



## Our directorates at the NSPCC

We have seven directorates within the NSPCC, which include:

- Chief Executive's Office
- Services
- Communications and Marketing
- Corporate Services
- Income Generation: Fundraising and Engagement
- People
- Strategy, Policy and Evidence

## What are our directorates responsible for?

### Chief Executive's Office

We are responsible for Safeguarding, Governance, and Inspection & Internal Audit:

- The Safeguarding team champion safeguarding at a corporate level, overseeing the strategic safeguarding risk on behalf of the Chief Executive.
- The Governance team provide support to the Board of Trustees and its Committees to ensure good governance processes and compliance with our Royal Charter as well as general charity law.
- The Inspection & Internal Audit team ensure, through independent and objective inspections and internal audits, that all risks are managed properly and our services work in the best interest of children and their families. Organisational activities are routinely reviewed from a standards, quality and risk perspective.

We also assist with queries or requests relating to the Chief Executive, Peter Wanless, and supports him in carrying out his leadership role of the NSPCC.

### Services (formerly Children's Services and National Services)

We transform lives by working directly with children and families in 28 locations across the UK and Channel Islands. But it's about more than those children and families who we help face-to-face. By learning what works, through a rigorous cycle of developing, delivering and testing our services, we can then share that learning to keep many more children safe. It means we can reach further, and work together with others to help everyone play their part.

We also provide a range of universal national services that are focused on protecting children and young people and preventing abuse. Our services are widely accessible, providing instant support where needed, anywhere in the UK.

Some of our services are exclusively for children, giving them the opportunity to voice whatever they are feeling or facing. Others are aimed at professionals and/or organisations who work with or on behalf of children. We also work closely with the voluntary,

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community and education sector to ensure that the safeguarding of children is at the top of their agenda.

Through the information, advice and support we offer to adults, professionals, parents, families and organisations, we aim to have a positive impact on the lives of children and young people, and ensure that any action required to protect them is taken.

Anyone who is worried about a child should call the NSPCC helpline on 0808 800 5000. If you think a child is in immediate danger, please contact the emergency services on 999 without delay.

In August 2020, our Children's Services and National Services directorates came together to form one directorate, Services.

Our Services directorate is still responsible for all the services Children's Services and National Services were set out to deliver as part of our [2016 – 2021 strategy](#), and as outlined above. We're currently working on what an integrated service offer that meets the needs of children and young people, families and professionals across the UK will look like as part of our 10-year NSPCC strategy from 2021. We will update this overview when we know more.

## **Communications and Marketing**

We lead on all communication initiatives, promoting all NSPCC activity.

We're responsible for ensuring that all communication on behalf of the organisation is appropriate, consistent with our brand and key messages, and of a high standard.

We work on behalf of the whole organisation in promoting the NSPCC's work, policies, campaigns and publications, and our fundraising activity – in essence, everything the organisation does.

We also lead on any communications within the NSPCC, to ensure that you have all the information they need to play your part in ending cruelty to children, and that you do this in a manner consistent with the Society's policies and procedures.

## **Corporate Services**

We look after our working environment, legal, technology, and the financial continuity of the Society.

We are responsible for ensuring that the NSPCC has effective financial controls; robust and enabling technology infrastructure and systems; a fit-for-purpose property portfolio; and appropriate information to support the efficient use of resources.

It is our aim to ensure that you are able to carry out your part to prevent cruelty to children, making the best possible use of our resources.

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## Income Generation: Fundraising and Engagement

We generate the financial resources needed to help end cruelty to children. Over 90 per cent of the NSPCC's income comes from the general public, so we are reliant on the generosity and commitment of all of our supporters, large and small.

Our income generation team is as follows:

- **Community Fundraising and Events:** support our network of fantastic fundraising volunteers to raise much needed funds for children, manage our mass events and create new fundraising products that people can take part in in their own time.
- **Partnerships:** create and manage partnerships with companies, celebrities, boards of volunteers, and deliver special events such as gala dinners.
- **Major Giving:** work with philanthropists who generously support our work with children.
- **Individual Giving:** recruit large volumes of new donors for the NSPCC, such as our direct debit givers, and steward them to keep them engaged and inspired.
- **Operations:** support the income generating teams, by processing supporter donations, providing a support function to our community volunteers, delivering innovation, managing our legacy gifts and delivering planning and business management services.

## People

Our purpose is to create the conditions for all our people to:

- feel their best
- be their best
- give their best.

Which enables them to play their part in the fight for every childhood.

As a directorate, we:

1. help attract and nurture life-long active, authentic ambassadors to deliver our work
2. cultivate an inclusive and wellness-focused environment for our people
3. drive an ethos of valuing and recognising our people
4. create a culture of learning, including delivering the tools and resources for our people to develop and thrive
5. develop and embed robust, enabling processes and policies, to support our people and protect the organisation
6. inform organisation-wide strategic decision-making and operational activities, through our insight and people data
7. influence the external people space and agenda across the sector

Currently the NSPCC employs some 2,000 paid staff, with around 7,000 of you - our volunteers - helping us deliver some of our services and raise funds.

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## **Strategy, Policy and Evidence**

We have responsibility for our organisational strategy, developing and influencing public policy, and championing an evidenced-based approach in all our work.

We have oversight of NSPCC's overall strategy, helping the organisation to decide how best to achieve its five strategic goals. We are responsible for keeping track of progress. We undertake specific innovation projects that help us advance more quickly towards meeting our goals.

We develop and hold NSPCC's position on key policy issues. We have oversight of all the work we do to influence policy makers in government. We develop the focus and content of our influencing campaigns, working with communications to deliver them.

We evaluate NSPCC's services and activities to test whether they have the impact we are seeking. We have responsibility for all NSPCC research conducted within NSPCC or commissioned from others.

## **Upcoming changes to our structure – internal only, please don't share externally**

To help us grow into the organisation we need to be to deliver our new 10-year NSPCC strategy from 2021, we'll be making some changes to our structure. You can find out what these changes will be, and what they mean for you in [our strategy 2021 – 2031 update](#).

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