Introducing Buddy

NSPCC

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Contents

About the NSPCC 3

Meet Buddy 5

Speak out. Stay safe. with Buddy 6

Our Buddy products 9

Consumer awareness 10

Retail supporters 12

Licensing strategy 13

About the NSPCC

We've been protecting children for over 100 years – doing everything we can to prevent abuse and neglect

We campaign for change. We work with schools and parents to help children speak out and feel safe. **Childline** is there for young people when they need us. And our **NSPCC Helpline** is ready to respond to adults with any worry about a child. **We develop services in local communities** to stop abuse before it starts and help children recover, so it doesn't shape their future.

85,000 contacts to our helpline for adults last year

Almost 240,000 Childline counselling sessions last year

Our Schools Service has reached over 90% of primary schools in the UK

We helped make over 1.5 million children safer in 2020/21

The Difference we make

It's the stories behind the numbers that keep us fighting for every childhood. Stories like this one...

When Caroline's* son, Luke,* was seven, he was sexually abused by a 13-year-old friend of the family when staying at his dad's house.

Luke's behaviour had deteriorated over a period of months. He had become aggressive and had low self-esteem. **"His school were very concerned too. I remember speaking to one of his teachers who told me that she had noticed a massive decline in his behaviour and his attitude to learning,"** Caroline recalls.

Our *Speak out. Stay safe.* service then visited Luke's school. The evening after the assembly, Luke was being argumentative, and Caroline struggled to calm him down.

She remembers, **"I told him that there were people that he could talk to if he didn't want to talk to me. He said that he knew that he could ring Childline. I asked him what he meant and he relayed the Childline phone number to me just like he'd seen it in the assembly that day at school."**

He then disclosed the abuse that had been happening, saying **"I've had child abuse. That's what's wrong."** Caroline wanted to cry but knew she had to be strong for Luke. She called the NSPCC Helpline, and our child protection experts advised her to tell the police.

Knowing that the abuse would never happen again, things started to get back to normal for Luke over the following months. The *Speak out. Stay safe.* assembly gave him the words to talk to his mum and get help, and he's now doing well.

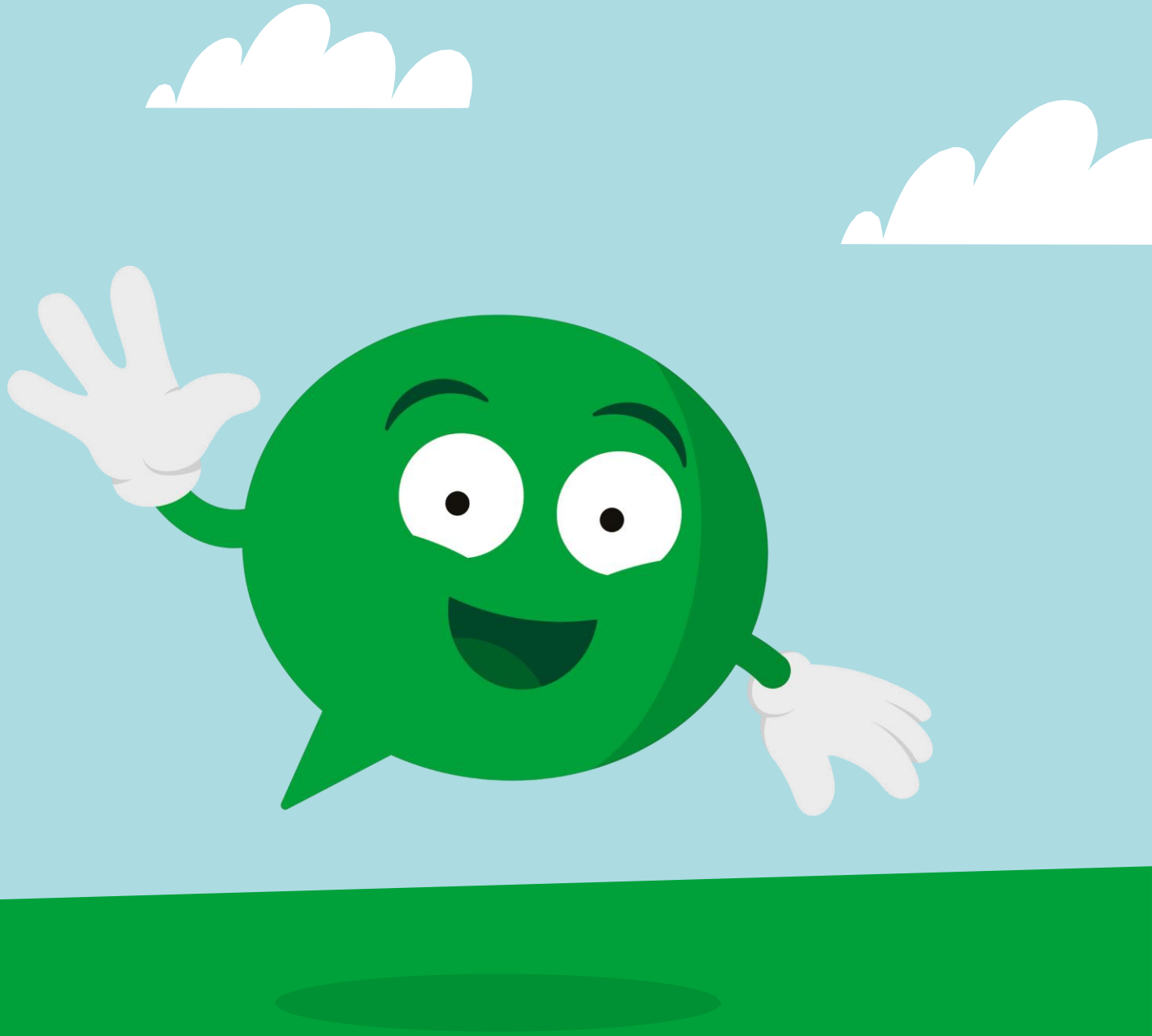
"If it hadn't been for that assembly, I honestly think the abuse would still be happening... Luke remembered from the service that there is help out there for children, and he had the right words to tell me that he wanted the abuse to stop," says Caroline.

"If it hadn't been for that assembly, I honestly think the abuse would still be happening..."

Meet Buddy

Buddy is a friendly, green 'speech bubble' character, used as a mascot to communicate the NSPCC's *Speak out. Stay safe.* (SOSS) programme.

He helps our Schools Service staff and volunteers deliver important messages to primary school children across the UK and Channel Islands. As well as **encouraging children to speak out to** someone if they're worried or unhappy.



Speak out. Stay safe. With Buddy

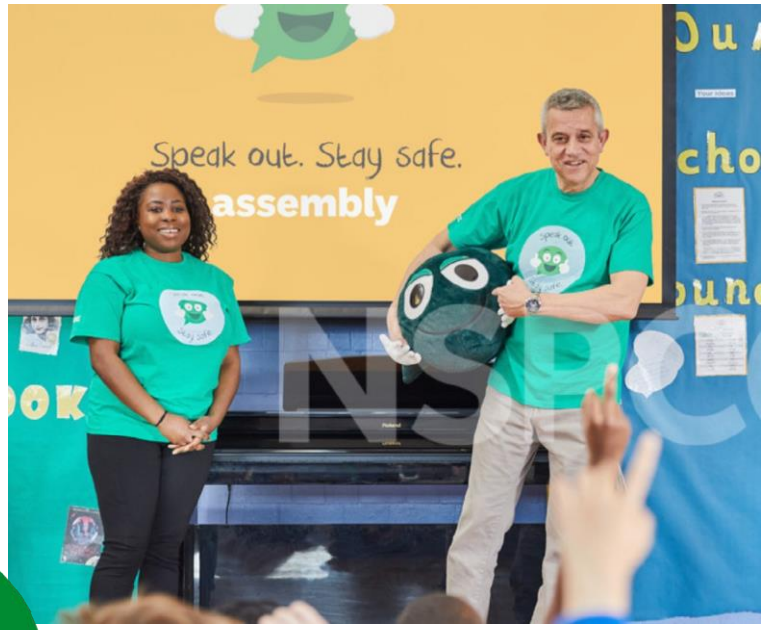
The *Speak out. Stay safe.* programme was created by the NSPCC in 2011 to form part of their wider offering to schools. It covers topics like bullying and abuse, without using any scary words or adult language.

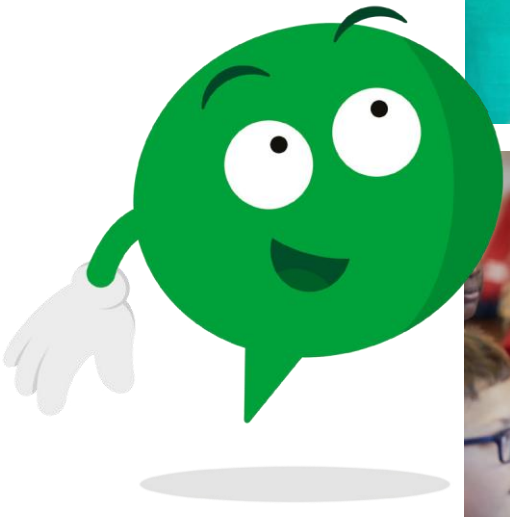
It's an effective way to support a school's safeguarding duties and links directly to the curriculum.

The assembly

Speak out. Stay safe. assemblies help primary school children learn about **different types of abuse**. This includes talking about neglect, physical abuse, sexual abuse, emotional abuse and bullying.

Children are helped to identify a trusted adult they can speak to if they're worried about themselves or a friend. **They also learn about Childline** and how it can support them.





The virtual assemblies

The assemblies have over **740,000 views** on Youtube (and counting!)

Before the coronavirus pandemic, *Speak out. Stay safe.* assemblies took place in person, in schools. Children were taught lively, interactive sessions, and Buddy was alway a big hit. When our Schools Service volunteers were no longer able to visit schools, we quickly adapted and produced two virtual assemblies.

Ant and Dec feature heavily in the videos, alongside Buddy, NSPCC volunteer, Sally, and other volunteers. **There are also appearances from David Walliams and Vicky Ford MP**. These videos were shared online for teachers, parents and carers to watch with children.

The online offering

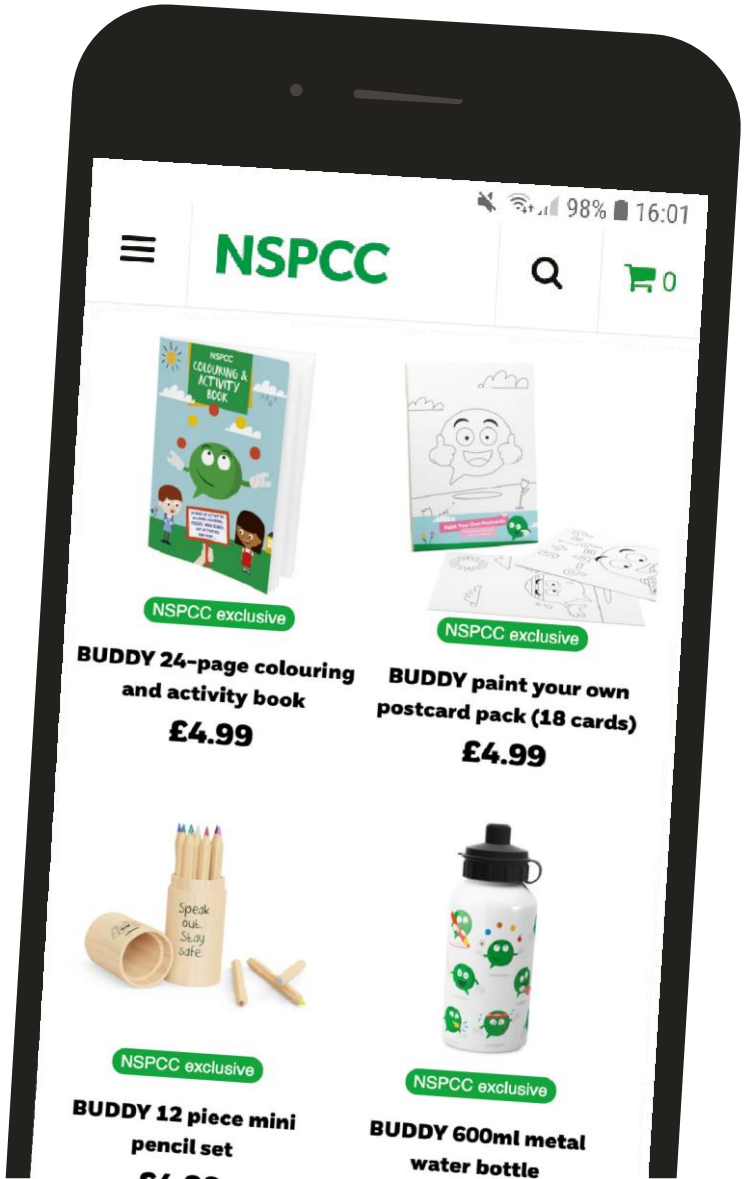
We then further developed this into an **online offering for schools** to sign up to, so that teachers can deliver the programme to their pupils, using the videos and supporting resources.

The workshop

Older children in years 5 and 6 explore the definitions of abuse in greater depth in *Speak out. Stay safe.* workshops. They take part in engaging activities and exercises, including looking at different scenarios and deciding whether they are OK or not OK.

Our Buddy Products

Buddy features on a range of products, from stationery to toys and games.



Consumer awareness

Our new online offering lets teachers deliver the programme themselves. This means **even more schools can introduce their pupils to Buddy**, without needing a scheduled, in person NSPCC assembly.

Since the launch of the online Speak out. Stay safe. offering in Sept 2020, **12,000 schools have signed up** and more are signing up every day.

Up to the start of the pandemic, Buddy had been seen in **90 per cent of primary schools,** reaching in excess of 1.8 million children per year.

"This programme is superb. It completely supports teaching staff in sharing vital information with children, but in a non-threatening way. Staff are very comfortable with these resources, and this benefits how it is received by the children."
Caroline Hodgeson, Headteacher, Esh Winning Primary School

97% of UK adults have heard of the NSPCC

"My daughter came home empowered and enlightened because of your assembly and your powerful message. She was singing the helpline number all evening and talking about Buddy. Thank you for taking your important message to the children. It is truly amazing and effective work that you do."
Tosin, parent

With the NSPCC being one of the leading charities in the UK, ranking in the top 10 for brand health in YouGov's charity index, partnering with our brand can have a positive impact on wider consumer awareness and intention to buy.

More than 1 in 3 (36%) of British consumers say they would **be more likely to purchase products from a retailer that partnered with the NSPCC**, compared to a similar company that did not.

Almost 3 in 4 (71%) of British consumers say that a product sold by a company that partnered with the NSPCC would stand out positively, compared to the same / similar product sold by a company that was not partnered with the NSPCC

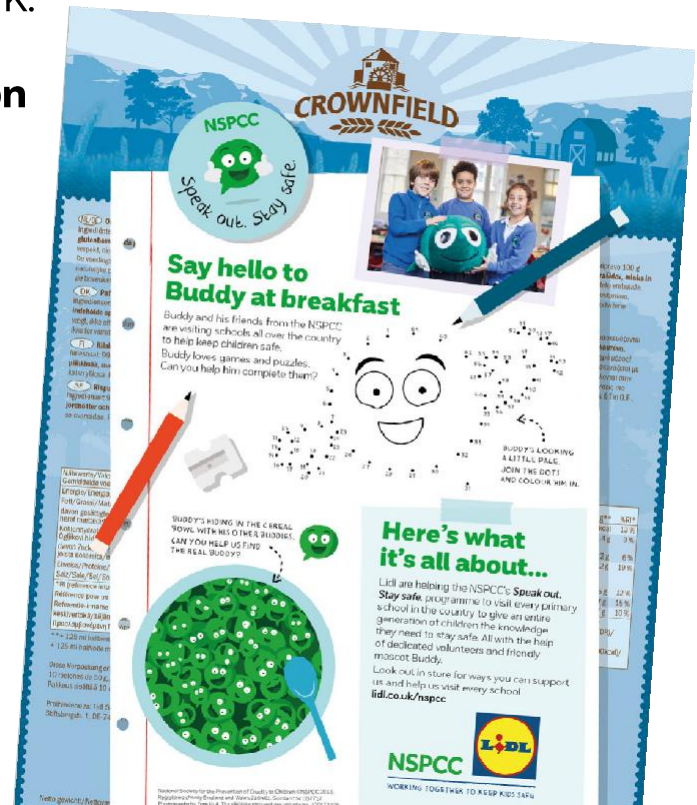
"I liked how it's telling us if that [abuse] ever happens to us, what exactly we should do about it."
Year 5 pupil

Retail Supporters

As a charity, we have already partnered with a number of high-profile retailers and are always open to new opportunities to work together with partners in the retail space.

Buddy has previously starred on own-label cereal packs in Lidl stores throughout the UK. For each box sold, Lidl donated 10p to the NSPCC. Over 2018 and 2019, **over 2 million boxes were sold, raising £250,000.**

The boxes also displayed important child safety messages from Buddy along with a range of fun games.



"Having our child safety messages on the cereal boxes has enabled us to reach children and parents in their own home, which is a fantastic addition to the service the NSPCC already provides."

Retail partners

- Spar
- Matalan
- Harrods
- Lidl
- Home Bargains

Licensing Strategy

Why charity licensing?

They're [consumers] not supporting businesses who don't prioritise people or the planet... COVID-19 has crystalised a social and economic movement that has been bubbling under this past decade... We've seen mass introspection and a re-examination of how we live and want to live. Globally, 77% of people now say they value decency in business as much as price and convenience."
- Mary Portas, The Guardian, Dec 2020

Our licensing vision

- To create a long-lasting and commercially successful character licensing program **aimed at kids aged 4-9 years.**
- To embed NSPCC products into relevant consumer touchpoints throughout the UK.

Our key objectives

- Generating revenue
- Promoting our cause
- To help fund our fight for every childhood

Thank you!

Buddy provides a wonderful opportunity for you and your customers to help keep many more children safe. With your support every pound we raise will help to fund our fight for every childhood.

Any questions?

Contact Denise Deane:
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NSPCC

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