

PRIME MINISTER

NSPCC ANNUAL MEETING OF THE COUNCIL

Tomorrow morning, Wednesday, at 11.30 you are to address the Society's Council at the Queen Elizabeth Hall, about an hour after the start of their Annual General Meeting.

The media have been invited to be present for your speech only. A Royal rota photopool will cover Princess Margaret's arrival and Her Highness's meetings with the member of the Centenary Appeal's Committee in the Green Room.

Princess Margaret will arrive at the Hall at 11.05 about five minutes before you.

On your arrival at the Artistes' Entrance - street level - you will be met by Mr Laurence Peterken, GLC's Controller of Operational Services and the Society's Vice Chairman, Mr Michael Moore, and Deputy Director and Secretary, Mr John Low, OBE.

They will conduct you through a short corridor into an empty practice room (photo facility) and through to the Green Room. Mr Moore will introduce you to HRH Princess Margaret and then to the Duke of Westminster, Chairman of the Centenary Appeal and Mr Giles Pegram, the Appeal's Director who will in turn introduce the 7 members of the Centenary Appeal's Industrial Sub-Committee (flag A).

After about 10 minutes, having adjourned the meeting of the Council and the Society, the Society's Chairman, Lady Holland Martin DBE, the Treasurer, Mr Weinburg, and the Director, Dr Alan Gilmour, will join you in the Green Room. They will conduct Princess Margaret and yourself through to the Main Hall's door on the right of the stage. You will take your seat at the top table to the left of Princess Margaret. Dr Gilmour will be on your right - seating plan flag B.

The front of the table will be covered by the Society's green and white banner with their slogan "We promise to keep on caring".

The back of the stage will be covered by brown curtains. Seated behind the top table will be members of the Central Executive Committee, senior staff, Vice Presidents and Patrons and other committee members.

The TV cameras will be on your right about 10 rows from the front.

Still photographers on the left hand side of the stage will record your arrival in the Hall and the first minute only of your speech and then withdraw.

Lady Holland Martin will reconvene the Meeting and the Council and invite you to address the Meeting.

After your speech, the Director will move a vote of thanks to you, and the Chairman will present you with an engraved glass goblet.

The Royal party will then leave the stage and depart via the Artistes Entrance.

Sheenagh Wallace.

SHEENAGH WALLACE
15 May 1984



10 DOWNING STREET

THE PRIME MINISTER

For many years I have supported the N.S.P.C.C. in their wonderful work. It is profoundly sad that we still need a Society to prevent cruelty to children. But we do.

A child naturally turns to its parents for love, comfort, understanding and guidance, but in some cases is met with cruelty and neglect. Where can that child turn if not to us?

By our efforts we can try to prevent these terrible things from happening. We cannot replace the tenderness of a parent. But we can show that each child matters to us,



10 DOWNING STREET

THE PRIME MINISTER

That we care about them and
their families, and that our concern
is shown not only in words, but
by our deeds.

Without us, these the most-
innocent, would suffer and may
never know gentleness & kindness,
nor find practical support.

Please help us to help them.

Margaret Thatcher

P.S. I enclose my own cheque.

NSPCC COUNCIL MEETING

PLATFORM PARTY SEATING PLAN

MAIN HALL

VICE-
CHAIRMAN

DIRECTOR

PRIME MINISTER

PRESIDENT

CHAIRMAN

TREASURER

CHAIRMAN,
CENTENARY
APPEAL
COMMITTEE

Mr. Moore

Dr. Gilmour

Mrs. Thatcher

HRH The Princess Margaret
Countess of Snowdon

Lady Holland-Martin

Mr. Weinberg

His Grace the
Duke of
Westminster

Entrance

BACK OF STAGE

B

A

NSPCC: CENTENARY APPEAL INDUSTRIAL COMMITTEE

Vice Chairman: Sir Maurice Laing -
President John Laing plc

Members: Sir John Clarke -
Chairman and Chief Executive
Plessey plc

Mrs Vivien Duffield (daughter of
Sir Charles Clore)

Mr Raymond Horrocks - Executive
Director, BL plc

Mr Robert Maxwell - Chairman
BPCC

Mr Dennis Marler - Capital
and Counties plc

Mr Peter Tavoulareas - Inter Ocean
Shipping

M.S.P.C.C. Centenary Appeal - Industrial Brochure

This brochure, which contains the Prime Minister's letter, was conceived by Saatchi unostentatiously to mimic presentations to which company chairmen are accustomed.

The "Sector leaders" recruited by the Duke are listed overleaf. It is intended that each should address one of these brochures to each colleague heading companies in his sector, and personalise the message beneath.

CENTENARY APPEAL

CHAIRMAN: DUKE OF WESTMINSTER

COMMITTEE

The Earl of Airlie DL
Lord Aldington PC, KCMG, CBE, DSO
Louis Benjamin
T H Bevan
Col W N Brann OBE, ERD
Mrs Hugh Cavendish
Viscountess Chelsea
Sir John Clark
Viscountess Cobham
Sir Terence Conran
G E G Daniels

Mrs V Duffield
Lord Forte
R V Giordano
Mrs M Goodbody
M C Griffiths
Lady Holland-Martin DBE, DL
Sir Hector Laing
Sir Maurice Laing
The Hon Henry and Mrs Lopes
Robert Maxwell MC
M R N Moore MBA, MA

Cliff Morgan OBE
G Neary
Lady Jenny Ponte
Gerald M Ronson
P J Rossiter
James B Sherwood
The Hon David Sieff
Sir Anthony Tuke
R J R Unwin
Michael J Verey
Mark Weinberg
P S Wilmot-Sitwell

In addition to the above, new members are :-

Sir Alistair Down
Laurence Ronson
Hugh Jenkins
Philip Wilkinson

National Society for the Prevention
of Cruelty to Children
INCORPORATED IN ENGLAND 1889

Royal Patrons:

Her Majesty the Queen
Her Majesty Queen Elizabeth the Queen Mother.

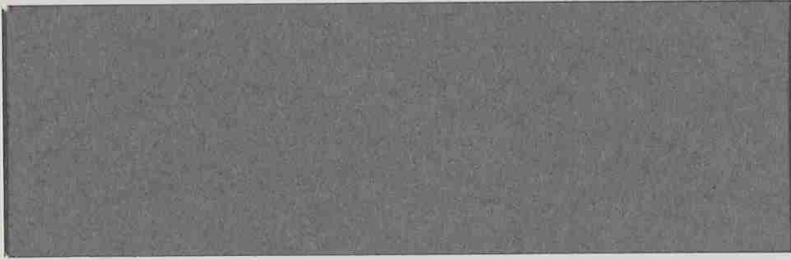
President:

Her Royal Highness the Princess Margaret
Countess of Snowdon.

Director:

Dr Alan Gilmour MB, BS, FRCGP.

PREM 19/1193

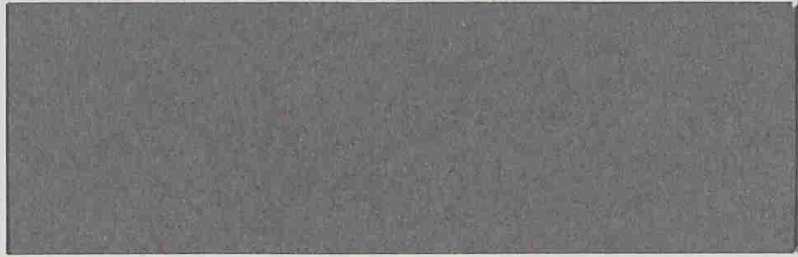


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NSPCC



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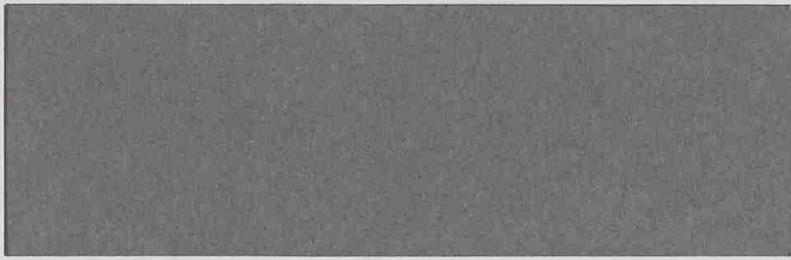
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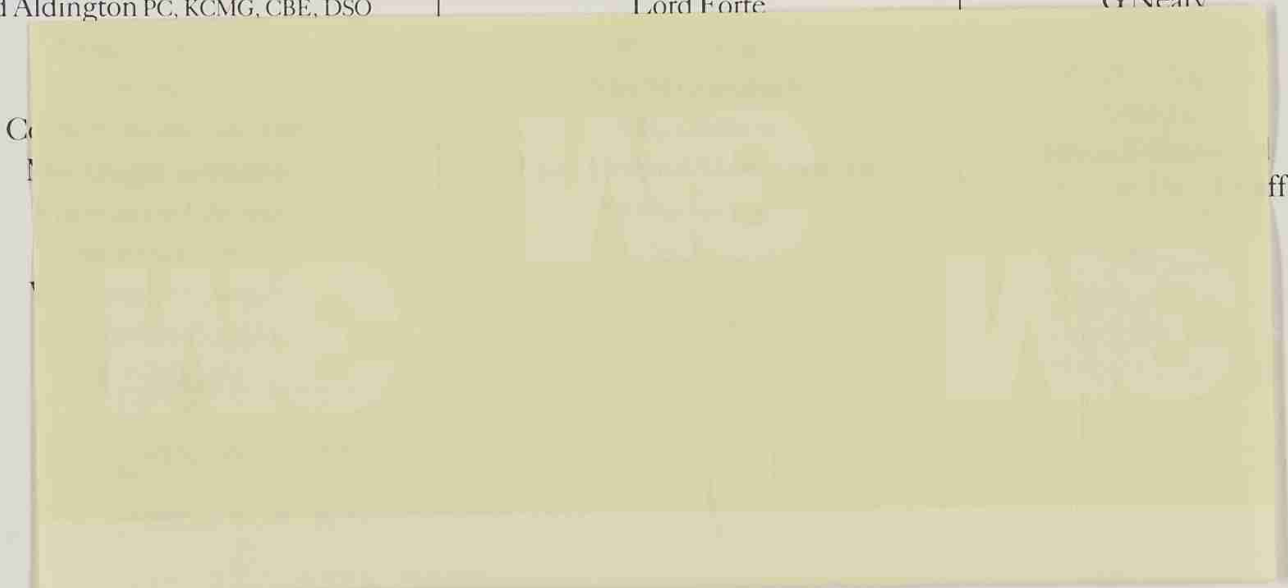
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Lord Forte

Cliff Morgan OBE
G Neary



**National Society for the Prevention
of Cruelty to Children**

FOUNDED 1884, INCORPORATED BY ROYAL CHARTER

Royal Patrons:

**Her Majesty the Queen
Her Majesty Queen Elizabeth the Queen Mother.**

President:

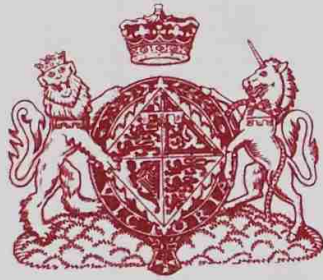
**Her Royal Highness the Princess Margaret
Countess of Snowdon.**

Director:

Dr Alan Gilmour MB, BS, FRCGP.

I would like you to take a few moments to read this document. It describes an ambitious appeal which has my whole hearted support and which is of the greatest importance to the weakest section of our society - abused and neglected children.

I believe the pages you are about to read will speak for themselves but if you need any further information about an appeal to which I hope you can become personally committed, please do not hesitate to contact me for further information.



It seems incredible that in this country, still, thousands of children every year suffer from neglect, physical or mental cruelty - or are just unloved.

Every day of the year a hundred more of these children come under the protection of the NSPCC. Since its foundation in 1884 the Society has reached out to nine million children.

The NSPCC needs all the support it can get for the development of this work, and its Centenary Year in 1984 gives us all the opportunity to help. We all have many calls on our time and on our compassion, but I can think of nothing more important than looking after our children.

Do for goodness sake give all you can.

Margaret

President, National Society for the
Prevention of Cruelty to Children



I am pleased and proud to have accepted the chairmanship of the NSPCC Centenary Appeal, and to have the backing of such a distinguished committee.

The words of Princess Margaret and the Prime Minister speak eloquently of the needs of children at risk of cruelty, and of the role that the NSPCC can and must play in meeting those needs.

We regard this as a cause of the highest priority, because it affects the most vulnerable members of our society. Please read the following pages carefully, ponder them, and then join us in taking the generous action demanded by the defenceless children whom the NSPCC serves.

THE DUKE OF WESTMINSTER

A BRIEF HISTORY OF THE FIRST 100 YEARS

At the time of our formation in 1884, children were to be seen begging in the street and many thousands of babies died each year. Owners of animals could be punished for cruelty and guardians of children could not.

Against this background of total neglect by the nation, the Society was formed on 8 July 1884. By nationwide publicity and parliamentary lobbying, an Act for the Prevention of Cruelty to Children became law in 1889 and in the same year, Queen Victoria consented to become our Patron, following this with the grant of a Royal Charter in 1895.

Much has changed since then, but the Society has remained flexible and innovative and its work is as vital today as ever.

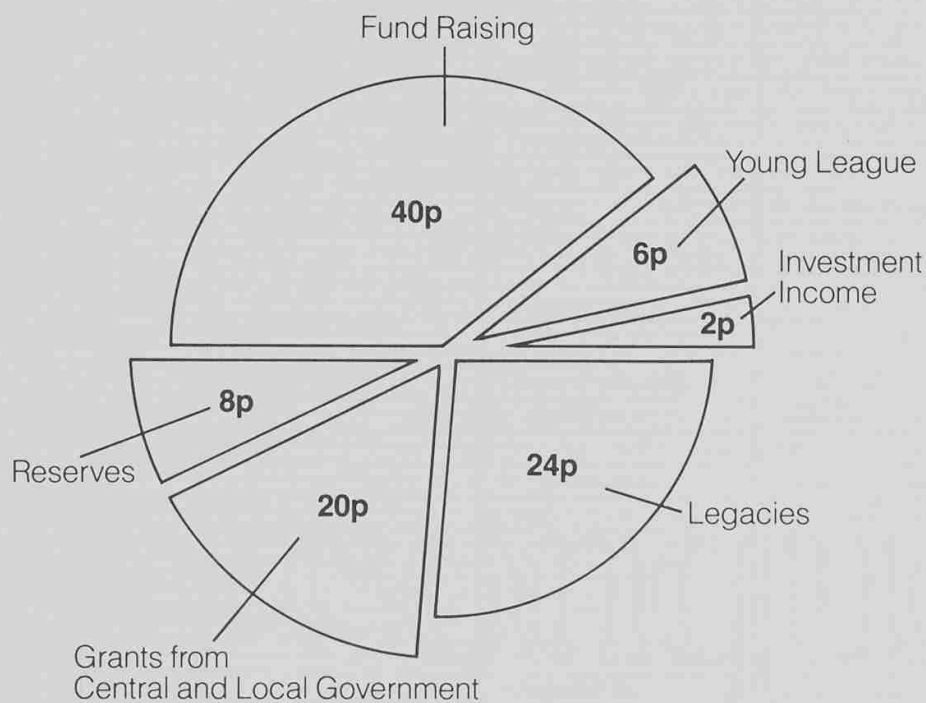
Nowadays we enjoy a cordial relationship with local authorities charged with social welfare - yet we still remain the only 24-hour, 7-days a week national point of immediate help.

The Society remains firmly established as Britain's leading authority in the complex field of child abuse and neglect.

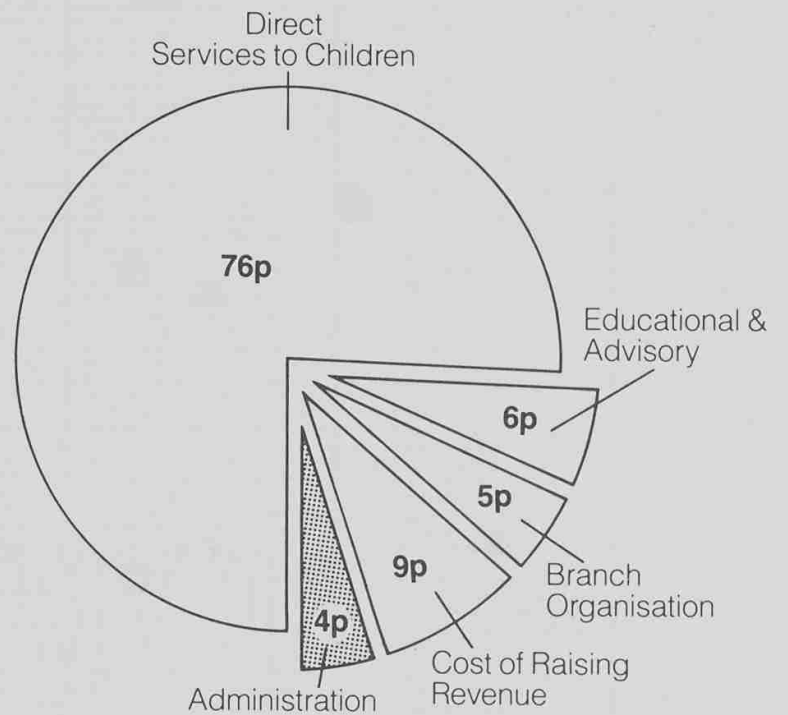
Last year some 50,000 children and their families were helped by the Society.

MOVING INTO THE SECOND CENTURY
... THE FINANCIAL PROBLEM

Where each £ came from



Where each £ was spent



With 80p in every £1 coming from voluntary donations the NSPCC is very heavily dependent on the generosity of the public.

The NSPCC is a very careful and efficient charity and in 1982 the cost of administration was only 4% of our total expenditure ie. £335,153 out of £8,131,790.

FINANCIAL DEFICITS

Over recent years the Society has been able to maintain its level of service to children only by drawing heavily on its reserves.

Income and expenditure for the last 3 years were as follows:

	<u>Total Expenditure</u>	<u>Total Income</u>	<u>Deficit Drawn from reserves</u>
1980	£6,059,400	£5,256,900	£802,500
1981	£7,404,300	£6,750,400	£653,900
1982	£8,131,800	£7,518,800	£613,000

...AND THE NEED FOR THE CENTENARY APPEAL

The proceeds of the Centenary Appeal are vital to the NSPCC for two reasons. Firstly, we must strengthen our financial base to ensure our continued existence so that we will always be there to help when a child needs us. The alternative of cutting our services to children (or worse, no NSPCC at all) is unthinkable.

Secondly, we need the money to develop our service to children to meet the problems of a changing environment. We want to streamline all the work we do by bringing together our various activities and expertise - our Inspectors, family centres, playgroups and special units - into a network of skilled CHILD PROTECTION TEAMS working within the community and responding to local needs.

WE AIM TO CREATE 60 OF THESE TEAMS OVER THE NEXT FIVE YEARS, WITH THE FIRST OF THESE IN ACTION BY THE END OF 1984.

Because we believe that prevention really is better than cure, we want to strengthen our role as preventers of child abuse by identifying the causes and providing the facilities for dealing with them.

How Will We Do This ?

- * By offering practical help to parents who simply cannot handle running a home, bringing up children, and coping with the financial, marital and domestic burdens which beset them.
- * By setting up a practical programme preparing young people for the task of being parents.
- * By offering support, advice and training to child welfare professionals.
- * By conducting a campaign of public education and research on the causes and effects of child abuse.
- * By continuing to encourage local and central government to give priority to the needs of children and the new dangers they face today; campaigning, as we have always done, for changes in the law where we feel necessary.

BUT ABOVE ALL, WE MUST CONTINUE TO REACH OUT, ANYWHERE AND AT ANY TIME, TO ANY CHILD WHO MAY BE AT RISK OF INJURY OR NEGLECT.

HOW CAN YOU HELP US ?

The preceding pages have demonstrated why the NSPCC must secure £12 million during its Centenary Year. To achieve this total target, a few very substantial donations must be received over the next few years, for capital schemes as well as for operating costs; some examples are shown on a following page.

The committee responsible for the Society's Appeal to commerce and industry has set a target of £4 million for its sector; the balancing £8 million is to be raised through area committees, special events and initiatives and from individuals and smaller companies throughout the country.

This Appeal to business is being directed to a limited number of major companies, and the ranges of individual gifts being sought are:

<u>NUMBER OF GIFTS</u>	<u>RANGES</u>
1	£400,000 - £500,000
1	£300,000 - £400,000
4	£200,000 - £300,000
8	£100,000 - £200,000
10	£50,000 - £100,000
20	£20,000 - £50,000
50	£10,000 - £20,000

Although the target is to be raised in the context of the Centenary, the money need not come in during 1984. This Appeal is to enable the Society to work effectively for children during the years ahead, and what it needs is firm assurance that it will have the means to do this.

COVENANTS

A covenant normally commits the donor to paying a fixed amount yearly for four or more years. With the basic rate of tax at 30%, the Society claims from the Revenue an additional £4,300 for every £10,000 it receives in this way. However, the system is not rigid:

- * In some circumstances the covenant may last for less than four years (it can always be longer) and the annual payments may vary.
- * A covenant may be based on a single net payment made at the time the undertaking is made.
- * For companies, the gross value of a covenant may be offset against Corporation Tax. For a company paying tax at 52%, this reduces the real cost of a covenanted gift of £250,000 to £30,000 per annum net over four years, while the real cost of a gift of £100,000 is reduced to £12,000 per annum over four years.
- * For individuals, covenants yield an additional £3,000 for the Society on every £7,000 net which is given. However, for an individual paying 75% tax, the cost of a £10,000 gross gift has been reduced to £2,500, because the covenantor can now claim relief on the higher-rate tax which has been paid.

DONATIONS

Outright donations, gifts of stocks or saleable assets and commitments to pay regular, uncovenanted sums are all helpful to the Society in its work for children.

SPONSORSHIP

Where appropriate, capital projects and particular aspects of the Society's work are available for sponsorship; proposals for this form of support have been prepared, and are available on request. In most cases, such sponsorships could benefit from concessions for promotional and other legitimate commercial expenditures.

LEGACIES

Legacies can be a most significant factor in securing the Society's services and allowing for their long-term development. There is total exemption from CTT on legacies to the Society, wherever there is CTT to be paid on an estate. Capital gifts to the Society are also exempt from CTT.

NSPCC PROJECTS FOR FUNDING

£

CHILD PROTECTION TEAM (includes buildings, staffing, equipment, team members' transport and mini-bus)	
i) Creation and funding for 4 years	587,000
ii) Creation and funding for 1 year	222,000
TRAINING PROGRAMME Annual training for all Society staff, plus specialist staff from external Agencies.	277,000
LEGAL DEPARTMENT Provides a 24-hour support and monitoring service to the Society's inspectors.	148,000
FIELD TRANSPORT Cost of field transport for Services to Children division.	64,600
OPERATIONAL RESEARCH DEPARTMENT Evaluating the effectiveness of the new Child Protection teams and disseminating the results both locally and nationally.	62,000
NATIONAL ADVISORY AND CONSULTATION SERVICE A child abuse consultancy service for professionals.	53,000
HEADLEY LIBRARY A unique national resource for child abuse literature.	44,000
PARENTCRAFT CENTRE A pioneering centre for developing approaches to parenthood.	28,500
ONE INSPECTOR	20,000
CHILD'S GUARDIAN PUBLICATION An example of how we advise the public of our work and services.	13,000
FAMILY CENTRE FOOD BILL A therapeutic centre for children and their parents.	2,500
A NORTHERN IRELAND PLAYGROUP (nett cost to NSPCC) A unique provision where children of both communities can come together.	1,850

INCOME AND EXPENDITURE ACCOUNT - year ended 30.9.82

EXPENDITURE - Services to Children
Inspectors, Casework, Advisory and Legal Services

1981		1982
£		£
2,741,602	Salaries and Expenses	3,045,459
502,587	Transport	548,032
301,897	Group, Branch and Local Offices	356,043
389,502	Training and Recruitment	236,387
287,280	Fieldwork Teacher Units	285,370
856,140	Special Units	1,027,485
570,893	Playgroups	616,512
28,817	Development and Research	29,789
<u>5,678,718</u>		<u>6,145,077</u>
407,478	Educational and Advisory Publicity	488,250
349,660	Branch Organisation	398,182
653,299	Cost of Raising Revenue	765,128
315,179	Administration	335,153
<u>7,404,334</u>		<u>8,131,790</u>

* * * * *

INCOME - Raised Voluntary Income

2,760,430	Subscriptions, Donations and Other Voluntary Income	2,725,656
261,481	House-to-House Collections	286,462
196,593	Flag Days	202,538
429,686	Young League	471,995
<u>3,648,190</u>		<u>3,686,651</u>
106,262	Local Authority Donations	111,853
915,761	Payments for Statutory Authorities towards Special Units and for other Specific Purposes	1,349,085
	Special Grant from Department of Health and Social Security	200,000
275,316	Dividends, Interest and Rents	220,835
-	Less Bank Interest	<u>21,050</u>
<u>4,945,529</u>		<u>5,547,374</u>
1,777,835	Legacies	1,971,334

* * * * *

(680,970)	Excess of Expenditure over Income	(613,072)
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THESE DEFICITS WERE MET FROM RESERVES

NSPCC ROYAL CHARTER

GRANTED BY QUEEN VICTORIA

1895

The aims of the NSPCC as laid out in the Royal Charter remain totally valid today:

- * To prevent the public and private wrongs of children, and the corruption of their morals;

- * To take action for the enforcement of laws for their protection;

- * To provide and maintain an organisation for the above objects;

- * To do all other such lawful things as are incidental or conducive to the attainment of the above objects.