

# NSPCC by Glazer.™

## Visual Identity

The NSPCC appointed us to design material to support the activities of its Schools Fundraising Team.

The team of 53 specially trained schools organisers personally visit around 12,000 schools in England, Wales and Northern Ireland each year. They are also in regular contact with over 27,000 head teachers, teachers, school governors and nursery nurses a year, to enlist their participation in the schools fundraising campaign.

The new awareness and fundraising materials were aimed at children and young people aged between 3 and 9 years old as well as teachers and parents and carers. The new portfolio of products included a selection of fundraising activities, awareness posters, certificates, teachers' guidelines and information for parents and carers.

Denise Derbyshire, NSPCC National Head of Schools says: "We are delighted with our new portfolio of products which are really bright and fun. We hope that the new materials will help raise more money for children and encourage children to speak about abuse."

Drawing on experience gained while re-branding the Welsh Development Agency, we have also designed a Welsh language version of the material to support the NSPCC's fundraising activities in Wales.

