

Towergate & ChildLine in Partnership Monthly report - January 2010

During January 2010 ChildLine took **28,147** counselled calls from children in distress.



ChildLine welcomes the new decade

It's hard to believe a new decade is upon us. What continues to excite us here at ChildLine is that there are people like the staff at Towergate who are so committed to helping end cruelty to children.

Whatever your personal New Year's resolutions, we are very pleased that they include continuing to help ChildLine. To date your support has funded the recruitment and training of **234 volunteer counsellors**. This is an amazing achievement and it is so exciting to think that within the next few months this number will exceed **250**.

Towergate support of ChildLine

As well as your usual fantastic fundraising activities, Towergate staff helped to put an extra smile on many children's faces at Christmas by taking on the role of '**Santa's little helper**' and ordering one of his personal letters to children. Your contributions helped us to raise a total of just over **£1 million pounds!** Thank you.

January has been an exciting month at Riskline Oxted where they have formally adopted ChildLine as their chosen charity. Staff have been extremely busy over the last two months raising more than **£3,000** for the NSPCC which is a fantastic achievement. All 137 staff members in the office are really getting involved in fundraising and have been participating in activities including **dress down days** and **football matches**.

On behalf of all the children and young people who turn to us when they have nowhere else to go, thank you for your continued support

Promoting the ChildLine Service

It is so important for us to continually promote the ChildLine service to children. Our recent 'How U Feelin?' campaign has been particularly successful and has featured celebrities like Marvin from JLS (runners-up in the 2008 X-Factor) who has been working very closely with ChildLine to produce videos and other material for children. 'Moodies' are a tool which asks children to express how they feel, and Moodi badges on sale in Superdrug stores to encourage children to take a look at the website and get in touch. If you would like to find out more about ChildLine or the 'How U Feelin' campaign, please take a look at the videos by following this link to You Tube <http://www.youtube.com/user/ChildLinehowufelin> or by visiting www.childline.org.uk

One user wrote about ChildLine Online "We are all best mates on here, we love each other to pieces and we know we're not alone"

Being there for every child

We cannot answer every call to ChildLine and we cannot answer every request for an online counselling session. This is why Towergate's support is so important, with the money you raise we can take another step closer to being there for *every child whenever* they need us.

Thank you