





*...a success story for children*

*Andrew Rosenfeld*



*...a success story for children*

*His Royal Highness The Duke of York*



*...a success story for children*













THE STAIRS





# FULL STOP

*...a success story for children*

## *A short history of the* NSPCC

The National Society for the Prevention of Cruelty to Children was founded in 1884. From its early roots in Liverpool and the East End of London, to its current spread of 180 projects and services across the UK and the Channel Islands, the NSPCC has always remained true to one purpose: ending cruelty to children.

This year sees the end of a remarkable era in the Society's history, as its most ambitious fundraising initiative ever, the FULL STOP Appeal, draws to a close. This £250 million fundraising challenge has seen countless hours of dedication, hard work and commitment from all those connected to it. FULL STOP has proven to be one of the most successful charity campaigns ever, impacting on every element of society, changing hearts and minds, and above all, ensuring countless children are protected from abuse now and forever. While the Appeal has now come to an end, the FULL STOP Campaign continues with the same commitment to end cruelty to children.

What follows is your story of the Appeal from the beginning.

## *What if...*

**What if wars were just nightmares,**

And the whole world lived in peace,  
And down came a dove and spread its love,  
From the west side to the east.

**What if when it's raining,**

We could reach up to the sun,  
And pull it down and spread its light,  
Like kissing everyone.

**What if after an argument,**

Apologies were made,  
And people were forgiven,  
For the things that they had said.

**What if the world was a wonderful place,**

Where fear and upset were dismissed,  
If the world was a wonderful place,  
Child abuse wouldn't exist.

Written by Chelsea, a young girl involved  
in an NSPCC community project





Drawn by schoolgirl, aged six.



## *Introduction*

As the end of the 20th century approached, the NSPCC began considering how to mark this historic milestone. After more than 100 years of protecting children, the NSPCC wanted to set itself and the nation a challenge that did even more for children. It would be a task on a scale never attempted before: to end all cruelty to children, ensuring future generations could be completely free from the pain and misery of abuse. And so the FULL STOP vision was born.

From the outset the NSPCC understood that it could not possibly end cruelty to children on its own. It would need to reach out to all those who cared about children, to work towards creating a society where all children and young people could grow up loved, valued and able to fulfil their potential.

It was clear that a campaign of such magnitude would require a significant expansion of resources. It would need a fundraising initiative of equal scale and ambition to the vision proposed for children. This became the FULL STOP Appeal - the largest charitable fundraising campaign of its type ever in the UK.

To raise the exceptional sums of money needed for the Appeal, a dramatically different fundraising strategy was necessary. In particular, it required a team of volunteer leaders of unparalleled influence, who would own the vision of FULL STOP and take responsibility for securing the necessary funds.

In 1996, key friends and societal thinkers helped us to explore this remarkable ambition, to understand whether this level of engagement could be achieved. Their answer was a resounding yes – that children deserved nothing less – and so in March 1997 the NSPCC's Board of Trustees gave FULL STOP the go-ahead.

The first task was to recruit a steering committee, so the Society's then president, Her Royal Highness Princess Margaret, hosted a reception for a small group of our most senior volunteers. From this the FULL STOP Steering Group, led by George Magan, was formed. This group played a critical role in developing the case for support and business plan, setting the Appeal target of £250 million, developing the strategy and structure to deliver this sum, and recruiting early leadership.

In October 1998 His Royal Highness The Duke of York accepted the position of Chairman of the Campaign. His Royal Highness called together the National Appeal Board, which met for the first time in January 1999 and continued to run the Appeal until its successful conclusion at the end of 2006.

The true achievements of the FULL STOP Appeal are best measured not financially, but in terms of the real changes that have been brought about for children. The NSPCC is now able to run 180 projects stretching across the UK and the Channel Islands helping children and their families. The Appeal has funded vital work to reach out to many others through public education campaigns, private and public lobbying and perhaps most importantly of all, to convince people that children have the right to protection and a future free from cruelty.

However, even after these significant achievements, there is still work to do. While the FULL STOP Appeal has come to an end, the work of the NSPCC continues through the FULL STOP Campaign, and our resolve to end cruelty to children within a generation remains as strong as ever.





## *The beginning of the end of cruelty* - FULL STOP *launches*

On 22 March 1999 the FULL STOP Campaign and Appeal were publicly launched. His Royal Highness The Duke of York came together with stars of stage, screen, music, politics and sport to attend the launch at the Theatre Royal, Drury Lane. Cilla Black introduced the event, which saw the unveiling of the NSPCC pledge and the FULL STOP badge. His Royal Highness, together with the Prime Minister, Tony Blair, were the first to sign up to the pledge, which read: "I promise to do all I can to help stop cruelty to children."

On the same day pledge packs were delivered to approximately 23 million households, containing a letter from the then director of the NSPCC, Jim Harding, a pledge card and three ways for people to sign up in order to get involved: campaign, donate or fundraise. Another mailing, which included a letter from His Royal Highness, reached a million existing donors, and 1.5 million leaflets were distributed face-to-face.

More than half a million people returned their completed pledge packs, and from this a dedicated support base (that would later become our Partners in Campaigning) was established. Popular involvement has been key throughout the Appeal, and seven years on we are still as aware as ever that only when everyone realises they have a role to play in protecting children and takes individual action, can cruelty to children end.

At the end of the launch week came the Call to Action weekend, an awareness raising activity which aimed to get thousands of people to sign up to the pledge. During this weekend, 1,500 stalls were set up in local shopping centres. They were staffed by volunteers, who encouraged people to sign up to end cruelty to children. This drew on the increasing sense of excitement the Campaign was generating up and down the country. People wanted to be involved in a movement that had such an ambitious and noble aim, and a groundswell of support stretched from individual homes and businesses to national sports teams and multinational companies.

To ensure our message got through to every sitting room in the country, a mass TV and billboard awareness raising campaign, sponsored by Microsoft, accompanied the launch and lasted for four weeks. It featured Alan Shearer and the Spice Girls together with Action Man and Rupert the Bear, all covering their eyes, representing a nation unable to face the shocking reality of abuse.

For a more professional audience, the NSPCC also launched a wide-scale research project into the prevalence of child abuse in the UK. It was the first study of its kind to examine the extent of child abuse in the UK and its findings, released in 2000, were shocking.

The timing of the FULL STOP launch was deliberate. As the nation looked to the dawn of a new era, many saw it as an opportunity to do something to mark the occasion with something worthwhile: making children the heirs to the next millennium. The Children's Promise initiative, dreamed up by Marks & Spencer, asked people to donate their final hour's salary of the millennium to children. Seven major UK children's charities, including the NSPCC, benefited from this unique idea, just one of the many turn-of-the-millennium events that gave the FULL STOP Appeal such an incredible beginning.

"Thank you for being  
there when I needed you.  
Thank you NSPCC."

**A child who received support from an  
NSPCC Treatment and Therapeutic team.**

Thanks to the FULL STOP Appeal, the NSPCC has been able to triple the number of ongoing services it provides for children, young people and their families. More than 21,000 received the help and support they needed in 2005/06.



PCC



Children must stop. FULL STOP

NSPCC  
Cruelty to children must stop. FULL STOP

by PLEDGE in partnership  
with the NSPCC

I promise to do all I can to help  
stop cruelty to children.



The FULL STOP Campaign and Appeal officially launched on 22 March 1999, and the FULL STOP pledge was a key tool used to gain the support of people in all areas of society. It will only be possible to end cruelty to children within a generation if everyone works together, so the spirit of partnership has been fundamental to the success of FULL STOP so far, and will continue to be so to the future of the Campaign. Former footballer and television presenter Gary Lineker was one of the first to promise to do all he could to help children.



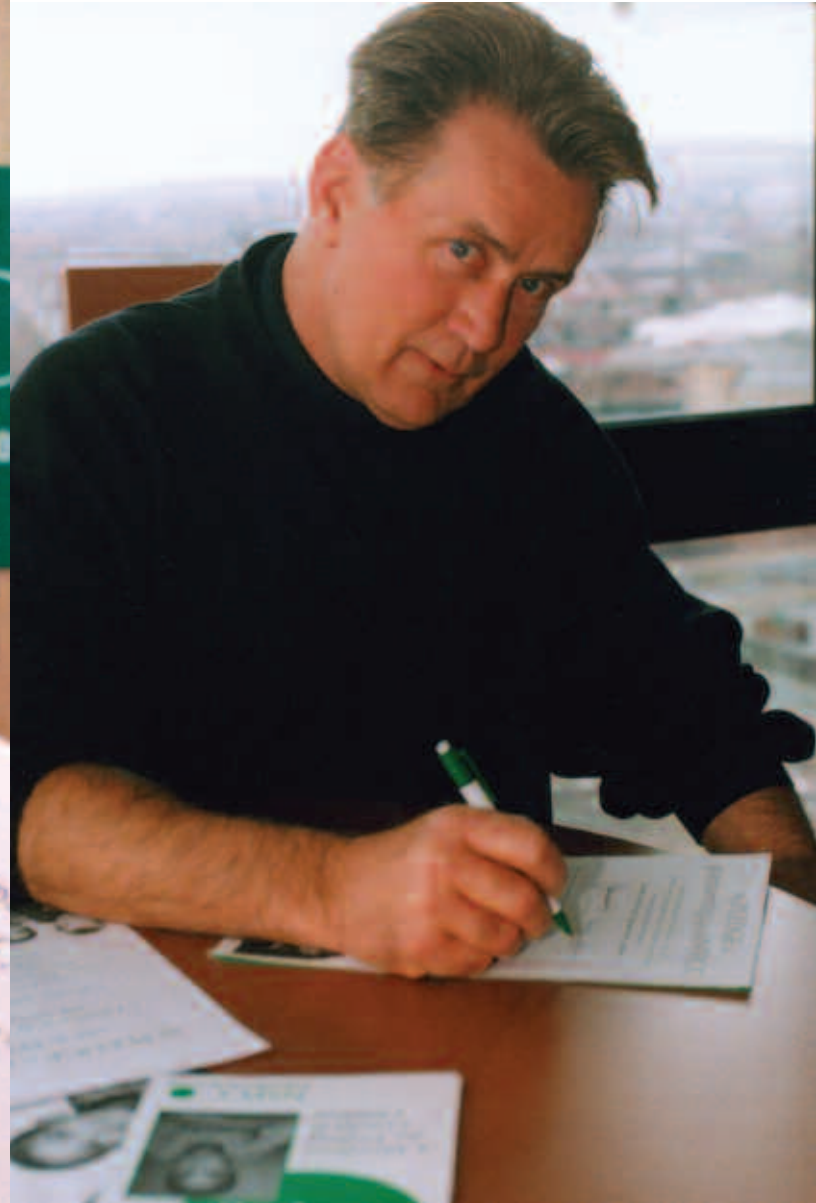
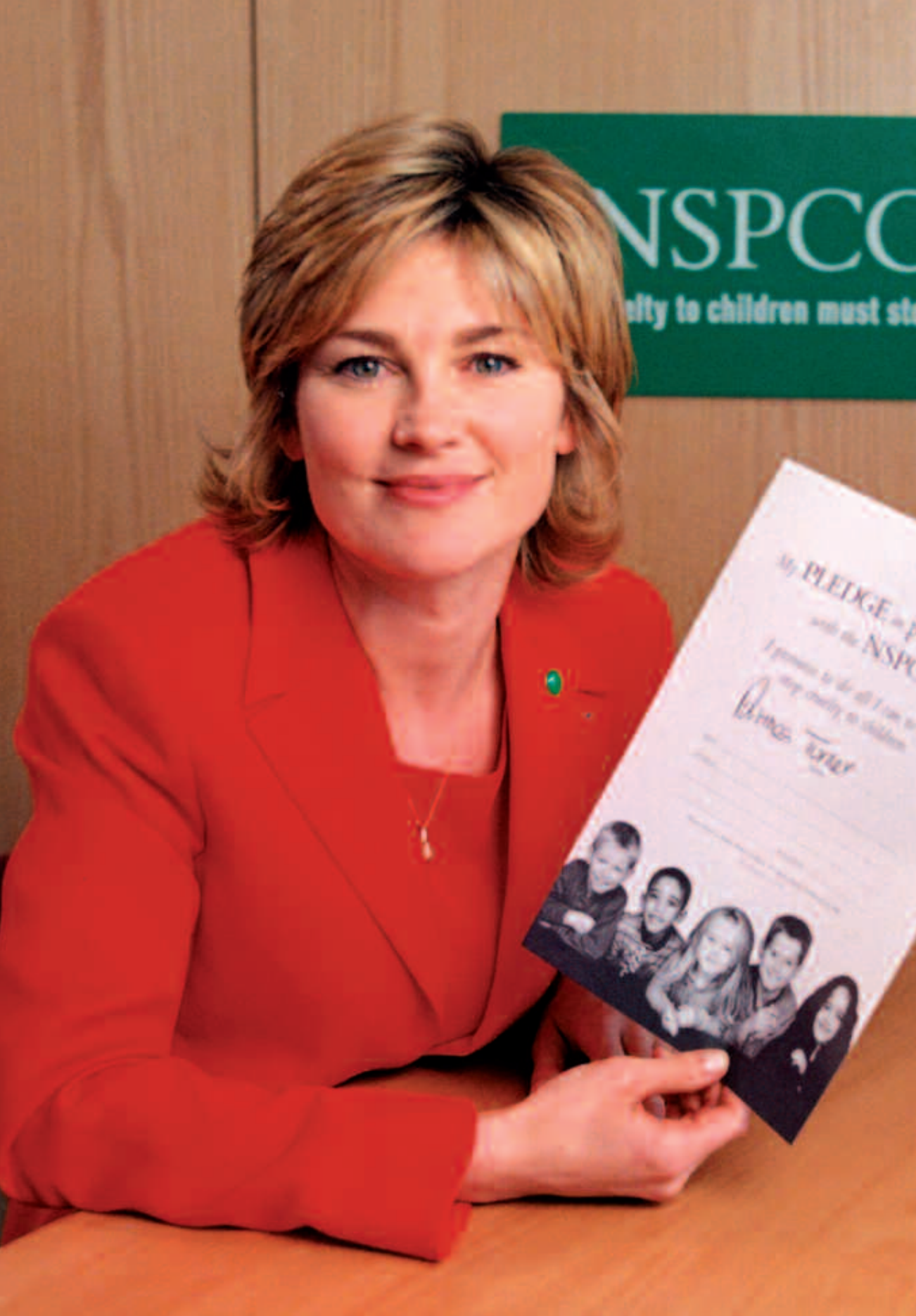
# I promise to do all I can to help stop cruelty to children



Those attending the launch event included His Royal Highness The Duke of York, the Prime Minister Tony Blair and former Spice Girl Emma Bunton. Children were also involved, with pupils from Holy Child Primary School singing to mark the launch. The Call to Action weekend marked the end of the Appeal's first week, with people across the country signing up to the pledge. His Royal Highness The Duke of York, together with Sarah Ferguson, Duchess of York, Princess Beatrice and Princess Eugenie all signed the pledge at Windsor Castle.







Millions of householders received one of the FULL STOP pledge packs at the start of the Appeal. A great many people were moved to complete theirs, expressing their desire to work for a better world for children, forming the bedrock of support for the cause since 1999. Whilst a lot of emphasis is rightly given to large, single donations, more than 670,000 regular monthly donors have helped to contribute £50 million to the FULL STOP Appeal. Small donations from them have meant we have been able to help tens of thousands of children and young people.





## *His Royal Highness The Duke of York* *- inspiring leadership, unique support*

FULL STOP was much more than simply a large appeal – it was a new and inspiring movement that people could get involved with. A campaign of such scope was in need of a leader who would not only bring together a board of senior volunteers, but would also act as the public face of the Appeal. The NSPCC was thrilled when His Royal Highness The Duke of York agreed to take on the challenge as Chairman of the Campaign.

At the launch of the Campaign and Appeal, His Royal Highness, together with his daughters, Princess Beatrice and Princess Eugenie, and Sarah, Duchess of York, all signed the FULL STOP pledge. Since then, His Royal Highness's leadership and support have been constant. From helping to establish the National Appeal Board and launching the Appeal, to hosting and attending hundreds of events and visiting NSPCC projects, there is no element of the FULL STOP Appeal that The Duke of York has not been personally involved in. His Royal Highness has a broad knowledge of the NSPCC's work and a great understanding of the need for it, having spoken about it with real commitment, both as a father and a supporter, at numerous engagements.

One of the first events The Duke of York attended was in 1999, when His Royal Highness paid a visit to St Peter's Primary School to help launch the national One Minute's Noise initiative. After speaking to the assembly, The Duke of York listened to the children's "minute of noise", part of a national initiative to encourage adults to listen to children, and to get them listening to each other.

The Duke of York's Tennis Challenge in 2000 was another of the unique early events that set this Appeal apart from other charity functions. The historic occasion saw Björn Borg play John McEnroe on the tennis courts at Buckingham Palace, and served as a fantastic opportunity to attract key supporters. This single event raised more than £2 million, and was made possible by the hard work of Nicole Hambro and the provision of the Palace's tennis courts by gracious permission of Her Majesty The Queen.

The Duke of York has also been tremendous in gathering together support from a wide range of areas. His Royal Highness's presence at the Racing to Help Children gala auction, organised by His Grace the Duke of Devonshire CBE in 1999, drew in high-profile supporters, raising £500,000 and attracting wide coverage in the press. It also kick-started the horse-racing initiative in support of the FULL STOP Appeal. In the same year His Royal Highness, along with the Duchess of York and Princess Beatrice and Princess Eugenie, attended the premiere of *The Iron Giant*, helping to foster yet more public enthusiasm for FULL STOP.


When external work commitments saw The Duke of York take a step back from the Appeal and become the Patron of the FULL STOP Campaign, His Royal Highness's dedication remained unwavering. The Duke of York has remained a figurehead, and has continued to influence others and attend events on a regular basis. His Royal Highness's hands-on approach and strong commitment have undoubtedly been the key to making the FULL STOP Appeal a real success.

*“If it wasn't for all the help and support, I wouldn't have a family.”*

A young person who was supported by one of the NSPCC's Independent Visiting teams.

During the last year of the Appeal, more than three-quarters of the people we asked agreed they would know what action to take if they were worried about the safety of a child.



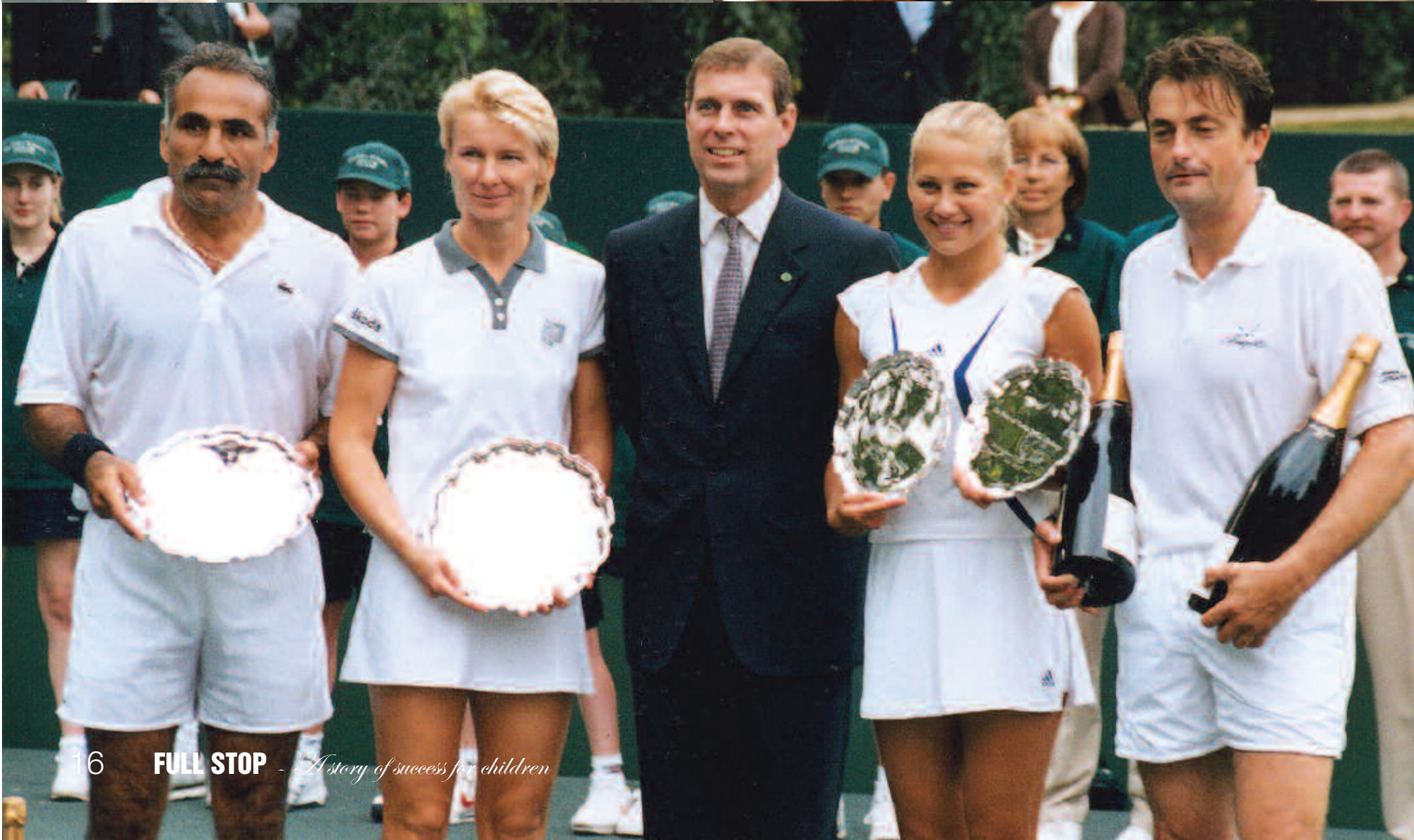


His Royal Highness The Duke of York has been an inspiring Chairman of the FULL STOP Campaign. His Royal Highness has been involved from the very beginning, taking on the role of Chairman in 1998, and attending hundreds events over the past seven years. The Duke of York's vision and unwavering support throughout the Appeal has, without question, been absolutely crucial to its success.





Since agreeing to take on the leadership of the FULL STOP Appeal, The Duke of York's calendar has featured a wide range of events, including visits to NSPCC projects and other premises alongside unique sporting occasions, such as golf and tennis days, and meetings with the England the rugby team. His Royal Highness has also been able to influence and engage a great many people by attending and hosting many receptions, and gave a stirring speech during the summer reception at Buckingham Palace in 2005.







His Royal Highness has always been keen to listen to the thoughts of children themselves, and early in the Appeal, paid a visit to St Peter's Primary School in time for the One Minute's Noise initiative. Meanwhile, the Duke of York's appearance on the cover of Hello! magazine at the very start of the Appeal meant that the FULL STOP message was sent out to a wide audience, featuring on magazine racks across the country. Inside, His Royal Highness set out his passionate belief that cruelty to children can be ended forever.



## *The National Appeal Board - the driving force behind the FULL STOP appeal*

In order to succeed with such an ambitious appeal, the NSPCC soon realised that traditional fundraising methods would be insufficient, so it took a different approach. The theory was simple: bring together a group of senior volunteers, many of them leaders in business or key influencers in society, who would take collective responsibility for reaching the overall target of £250 million, with each member fundraising against a specific portion of the full amount.

The National Appeal Board was established for this very purpose. Each of the 50 original volunteer members set out to provide leadership, direction and motivation to the FULL STOP Appeal. This dedicated board and its subgroups were united in the commitment they held to achieving the vision of FULL STOP. They represented a broad spectrum of society, and each took responsibility for raising money in specific areas according to their own specialisms, such as corporates, sports, regional and philanthropic groups.

From the outset, board members provided the drive behind innovative fundraising events that captured the imagination and brought in significant sums of money. These included the Spring Awakening Dinner to celebrate Holi in 2000, whereby the National Appeal Board brought together leading figures from the Asian community. Members of the Board also introduced a crucial, top-level tier of support: the Patrons of the FULL STOP Appeal. This exclusive group of individuals, companies, trusts and foundations have made a gift or a pledge of at least £100,000, and have a sense of ownership, affinity or involvement with the Appeal at the highest level.

The Board had raised more than £110 million by 2002, and were approaching the halfway point on the way to the Appeal's total. To ensure it remained on track, the Board conducted a wide-scale review of the FULL STOP Appeal. It found there was still strong and widespread support amongst the public, but that many people wanted their donations to be channelled to more specific, tangible projects, rather than going to one big fund. This brought about a shift in focus of the Appeal's fundraising strategy.

The leadership of the Appeal changed in 2004 when The Duke of York stood down as Chairman, to become Patron of the Campaign. Despite the many demands on His Royal Highness's time, The Duke of York has continued to offer great support, by hosting and attending events. One such occasion was a summer drinks party, hosted by His Royal Highness at Buckingham Palace in 2005. One of the guests who attended was artist Tracey Emin, and she spoke passionately about her support for FULL STOP.

Taking over as Chairman was the co-founder of property investment company, Minerva, Andrew Rosenfeld, who was already very involved. Since being at the helm, Andrew has continued the momentum of the Campaign, refocusing the need for support, and giving an enormous amount of time and resources to the FULL STOP Appeal.

The National Appeal Board has played a remarkable role in the Appeal's success. The drive, direction and determination of its members, some of whom have been active throughout and others who have stepped in at key moments to strengthen the Appeal, has ultimately led to the achievement of our ambitious goal, meaning the NSPCC is able to offer more support than ever to vulnerable children.

*“I have never been  
through anything like  
this before and could not  
have got through  
without the NSPCC.”*

A young person who went to an NSPCC project  
that supports victims of child sexual abuse.

Tens of thousands have received vital information, advice and support since the start of the FULL STOP Appeal. Local NSPCC teams alone have helped more than 60,000.





The National Appeal Board, gathered first under the galvanising leadership of His Royal Highness The Duke of York, represented an entirely new way of thinking about fundraising, and was incredibly successful at gathering support from the outset. Andrew Rosenfeld's energy and generosity as Chairman since 2004 has seen the Appeal to go from strength to strength. Already highly involved with our mission to end cruelty to children, he has overseen the work of the National Appeal Board and its subgroups to the successful completion of the FULL STOP Appeal.





Since it was first brought together in January 1999, the National Appeal Board has arranged some truly unique events and fundraising initiatives. From gala dinners and summer receptions, to tennis matches between old rivals, this dedicated group of senior volunteers, who were the first to take up the vision of FULL STOP, have led the Appeal, introducing new supporters and attracting the backing of key figures from the worlds of business, philanthropy, society, sport and the media, offering motivation so the final total of £250 million could be reached.







The Patrons of the FULL STOP Appeal are an incredibly generous group of individuals, trusts, companies and foundations who have supported our mission to end cruelty to children at the highest level. When added together as a single group, they have raised an astonishing £70 million since 1999. What's more, they have attended awareness-raising events and used their valuable influence to foster even wider support across the rest of society. All of this means the NSPCC is more able to provide its vital services for children, young people and their families.



## *Regional Support* *- making a difference in local areas*

During the planning stages of the FULL STOP Appeal, the NSPCC looked to its existing branch and district committees to develop a strategy for fundraising on a regional level. This remarkable network would reach out to those already warm to the values of the NSPCC and its aims.

When it launched, the FULL STOP Appeal strategy divided the regions of England, Wales, the Channel Islands and Northern Ireland up into 45 county committees, each working towards local county targets.

In 2002 Emma Harrison took over the leadership of the Regional Fundraising Board from Lady Bamford OBE, who remained as vice-chairman of FULL STOP, and continued to raise funds with her company, JCB. A review of activities led to the introduction of a new structure, with the Board overseeing the work of nine regional committees.

This new approach worked well; local and regional networking enabled local successes to be replicated throughout the regions. With all Board members working collectively towards the target, the momentum was maintained and the regions board was the first to achieve its overall target of £50 million.

The types of fundraising that were undertaken by the Regional Fundraising Board ranged from major gift fundraising, corporate approaches, special events and targeted appeals linked to specific areas of interest. From train-naming ceremonies in Essex, balloon fiestas in Bristol, to a regional reception in Manchester Airport and the FULL STOP logo lighting up Cardiff's City Centre at Christmas, the regions have all made a phenomenal contribution to the Appeal.

The AMULET Ball in 2000 attracted high-profile guests such as President Bill Clinton, helping to raise more than £1 million in the north west. Other fundraising events, such as the La Vie en Rose Ball, also in the north west, and in the south east, the Chevening dinners, which were hosted by Colin Graves, chairman of Costcutter, have made amazing contributions to the Appeal.

The Safe Place Appeal in Liverpool has been very successful, thanks largely to the generosity and support of John Hargreaves, chairman of Matalan, who has been the driving force behind it. The Appeal aims to fund the building and staffing of a specialist NSPCC centre, and key child protection services, many of which will be based in the centre.

One of the last regional events, the Painting a Better Picture for Children art auction, took place in the Midlands in 2006. It raised more than £90,000 and opened up a whole new world of supporters to the NSPCC.

The biggest single event in regional fundraising was the dream auction FULL STOP, organised by a specially convened group that was led by members of the London committee. The range of auction prizes, including a Bugatti Veyron 16.4 and a shopping spree with Elizabeth Hurley, made dream auction FULL STOP truly exceptional. It raised £3.1 million on the night, and even more subsequently, thanks to a collaboration with online auction site eBay.

Separating the country into regions has been crucial to the FULL STOP Appeal as it has meant fundraising can be targeted to local services, so people can more easily see where their money is being spent. Our regional volunteers have also helped us to communicate national messages to local audiences, and the generosity of people up and down the country has changed lives of countless children and their families.

“I came in here  
feeling full, now I feel  
emptied out of the  
problems I've had, the  
worries I've had.”

A child who received support from  
his local NSPCC team.

More people than ever are  
prepared to do something to  
keep children safe. In 2006,  
almost everyone we asked (81  
per cent) agreed that they  
personally are willing to take  
action to protect children.



The dream auction FULL STOP initiative was a regional fundraising event unlike any other. A star-studded gala evening at the Royal Albert Hall opened the dream auction by giving the very special international audience the chance to bid for once-in-a-lifetime auction lots. After the opening event, up to 1,000 items were made available for 25 days on eBay, the online auction site, giving the public the chance to win priceless experiences, such as intimate dinner parties where the food has been prepared by a celebrity chef.







Fundraising in the regions has seen some gifts of extraordinary generosity. Along with their construction company JCB, long-time supporters Sir Anthony and Lady Bamford have raised £2 million for the FULL STOP Appeal, matching staff fundraising with their own very kind gift. Many unique and unusual events have also taken place. Here, David Pickering, chairman of the Welsh Rugby Union, leads a brave team of volunteers to the summit of Mount Kilimanjaro, whilst Gordon Wilson sets a land-speed record for a solo blind motorcyclist.







Fundraising in the regions has helped to create many local partnerships, an example of which is seen here, where a fleet of lorries carried the NSPCC logo and our message that cruelty to children must stop. The work of the regional committees has also secured the invaluable support of large companies like Toyota, whose influence has helped to spread the word with staff and customers alike. Also pictured here are guests at the AMULET Ball, Cirque de Soleil, and Esther Rantzen, president of ChildLine, at the Painting a Better Picture for Children art auction.







Many imaginative events have taken place since 1999, and our branch and district fundraising volunteers have played a key part in bringing local communities together to support the NSPCC. Supporter Emma Harrison and her company A4e have held a number of fundraising events, including a sponsored dance day, which took place at Thornbridge Hall, pictured here. High-energy fundraising initiatives such as sponsored bike rides regional half and full-distance marathons have all played a part alongside the fundraising at more glamorous balls and dinners, attracting guests such as the Duke of Westminster.







The involvement of local celebrities and other leading figures and businesses has resulted in a number of significant achievements throughout the regions. Below, FULL STOP Chairman Andrew Rosenfeld accepts the amazing £1.1 million gift that kick-started the Safe Place Appeal, with the support of Matalan and its chairman, John Hargreaves. Also pictured here are NSPCC director and chief executive, Dame Mary Marsh and John Hargreaves at the groundbreaking ceremony for the new building funded by the Safe Place Appeal in Liverpool. The annual Matalan Ball is just one of the events that supports the Appeal.





## *Fundraising through sport and entertainment - support from the specialists*

Fundraising for the FULL STOP Appeal was originally split into several core sectors. In this way, every person, company or organisation that cared about children could be reached, and their support sought at the appropriate level. This was achieved through the National Appeal Board, where members used their influence to recruit others and generate funds within their specific sector.

Sport has an incredible capacity to influence, protect children and raise money. In this sector, Sir Rodney Walker and Sir David Richards have led an active group of volunteers – all of them senior figures in prominent sporting organisations – in their fundraising activities, which focused on a wide range of key sporting areas.

One of the first initiatives to be organised by this group was Football FULL STOP, which was supported from teams in the Premiership right down to teams playing in local parks, all raising money for the FULL STOP Appeal. Others include the F1 Gala and Making a Mint Out of Polo.

Over the past seven years, many exciting and successful events have taken place in aid of the NSPCC, with prolific sporting figures helping to spur on new supporters. These include A Night of Two Halves – an exclusive event for footballers and their partners; The Business of Winning, an evening hosted by a prominent sports personality, which has so far included Sir Alex Ferguson and Sir Clive Woodward; and horse-racing's Tipping Challenge. There have also been numerous testimonial years, including that of Alan Shearer, and club adoptions where individual sports stars and clubs have held events in support of the Appeal throughout the course of a year.

The Child Protection in Sport Unit, which was set up in 2001, is a joint venture between the NSPCC and Sport England, and has seen numerous measures introduced to protect children participating in a broad range of sporting activities. It is initiatives like this, which protect countless children, that have made the FULL STOP Appeal so crucial.

Entertainment is another sector that has generated great support for the FULL STOP Appeal. At the Appeal's launch, Hello! magazine set up a £1 million adoption, featuring Nicole Kidman and The Duke of York on its front cover, and including a detailed interview with His Royal Highness about FULL STOP. Hello! has continued to support the Appeal over the past seven years.

Representatives from across the entertainment industry attended a reception in 2000 hosted by Sir David Frost and attended by The Duke of York at the home of BAFTA in Piccadilly. Numerous film premieres, including Johnny English and Pride and Prejudice, and donations at concerts have raised thousands of pounds for FULL STOP.

Individuals from the entertainment industries have also made extremely generous gifts. One example is celebrated actor and performer, Michael Crawford OBE, who made an amazing £1.5 million donation to the Nottingham Young People's Centre, an NSPCC project that gives young people a say in the decisions that affect their lives.

Children benefited from the generosity of the Society of London Theatres, who offered thousands of free tickets to children during Kids Week 2000, in an initiative aimed at making the theatre more fun and accessible to young audiences.

The contribution made by these sectors has inspired widespread support through the industries involved, and made a real difference to the lives of children.

“Before I came here, I didn't talk to anyone. Now I can talk and laugh.”

A child supported by one of the NSPCC's Domestic Violence teams.

Thanks to the efforts of the NSPCC's Child Protection in Sport Unit, all 58 of sport's national governing bodies have put child protection policies in place, helping to keep children and young people safe.





David and Victoria Beckham were among the first to be inducted into the NSPCC's Celebrity Hall of Fame. They have shown their support for the FULL STOP Appeal in a number of ways, not least by hosting two high-profile parties ahead of the England team's last two World Cup campaigns, each of which have raised hundreds of thousands of pounds. Days before their "Gucci and Sushi" party, David also visited an NSPCC project to meet some of the children who would benefit from the event. "Stay strong and things will get better," he told them.





One-off events in the world of sport and entertainment have proven successful not just in raising funds, but in generating press interest and therefore raising awareness of the problem of abuse, and the scale, importance and urgency of the FULL STOP Campaign. The last event ever to be held at Wembley stadium, which included appearances from Sir Elton John and Pelé, made the headlines in many of the national newspapers. Meanwhile, formula one celebrated 50 years of the Drivers' Championship with an event attended by Bernie Ecclestone and all living former champions. This remarkable event raised more than £1.5 million.







The worlds of rugby league and rugby union have also shown a great deal of support for the FULL STOP Appeal. In rugby union, the England team adopted the NSPCC as their official charity in 2001, and several of their brightest stars have continued to champion our cause, with the NSPCC receiving £50,000 from Matt Dawson's benefit year, for example. Jonny Wilkinson, one of our celebrity ambassadors, has shown his support by helping to raise awareness in a number of ways, and proudly wore the FULL STOP badge as the victorious England team toured London after winning the World Cup.







Alan Shearer is one of the many sporting stars who has lent his untiring drive to the FULL STOP Appeal. He has regularly attended regional fundraising events, helping to attract guests, and made the NSPCC a beneficiary of his testimonial match and dinner. The world of polo has also given huge support to the Appeal, with fundraising activity by clubs throughout England, thanks to the first event held by Francesca Swarzenbach, pictured here, and Gail Tuke-Hastings. Stars from snooker, tennis and cricket have also given their backing to our mission.







In entertainment, the film industry has helped to raise hundreds of thousands of pounds for the FULL STOP Appeal, with premieres for films like Johnny English and preview screenings for others like Pride and Prejudice and Nanny McPhee. Stars of the stage and small screen, such as Michael Crawford OBE, have also been extremely generous, giving both time and money to help end cruelty to children. The famous faces haven't always been genuine celebrities however – these impersonators all sang their hearts out for a Stars in their eyes special in aid of the NSPCC.





## *Corporate support - businesses add momentum*

Companies have brought immense value and support to the FULL STOP Appeal. Along with raising substantial amounts of money through their employees and commercial activities, they have also contributed to the Campaign by raising awareness, introducing family-friendly employment practices and, where appropriate, introducing child protection policies.

The Corporate Development Board, led first by David Svendsen and then by Paul Pindar, is made up of influential representatives from the corporate sector. The team has drawn on its wealth of knowledge, experience, networks of contacts and strategic abilities to generate support for the FULL STOP Appeal. Cash donations, personal gifts, cause-related marketing, employee fundraising, payroll giving, gifts in kind, events, “charity of the year” adoptions and long-term corporate partnerships that embrace all of these elements are ways in which companies have shown their support.

Capita and Ladbrokes have both undertaken all-encompassing partnerships with the NSPCC, each raising more than £1 million. In 2002, Ladbrokes adopted the NSPCC as its charity of the year, and invited the children of staff and its customers to take part in a Christmas card competition in support of the FULL STOP Appeal.

For at least 10 years Microsoft has offered financial and technological support, and held an annual Challenger event in aid of the NSPCC. Similarly, Hewlett Packard has made several gift-in-kind donations to support specific NSPCC projects, while BT is one of the companies that has supported the technology behind There4me.com, our innovative website for children and young people where they can access help and support, in confidence, on their own terms.

Since the Appeal began, many companies have changed the way they work with the NSPCC. More are developing formal corporate social responsibility programmes, as charitable support is a vital part of a company’s social impact. Recently the Early Learning Centre – a long-time supporter of the NSPCC – began distributing our parenting magazine *Your Family* throughout its 215 stores nationwide, enabling us to get our message out to many thousands of parents.

The Royal Bank of Scotland (RBS) is one company that shows its support through payroll giving, having raised £500,000 to date. Staff donate through their monthly salaries, which is double-matched by the RBS, meaning that for every £1 donated by an employee, the NSPCC receives £3. Regular income received in this way enables the NSPCC to plan its services, so that it can help even more children and their families.

Companies are increasingly looking to align their business needs with their charitable giving, so are moving towards programmes that complement their business, both in terms of the products they sell and also in the development of their staff. The Skipton Building Society, for example, has donated more than £1 million from its NSPCC mini cash ISAs. Through this idea, Skipton customers are encouraged to save, and the building society donates 0.5 per cent of each investor’s interest to the NSPCC.

The success of the FULL STOP Appeal is dependent on so many companies, including Alliance & Leicester, whose staff are encouraged to fundraise and who give many hours of hard work on top of their day-to-day jobs to raise money for the NSPCC. Many successful NSPCC fundraising initiatives have become an annual feature of the corporate event calendar as a result.

The support offered by companies remains a vitally important component of the FULL STOP Appeal.

“I like the fact that whatever you say will not be judged. I also like the fact you are anonymous.”

A young person who uses our counselling and advice website, [There4me.com](http://There4me.com).

More than 9.5 million publications, from leaflets and books to videos and toolkits of information, have been distributed to children, young people, families and professionals since the start of the FULL STOP Appeal.



Corporate support for the FULL STOP Appeal has been shown through a wide range of events, including the Microsoft Challenger. Over its 10 years, it has seen teams from a wide range of companies compete for the honour of highest fundraiser, an accolade taken by Lloyds TSB in the past. They also take part in a series of mental and physical challenges against each other and the clock. Up to 700 people, making up 125 teams, including one fielded by the NSPCC, took part in the fundraising and networking initiative in 2006.







Over the past seven years, numerous high-profile companies, including Marconi and 118 118 have given their support to the FULL STOP Appeal. Businesses take part in a whole range of fundraising activities for the FULL STOP Appeal, some of which are NSPCC initiatives, such as Stop for Tea, where staff can do some good whilst taking a break from the working day. Sponsored bike rides, such as the one undertaken by Ward Consultancy, below, are among the many other events to raise funds for our mission to end cruelty to children.







When the NSPCC's green wristbands were launched, raising funds, as well as awareness of our 24-hour Child Protection Helpline, the windows of Topshop's flagship store in Oxford Street, London, were taken over by a stunning display of support. Long-time supporters including the Early Learning Centre and Hays Specialist Recruitment have backed the Appeal with their own fundraising initiatives. Television presenter Gabby Logan helped to promote the NSPCC's partnership with leading bookmaker, Ladbrokes. Various BSkyB initiatives have supported the Appeal, including the broadcast of reality programme, *The Match*, presented by Mark Durden-Smith and Zoe Ball, left.





## *Private and institutional philanthropy - support from the few for the many*

Thousands of children and young people have had their lives turned around, thanks to the generosity of many individual donors, trusts and foundations. This group of supporters has been responsible for providing many of the high-level gifts that have been donated to the FULL STOP Appeal.

The sheer scale and vision of the FULL STOP Appeal inspired some, who had already donated to the NSPCC, to increase the amount they gave significantly. One donor, whose largest gift in the past had been £1,000, responded to the FULL STOP Appeal by donating £100,000.

One of the first organisations to support the Appeal was the Clore Duffield Foundation, which donated £1 million. Such a large donation set the precedent for many others, including the Cadogan Charity. As a group, philanthropic organisations have helped to raise tens of millions for the Appeal.

In many cases major donors have chosen to support specific NSPCC activities for children. One example of this is the generous support of Andrew Rosenfeld, Chairman of the FULL STOP Campaign, and his company Minerva plc. They located, bought and refurbished a site for the NSPCC's Young People's Centre in Tower Hamlets, one of the UK's most deprived areas. Thanks to this support, children and young people in the area now have somewhere they can go to for help, advice and information.

Very often high-level gifts from trusts enable us to fund projects which are essential, but are sometimes less popular amongst individual donors, for example, treatment programmes for children who sexually abuse other children. Thankfully, donations from groups such as the Garfield Weston Foundation and the Henry Smith Charity, have enabled us to fund these essential areas of work. In the case of children who harm others, such donations have meant that we have been able to break the cycle of abuse, which is so often the cause of such behaviour, preventing it from being passed on to any future generations.

Other charitable organisations to have given significant support to the FULL STOP Appeal are Children in Need and Comic Relief. Comic Relief has provided a wide range of grants for NSPCC work, including a domestic violence prevention team in Liverpool and Street Matters – a London-based team working with children at risk of sexual abuse. This has meant crucial help is available to vulnerable young people when and as they need it.

One of the largest gifts in the history of the NSPCC came through an adoption by the Children's Charity For The Good Of All Children, which staged a ball at Catherine the Great's Winter Palace in St Petersburg in aid of the NSPCC. This single event drew in support from around the world, including former US President Bill Clinton, Tina Turner and Sir Bob Geldof. The evening raised £12 million, to fund a national centre of excellence in Camden, London, to tackle the issue of child sexual abuse. This event was especially poignant as the original introduction came through National Appeal Board member Alexandra Morgan Ciardi, who was passionate and committed to the campaign's success. Alexandra sadly died in 2005, but the event and the centre have been dedicated to her.

The significant investments made by individual philanthropists and private trusts and institutions has made a difference to so many children's lives, and financially secured vital NSPCC services for years to come.

“Having someone to trust has been very important to all of us.”

A mum of an eight-year-old child, both of whom were helped by NSPCC Family Support services.

Since 1999 the FULL STOP Appeal has supported campaigns and helped to establish movements of people. They have helped to create changes in the law that make it easier to keep children and young people safe, perhaps even saving lives.



Many of our achievements for children over the last seven years simply wouldn't have been possible without the support of private and institutional philanthropy. Pictured here is Keith Vaz MP at the opening of a new outdoor play area for an NSPCC project that supports south Asian children and their families in 2005. It meant that local children had a safe new place to enjoy. The play area was made possible as part of the Big Lottery Fund's three-year support programme.







Grant-giving charities, including household names such as Children in Need and Comic Relief, have made a great difference for children by supporting the FULL STOP Appeal since 1999. The gifts of individual philanthropists have also helped to improve children's lives by giving a boost to NSPCC services in local areas. Pictured here is Jack Petchey of the Jack Petchey Foundation, whose £25,000 gift has helped the Tower Hamlets Young People's Centre to fund a worker who will help young people to influence the decisions that affect their lives.



**JACK PETCHHEY FOUNDATION**  
[www.jackpetchheyfoundation.org.uk](http://www.jackpetchheyfoundation.org.uk)  
 Date 14th July 2004  
 To: NSPCC - Project Worker  
 Twenty-five thousand pounds  
 £25,000.00  
 Jack Petchey  
 Jack Petchey Foundation





The Children's Charity For The Good Of All Children has given tremendous support to the FULL STOP Appeal, and in particular to its mission to end child sexual abuse, which can often have a devastating effect on its victims. Pictured here are Richard Caring, the entrepreneur, who helped to organise the lavish ball in St Petersburg, Russia which raised millions for the NSPCC, and some of the international guests who attended the event. The occasion funded a new centre, based in Camden, London to combat child sexual abuse, which is named after National Appeal Board member, Alexandra Morgan Ciardi.





## *Focusing on individual projects - a new wave of support*

After a review of the greatly successful sector-based approach in 2002, the National Appeal Board took a fresh approach to fundraising. They seized the opportunity to establish a new dimension whereby fundraising was built around our key services, enabling fundraisers and donors to focus on specific projects. There are currently five project specific fundraising boards, which secure high-level support for vital areas of our work with children.

The Caring for Children in Court Board is chaired by Noel Edmonds. This group raises money to support children and young people who are called on to give evidence in court. Research shows that children and young people are routinely intimidated in court, breaking down in tears and confused by what is happening. Children often say that appearing as a witness in court is as traumatic as the abuse they have suffered. After its launch event, held by one of our partners, Madame Tussauds, one of the most memorable fundraising events for this cause was Racing's Big Day Out, a day and night of horse and greyhound racing. The group's influence is already having an impact, as young victims of sexual abuse are now able to give evidence through a video link rather than having to face their attacker in a courtroom.

The Helpline Fundraising Board is chaired by Mark Wood. On average 258 calls are answered by the NSPCC's Child Protection Helpline each day. This board has been responsible for some of the most innovative marketing successes to date, including providing the inspiration for the NSPCC green wristbands, at least 800,000 of which have been sold so far. As well as raising awareness amongst the public about the FULL STOP Appeal, these wristbands contained the Helpline number inside, offering children and adults an instant reminder of where to go for help, any time of the day or night.

The Stop Organised Abuse Appeal Board was established in 2003. Its aim is to raise the funds necessary to pay for the NSPCC's 10 Specialist Investigations Services. Under the dynamic leadership of Vanni Treves, and with support from board members including president of the Stop Organised Abuse Board, Baroness Elizabeth Butler-Sloss, the board has backed a series of influential fundraising schemes. One such idea came from board member Frederick Forsyth, who included in his novel *Afghan*, the names of five NSPCC supporters who collectively donated £30,000.

The There4me.com Steering Group has been led by project envoy David Svendsen. The group aims to fund and develop There4me.com, the NSPCC's confidential, online advice service for young people. The Steering Group's efforts have helped There4me.com to grow enormously, from a service that reached 77 young people when it was launched in December 2001, to a website that now provides support to over 13,000 young people every month.

The Rebuilding Childhoods Board is the newest group to form, dating back to 2005. Working under the leadership of Ramez Sousou, the group is aiming to raise £16 million by 2010 to enable the continuation of the NSPCC's Treatment and Therapeutic services. Already this group has developed a new partnership with the Private Equity Foundation to fund six NSPCC centres which provide services to help children overcome the awful effects of abuse.

These five innovative groups have added a new energy to the Appeal and are achieving extremely generous pledges and donations.

*“I'd like to thank my worker for making my nightmares go away.”*

A girl who used our Young Witness Support services.

In 1999, there was just one NSPCC Specialist Investigation Service working to prevent organised and institutional child sex abuse. In 2006, a national network of 10 teams help to keep children safe in the UK and Channel Islands.



The five boards raising funds for specific projects have organised amazing events and initiatives that have raised millions of pounds, and made a real difference for children by supporting NSPCC services. They have secured the support of high-profile figures in society, celebrities, philanthropists, businesses and other organisations with an interest in their cause. Here, Tussauds staff celebrate the group becoming a Patron of the FULL STOP Appeal with a thrilling ride on Thorpe Park's Colossus rollercoaster. Other businesses to have supported specific projects include Debenhams and ntl.



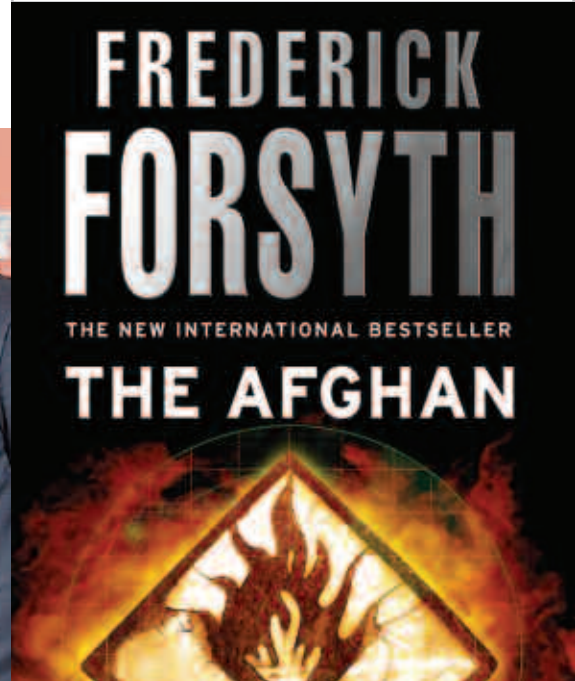
COLOSSUS  
THORPE PARK





Focusing on individual causes within the FULL STOP Appeal has led to some extremely generous donations. They include a seven-figure gift from Doughty Hanson and Co chairman, Nigel Doughty, which is enabling the NSPCC's Specialist Investigation Service to continue its work to prevent organised and institutional child sex abuse. Cherie Booth QC and celebrated author Frederick Forsyth have also lent a great deal of support, appearing at a number of events organised by the Stop Organised Abuse Board. Meanwhile, the There4me.com Board has recruited radio personality Colin Murray to promote the website to young people.

DAVID and CARINA  
 request the pleasure of your company  
 at a special dinner  
 on  
 Wednesday 14 June, 7.30pm for 8.15pm  
 at The Lansborough Hotel, W1  
 RSVP:  
 The Pterodactyl,  
 346 Kensington High Street, W14 8NS  
 and@ptero-production.com  
 Please reply by 8 May if possible







confidential online advice for managers



rebuilding childhoods  
helping children overcome the effects of abuse



The chairs of each project-focused board have led their individual appeals with great passion and vigour, helping to create real and tangible change for children. Under the leadership of Noel Edmonds, for example, the Caring for Children in Court Board has raised a great deal and influenced politicians and individuals in the legal profession who could make a difference. The newest of the project-focused groups, the Rebuilding Childhoods Board, continues to reach out to key people and organisations who can help to end cruelty to children by raising funds or awareness, or taking some other form of action.





## *Mobilising the public - changing society for ever*

One of the true successes of this Appeal has been the way in which it has captured the hearts and minds of the public. The tremendous level of popular support has meant we have been able to generate large sums of money for children's services, put pressure on the Government, and change people's opinions on acceptable behaviour towards children. Since 1999 there has been a fundamental shift in attitudes in relation to abuse. Currently more than half of adults (56 per cent) cite protecting children from cruelty as the most important cause in society.

One of our most influential relationships has been with the media. Senior representatives from across the industry are represented on many of the FULL STOP Appeal boards. On top of giving their own time to the cause, many have dedicated priceless media space and PR opportunities to the Appeal. The PR and Publicity group, led by Peter Mead, has been crucial in coordinating and driving publicity.

Our relationship with the tabloids has been especially important. The backing of The Mirror and Sunday Mirror, including its highlighting of our Speak Out Sundays on sexual abuse, has brought our cause to the attention of millions.

Many others have played a vital role. The Daily Mail ran several features on our Specialist Investigation Service to help publicise the launch of the Stop Organised Abuse Appeal. The Sun and The Times helped with the Change for Kids initiative, together with the Alliance & Leicester, whereby £1 million was raised from leftover foreign currency. In 2006, the support of The Sun and its readers was key to encouraging the Government to help fund the NSPCC's ChildLine service.

Similarly, many regional media groups have supported the FULL STOP Appeal. In Liverpool for example, The Liverpool Daily Post and Liverpool Echo have offered their wholehearted support as media partners to the Safe Place Appeal. The Sheffield Star and The Trinity Mirror Group have also supported the FULL STOP Appeal across its regional titles.

Our celebrity supporters add glamour to events, and certainly attract press interest. Our six celebrity ambassadors: Kylie Minogue, Jonny Wilkinson, Catherine Zeta-Jones, Alan Shearer, Peter Andre and Amir Khan, devote a lot of time and energy, not only publicising FULL STOP, but also visiting children who use our services and offering unique prizes and experiences to our supporters.

In a first for a UK charity, the Trades Union Congress backed the FULL STOP Appeal in 1999. This adoption reached out to more than 3.3 million people in over 20 trade unions supporting our cause. Led by National Appeal Board member and then general secretary of the TUC, John Monks, it was the first time the trade union movement had ever united behind one charitable cause.

The instantly recognisable FULL STOP badge has been a key device in the Appeal's success. This small but distinctive green badge has been worn by celebrities, sports stars, politicians, even royalty, and given the NSPCC a presence at events from FA Cup finals to TV shows. It is a fundraising mechanism, an awareness-raising device, and an incredibly powerful symbol of support.

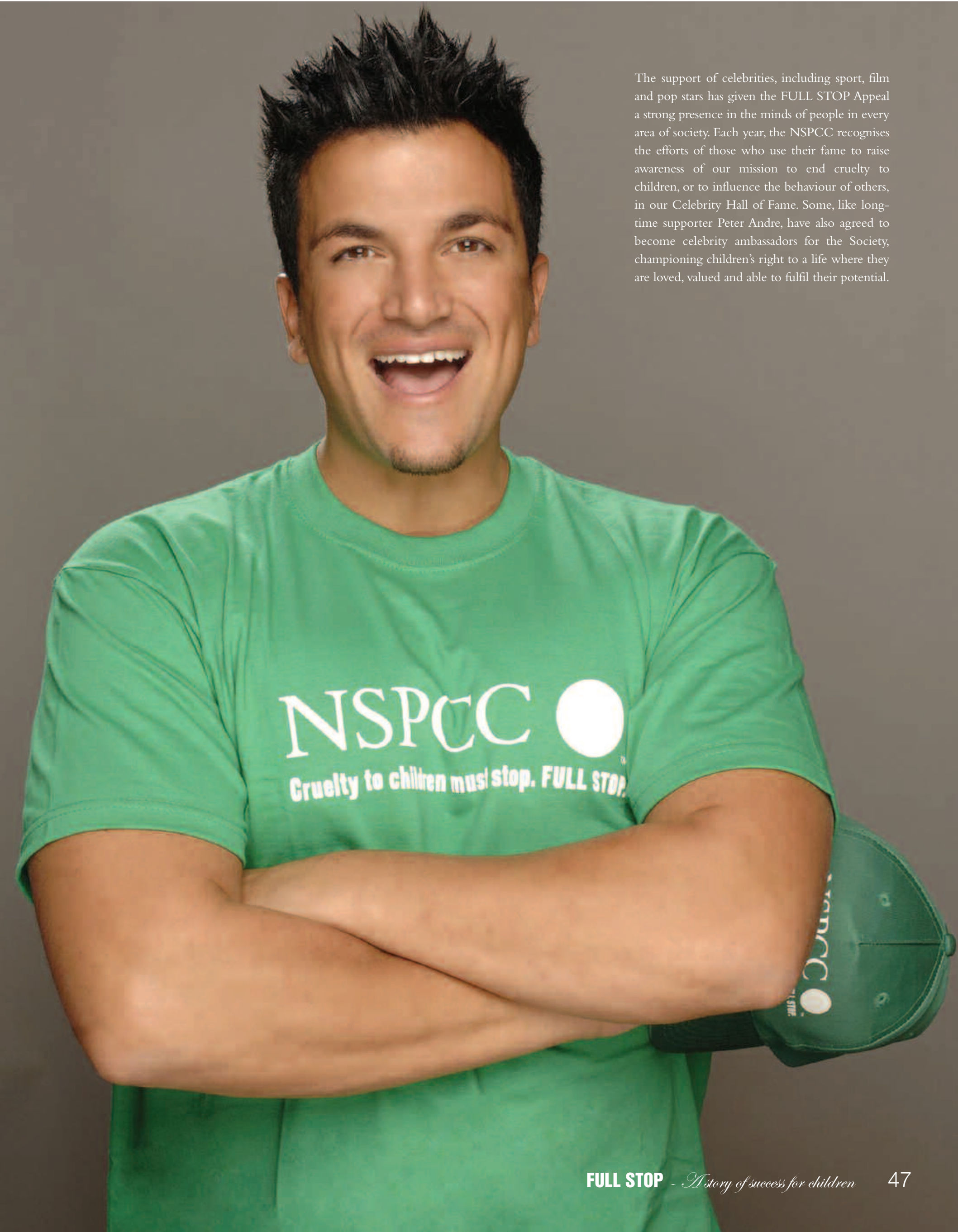
With support across so many mediums, and with celebrities from such a variety of industries backing the Appeal, we have been able to harness incredible levels of support from the public.

*“Now I have  
told someone, I  
feel happier.”*

A young person who spoke to  
one of the NSPCC School teams.

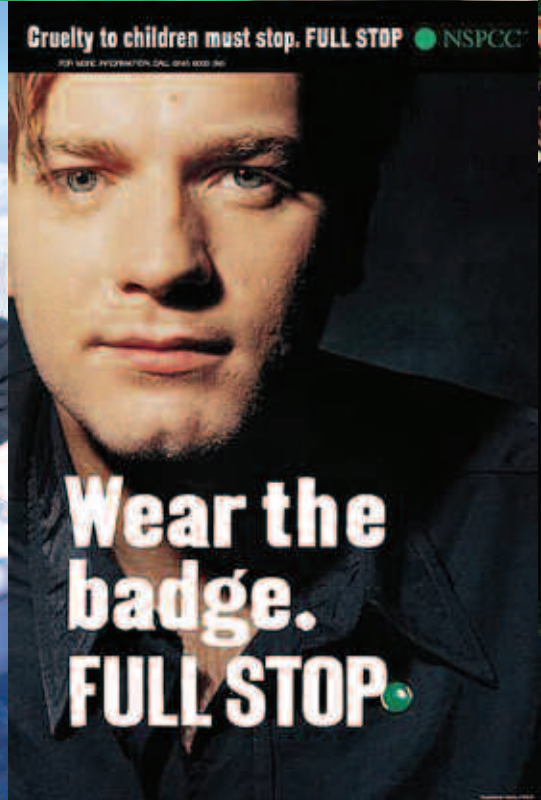
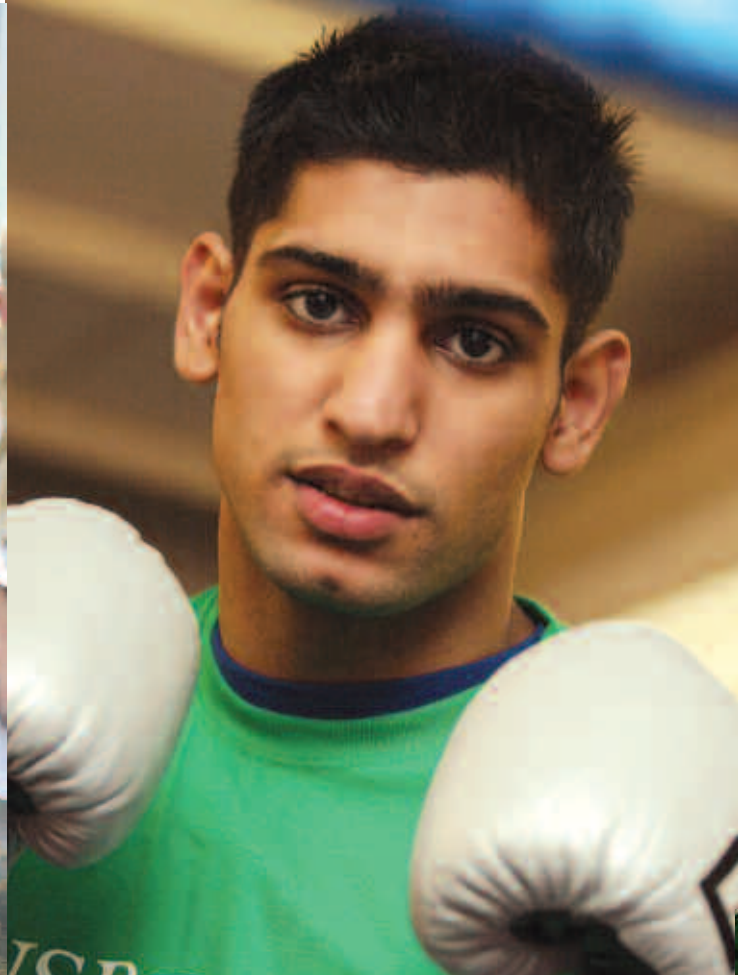
*Over the past seven years,  
the NSPCC's Partners in  
Campaigning have sent more  
than 180,000 postcards to  
MPs, government ministers  
and the Prime Minister, not  
to mention 80,000 letters  
and 55,000 emails.*





The support of celebrities, including sport, film and pop stars has given the FULL STOP Appeal a strong presence in the minds of people in every area of society. Each year, the NSPCC recognises the efforts of those who use their fame to raise awareness of our mission to end cruelty to children, or to influence the behaviour of others, in our Celebrity Hall of Fame. Some, like long-time supporter Peter Andre, have also agreed to become celebrity ambassadors for the Society, championing children's right to a life where they are loved, valued and able to fulfil their potential.





The FULL STOP Appeal has benefited from some unique partnerships, such as the t-shirt, worn here by Elizabeth Hurley, and designed by Donatella Versace, to raise funds and awareness of our cause. The FULL STOP logo has even appeared at the peaks of some of the world's highest mountains. Elsewhere, celebrity ambassadors Jonny Wilkinson, Kylie Minogue and Amir Khan, alongside other celebrities, such as actor Ewan McGregor and pop star Raghav have helped to spread the FULL STOP message, raising awareness with the general public and in specific communities.







The FULL STOP brand has captured the imaginations of all who have supported the Appeal. Models, television personalities, singers, stars of the small and silver screens and other high-profile figures have helped to raise the profile of the Appeal by wearing the FULL STOP badge, more than 2 million of which have been sold or distributed since they first appeared in 1999. Over the last seven years, the instantly recognisable FULL STOP logo has also featured on buses and boats, appeared as colours for racehorses, been projected onto building facades and much more.







Fundraising initiatives like Change for Kids, where leftover foreign currencies were donated, have helped to galvanise public support for the FULL STOP Appeal, while storylines in soap operas and features in newspapers like The Sun, have helped to bring the subject of child abuse into living rooms across the country. Also pictured here are representatives from the Trades Union Congress, whose support has helped to spread the message that child abuse can be prevented amongst the millions of people who belong to trade unions.



**Help us build a BIG HUG**

Children often have the best ideas! So when children told us what the new building needed to be safe and interesting, we listened. Can you see that the curved building is shaped like a hug?

**More we just need to put the plan into action!**

Children who need to use specialist services often find it difficult to get to school or other services that other children don't have to. So we're building a new centre in Liverpool. It can be really unsettling for them.

There's not enough space in the current NSPCC centre in Liverpool. So children often have their therapy sessions in hotel rooms elsewhere.

Families who have special situations, whether you live some time in they start to rebuild their lives.

The building will be a safe and secure place for children and their families.

Art therapy can help a child express how they are feeling instead of having to find the words they can explain. They can explore their suffering with paint, clay, paper and glue. It can help them to work with their feelings.

Careful colours everywhere will help bring a smile to worried little faces.

There's Alex, NSPCC Area Children's Services Manager. He's been with us for 21 years. And for the sake of thousands of children he's put everything into bringing this dream to life.

**Putting it together**

Thanks to Liverpool's amazing children, the NSPCC will be a safe and secure place for children and their families. And for the sake of thousands of children he's put everything into bringing this dream to life.

**Your help will bring all this to life**

Please help us rebuild the lives of thousands of children with this new building. It will mean you will have into child-friendly and switches, a safe and secure place to play, eat, carry, please, please. Your gift will become a BIG HUG - without whom it is not possible!

**Let's make it happen**



Your Family, the NSPCC's free parenting magazine, is now published six times a year and reaches an audience of hundreds of thousands. Each issue is packed with useful parenting advice and hints and tips for those with young children, and includes features on the family life of celebrity mums and dads. Other very special initiatives have included local fundraising campaigns like the Big Hug, organised by the Nationwide Building Society's head office in Northampton. The initiative saw running and football events raising funds for the Safe Place Appeal in Liverpool.

**HOW TO ENCOURAGE READING**

**Yourfamily**

THE HUMOROUS AND HELPFUL GUIDE TO THE BEST PARENTING TIPS

FREE MAGAZINE

CREATE THE PERFECT HALLOWEEN PARTY

20 NASTY HABITS THAT ARE JUST PART OF GROWING UP

MELINDA MESSENGER on why play, routine and family time are crucial

RAISING BOYS AND GIRLS: WHAT YOU NEED TO KNOW

10 YEAR OLD BOY LIVES WITH TEENAGE SISTER

PLUS: FAUNA, FOOD ALLERGIES, NEXT STORYBOYS

**NSPCC**

You and the NSPCC

Together we can stop cruelty to children who need us!

**SAVE THE CHILDREN**

2 kids are killed each week by adults 'caring' for them. YOU can help stop the suffering

**NSPCC**

PHILIP WILKINSON

PHILIP FOR ACTION... HERE JERRY

THE BIRTH OF A CAMPAIGN

TODAY The Sun launches a campaign to end countless abuse which sees two children in Britain die every week. We have joined up with the NSPCC to demand the Government stops in NOW to stop responsible acts of negligence - often committed by parents and carers. Hughie from Jerry Wilkinson backs the campaign and says "This cannot go on!"

All Story - Page 6, 7 & 8



## *The final chapter closes on the Appeal - but the Campaign continues*



FULL STOP. A story of success for children has offered just a glimpse into the incredible achievements of the FULL STOP Appeal and all those concerned with it. It would be impossible to recognise each and every event and person who has contributed their time, energy and commitment to it, but the NSPCC is truly thankful to all those who have had an input, in whatever capacity.

The unyielding leadership and dedication of His Royal Highness The Duke of York have been second to none, and without doubt, underpinned this Appeal's success.

Since taking over the role of Chairman of the Campaign, Andrew Rosenfeld has taken the Appeal from strength to strength, and helped to ensure that the final push for funds reached its target.

The vision, commitment and drive of our inspirational National Appeal Board and its subgroups, and the steering group which preceded it, have enabled us to reach out to every part of society, and realise the enormous ambition of raising £250 million.

Collectively, the Patrons of the FULL STOP Appeal have raised an incredible total of £70 million. Their generosity has enabled NSPCC professionals to provide services which transform the lives of some of the UK's most vulnerable children.

Without all the separate sectors, projects, companies, individuals, trusts, celebrities, regions and other groups, the Appeal could not have achieved all that it has. Some of these donors and volunteers who have made it possible are listed in the following pages. Thanks to their support, children have often had a lifeline when all other options seemed out of reach.

The events that have taken place over the past seven years have had an extraordinary impact. Every home in the UK has been touched by FULL STOP, and the support among the public has given the Appeal a lasting momentum that will see support for the NSPCC continue for many years to come.

While the NSPCC and its supporters have shaped the FULL STOP Appeal, the Appeal has brought about fundamental change to the NSPCC as a whole too. Through the increased awareness and momentum of FULL STOP the NSPCC's non-Appeal income has increased by more than 50 per cent since 1999, and, more importantly, the charity's expenditure on services for children has increased by 100 per cent. The NSPCC's branch and district volunteer structure has seen a steady increase in membership and new donors are signing up to the NSPCC all the time. Our presence in the minds of politicians has never been higher, and while there is still a long way to go, changes to the law and public policy have given children in the UK unprecedented levels of protection.

We have taken time to reflect on all the immense achievements of this Appeal, however, it is crucial we recognise that our work is far from over. While the Appeal has drawn to a close, many thousands of children still need our help, and so we continue to need the support of all those who have helped us to get this far. We remain true to our commitment to end abuse within a generation, and the FULL STOP Campaign will continue to educate, influence and change opinions and behaviours until children have the protection to which they have a right.

**Sir Christopher Kelly**  
Chairman, NSPCC







**FULL STOP Steering Group**

George Magan (Chair)  
 Jon R Aisbitt  
 Sir Martyn Arbib  
 Sir Anthony Bamford DL  
 Lady Bamford OBE  
 Mr Peter Beckwith  
 Henry Casley  
 Michael Crawford OBE  
 Dame Vivien Duffield DBE  
 The Rt Hon Lord Harris of Peckham  
 Nick Scheele  
 David Svendsen  
 Vanni Treves  
 Sir Mark Weinberg  
 Nigel Wray

**National Appeal Board  
Members Past and Present**

Patron of the  
 FULL STOP Campaign  
 His Royal Highness The Duke of York KG KCVO ADC  
 Chairman of the  
 FULL STOP Campaign  
 Andrew Rosenfeld  
 Deputy Chairmen  
 George Magan  
 The Rt Hon Lord Harris of Peckham  
 Vice Chairmen  
 Sir Martyn Arbib  
 Lady Bamford OBE  
 Dame Vivien Duffield DBE  
 Matthew Freud  
 The Rt Hon Peter Mandelson MP  
 Miss Judith Mayhew  
 Peter Mead  
 Elisabeth Murdoch  
 Sir David Richards  
 David Svendsen  
 Sir Rodney Walker  
 Sir Mark Weinberg  
 Jon R Aisbitt  
 Mr Roger Aldridge OBE  
 Alan Bigg  
 Michael Birkin  
 Philippe Bonnefoy  
 Lady Branson  
 Catie Callender  
 John Caudwell  
 Tina Chandris

Alexandra Ciardi (d)  
 Janet Cooksey  
 Michael Crawford OBE  
 Mr Tony Curtis  
 His Grace The Duke of Devonshire CBE  
 Davina Dickson DL  
 Noel Edmonds DL  
 Deborah Fern  
 Clara Freeman OBE  
 Sally Greene  
 Nicole Hambro  
 Sir Christopher Harding (d)  
 Emma Harrison  
 Richard Hayden  
 Noel Hufton  
 Peter Jones  
 Sir Stanley Kalms  
 Debbie Langford  
 Mark Langford  
 Nick Leslau  
 Gill Lewis  
 Princess Dora Loewenstein  
 Nick Mason  
 Dr Abdullah H Masry  
 Judith Mayhew  
 Bruce McKendrick  
 Martin McMillan  
 Peter Mead  
 Yogesh Mehta  
 John Monks  
 Elisabeth Murdoch  
 Mrs Paddy Nicoll  
 Sir Ron Norman  
 Paul Pindar  
 Dr Sigrid Rausing  
 Matthew Roeser  
 Mr Wafic Said  
 Mrs Urs Schwarzenbach  
 Martin Scicluna  
 Ann Shaw  
 Sir Martin Sorrell  
 Ramez Sousou  
 Sir James Spooner  
 The Hon Mrs Aurelia Stephenson  
 David Svendsen  
 Sir Stanley Thomas OBE  
 Vanni Treves  
 Richard Unwin  
 Sir Rodney Walker  
 W Guy Walker CBE  
 The Hon Mrs Nicholas Wallop MBE

John Watson  
 Sir Mark Weinberg  
 Mars Anthony Wigram MBE  
 Graham Wilson  
 Mark Wood

**Patrons of the  
FULL STOP Appeal**

The following list is of the Patrons of the FULL STOP Appeal: those individuals, companies, trusts and foundations who have donated or pledged at least £100,000 to the FULL STOP Appeal. The Patrons of the FULL STOP Appeal is an exclusive group, recognised by the NSPCC for the substantial financial support each member offers.

This group has been crucial to the success of the Appeal, not only in terms of donations, but also in relation to the dedicated support each member has given to the FULL STOP Campaign, and its aim to end cruelty to children.

The 29th May 1961  
 Charitable Trust  
 A4e  
 Abbey Home Media  
 Acorn Recruitment and Training Group  
 Addleshaw Goddard  
 Mrs Eileen Ainscough  
 Jon and Julia Aisbitt  
 Alliance and Leicester Plc  
 Allianz Cornhill Insurance Plc  
 Amey plc  
 Amulet  
 AOL Europe  
 The Arbib Foundation  
 Arcadia Group Plc  
 Ascot Racecourse  
 Lord Ashcroft KCMG  
 ATSCo  
 Sir Anthony Bamford and Lady Bamford OBE  
 The Band Trust  
 BBC Children in Need Appeal  
 Paul and Pam Bell  
 Bentley Motors Ltd  
 The Bernard Sunley Charitable Foundation  
 Big Lottery Fund  
 Bio Stat Ltd

Mr and Mrs Michael Birkin  
 Mr and Mrs Philippe Bonnefoy  
 Frank and William Brake  
 Bridge House Trust  
 Britannia Building Society  
 British Bakeries  
 British Sky Broadcasting Ltd  
 British Telecommunications Plc  
 British Video Association  
 David Brownlow and Phillip Eaton  
 The Cadogan Charity  
 Capita Group Plc  
 Mr John Caudwell  
 Challenger World  
 Champneys Health Resorts  
 Chelsea Stores  
 The Children's Charity For The Good Of All Children  
 The Clara Burgess Charity  
 Jon Claydon and Annie Woolf  
 The Clore Duffield Foundation  
 Annie and Frank Cocker  
 Sir Ronald and Lady Cohen  
 Mr John Coldman  
 Comic Relief  
 Computacenter Ltd  
 Connells Ltd  
 John Connolly  
 The Co-operative Group  
 Mr Michael Crawford OBE  
 Ian and Jan Currie  
 Tony Curtis  
 Deloitte  
 Mrs Rinalda Demetriou  
 Mr and Mrs Dermot Desmond  
 Peter and Davina Dickson  
 Dorset Foundation  
 Mr Nigel Doughty  
 Mr and Mrs George Downing  
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