

## Whoops! Newcastle did it again!

Newcastle Building Society has today announced its renewed support for The Children Foundation's Whoops! Child Safety Project with a donation of £5,000.

The money has once again been donated specifically to the anti-bullying campaign to fund eight 'Bullying-Buddying' courses which take place over four weeks to educate teachers, parents and pupils about the effects of bullying in schools throughout Tyne and Wear.

The Whoops! campaign aims to raise awareness and promote a change in behaviour to combat the causes and ease the effects of bullying. It provides information and guidance to pupils and staff to reinforce the ethos that the school is a place where children come to learn and to be safe.

The campaign is delivered by experienced professionals via interactive sessions and presentations within the schools to select and coach 'Buddies' who wear unique 'buddy' red caps and monitor behaviour to maintain a 'Peaceful Playground'.

Nicola Green, Corporate Communications Manager at Newcastle Building Society, met Ashley Maw, Community and Training Co-ordinator of the Whoops! Child Safety Project to present the cheque, which brings the Society's total support of the campaign to £13,000. As a thank you, the organisation ran a life-saver course for Newcastle staff covering CPR and first aid skills for the care of babies and children.

### **Bullying Facts**

- Last year more than 31,000 children and young people called advice lines regarding bullying issues.
- Around 350,000 primary school children are bullied every week during term time.
- Research shows that 30% of children aged 10-14 did not tell anyone that they had been bullied.
- In the first two months of the new school term, calls to Childline about bullying escalate by over 40%.

Nicola Green said: "We at the Newcastle are proud to once again pledge our support for such a commendable cause. Bullying is an unpleasant but very real issue that effects more than a quarter of school children every year.

"As a mutual society we place social responsibility as a high priority and believe in giving something back to the local community. We're delighted we can help stamp out bullying in eight areas close to both our members and staff."

Ashley Maw, of the Whoops! Child Safety Project said: "Since 1998, every school has been legally obliged to have an anti-bullying policy in place, and yet still the effects of bullying are constantly reported in the media. We are extremely grateful for Newcastle Building Society's backing another year running, especially at such an important point in the academic year for all pupils."

"The Society's commitment doesn't end with the donation – we look forward to welcoming local branch managers into the schools where we will be running the campaign."

Image: [Nicola Green \(right\) presents the donation cheque to Ashley Maw.jpg](#)

**For further information please contact:**

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## **About Newcastle Building Society**

The Newcastle Building Society Community Fund was set up in 1992 and since then has given away over £600,000 to over 600 groups. It focuses on projects that help to nurture new talent, improve the community and help with children's education in the areas where it has a branch presence. As a further step forward, the Society has launched its Members Fund, which allows members to make an annual donation from one of their savings accounts. The criteria for this fund is chosen by the members and previously grants have been awarded to projects which aid children's education, improved adult literacy and numeracy and provided IT schemes for the over 55's.