

# MATALAN NSPCC

What we've  
achieved together

A report prepared for Matalan by the NSPCC.

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

# A message from Chris Sherwood

Dear Matalan,

Raising £980,000 is a huge moment and we're so proud to celebrate it with you. Over the last four years, your incredible commitment, passion and hard work has all added up to something extraordinary.

Since March 2022, you've raised almost £1 million to help fund Childline Liverpool and our Liverpool Hub, giving children and families across the UK support when they need somewhere to turn. And since our partnership began in 2004, you've raised an incredible £12 million for the NSPCC. That's an inspiring legacy to be part of.

What makes this milestone even more special is how you've got there. It's the team effort behind it from your colleagues and the support from customers across the UK; the events, the challenges, the store collections, the moments where people have gone the extra mile because they care.

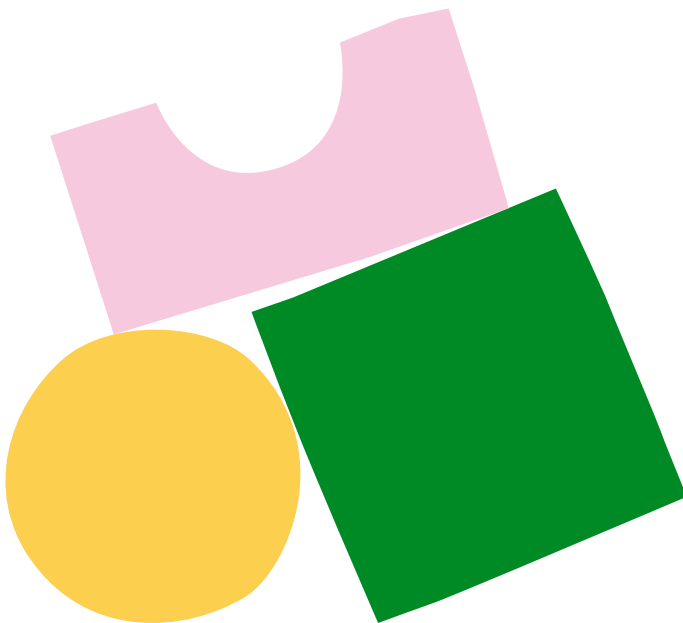


The impact you've made to children's lives is truly something to be proud of. Every time the pennies in collection tins add up to £4, you've let us answer a call for help at Childline. Or as the pounds mount up to £29, you've helped provide an hour of support for a child and their mum in our Domestic Abuse Recovering Together service, helping them on their road to recovery. Every contribution means we can be here for children and families.

Thank you for everything you've done, and for the heart you bring to this partnership. We're so grateful, and we can't wait to see what we do together next.

With our heartfelt thanks,

**Chris Sherwood**  
Chief Executive, NSPCC



# Partnership in numbers



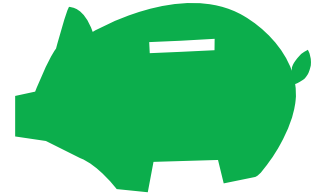
**22 years**

Of support to help protect children and young people.



**£980,000**

Raised by Matalan since March 2022 to help fund Childline Liverpool and our Liverpool Hub.



**£12 million**

Raised since our partnership began in 2004, helping support children across the UK.

Over the last four years, you pledged to support our Childline base in Liverpool and our Liverpool Hub.

Your impact for children over the last four years



**£480,000**

can cover the cost of answering around 120,000 calls and messages to Childline, so more children, across the UK, have someone there when they reach out when they need help.



**£500,000**

can help pay for three trained practitioners each year for four years at our Liverpool Hub, working with children and families to protect and prevent from abuse.

Your support of the Liverpool Hub has helped us deliver services including:

- **Domestic Abuse Recovering Together (DART):** Helping children and their mums rebuild their relationship after domestic abuse
- **Letting the Future In (LTFI):** Therapeutic support for children who've experienced sexual abuse
- **Pregnancy in Mind (PiM):** Supporting parents-to-be who feel anxious or low during pregnancy

# Your Fundraising

Over the past 12 months, you've gone above and beyond to support the NSPCC and it's all helped take you to that incredible £980,000 total.

From big fundraising moments to the everyday efforts across Support Hub, Stores and Warehouses. Every moment of time and energy put into your fundraising has helped make sure children and families get the help they need. Thank you so much for being part of it.

## The Big Region 1 Prize Draw

We were blown away with the success of Region 1's prize draw. Over three weeks, colleagues across the region came together to sell tickets to friends, family and supporters and raised an incredible £27,000 in The Big Region 1 Prize Draw - an absolutely fantastic result!

This impressive amount raised by Region 1 for the NSPCC helps fund around 6,750 calls to Childline. That means thousands more young people across the UK could get through to someone who will listen when they need it most.

*"It was fantastic to see everyone pull together and really get behind the prize draw. The amount raised will make such a difference for the NSPCC, and I'm so proud of what we achieved as a region."*

- Debbie Ferguson, Dual Site Manager

## Snowdon Trek

A big thank you to the team from Support Hub who took on the Snowdon Trek and hit their brilliant target of raising £1,000!

Training, planning and pushing through the tough bits is no small thing, and it all adds up to vital support for children.



## Christmas Prize Draw

Christmas is always a busy period, but your teams still found time to come together and fundraise. Colleagues across the business supported the Christmas Prize Draw and helped raise over £27,000! Thank you to everyone who sold tickets, got involved, and helped make it happen.



## A small touch that went a long way

After an NSPCC Liverpool Hub visit and hearing the pool table had broken, Rhea and the team across Region 4 rallied round and raised enough to fund a new one. It may feel like a simple thing, but it makes a real difference to the space and to the young people who use it. Having somewhere relaxed and familiar can help children feel more comfortable opening up and talking about difficult things.



## Childhood Day

Childhood Day was full of brilliant team spirit, helped along by the launch of your Paw Patrol clothing range for children. And the character visits from some of the Paw Patrol pups brought a lot of smiles in stores around the UK too!



## Other ways you've shown your support

Your support hasn't stopped there. This year, you also welcomed us into stores around the UK, so we could say thank you in person and hear what you've been up to. It's been a real highlight meeting your teams and seeing just how much care and effort goes into your fundraising. You've also held sample sales at the Support Hub and DCs, and visited NSPCC Hub open days to see the impact of your support first-hand at the Support Hub and Warehouses.

# Hollie's Experience



Talking to someone saved me and it could save you.

"As a child I was always very anxious and worried about everything but at the same time I was also very confident. Then at the age of 12 I was diagnosed with epilepsy which made my anxiety worse.

I had a good circle of friends and in Year 9 a few of them were having some difficulties in their personal lives. I was trying to support them, but inside I was feeling really low. I didn't tell anyone. Instead I would go into school smiling, laughing and joking then go home, collapse and cry.

At the age of 16, I was admitted to the Maudsley Hospital in London. I was there for six months. It was during the last month when I started going home to visit my parents that I stopped talking to them. Yet I was still talking to the staff when I was back at the hospital.

The night before I was discharged I tried to take my own life. I'd had suicidal thoughts before but I'd never tried to do anything. They put me in a secure room and I asked if I could have my phone. That was the first time I called Childline.

I was hyperventilating and crying. The counsellor started asking me about the things I like to do. I told her about my dog, my friends and what I was going to do when I was better. Afterwards I was able to talk calmly about what had happened. That chat stopped me from going back to my room and trying again.

Once I was home I still wasn't talking or walking or doing anything for myself. Within a week I was sat with my head down, I wouldn't look at anyone and I started making this moaning noise. I was screaming more often and getting more violent with my mum.

I still wasn't talking to people but whenever I was feeling low I would go to the shed and call Childline on my mobile – they were the only people I would speak to. One night I told the counsellor I wanted to go back to hospital. She asked me why I wanted to go back. It was then I realised I didn't. I just wanted to be normal.

Childline gave me the confidence to write a note to my mum asking if I could see a counsellor. It was that counsellor who, after two and half years of silence, finally got me talking again in September 2016.

Today, I still take medication to manage my epilepsy and anxiety but things are going really well. I work as a volunteer for the counselling service that helped me. I've since started at university in Canterbury and am having such a wonderful experience making friends and planning for my future.

When I started talking again my sister said there was a point she thought she would never be able to hug me or hear my voice again.

If I hadn't called Childline there is a chance I wouldn't be here today. In fact, all the progress I have made is thanks to other people's support, including Childline. Talking to someone saved me and it could save you."

# Childline Liverpool over the last 12 months

Your support for our Childline Liverpool base creates impact for children across the UK. Every day, the Liverpool base helps answer calls, chats and messages from children and young people who need someone to talk to.

## What children and young people talked to Childline Liverpool about

Between 1 April 2025 and 30 September 2025, the Liverpool base delivered 4,182 counselling sessions (including third party counselling).

The top concerns during this time were:

- Mental and emotional health: 1,204 sessions (30%)
- Family relationships: 423 sessions (10%)
- Self-harm: 313 sessions (8%)
- Friendship issues (excluding bullying): 172 sessions (4%)
- Sex, relationships and puberty: 163 sessions (4%)

Most counselling sessions at Childline Liverpool took place on 1 to 1 chat (45%), with phone (36%) close behind. The remaining 19% were over email.

Your support has helped our Childline counsellors be there for children in whatever way they feel most comfortable reaching out, so they have someone to talk to when they need it.



## Snapshots from the Childline Liverpool base

*"I don't want to disappoint my parents. My exam results weren't great last year, and I worry about their reaction will be if I fail, especially my dad who might shout at me. I tried so hard, but that might not have been enough. I don't want to be a burden. I wish they were proud of me like they are of my older sibling."*

Boy, 18


*"My boyfriend always apologises after it happens. He says he hates himself for hitting me, for always needing my money to pay for things, for needing so much of my time and attention. I do love him, we've been together so long already, but at the same time I feel trapped"*

Girl, 18, Childline

*"When I get angry, I can't control it. I throw things, slam doors. It's been an issue ever since I can remember. It's hard not to be angry when my mum says 'no' to things all the time"*

Boy, primary school age, Childline

**Disclaimer:** All names and potentially identifying details have been changed to protect the identity of the child or young person. Quotes are created from real Childline contacts but are not necessarily direct quotes from the young person.



45% of counselling session at our Liverpool Childline base took place on 1 to 1 chat.

# The Liverpool Hub over the last 12 months

Your support doesn't just help children who contact Childline. It also helps families who need long-term, face-to-face support through our Liverpool Hub.

Between 1 April 2025 and 30 September 2025, our NSPCC practitioners across the North West worked with 89 children and adults (38 children and 51 adults).

Here's what that looked like across services:

## Domestic Abuse Recovering Together (DART)

DART supports children and mums to help them reconnect and recover after domestic abuse, in a safe and supportive group space. Over 10 weeks, they meet for a weekly two hour group session.

Children take part in activities together that help them build their own understanding of domestic abuse and how they're feeling. Practitioners, mothers and children said that the joint sessions helped them to work together; the sessions helped children share their experiences of abuse, and their mothers to understand them.

The team had an important moment in the spotlight when Channel 4 News visited the Liverpool Hub to help show the impact of domestic abuse on children, and what support can do to help families recover. Our DART participant spoke powerfully about the impact of the abuse and the benefit of receiving support from the NSPCC.

## Letting the Future In (LTFI)

LTFI is therapeutic support for children and young people who have experienced sexual abuse, helping them rebuild confidence, safety and trust.

Children and young people who have been abused can feel confused and upset about what's happened to them. Having the chance to explore their thoughts and feelings can be really helpful. Unlike many other services, we work with most families for between six and ten months, allowing our practitioners to build trust with children and young people. This lets us provide a child-centred service, helping the child or young person explore the impact of the abuse and resolve or cope better with any ongoing issues.

## Pregnancy in Mind (PiM)

PiM supports parents-to-be who feel anxious or low in pregnancy, helping them feel steadier, more supported, and more ready for their baby's arrival.

Over the past year, the Liverpool team has also focused on strengthening referral pathways, so that more families who need support can reach us. The team has met with local partners across the region, and has also been working to make our new Baby Steps programme more accessible, with training and planning underway ready for launch.



## Baby Steps programme

We've opened new referral pathways for our Baby Steps programme. Our practitioners completed training in July, so they're ready to begin assessments for the first referred families over the summer.

Baby Steps is a free, friendly group that empowers parents to be, builds their confidence and helps them feel ready for the arrival of their new baby. Expecting a baby can bring up a lot of different feelings for new parents. That can be especially true if they're facing other challenges, such as having English as their second language, financial difficulties or having experienced trauma. Building strong relationships from the start helps create healthy strong families.



Between 1 April 2025 and 30 September 2025, our NSPCC practitioners across the North West worked with 89 children and adults





# Thank you

Dear Matalan,

Thank you for everything you've done to reach this incredible total of £980,000! It's a huge achievement, and it's only been possible thanks to the dedication and generosity of colleagues and customers across Matalan.

As we've been out to visit stores across the UK, we've been so touched by the passion you have for the NSPCC and the thought and effort you put into the activities you run. We know it's something a lot of you love doing, and your customers enjoy taking part in - but we really want to acknowledge the effort you make and thank you for taking the time to support children in your communities. We look forward to meeting more of you over the next year.

We've also enjoyed meeting new faces on our visit to Corby Warehouse and Support Hub. It's been great to hear about all the amazing activities you've been doing to support the NSPCC. From sample sales, to treks and skydives, it all means so much to the children and young people we support.

We've loved getting to say hello to some of you as you've volunteered or hosted team meetings with us this year too. It's been great to show you the impact of your support through tours of our services and get you involved in practical



tasks that will mean so much to the children we support. Your legacy through collecting enough to replace the pool table in Liverpool will live on with the team for many years!

We're so proud of what we've achieved together so far. And with the passion and commitment you've shown over the years, we know there's so much more we can continue to do to support children in your communities.

Thank you again for standing by our side, and for everything you do to help keep children safe.

With our heartfelt thanks,

Jo & Emily  
Partnership Managers, NSPCC



Thank you for everything you've done to reach this incredible total of

**£980,000!**

# NSPCC

**Together, we can stop child abuse and neglect – by working with people and communities to prevent it, transforming the online world to make it safer for children, and making sure every child has a place to turn for support when they need it.**

We campaign for change. We work with schools to help children understand what abuse is and support them to speak out. Childline is here, whenever young people need us. And the 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.

And, above all, we work together – because everyone has a part to play in keeping children safe. Every pound you raise, every petition you sign, every minute of your time, will make a difference.

Together, we can change children's lives.

[nspcc.org.uk](https://nspcc.org.uk)

*Thank you!  
You're making a  
REAL DIFFERENCE to  
children's lives.*

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**