

A close-up photograph of a young girl with dark, curly hair, smiling warmly at the camera. She is wearing a light grey t-shirt. The background is softly blurred, showing a window with light and a red cushion.

**NSPCC**

**:Living:  
our Values**

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

Our values define the kind of organisation we want to be. They help remind us what is important to all of us, and why. They make sure that what makes us 'us' does not get lost, either in the middle of our busy days or in the pursuit of our bold vision.



# Bringing our values to life



**Peter Wanless**  
Chief Executive

But it's not just about writing good values and sharing them around. Values only matter if they are put into action every day, by everyone in our organisation. Our behaviour brings our values to life, and that is why our behavioural framework is so important. It informs us of what our values are and tells us what actions will help us make sure our values go beyond words.

For example, if we look at our value 'taking a stand', not only do we need to say, 'we take a stand for what's right for children', we need to put

into action the things that represent this, like speaking out when something is wrong or influencing people to make a change.

**Our behavioural framework helps make sure we all do this. It's an essential part of processes like recruitment, individual appraisals, objective setting and performance reviews, helping to bring our values to life and placing them in the centre of everything we do.**



These are the values that embody  
our charity, as well as reflecting  
what we stand for.

# Our values:



Our behaviour brings our values to life, and that is why our behaviours are so important.

# Our behaviours:

Putting children **FIRST**

**Listen**  
.....  
**Champion**  
.....  
**Empower**  
.....

Taking a stand

**Speak out**  
.....  
**Promote**  
.....  
**Influence**  
.....

Working together

**Communicate**  
.....  
**Connect**  
.....  
**Collaborate**  
.....

Striving FOR excellence

**Aspire**  
.....  
**Learn**  
.....  
**Enable**  
.....

Making an **IMPACT**

**Evidence**  
.....  
**Lead**  
.....  
**Celebrate**  
.....

## Our values

### Putting children **FIRST**

#### **We put children first in everything we do**

For more than 130 years we've put children first. We believe in children, we want what's best for them, and we make sure we fight for every childhood.





Putting  
children **FIRST**

We put children first in  
everything we do

In evidencing this  
value we all:

**Listen**

**Champion**

**Empower**



# Putting children **FIRST**

**We put children first in everything we do**

## **Listen** : **Champion** : **Empower**

### **What we all do**

- engage children, young people and families in the planning, delivery and review of work, whenever it's possible .....
- listen actively to what children are saying and avoid making assumptions
- seek the feedback of children, young people and their families in order to continually improve what we do .....
- take every child who raises an issue seriously.

### **What we don't do**

- judge children .....
- fail to create opportunities to involve children in informing and influencing our work .....
- be unengaged with the needs and experiences of children
- presume or assume what children want or need .....
- be behind the times with issues that affect children.



Putting  
children **FIRST**

We put children first in  
everything we do

## Listen : Champion : Empower

### What we all do

- champion the rights and best interests of children .....
- demonstrate a personal commitment to safeguarding .....
- know what to do to if we or others are worried about a child .....
- support children as individuals – helping them to build the courage they need to take the next step

- embrace change and recognise that it is necessary for the NSPCC to continually evolve to meet the needs of children .....
- play a part in raising funds for the NSPCC and for ensuring these are spent effectively.

### What we don't do

- make assumptions about children's lives based on our own childhood experiences .....
- fail to make safeguarding a priority

- resist change that enables the NSPCC to best serve and support children; now and in the future .....
- be unsupportive of the NSPCC's activities and campaigns.



Putting  
children **FIRST**

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## Listen : Champion : Empower

### What we all do

- create opportunities to give children, young people and families a voice .....
- do all that we can in our role to help children to achieve their potential, contribute their views and influence things that matter to them .....
- build children's trust and confidence, empowering them to take control

- work with and through children, young people and their families .....
- evidence our ethos of 'it's *through us*, never *about us*' .....
- help others to protect children.

### What we don't do

- pursue individual agendas .....
- fail to create opportunities for children to speak for themselves
- limit the opportunities for children and young people to develop and contribute their views .....
- treat children as a collective, not as individuals.



## Taking a stand .....

### We are courageous in standing up for what is right

We campaign, change laws when necessary, lead public debate and we're on the frontline, supporting those who work with children. We will speak out when something is wrong and celebrate success with those who help things improve.





# Taking a stand

We are courageous in standing  
up for what is right

In evidencing this  
value we all:

Speak out

Promote

Influence





# Taking a stand

We are courageous in standing  
up for what is right

## Speak out : Promote : Influence

### What we all do

- speak out if we're worried a child is being abused or neglected
- challenge organisations, systems, behaviours or laws that put children at serious risk
- stand up for children's rights regardless of pressure from others, however powerful they are
- question decisions inside the organisation if they seem not to be in the best interests of keeping children safe
- give feedback to colleagues who don't act in accordance with our NSPCC values and behaviours
- support colleagues who are in difficult situations.

### What we don't do

- fail to express concern if we're worried about a child
- be insufficient when standing up for children's rights to be happy and safe
- accept unacceptable behaviour, actions or decisions that are judged to be inconsistent with the NSPCC's values
- allow disrespectful or discriminatory behaviour to take place unchallenged
- be unsupportive of our colleagues.



# Taking a stand

We are courageous in standing  
up for what is right

## Speak out : Promote : Influence

### What we all do

- be proactive in promoting the work of the NSPCC to others .....
- encourage and enable others to play their part in creating a world free from child abuse and neglect .....
- promote the NSPCC's stand on key issues relating to children and young people

- help build our reputation as a trusted organisation committed to keeping children safe .....
- share our work with peers and colleagues so they can champion our work and the difference it makes.

### What we don't do

- speak negatively about the NSPCC's achievements and ambitions .....
  - be uninspiring to others about our strategy and what we intend to achieve through it
- fail to demonstrate an understanding of what we do across the whole NSPCC and the difference it makes to children .....
  - deliberately present messages that are contrary to our organisational position.

# Taking a stand

We are courageous in standing  
up for what is right

## Speak out : Promote : Influence

### What we all do

- be credible and have trust and confidence in others to help affect positive change for children
- speak with passion about children
- use evidence to back up our case and persuade others

- clearly articulate a compelling vision for our areas of responsibility and work with others to bring it to life
- focus on the big picture and what the future might hold when influencing others.

### What we don't do

- fail to understand and connect with our audiences
- come across as disinterested and show no passion for our cause
- be dogmatic and argue our point blindly
- disrespect others who have different opinions

- only think about the short term and smaller implications of our actions or decisions
- display distrustful behaviour and have a negative influence on others.



Working  
(together)

### We achieve more for children when we work together

We can't prevent cruelty to children on our own. Luckily we don't have to. Our passion inspires others, and our desire to listen, learn and improve means we continually work with inspirational people, organisations and children.



Working  
(together)

We achieve more for children  
when we work together

In evidencing this  
value we all:

Communicate

Connect

Collaborate



Working  
(together)

We achieve more for children  
when we work together

## Communicate | Connect | Collaborate

### What we all do

- listen actively .....
- proactively share information in order to improve our effectiveness .....
- use the most appropriate communication method and style for our audience .....
- ask questions to engage audiences and to draw out their views and perspectives .....
- always clarify our own understanding, and that of others .....
- seek ways to communicate with all people regardless of their ability.

### What we don't do

- fail to share information with other people that would enable them to carry out their role more effectively .....
- use jargon .....
- be idle in seeking out the information needed to best carry out our roles .....
- talk over or interrupt others .....
- be inconsiderate of individuals in meetings, including those who are not physically in the room .....
- communicate in a way that does not accommodate the diverse needs of others .....
- rely exclusively on emails at the expense of face to face conversations or phone calls.



Working  
(together)

We achieve more for children  
when we work together

## Communicate | Connect | Collaborate

### What we all do

- engage others inside and outside the NSPCC; building relationships that support our strategic ambitions .....
- connect people and teams – internally and externally – who are working on similar things, to ensure synergy and non-duplication .....
- try to visit other teams and parts of the NSPCC

- treat people with dignity and respect regardless of their culture, religion, age, race, sexual orientation or disability .....
- value the different skills and attributes of others .....
- keep volunteering at our core by including volunteers wherever we can.

### What we don't do

- make little effort to build and maintain relationships – within and beyond the NSPCC .....
- work in silo without engaging others .....
- involve the same people repeatedly to the exclusion of others

- talk negatively about others .....
- create a 'them and us' attitude between teams and areas of the NSPCC .....
- fail to put ourselves in other people's shoes and consider the impact of our behaviour on them.

Working  
(together)

We achieve more for children  
when we work together

## Communicate | Connect | Collaborate

### What we all do

- utilise the insight, experience and expertise of our colleagues
- share our experiences, expertise and insight with others
- seek and create opportunities for cross functional team working

- focus on our shared goals and common ground
- compromise when necessary to move the team and organisation forward.

### What we don't do

- create barriers or conflict within teams
- disregard ideas from others
- disrespect the expertise of others
- make decisions and changes that affect others without involving or engaging them

- put our personal agenda above that of the team or the NSPCC
- prioritise collaboration ahead of saying or doing the right thing for children.



### Striving FOR excellence

**We always strive to be the best  
so we can give every child a life  
free from abuse**

We are constantly learning,  
developing our work, measuring  
what is effective in sharing  
knowledge with others.





Striving  
FOR excellence

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so we can give every child a life  
free from abuse

In evidencing this  
value we all:

Aspire

Learn

Enable



Striving  
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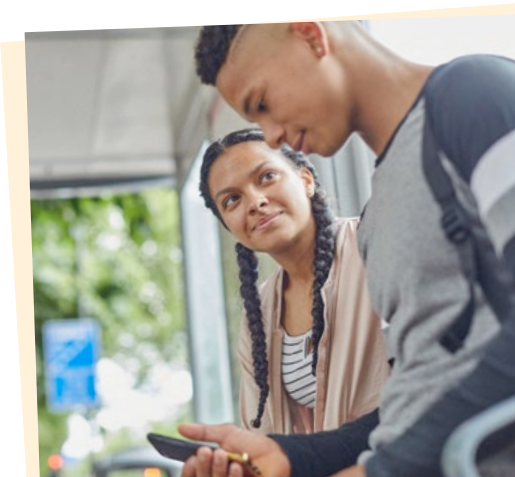
## Aspire | Learn | Enable

### What we all do

- strive to make our work the benchmark for others to aspire to
- suggest improvements that could be made to the way we do things
- be bold and take calculated risks to propel us forward
- engage with initiatives and activities beyond our areas of work or volunteering.

### What we don't do

- continue to do what's always been done without looking to improve
- focus on the problems at the expense of solutions
- fail to seek opportunities to develop ourselves and the NSPCC
- behave in a reactive rather than proactive way
- demonstrate a resistance to change or to improve.



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## Aspire | Learn | Enable

### What we all do

- seek and act upon feedback
- acknowledge our mistakes as well as those of others, and turn them into learning opportunities
- seek a variety of perspectives, in order to broaden our own understanding and knowledge base

- seek and take full advantage of the wisdom and experiences of others
- be self-aware and regularly reflect on the work that we do, how we behave, and the impact this has on others.

### What we don't do

- fail to take responsibility for our own personal and professional development
- make the same mistakes repeatedly without asking for help or evidencing any learning

- take only our own perspective into account and discount or fail to seek others
- be reluctant to offer or ask for feedback
- hide our mistakes and fail to evidence any accountability.



Striving  
FOR excellence

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## Aspire | Learn | Enable

### What we all do

- share our knowledge and skills to develop others and support their learning
- do all we can to ensure others are able to contribute their ideas and insight
- motivate, mentor and coach others

- offer constructive feedback to others to enable them to improve
- be compassionate, caring and empathetic to both colleagues and wider stakeholders.

### What we don't do

- withhold information others need to perform their role effectively
- fail to share experiences and expertise with others
- deny others the opportunity to develop

- tell others exactly what to do without letting them have input
- be self-oriented, rather than considering the development needs and wishes of others.



### Making an IMPACT

#### **We base our actions on evidence and the difference we will make to children**

Our work won't end until we've changed attitudes and transformed services for children to protect every child and prevent abuse. We're brave in our actions and are prepared to be unpopular when necessary and sometimes for society to face uncomfortable truths when things get in the way of achieving our goal.





# Making an IMPACT

We base our actions on  
evidence and the difference  
we will make to children

In evidencing this  
value we all:

**Evidence**

**Lead**

**Celebrate**





# Making an IMPACT

We base our actions on  
evidence and the difference  
we will make to children

## Evidence | Lead | Celebrate

### What we all do

- collect evidence of the positive impact a decision or activity has had on children
- gather facts and insight before making decisions
- focus on both longer-term outcomes and the more immediate stepping stones
- gather evidence that we have evaluated resources, options and consequences in our decision making.

### What we don't do

- make ill-informed decisions that are not evidence-based
- make assumptions and be quick to jump to conclusions
- undertake activities that have no evidence of positive impact on the lives of children
- look for too much evidence making it hard to lead others to a decision
- fail to proactively share data and insights which could help others
- ignore the impact of our work on children.

# Making an IMPACT

**We base our actions on  
evidence and the difference  
we will make to children**

## Evidence | **Lead** | Celebrate

### What we all do

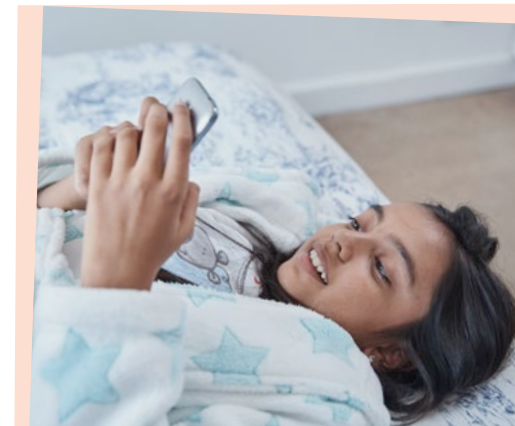
- look to future trends and possibilities to ensure they inform what we do and how we do it .....
- think innovatively about how to best use limited resources to come up with new ways to support children, directly and indirectly

- take ownership of our actions and always see these through .....
- take responsibility to stop and fix problems .....
- lead by example and be role models of our behaviours and values.

### What we don't do

- fail to demonstrate our values and behaviours .....
- demonstrate disrespectful behaviour .....
- avoid unpopular issues and decisions despite evidence that these will benefit children .....
- take issues personally .....
- blame others when things do not go well

- have a demoralising approach and impact on others .....
- use the power of our position to get our own way.



# Making an IMPACT

We base our actions on  
evidence and the difference  
we will make to children

## Evidence | Lead | Celebrate

### What we all do

- celebrate activities that have delivered a positive impact .....
- actively promote our team's and the NSPCC's achievements, internally and externally .....
- value and respect people's individuality

- encourage positivity and optimism .....
- make the time to thank and recognise others both privately and publicly.

### What we don't do

- claim credit for things done by others .....
- fail to seek opportunities to promote the good work of the team and colleagues .....
- be deliberately negative and critical

- differentiate or discriminate against others .....
- devalue achievements by celebrating things that do not have a positive impact on children.





I started Childline over 30 years ago to give children a place to reach out for help when they had nowhere else to turn.

# Why being united in our values matters



*Esther Rantzen*

**Dame Esther Rantzen DBE**  
Founder and President  
of Childline

**On the night we launched in 1986, a small group of volunteers sat by the phones wondering whether anyone was going to call. They soon got their answer. Over 50,000 children jammed the phone lines that night, desperate for someone to talk to.**

Up till then they had been imprisoned in silence by fear and shame. Now, for the first time, children were talking about what was happening to them. Why? Because they trusted us, and felt safe. Because we listened. The first thing our counsellors did that night was tell each child who called how brave they are. Over 4 million young people later, we still do.

When Childline joined the NSPCC, I knew that together we would be a force to be reckoned with. Sharing our knowledge and skills, and united together, we work to ensure that all children can speak out, are heard and protected.

We've celebrated some incredible achievements in the fight for every childhood because of amazing volunteers, staff and supporters who put children first.

It's thanks to all of us, united in our values, that we're able to help children when they need it most and step-by-step transform our society to make it safer for every child.

**"Our values and behaviours not only serve as our guideline in everyday work, but also as our motivation and inspiration."**

When I am living our values, even though I don't directly work with children in my role, I can feel assured that my work is contributing to our cause and helping to drive our organisation in the right direction and making a difference to children's lives.

Sharing the same values as those I work with makes me feel motivated and encouraged that when I work hard, that attitude is echoed by colleagues around me. I feel a great sense of belonging that we are part of one team that gives its best towards a common goal and supports one another along the way.

For me, living our values is about ensuring greater efficiency and improvement through effective communication, knowledge sharing and peer support. The behavioural framework fuels our passion to contribute in the best way and in turn enables us to achieve more with our resources and help more children."



**Ning Xiao**  
Business analyst  
Corporate Services





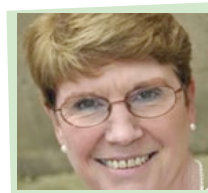


**"I'm incredibly proud of our values and how they not only unite us as one, but even more crucially, set us apart from other organisations."**

The NSPCC is unique and extraordinary and our values give us a platform from which to demonstrate what we achieve for children, and how we do so with respect and integrity.

Being part of this wonderful organisation is written across my soul and our values reflect the commitment of everyone I give time alongside and always have done. However, having a new behavioural framework that we've co-created means that everyone – whether on the front line raising money, providing services to children, or behind the scenes – knows their responsibility for ensuring every child reaches their full potential.

For me, that means championing our work and spreading the word about how we're funded so that we can raise more money to ensure that no child suffers, and through connecting with others, engaging the next generation to be inspired to join us. The shared behaviours will bring to life our aspirations to evolve and grow to ensure our future for children and that makes me really excited."



**Maggie Turnbull**

Chair, East Cheshire Branch  
Fundraising Volunteer



Together we can help children who've been abused to rebuild their lives. Together we can protect children at risk. And, together, we can find the best ways of preventing child abuse from ever happening.

We change the law. We visit schools across the UK and Channel Islands, helping children understand what abuse is. And, through our Childline service, we give young people a voice when no one else will listen.

**But all this is only possible with your support. Every pound raised, every petition you sign, every minute of your time, will help make sure we can fight for every childhood.**

**NSPCC**

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**