood filled with joy.

And it all starts with you choosing to press play. We're inviting streamers aged 18 or older to



fundraise on our behalf. As creators, you decide the activity. Whatever your choice, you'll help create an escape from everyday worries for a little while. You can help yourself and your viewers set yourselves a challenge, make new friends, learn new skills, and most of all, have a good time!

You lead the way and give young people the chance to bond over their love of play. And through this, we can bring together more children and give them the space to connect and play in a safe way.

How you can inspire young people to play together, safely and kindly

There's so much to celebrate when it comes to playing online. And it can have a positive impact on young people who choose to play in a lot of ways, including through helping to:

reduce anxiety or stress

ease feelings of loneliness

build confidence and self-esteem

give them a space where they can be themselves.

A lot of good can come from streaming, but it's also important to remind young people of the risks involved, and that they each have a role in making it a fun environment for others. You can help remind young people to:

avoid giving out any personal information online

be kind to other people they meet in the streams

not be OK with bullying or abusive actions towards themselves or others

report any behaviour that makes them uncomfortable.



You can read more tips to help keep young people safe on your streams, and advice on how to look after your wellbeing too, in our [Livestream Wellbeing guide](#).

