



Save the Children

GLOBAL CORPORATE PARTNERSHIPS

IMPACT FOR CHILDREN AND BUSINESS BENEFITS

Content

A WORD FROM OUR EXECUTIVE OFFICE

ABOUT SAVE THE CHILDREN

PARTNERING WITH SAVE THE CHILDREN

ACCENTURE

BULGARI

C&A FOUNDATION

GSK

IKEA AND IKEA FOUNDATION

JOHNSON & JOHNSON

PROCTER & GAMBLE

RB

MONDELÉZ INTERNATIONAL FOUNDATION

AND MONDELÉZ COCOA LIFE

TOMS

STRATEGIC PRIORITIES AND THEORY OF CHANGE

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A word from our Executive Office

Save the Children is committed to doing whatever it takes to reach the world's most marginalised and deprived children. By 2030, our global ambition is to ensure no child dies from preventable causes before their fifth birthday, all children receive a quality basic education; and all children are protected from violence. With nearly 100 years of experience, Save the Children knows what it must do to achieve this ambition, but we cannot do it alone.

Global corporate partnerships allow us to do more for children by leveraging our internal expertise, as well as the expertise of our partners. Through strong partnerships, we've created some of our most sustainable and transformative work for children through health and nutrition, child protection and education. We work together to ensure our partnerships bring meaningful change to children and benefit our partners.

Effective partnerships build brand equity, awareness and credibility, drive employee engagement, and can help strengthen the local communities in which the organisation operates – and most importantly, deliver substantial change for children. We work with our corporate partners to tailor the partnership to meet the company's specific business objectives with a clear accountability framework and key performance indicators demonstrating the impact we are delivering for children – together.

By combining the resources and expertise of global corporate partners with our vision, we have been able to address some of the most pressing issues facing today's children. Collectively, we are:

- **Helping more children survive:** In 2013, GlaxoSmithKline (GSK) and Save the Children formed a five-year global partnership combining our expertise, resources and influence to help to save one million children's lives. Together, we have established health programmes in more than 35 countries across Africa, Asia and Latin America.
- **Empowering children through education:** More than 4,000 Bulgari employees and 300 stores have supported the company's fundraising efforts for Save the Children. The proceeds have already benefited more than 75 programmes in 28 countries around the world.
- **Protecting children:** Together with the IKEA Foundation, we created an advocacy partnership aimed at bringing transparency to the issues facing working children throughout Southeast Asia. This includes protecting their rights, ensuring access to quality education and reducing risks of exploitation. Through IKEA Foundation-funded programmes, Save the Children has changed the lives of more than 10 million children.

Transforming the lives of the world's most vulnerable children is a bold ambition – and one we cannot achieve alone. By collaborating together, we can ensure more children survive, learn and are protected.

Janti Soeripto

Interim CEO, Save the Children International



About Save the Children

Save the Children believes every child deserves a future. Around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

Save the Children has led global action for children for nearly 100 years. Through our global work, we implement and inspire change. These are just a few examples of how we are changing the world for children.

Our ability to effect change at scale has been at the core of who we are since the very beginning. Our founder, Eglantyne Jebb, drafted the first declaration of children's rights, which served as the basis for the UN Convention on the Rights of the Child – the most universally accepted human rights instrument in history.

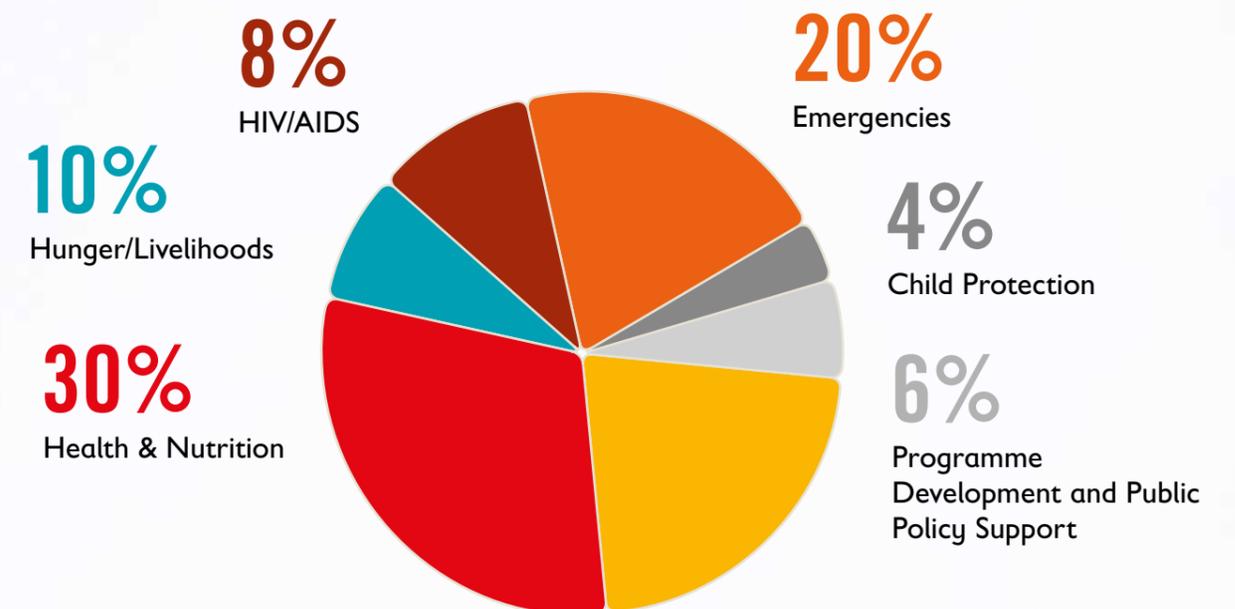
With a strong focus on measurable results, Save the Children developed IDELA, the International Development and Early Learning Assessment tool. Designed to provide global evidence base for early childhood development, IDELA is used in our country programmes and has been adopted by UNESCO, UNICEF, the World Bank and the Brookings Institute for their own projects.

An experienced leader on children's rights, Save the Children worked together with UNICEF and the UN Global Compact, and through multiple consultations to develop the Children's Rights & Business Principles. This set of principles provides recommendations that companies can adopt to conduct business successfully and with the best interests of children in mind.

A preferred partner for many of the largest multinational companies, Save the Children strives to achieve shared value in our programmes. Through the innovative Center for Children's Rights and Corporate Social Responsibility (CCR CSR), we help companies improve, develop and implement CSR strategies, programmes and projects related to children, juvenile and student workers and migrant parents. Through its extensive range of tools, trainings and multi-stakeholder initiatives, CCR CSR helps international brands tackle child rights-related issues within supply chains, while at the same time gaining a long-term return on their investment. In addition, we recently launched the Corporate Partnerships Engagement Centre in Singapore to develop and support the growth and value of partnerships with a global footprint in Asia.

With decades of experience responding to crises around the world, Save the Children is well-positioned to share our knowledge and help others prepare to respond. The Humanitarian Leadership Academy (HLA) was set up by Save the Children to empower practitioners around the world to prepare for and respond to crises in their own countries. The HLA will work with the humanitarian sector and new partners from the technology industry, private sector and universities to help communities become more resilient in the face of disasters and give them the training and skills to respond to crises in their own countries.

Nature of our programmes



Partnering with Save the Children

Save the Children cultivates innovative collaborations and strategic partnerships with corporations that share our vision of investing in childhood to transform the future for all. With our partners, we work toward positively addressing the unique and complex challenges facing children, their families and communities, while simultaneously creating value for partners' businesses and brands.

With a dedicated and experienced team of corporate relationship managers, we develop unique partnership opportunities that intervene in children's lives early – to redefine their futures and ours. Through our groundbreaking work in child health, education and protection, every day and in times of crisis, we aim to give every child the best chance for a lifetime of success.

Save the Children partners with the private sector to drive innovation in product, process and services to address global development challenges for children and their families.

Specifically, we work with:

- Corporate foundations to co-design programmes on the ground that bring about transformational change for children in health, education and child protection.
- Employee giving departments in designating corporate contributions, workplace giving and matching gifts to our emergency preparedness and response programmes.
- R&D and New Product Development teams to advise on innovative products that meet the special needs of children in low-income settings.
- Marketing teams on cause-aligned campaigns and licensing programmes that leverage the power of our combined brands and consumer reach.
- Responsible sourcing teams to implement programmes that improve ways of working within their supply chains and to establish guiding principles that reflect companies' commitment to children's rights.

- Community Affairs and HR departments to craft opportunities for employee engagement at the global and local levels through single-day volunteerism and multi-month fellowship programmes.
- Government and Corporate Affairs teams on shared advocacy and communication strategies that seek to affect policy changes that impact children at scale.
- Industry coalitions on mutual areas of interest, bringing collective support to large-scale projects.

Save the Children has a robust and vigorous partnership assessment procedure and policies to ensure we partner with companies committed to social responsibility and the values and goals of our organization. No matter the partner or the form of partnership, the needs of children – whether it is clean water, access to health care and education or relief after an emergency or natural disaster – are the number one priority.

Our Global Corporate Partners highlighted in this report represent our most ambitious collaborations that seek to address change at scale, with long-term, substantial collaboration around the globe. We invite you to join us in our quest to give all children a better life.



Our  education programmes directly reached

12.2 million children around the

 world.

Our work led to  **6.8 million lifesaving health interventions.**

We responded to **99**  humanitarian crises.

Equipping young people with the skills to find a job

KEY ACHIEVEMENTS FOR CHILDREN

Save the Children's partnership with Accenture equips youth with skills they need to get a job or build a business. Our partnership is delivering an impact for youth in the Philippines, Egypt, Indonesia, Vietnam, Bangladesh, China and growing. Through our partnership, we aim to train approximately 100,000 youth, helping Accenture to achieve its Skills to Succeed goal of equipping more than 3 million people around the world with these skills.

Through 2018, our global partnership will:

- Reach at least 100,000 youth across six countries ensuring they have the skills they need to get a job or start a business
- Support the use of technology by fostering innovative e-learning approaches and enhancing our monitoring and evidence building ability with ICT
- Build capacity with national private sector employers, training providers and governments
- Generate evidence of "what works" to advocate for global programming best practice.

THE CHALLENGE

Among the 200 million people worldwide actively seeking work, a disproportionate number – 75 million – are under the age of 25. With low education and skill levels, limited resources and inadequate social and business networks, poor and marginalised youth face particularly difficult challenges in securing safe and secure work.

Many find it difficult to balance education needs with income demands, and have few prospects beyond low-paying day labour in the informal sector. These young people are easily exposed to dangerous and exploitative conditions. Adolescent girls face additional vulnerabilities and barriers – discrimination, early marriage, pregnancy, and gender-based violence. This landscape represents a crucial development challenge, but also a tremendous source of human capital and opportunity.

OUR SOLUTION

Save the Children and Accenture are promoting a unique approach to youth employment, aimed to identify and serve the most marginalized youth.

Together, we are creating job linkages through local market assessments, local and global private sector partnerships and a dynamic training approach that includes life skills, market relevant skills, and financial literacy topics to support youth with holistic knowledge. Our approach addresses the needs of both vulnerable populations and businesses within urban centres, and is built on years of expertise gained in over a dozen countries around the globe. We deliver our trainings in classrooms, through e-learning, and in a blended learning environment.

HOW WE SUPPORT CHILDREN'S RIGHTS

Save the Children and Accenture work with local private sector partners to ensure they provide a safe working environment and support and understand the importance of workplace safety and workers' rights. We are engaging with these local partners to create trusted networks of apprenticeship, internship and employment opportunities for the youth we serve.

MUTUAL BENEFITS OF THE PARTNERSHIP

Accenture, through its local and global citizenship offices, currently supports Save the Children's work in nearly a dozen locations around the world with financial support and the time and skills of its talented global workforce. Accenture is a trusted strategic advisor to our global organization.

"Through our partnership with Save the Children, we have seen positive change and the lasting impact of equipping young people with the skills to find a job," says Jill Huntley, Managing Director, Global Corporate Citizenship, Accenture. "Building on our work together, we will enhance the scope of our existing skills training programme, expand the number of people we reach and deliver market-relevant skills to those who need them most."



“

We share a passion with Save the Children for creating secure futures for young people – helping them build the skills they need to find work or even start their own businesses – and we're applying our collective learnings to help increase the success of our work together. Through our partnership we are embracing digital opportunities by leveraging technologies that enable more effective training and increase employment results.”

JILL HUNTLEY, MANAGING DIRECTOR
GLOBAL CORPORATE CITIZENSHIP AT ACCENTURE



BULGARI

Together towards an education empowered generation

Since 2009, Save the Children's partnership with Bulgari has helped us to transform the lives of 800,000 children through our education and humanitarian programmes. \$35 million has been cumulatively raised through sales of a specially designed silver ring. Some 4,000 Bulgari employees and 300 Bulgari stores have supported fundraising in over 20 countries. This has benefitted more than 75 Save the Children programmes in 28 countries around the world.

WHAT BULGARI DOES FOR CHILDREN'S RIGHTS

- Bulgari is supporting Save the Children programmes with a special focus on education as an inalienable condition for development. Through education and training we are also working together to empower vulnerable youth in rural and urban areas to become active economic, social and political citizens
- Bulgari and Save the Children believe that, as a fundamental part of all humanitarian responses, all children should have access to a good quality education – especially those who are excluded and marginalized, or live in politically fragile or conflict affected states. This is particularly true for children and youth at risk of, or affected by, emergencies
- Engagement of 4,000 Bulgari employees and 300 stores. More than 200 employees in field visits. Commitment of over 350,000 Bulgari clients who bought the ring.

KEY ACHIEVEMENTS FOR CHILDREN

- \$35 million raised
- More than 800,000 children reached
- More than 37,000 teachers trained.

PROJECT STRATEGY

Bulgari is using products and events to build awareness and raise funds through specially designed jewelry dedicated to Save the Children.

- The ring and pendant are available in all of Bulgari's stores worldwide at \$510 / €450, with Save the Children receiving a donation of \$100 / €75 per sale
- More than 250 distinguished celebrities have supported the project and been photographed by acclaimed photographer Fabrizio Ferri
- PR to promote Ferri's portraits in the media, celebrity visits to Save the Children programmes and global events are key to building visibility and raising funds.

MUTUAL BENEFITS OF THE PARTNERSHIP

Benefits for Bulgari:

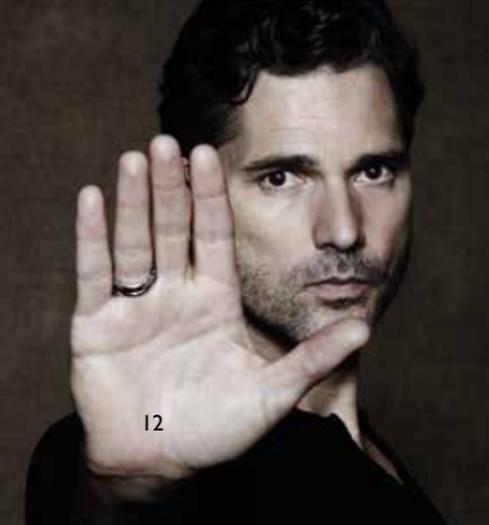
- Increase visibility and differentiate from competitors
- Build brand equity
- Deliver shared value and unite a global workforce.

Benefits for Save the Children:

- Much needed funding and long-term commitment
- Unprecedented global visibility and access to new high-end segments of the global media
- Upscale events, celebrity support and association with high-end stakeholders.

“ It is my heartfelt belief that aligning common interests across our two worlds and cultures will not only enhance Bulgari's corporate reputation and Save the Children's philanthropic reach, it will also make all of us even more passionate and committed about what we do.”

JEAN-CHRISTOPHE BABIN
CEO OF BULGARI



Prepared for survival

C&A and C&A Foundation have been active supporters of Save the Children in crisis responses, such as Typhoon Haiyan in the Philippines and in the Ebola outbreak in Sierra Leone. Now, they are teaming up with Save the Children in their first global humanitarian partnership.

The aim of the strategic, three-year partnership is to support millions of mothers who fight for the survival and well-being of their families.

Projects will focus on both disaster preparedness and immediate emergency response to humanitarian crises. For this, C&A Foundation will provide Save the Children with financial support of more than €3 million annually. During our first year of cooperation, C&A Foundation has substantially supported Save the Children's immediate emergency response through women empowerment in a situation of war in Syria, support to mothers and child refugees arriving in Turkey, Italy and Serbia, as well as through first life saving response after the earthquake in Nepal and after the floodings in India.

The C&A-supported Disaster Risk Reduction and Resilience pilot programmes in (peri)urban settings in Bangladesh, Brazil, China, India and Mexico have also been developed or kicked off within the first year of our global humanitarian partnership. These innovative multi-year disaster risk reduction projects – with a focus on mothers – combine preparedness, awareness building, behavioural change with activities within education, livelihood or access to basic services. These pilots allow us to test, evaluate and disseminate new approaches and therefore strongly contribute to disaster risk reduction learnings within and beyond Save the Children.

In addition, C&A also involves its employees and customers in supporting the partnership, adding additional resources to further contribute to the vision of Save the Children: A world in which every child attains the right to survival, protection, development and participation. Together, C&A and Save the Children want to be known as leaders for "Helping Mothers in Crisis."



We believe that mothers make the difference and by focusing our partnership on mothers, both in crisis situations and by helping them to be better able to handle future crises, we can contribute to creating strong children and strong families."

LESLIE JOHNSTON, EXECUTIVE DIRECTOR
C&A FOUNDATION

Global partnership making transformative change

THE CHALLENGE

5.9 million children under age 5 still die every year – often because they lack access to basic health care, immunisation and good nutrition. We could be the generation to ensure no child dies from preventable diseases, but to achieve this we need to work in different and innovative ways.

THE PARTNERSHIP

In 2013, GSK and Save the Children joined together to form an ambitious global partnership combining our expertise, resources and influence to help save the lives of one million children.

Our multi-layered partnership seeks to create shared value through an integrated combination of research and development, advocacy, employee engagement and delivery of two flagship programmes in Kenya and the Democratic Republic of Congo.

Together we are:

- Developing child-friendly medicines to reduce child mortality and new-born deaths
- Widening vaccination coverage to reduce the number of child deaths in the hardest-to-reach communities

- Increasing investment in the training and reach of frontline health workers
- Supporting lifesaving innovation in the developing world through an annual \$1 million Healthcare Innovation Award
- Combining our resources to maximise our humanitarian response
- Changing the landscape of NGO corporate partnerships through advocating for essential policy change to reduce child deaths at national and global levels.

ACHIEVEMENTS FOR CHILDREN

- Helped train more than 5,000 health workers, reaching more than 1 million women and children
- Accelerating availability of the antiseptic chlorhexidine, which will be transformed into a lifesaving gel to prevent umbilical cord infection, a common cause of newborn death
- Established health programmes in 20 countries across Africa, Asia and Latin America
- More than £1.5 million raised by GSK employees across more than 70 countries worldwide.



A partnership of this scale gives us an opportunity to do something amazing – to save the lives of 1 million children, and to transform the lives of millions more. At GSK, we are motivated by developing innovative, life-saving medicines and getting them to the people who need them. By joining forces with Save the Children, we can amplify these efforts to create a new momentum for change and stop children dying from preventable diseases. I hope this partnership inspires GSK employees and sets a new standard for how companies and NGOs can work together towards a shared goal."

SIR ANDREW WITTY
CEO, GSK

Reaching the most vulnerable across the globe

IKEA Foundation is our largest global corporate partner. We have been partners with IKEA since 1994 and together have developed the IKEA Code of Conduct to prevent child labour in the supply chain. Through IKEA Foundation-funded programmes, Save the Children has changed the lives of some 10 million children.

improve the education of the most disadvantaged children, recognising that education is one of the best investments for them. Save the Children programmes focus on children of ethnic minority groups and children with disabilities – groups that are often the most vulnerable.

THE CHALLENGES

Child protection and child labour

An estimated 150 million children worldwide are engaged in child labour. Lack of awareness, poor education services and financial hardship compels many parents to send their children to work. Children are classified as child labourers when they are either too young to work or are involved in hazardous activities that may compromise their physical, mental, social or educational development.

Emergencies

Crises are becoming more frequent, more widespread and more complex and by 2015, more than 375 million people a year are affected by climate-related disasters. In addition, the changing dynamics of conflicts in the last decade and the increased number of children living in chronic humanitarian situations has further exacerbated the protection risks for children. Children are the most vulnerable in any crisis and are often faced with a lack of access to education, health care and protection.

Most lives are lost in the first days after an emergency strikes – the quicker we respond, the more children's lives we save. Accessing sufficient funding is often very difficult during this early stage, which makes seed funds key in saving children's lives.

Education

Every child has a right to a quality education, yet an estimated 58 million children are out of school. The Soft Toys for Education Campaign aims to

THE PARTNERSHIP

The shared values of IKEA/IKEA Foundation and Save the Children create a good foundation for a long-term strategic partnership, enabling us to create added value for each other. The global partnership between Save the Children and IKEA/IKEA Foundation aims to promote activities driving sustainable business operations through the entire value chain, and aims to maximise both business value and social impact. With support from IKEA and the IKEA Foundation, Save the Children implements programmes in middle- and low-income countries, as well as high income countries. IKEA acted as part of the Reference Group in the development of The Children's Rights and Business Principles, launched by the UN Global Compact, UNICEF and Save the Children in March 2012.

ACHIEVEMENTS FOR CHILDREN

- Together we are addressing the root causes of child labour in the cotton-growing areas of India and Pakistan
- We are quickly and efficiently helping children whose communities are struck by disasters or conflict
- We also work to increase the humanitarian sector's capability to respond to humanitarian crises
- We have directly reached 1 million children in 17 countries in Asia and Europe, thanks to the Soft Toys for Education campaign.



Together with Save the Children we are helping children all over the world break the cycle of poverty and build a brighter future for themselves and their families."

PER HEGGENES, CEO
IKEA FOUNDATION

Lead partner in the project Helping Babies Breathe

The joint vision of Save the Children and Johnson & Johnson is to inspire innovation to improve the survival and healthy development of children under age 5, with a particular focus on newborns.

THE PARTNERSHIP

For 20 years, Johnson & Johnson has joined with Save the Children in the important work we do for some of the most vulnerable children and mothers in the world.

The partnership is grounded in the continuous expansion of the work Johnson & Johnson does around newborn survival and early childhood development, but it goes well beyond direct programme support. The partnership with Save the Children is a commitment to use the Johnson & Johnson brand, expertise, innovation, reach and influence to affect future generations – wherever they may live. The partnership and collaboration will allow Johnson & Johnson to expand their joint advocacy in raising awareness of the health care challenges that children and families face across the world today.

In 2014, Johnson & Johnson made a new multi-million dollar, multi-year commitment to Save the Children that covers core mission support, programme support to improve newborn survival and early childhood development, as well as the donation of products. In addition, Johnson & Johnson continues to support Save the Children in non-monetary ways, including through advocacy/ thought leadership, media and awareness building, and employee engagement, among others.

THE FIRST DAY CHALLENGE

A baby's birth day – day 1 is the most dangerous day of life. This is true anywhere in the world. More than 1 million babies die on that first day every year. What's even more tragic is that the vast majority of these deaths can be prevented with no intensive care whatsoever.

ACHIEVEMENTS FOR CHILDREN

Johnson & Johnson is a lead partner in Save the Children's "Helping Babies Breathe" efforts, which save newborn lives by training birth attendants to address newborn asphyxia – the inability of a baby to breathe at birth. The partnership in Uganda and Malawi has trained more than 1,000 skilled birth attendants, mostly midwives, in districts that in total see more than 80,000 births every year. Over 85 percent of asphyxiated newborns in target districts have been successfully resuscitated. The work in Uganda and Malawi has been expanded to include a full package of newborn care interventions, including infection management, pre-term care, breastfeeding, sepsis management and treating birth asphyxia. This year, the partnership added Ethiopia, where the Essential Care for Every Baby programme is delivering the full package of newborn care interventions to vulnerable mothers and newborns. Together, Johnson & Johnson and Save the Children will explore expansion and scale-up of newborn survival programmes in other countries where the need is greatest.

A key corporate brand, Johnson's, also engages consumers and supports local early childhood development programmes around the world, helping to ensure that young child have a healthy, happy start in life.



Johnson & Johnson has a strong legacy of improving the lives of mothers and babies around the world. We are incredibly proud to continue to partner with Save the Children to advance this important cause. Our children are our future, and together we can create a brighter tomorrow."

JOAQUIN DUATO, WORLDWIDE CHAIRMAN,
PHARMACEUTICALS, JOHNSON & JOHNSON

WHAT DOES JOHNSON & JOHNSON DO FOR CHILDREN'S RIGHTS

Our partnership remains grounded in expanding our work around newborn survival, including Helping Babies Breathe and Kangaroo Mother Care. This new global partnership deepens our collaboration, including our commitment to use our expertise, reach and influence to affect future generations – wherever they may live.

Johnson & Johnson and its trusted consumer brands, most notably Johnson's®, have joined with Save the Children to raise awareness of the importance of mother and child bonding in raising healthier and happier children, as well as stressing the importance of early childhood education in insuring a fair start for all children.

Johnson & Johnson products have been offered through Save the Children's emergency programmes to support basic health and hygiene needs for families.

MUTUAL BENEFITS OF THE PARTNERSHIP

The partnership of Johnson & Johnson and Save the Children brings together two powerful forces to significantly impact the health and well-being of infants and children around the world. By bringing together our resources, expertise and brands, we can create advocacy and funding for some of the most pressing needs facing today's children.





Save the Children is an excellent business partner. Their staff is outstanding, collaborating on the development of high-quality, results-oriented programming. Save the Children's capability in the space of health and hygiene has offered an excellent opportunity for P&G to use our unique brand benefits to improve health for people in need. We have also partnered with Save the Children to help provide the everyday comforts of home for people impacted by disasters. Our relationship with Save the Children enables P&G, as a company of brands such as Always, Pampers, Safeguard and Oral-B, to focus our unique assets and resources to achieve global scale and make a meaningful difference in the lives of people in need around the world."

CLAUDE ZUKOWSKI, SENIOR MANAGER
P&G CHILDREN'S SAFE DRINKING WATER PROGRAMME



PROCTER & GAMBLE

Providing clean water and everyday essentials

THE PARTNERSHIP

Our partnership with P&G focuses on collaborating with P&G Brands to support hygiene education and everyday healthy behaviour changes that prevent illness and provide the comforts of home for children in need. P&G is also one of Save the Children's key partners in emergencies, bringing relief and the P&G Children's Safe Drinking Water Programme to victims of natural disasters.

MUTUAL BENEFITS OF THE PARTNERSHIP

We have a long-standing, truly multi-dimensional partnership with P&G that supports programme initiatives in line with global priorities, provides assistance for emergency programmes, gift in kind donations, local and national level advocacy, and employee engagement. For example, P&G brands help Save the Children deliver health and hygiene programmes that are strategically aligned with both of our goals, such as adolescent health in partnership with Always and Tampax, oral health with Oral-B and Crest brands, and hand-washing initiatives made possible by Safeguard.

The global footprint of both our organizations allows us to work in places where we both have an interest, engaging both at the global and local levels.

ACHIEVEMENTS FOR CHILDREN:

- We partner with the P&G Children's Safe Drinking Water Programme during key emergency responses in countries like the Philippines, Ethiopia, India, Uganda, Kenya, South Sudan and Somalia. For example, in India alone during the 2013 flooding in Uttarakhand, we distributed 2.2 million sachets of P&G Purifier of Water across five states and provided clean drinking water to approximately 60,000 people
- P&G's support has awarded 605 Eat, Sleep, Learn, Play grants that provides essential household items to families with low income in the UK reaching 1,270 children across 7 cities
- In Mexico, we reached 73 schools across three states with school-based health, hygiene and nutrition programmes. By the end of the project, we found a 12 percent decrease in the number of children who had missed school due to health reasons in the month prior to the survey
- Adolescent girls reached with menstrual management programmes in places like Ethiopia, South Africa and Nepal increased their knowledge, attitudes and behaviours about puberty, periods and their changing bodies.

New ambitious approach to saving children's lives



Businesses like RB have a responsibility beyond results, and our larger role is to do more for the world. We want to make a difference by providing innovative solutions for healthier lives and happier homes. Our growing partnership with Save the Children will go some way to creating lasting improvements in the health and hygiene of vulnerable children and families globally. Together, we want to help stop diarrhoea being one of the biggest causes of death in children, and this is ambitious – but we believe that with the knowledge and strength of our partnership, this is achievable."

RAKESH KAPOOR, CEO RB

PARTNERSHIP BACKGROUND

Since 2003, RB has raised £23 million for Save the Children, reaching 1.5 million children. In 2013, we launched our joint partnership ambition to stop children dying from diarrhoea. RB has committed £23.5 million to supporting the Stop Diarrhoea signature programme in Nigeria and India over four years, while continuing their vital support for our humanitarian work. RB has committed to raising £6.5 million in 2015 with their committed employees across 60 country offices raising half the funds, which are then matched by a corporate donation.

MUTUAL BENEFITS

Our ambition aligns with RB's vision of a world where people live healthier and better lives by improving their health and sanitation and Save the Children's ambition to end child deaths from preventable diseases by 2030.

The partnership brings together RB's significant expertise in product development, innovation and research capabilities with Save the Children's long experience in delivering lifesaving programmes on the ground. RB has developed two unique products to help combat childhood diarrhoea, which for

the first time have been developed and tested on low-income groups. This "Bottom of the Pyramid" approach is intended to radically improve the lives of some of the world's poorest children and families. Addressing the issue of hygiene through these sanitation products will reduce the prevalence of diarrhoea, which in turn will mean fewer children die from the disease.

KEY ACHIEVEMENTS

- £23 million raised over 12 years
- 1.5 million children reached
- 60 offices globally supporting Save the Children's work both internationally and nationally
- The founding corporate partner of the Children's Emergency Fund in 2006 and continued to provide valuable support for our emergency response work around the world since
- More than £600,000 of RB products donated, mainly for use in emergency responses
- Utilizing RB's core business to develop two unique products to help combat childhood diarrhoea.

Nutrition and access to fresh foods around the world

THE CHALLENGE

According to the World Health Organization, there are 44 million overweight children in the world. The social and health costs attributed to obesity underscore that combatting this growing problem must be a priority. Mondelez International also invests in a holistic cocoa programme to empower cocoa farmers and their families, with an emphasis on youth and women, in order to improve their well-being and promote sustainable cocoa farming.

THE PARTNERSHIP

Mondelez International Foundation is empowering communities to lead healthier lives through a three-pronged, child-focused approach including nutrition education, active play and access to fresh foods to combat obesity. Mondelez International is working with partners, including Save the Children, to address this significant health concern.

In 2015, Mondelez International expanded its partnership with Save the Children to include a three-year Cocoa Life programme in Indonesia. Together, we are working to help ensure sustainable income for cocoa farmers and to increase community-based development.

Mondelez International employees support Save the Children both globally and locally. Through the Leadership for Performance initiative, the company's senior leaders partner with us to formulate innovative

ways to address global challenges. On the local level, Mondelez International employees in Italy, India and Mexico are involved with various aspects of our joint projects. They have helped rehabilitate recreational centres, met with children and parents and helped raise community awareness on the issues we are tackling together.

ACHIEVEMENTS FOR CHILDREN

Mexico – In Mexico City, State of Mexico, and Puebla, our partnership focuses on health and nutrition services in school, skills-based education on health and nutrition and creating a safe and enabling environment for children. We work to build community participation and public policy that support healthy habits, good nutrition and fitness. This four-year project runs from 2015 through 2019 and aims to reach more than 17,400 children, age 2 to 13.

Italy – Through the Ready, Steady, Go! programme, the Mondelez International Foundation works with Save the Children to better the well-being of children in some of Italy's poorest areas. This partnership has created real and lasting change in the lives of girls and boys who would otherwise have had no access to physical activities or opportunities to improve their nutrition behaviour. Thanks to the Mondelez International Foundation's generosity, children, parents and families taking part in Ready, Steady, Go! have better knowledge about nutrition and have

“ The Mondelez International Foundation is proud of its partnership with Save the Children. Our well-being programmes in Mexico, India and Italy build on our ongoing commitment to community well-being and the fight against childhood obesity. The programmes are aligned with United Nations' Sustainable Development Goals, addressing malnutrition and promoting good health and well-being. The Mondelez International Foundation and Mondelez International employees have been working alongside Save the Children, community partners, parents and teachers to promote nutrition basics, encourage active lifestyles and expand access to nutritious foods.”

NICOLE ROBINSON, PRESIDENT
MONDELEZ INTERNATIONAL FOUNDATION



altered their lifestyles, attitudes and habits so they are leading healthier lives.

India – The goal of the Mondelez International Foundation's partnership in India is to improve eating behaviours, encourage healthy habits and facilitate access to community-based health, nutrition and childhood development services. This three-year programme, in 41 communities, hopes to reach more than 40,000 children and 32,000 mothers to increase awareness, knowledge and practices related to healthy lifestyles and nutrition; promote regular play/sports to help children and youth stay active and fit; decrease obesity and overweight among children; and

increase the number of households using fresh fruits/vegetables.

Indonesia – Cocoa Life is Mondelez International's holistic cocoa programme, built on the belief that empowered, thriving communities are an essential foundation for sustainable cocoa farming. In 2015, Mondelez expanded its partnership with Save the Children to include a three-year Cocoa Life programme in Indonesia. Together, we're working to help ensure sustainable income for cocoa farmers and to increase community-based development. We anticipate reaching 14,000 farmers, while engaging 6,000 women and 6,000 youth through 2018.



We're proud to be a small part of what Save the Children does. This is a fantastic organization. The impact globally is so powerful."

JIM ALLING, CEO, TOMS



Save the Children has been an amazing Giving Partner to TOMS since 2011. We have the opportunity to partner with them in giving new shoes to children all over the world, making a major impact in their lives. We are especially proud of the work we do with Save the Children right here in the United States through their Healthy Choices programme."

BLAKE MYCOSKIE, FOUNDER AND CHIEF SHOE GIVER, TOMS

TOMS

Pioneering a One for One™ business model to improve lives

Save the Children and TOMS have been working together since 2011 to improve health and education outcomes for children in the United States and around the world. In 2015, we established plans to expand our focus geographically and in alignment with the United Nations' Sustainable Development Goals. Our partnership is anchored in a joint commitment to reach 1 million women and children over the next three years.

THE PARTNERSHIP

TOMS is in business to help improve lives. Known for their casual shoes and commitment to giving and innovation, TOMS operates a One for One™ model: for every pair of TOMS shoes purchased, a pair of new shoes is given to a child in need in partnership with humanitarian organizations. What began as a simple idea has evolved into a powerful, admired brand with a growing list of One for One™ products and gives.

Save the Children integrates TOMS shoe distributions into our larger health, nutrition, education and humanitarian response programmes. In the last five years, TOMS has given Save the Children more than 600,000 pairs of new shoes to support children in Australia, China, El Salvador, Jordan, Lithuania, Tajikistan and the United States.

With retail sales now extending to more than 70 markets globally, TOMS also plays a critical role in raising visibility for Save the Children's brand, offering regular exposure to new audiences and influencers. TOMS spotlights key messages about children in need through special features in their flagship stores and by cross-promoting Save the Children campaigns. TOMS also drives their consumers and fans to take action in support of Save the Children's disaster response efforts.

ACHIEVEMENTS FOR CHILDREN

Access to learning and improved health

In some parts of the world, it is common practice for children to go barefoot or to wear sandals in unsanitary conditions. In El Salvador, Save the Children has a community youth leadership programme which focuses on improving sanitary practices. Students have the opportunity to receive new TOMS canvas and wet weather shoes which help to reinforce the programme's key messages on the importance of hand washing, using latrines and wearing shoes to prevent soil-based illnesses. For many children living in poverty, receiving a new pair shoes can also help improve their self-esteem and overall school attendance.

Essentials for children on the move

After five years of unrest, many Syrian children have only known war their entire lives. More than 5 million child refugees need food, clothing, care and protection as a result of the ongoing war. Save the Children is on the ground, providing much-needed relief and basic items, including TOMS winter boots that help keep refugee children safe, warm and protected.

Encouraging healthy choices

More than 23 million children in the United States are overweight or obese. Families living near or below the poverty line struggle to access nutritious food. Eating well and being physically active at an early age helps children focus, improve attendance, boost academic performance and grow up to be healthy adults. Save the Children's Healthy Choices programme engages children in fun physical activities and provides healthy snacks, in addition to teaching kids about good nutrition. The TOMS sports shoe, which was specifically designed for physical activity, helps increase access to the programme for children who would otherwise be unable to participate because they lack appropriate footwear.

Save the Children's Global Priorities

For the first time, Save the Children is working as one global movement to deliver our 2030 Ambition for Children. In 2016-2018, we will pursue priorities arranged under four main pillars: Achieve Results at Scale, Maximize Use of Our Knowledge, Be Truly Global and A Movement of Millions.

Save the Children International and all Save the Children members have prioritised unique areas of expertise and strength to set us on a course to achieve our shared breakthroughs for children.



Save the Children's Theory of Change

OUR VISION

A world in which every child attains the right to survival, protection, development and participation.

OUR MISSION

Inspire breakthroughs in the way the world treats children and achieve immediate and lasting change in their lives.

OUR VALUES

We will stay true to our values of Accountability, Ambition, Collaboration, Creativity and Integrity.



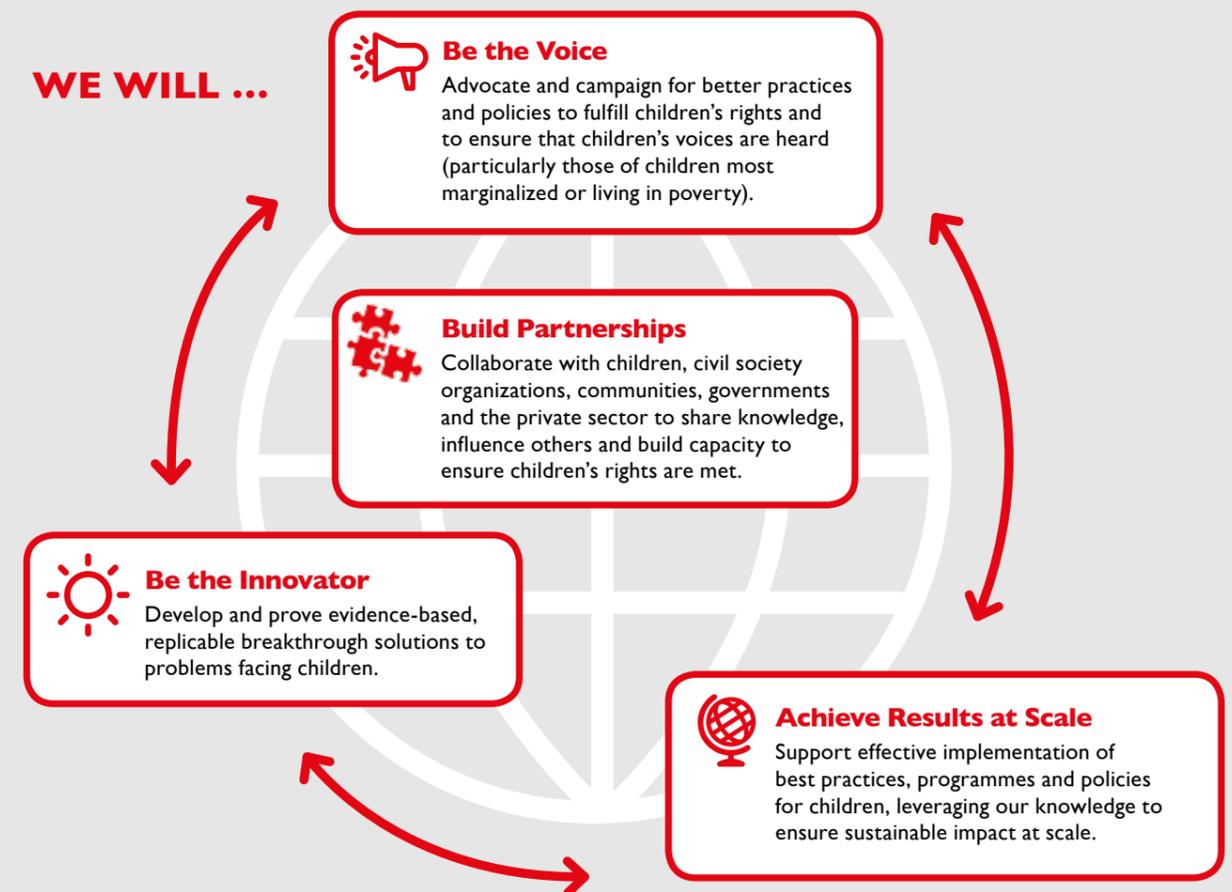
GLOBAL PRIORITIES EXPLAINED:

SURVIVE, LEARN AND BE PROTECTED



THEORY OF CHANGE:

OUR MODEL FOR INSPIRING BREAKTHROUGHS FOR CHILDREN





Save the Children

GLOBAL CORPORATE PARTNERSHIPS

Save the Children believes every child deserves a future. Around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

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