



**NSPCC**

# What we've achieved together

## February 2023 – March 2025

A report prepared for Jet2

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

# Your support matters

We estimate that half a million children across the UK suffer abuse each year, so our mission at the NSPCC is to make sure that everyone plays their part in keeping children safe.

Over  
**£460,000**  
donated by  
Jet2

In February 2023, we set out on a mission together to make a difference. As we look back on our partnership so far, we want to say a warm thank you to everyone at Jet2 for your unwavering dedication and support. It's thanks to your commitment that we can ensure fewer children experience neglect or harm. Because of our partnership, we've been able to offer even more crucial support and work towards a future where every young person feels safe and protected.

We continue to be amazed by the incredible passion that shines through your fundraising activities and volunteering. The impact of your support has reached countless children and young people, making a meaningful difference in their lives.

Since our partnership began you've raised an outstanding amount, just over £460,000. This phenomenal amount of funding is helping us to fight for every childhood. Your funding ensures we're there for every child who turns to Childline when they feel worried and alone. It's helping us to support children and their families through our direct services. It also enables our child protection specialists to respond to adults who contact the NSPCC Helpline when they're concerned about a child's welfare.

We're so thankful for everything you've done and continue to do for the NSPCC and in supporting our vital work.

**Thank you for helping us to be there.**



# Our partnership in numbers

Over the past two years, your generosity in our partnership has seen astonishing reach and impact.

Here's what that support looks like in numbers.



£460,000

raised in total for the NSPCC since March 2023



£100,000

raised by in-flight scratch cards each year



£120,000

of levy funding donated in March 2025 to fund ten Data and Business Insights Apprentices at the NSPCC



43

Jet2 apprentices took part in an NSPCC Bright Sparks Lunch Club during National Apprenticeship Week.

# Highlights

Since our partnership began you've helped to make a difference to children and young people through your fantastic support.

This has ranged from incredible fundraising activities, pro bono work, and volunteering. Thank you for helping us to create brighter futures for children and young people.

## Apprenticeships

In February 2025, you pledged £120,000 in apprenticeship funding to the NSPCC, enabling ten staff members across England to complete a Level 3 Data and Business Insights Apprenticeship. This will equip them with vital skills in data analysis, communication, and problem-solving. Thank you for supporting our team with this incredible opportunity.

“So far the apprentices have been delving into modules that are giving them the confidence in understanding data essentials - from perfecting report writing, to an introduction to AI.”

**Amy Wellings,**  
NSPCC Apprenticeships  
Programme Manager

## Christmas

On 3 December 2024, we visited Holiday House in Leeds to speak with Jet2 colleagues about our partnership and how you're helping to support children.

Head office colleagues generously donated Christmas gifts, collecting two large boxes of presents for children and families supported by our Leeds Hub. These included those in our Domestic Abuse Recovering Together (DART) programme. These gifts brought joy to families who need it most during the festive season.

You also made Christmas Jumper Day a success, raising over £130 by wearing your most festive jumpers, and amplified our Letter from Santa campaign to UK colleagues.





# Highlights

## In-flight activity pack

In December, we partnered to provide special in-flight activity packs to thousands of children, raising awareness of Childline and Buddy (our Speak Out Stay Safe school's mascot).

Each child's meal came with a limited-edition pack featuring puzzles, games, and Buddy-themed activities, plus a special message from Buddy reminding children that Childline is always there if they feel worried or need someone to talk to.

With 2,500 packs distributed, this initiative helped ensure young travellers knew where to turn for support over Christmas.



## Scratchcards

Half the price of every in-flight scratch card sold year-round contributes to Jet2's charity partners. Since 2023, scratch card sales have raised over £300,000 for the NSPCC, with a minimum annual donation of £100,000.

## London Marathon

Jet2 Captain Steve Reen ran the London Marathon to raise money for the NSPCC.

Steve raised a fantastic £2,645 running the marathon, smashing his target by over £200! Steve finished the marathon in 5hr 32 mins.

What an incredible achievement, congratulations Steve!



# Highlights

## National Apprenticeship Week

For National Apprenticeship Week 2025, you partnered with the NSPCC for a day filled with learning, insights, volunteering, and professional development. We welcomed 43 Jet2 apprentices to the NSPCC Leeds Hub to learn all about the NSPCC's work in the Northeast, Yorkshire, and The Humber.

In the afternoon, apprentices and NSPCC staff took part in a Bright Sparks Lunch Club, a team workshop that helps come up with innovative ideas to tackle a challenge the NSPCC are facing. We asked apprentices to develop creative solutions to help the NSPCC attract and recruit volunteers for Childline. After brainstorming and refining their ideas, they pitched their proposals to a panel of judges. A highlight was a visit from Jet2 Ambassador, Rylan Clark, who came to wish the apprentices good luck in their team building challenge.

Inspired so much by their day, a group of 18 Jet2 apprentices subsequently joined the Wakefield Dragon Boat Race in summer 2025 to fundraise for the NSPCC.



# Your impact



## Our Partnership

Since 2021 we've been working together to keep children safe while on holiday.

Staff at resorts manage safeguarding incidents that happen abroad, including contacting any appropriate emergency services abroad, before sending a safeguarding incident report to the NSPCC Helpline for consideration and assessment.

We offer advice to Jet2holiday duty staff and make referrals to appropriate agencies where necessary.

In 2024/25 we received 216 Jet2 Holidays safeguarding incident reports, which led to 101 referrals.

**Thanks to our partnership, we're keeping children safe.**

## The NSPCC Helpline

The NSPCC Helpline is our first line of support for any adult worried about a child's wellbeing. Thanks to your generosity, our team of child protection specialists are able to provide a safe and supportive space for parents, carers, teachers, GPs, and anyone in the community who needs to talk.

Your fundraising could allow us to run the Helpline for 28 days so we can be there to support adults with child welfare concerns. That's the entire month of February!

### In 2024/25:

Our Helpline responded to just under **70,000 contacts** from people with concerns about a child's welfare.

Concerns around neglect, physical abuse, sexual abuse and exploitation, and emotional abuse were the most common reasons for contacting the NSPCC Helpline.

The Helpline made over **32,500 referrals** to local authorities and organisations, on behalf of almost **22,000 children and young people**.





# Your impact

Your support helps us to improve the lives of children and young people in your local area.

Since our partnership began in 2023, we have been establishing three direct services in **Leeds**, as well as supporting children and young people at our Leeds Childline hub. They are:

**Pregnancy in Mind (PiM)**, our service available to parents-to-be who are struggling with depression or anxieties about being a new mum or dad.

**Domestic Abuse Recovering Together (DART)**, our transformative group work programme which empowers children and mothers to recover after experiencing domestic abuse. In collaboration with Early Help, we have been able to deliver DART from the Kentmere Community Centre in Seacroft, removing barriers for families to attend the service.

**Letting The Future In (LTFI)**, our service for children who've experienced sexual abuse and their families to help them start to rebuild their lives. We have been able to scale up LTFI in Leeds with the support of the council's Therapeutic Social Work team.



## childline

ONLINE, ON THE PHONE, ANYTIME

The Childline Leeds base delivered **12,292 counselling sessions** in 2024/25. The top three concerns that were discussed are **mental/emotional health, suicidal thoughts and feelings, and family relationships**.

In the last year, we have almost tripled our staff team in Leeds, meaning that we have been able to open our very first Leeds night service team, allowing the service to support more young people overnight. There are currently **50 volunteers** in Leeds plus a further **25 in training**, supporting us to reach more children.







## Thank you

We want to say a massive thank you to every one of you for playing your part in preventing child abuse.

Jet2's commitment to protecting children and young people has been truly inspiring. Through your fundraising activities and volunteering, you've gone above and beyond to support our mission and vital work.

Thank you for all your brilliant dedication and support. We can't wait to see what the next year will bring, knowing that together, we can continue to make a difference in the lives of children and families across the UK.

The NSPCC logo is displayed in white, bold, sans-serif capital letters. It is positioned on a green triangular graphic that points towards the right. The background of the entire page is a solid dark blue.

# NSPCC

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

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