





"I had one son, Parmesh, but I lost him four months ago. He was four and he was in school, in class one. He liked

to study, he just liked to go to school and do his homework. I was happy when he learned to write his name, started to talk some Hindi, and started to learn the alphabet.

He got sick one day. We didn't have money to pay for a doctor and he died. He helped me. He was very intelligent. He would make me laugh with his talkative nature – he talked about going to school and being a successful man.

His sisters cry when they see another child the same size as their brother, but what can I do? I can't bring back their brother, he is lost"

### Surma

India

#### Front cover

Birega Biru, 3 months, receives support at a Save the Children clinic, Ethiopia
Karin Beate Nøsterud / Save the Children

#### Inside front cover

Anna Kari / Save the Children

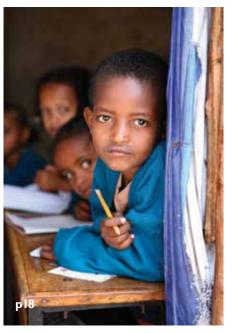
#### **Back cover**

Tole, aged 9, works for 2 to 3 hours each afternoon looking after her grandmother's buffaloes in Kampong Cham province, Cambodia Karin Beate Nøsterud / Save the Children









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SAVE THE CHILDREN TOUCHED THE LIVES OF MORE THAN



MILLION CHILDREN AROUND THE WORLD IN 2009

## Our vision, mission and values

Save the Children is the world's leading independent organisation for children. We are 29 national organisations working together to deliver programmes in more than 120 countries around the world

**Our vision** is a world in which every child attains the right to survival, protection, development and participation

**Our mission** is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives



### **Accountability**

We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children

#### **Ambition**

We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children

#### **Collaboration**

We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children

### Creativity

We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children

#### Integrity

We aspire to live to the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of children







#### From top to bottom

Following flooding, Save the Children delivered emergency relief supplies and art materials to this school in San Jacinto de Cauca, Colombia Dan Alder / Save the Children

Daniel, aged 9, washes by the water pump in an abandoned refugee camp in Rutshuru, Democratic Republic of Congo

Karin Beate Nøsterud / Save the Children

Creating safe play spaces was one of the ways we helped children in the Philippines to recover from Typhoon Ketsana

Louise Dyring / Save the Children



## Our commitment to children

#### **Our vision for 2015**

N 2009 WE worked to ensure that millions more children were healthy, safe and had the opportunity to learn, even in the midst of emergencies and conflict. But we didn't stop there. We took bold steps to make a new, ambitious commitment to children: over the next five years we will double the scale of our work, build a more effective organisation, and create a better world for children. Our ambitious 2010–2015 strategy lays down our global objectives for children over the next five years:

#### Children no longer die from preventable causes

We will focus our efforts to bring about a substantial reduction in the preventable deaths of newborns and young children. By 2015 we want 5 million more children to reach their fifth birthday every year.

#### Children have a childhood, even in emergencies

We will respond rapidly to children's needs in emergencies, making a positive impact in the lives of more than 29 million children by 2015. We will ensure communities are prepared – we will provide 3 million children with life-saving knowledge.

#### Children have the opportunity to learn

We will ensure millions more children, even those in conflict and emergencies, have access to a better quality education, reaching 60 million children per year by 2015. We will place a new priority on demonstrating that our work improves children's learning.

#### Children are protected from abuse, neglect, exploitation and violence

We will fight for legal frameworks, policies and systems that respond to child protection concerns. We will work in partnership with children, their parents and their communities to promote children's right to protection, reaching more than 20 million children by 2015.

#### Children should not lose a parent to AIDS, nor face infection themselves

We will remain a leader in the care and support of the 15 million children who have lost parents to AIDS. And we will do all we can to prevent the spread of HIV and build resilience among children, youth and families.

#### Children understand and enjoy their rights

We will fight for global change to secure and protect children's rights. And we will enable children to understand and promote their rights. By 2015, we will run child rights activities in more than 50 countries.

"We will not rest until every child has a healthy and safe childhood, the opportunity to learn, and a voice to speak out for themselves"

#### Charlotte Petri Gornitzka

Secretary General









## Our promise to deliver

We know that delivering on our ambitious objectives will be difficult, but we know it is possible. During 2009 we challenged the way we work and made significant decisions to ensure we can deliver on our promises:

#### We will build on our 90 years of experience

Ninety years ago our founder Eglantyne Jebb, a revolutionary for her time, developed the concept of child rights. Ninety years on, we continue to work with her drive and energy. Decades of experience and careful monitoring and evaluation mean we know what works for children.

#### We will stay one step ahead for children by being creative and innovative

This year, more than any, has highlighted the need for us to be able to adapt to new challenges. We are not afraid to innovate or take risks to find the best solutions for children. We are embarking on our biggest ever global campaign to save children's lives – we want to shift the way the world thinks so that the preventable death of a child is never again acceptable. When we launched our EVERY ONE campaign in October 2009, over half a million people in more than 40 countries joined up.

#### We will change the way we work to be more effective and accountable

In 2009 we took the significant decision to bring together the delivery of all of our international programmes, currently managed by our 29 national organisations, under one programme delivery unit managed by a new international Chief Executive and new international board. This is a major task and will take time – the first transitions to the new structure won't take place until 2011 – but it is vital if we are to realise our global vision of helping many more of the world's children. Our new structure will help us to avoid duplication, allow us to use our funds even better and align our 29 organisations behind a single agreed vision, mission, values and strategy. Together, these changes will enable world-class and highly efficient programming. To reflect our decision to work even more closely together, our international organisation will no longer be called the International Save the Children Alliance but, simply, Save the Children.



#### We will collaborate in new ways

Our staff, many of whom work in the most difficult and dangerous places every day, have enormous integrity, passion and energy. Their dedication is reflected by our supporters, who continue their invaluable commitment to children despite the difficult global context that we now face. Our new global strategy presents an opportunity to recreate Save the Children as a truly 21st century organisation that is even more responsive to our donors and supporters. Our new structure will be more cost-effective, providing donors with more opportunities around the world for greater reach and impact. We thank all of our supporters. At the same time we are challenging ourselves to work even harder to form lasting and creative partnerships. Together we are leveraging our global strength to make immediate and long-term change to children's lives.

#### And we will always put children first

"We are embarking on a bold new strategy that will change the way the world views children. We are challenging ourselves to change, creating a more efficient, more accountable organisation, so we can inspire real breakthroughs for children"

#### **Peter Woicke**

Chair

#### Previous, main picture

Bharti, aged 7, and Sumit, 3, play in the street in a slum in Delhi, India, where infant mortality is extremely high David Magnusson / Save the Children

#### Previous, from top to bottom

Yusra, aged five months, and her father in a camp in Mardan, Pakistan. Their family had to flee fighting in the Swat Valley

Save the Children

Serena from Kroo Bay, Sierra Leone, organises shoes that used to belong to her brother Philip. Philip died of malaria, aged 14 months

Anna Kari / Save the Children

Hamza celebrates Eid in Jordan. His family are refugees who fled Iraq and now live in a garage in Jordan Karin Beate Nøsterud / Save the Children

#### Above

In Kampong Cham province, Cambodia, Ty Phannith (green shirt) and Yea Channy, both aged 15, plant rice for their families after returning from school Karin Beate Nøsterud / Save the Children

## Newborn and child survival

We are fighting to give millions more children a chance at life. Our goal is to see the achievement of Millennium Development Goal 4, so that 5 million fewer children die every year

## "She died in my arms"

VERY THREE SECONDS a child dies. Almost all of these deaths of children under five are caused by pneumonia, measles, diarrhoea, malaria, HIV and AIDS, neonatal causes or problems during pregnancy or birth. For children born into the poorest communities, common childhood infections can be a death sentence because of inadequate or inaccessible healthcare.

Save the Children believes that all children, no matter where they are born, have an equal right to survive. We know that low-cost solutions can prevent and treat these threats to children's lives. In Malawi, we support mothers to use skin-to-skin contact to improve very small newborns' chances of survival. This 'kangaroo mother care' is now used in 24 healthcare institutions and has helped more than 8,500 low birth weight babies to thrive.

In October 2009 we launched our biggest and most ambitious campaign yet, to give all children – EVERY ONE – the chance to survive. The vision of our EVERY ONE campaign is that within five years, no child under the age of five will die from preventable causes. We believe this is achievable if every one of us takes responsibility and action.

We are expanding our health and nutrition initiatives on the ground, working with governments to provide high-impact interventions at scale. By 2015 we aim to reach 50 million children and women of reproductive age every year with life-saving programmes and services. We are partnering with governments around the world to strengthen healthcare systems and hold them to their funding commitments – more than double current expenditure. Perhaps most importantly, we aim to shift world opinion by 2015 so that the preventable death of a child is never again acceptable.

Our campaign launch in October 2009 demonstrated the power of collective action. Special activities took place in more than 40 countries and more than 500,000 people joined the campaign by attending events, donating via SMS, signing petitions or pledging support online. Global news organisations and 17 corporate partners generated substantial publicity, bringing EVERY ONE to the attention of 140 million people.

EVERY ONE is grounded in our track record of developing effective health programmes. Our tactics are simple, practical – and proven to work on a large scale. Pneumonia is the most common cause of death in children under five in the

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MILLION CHILDREN UNDER FIVE YEARS OF AGE DIE EVERY YEAR, LARGELY FROM PREVENTABLE CAUSES. SAVE THE CHILDREN HAS LAUNCHED A GLOBAL CAMPAIGN TO USE OUR EXPERTISE AND WORK IN PARTNERSHIP WITH OTHERS SO THAT MILLIONS MORE CHILDREN LIVE TO SEE THEIR FIFTH BIRTHDAY



PepsiCo, Bangladesh and India

In 2009 PepsiCo Foundation awarded Save the Children a US\$5 million, three-year grant to help reduce child mortality in India and Bangladesh.

In India, we will increase newborn and child survival by improving the quality of health services, expanding access to clean water and adequate nutrition. Working with community health groups, we aim to reach nearly 60,000 children and mothers through these integrated activities.

In Bangladesh, local health workers will expand treatment of common causes of childhood mortality, improve hygiene and sanitation practices and household food security. This project will complement our existing USAID-funded programme to benefit 545,000 children and adults.

"With this new project, we seek to introduce and encourage healthy practices among mothers and young children that they can carry with them for the rest of their lives," said Indra Nooyi, Chairman and CEO of PepsiCo.





#### Key achievements in 2009

In Liberia we vaccinated 40,700 children against preventable diseases, provided healthcare and drugs to 2I clinics and renovated 18 other clinics

Supporters of our *Knit One*, *Save One* campaign around the world have made and donated more than 900,000 woolly hats to prevent babies from catching pneumonia

In India, where almost a fifth of deaths before the age of five take place, our campaign launch in October attracted more than 100,000 committed supporters across three states

We secured a grant of more than US\$6.25 million from the Norwegian and UK governments to establish maternal and child health services in northern Nigeria, serving I5 million people over four years

Our sustained advocacy contributed to the end of health fees for children under five and pregnant and lactating women in Sierra Leone, starting in April 2010 developing world. Less than a third of young children with pneumonia receive the antibiotics they need, yet this treatment costs as little as US\$0.25–US\$2 per child. In the world's poorest countries, parents often see their children die because they simply lack access to these most basic health services.

Frontline health workers can bring timely and appropriate treatment of pneumonia and other life-threatening illnesses such as diarrhoea and malaria to the communities where it is needed most. In 2009 we received grants to expand community case management of pneumonia, diarrhoea and malaria from 13 to 18 countries.

In Ethiopia we have worked with the Ministry of Health and other partners to demonstrate that community-based health workers can successfully assess and treat pneumonia. This led to a landmark policy decision to allow health extension workers to treat children for pneumonia in four regions. We are now working with these partners to rapidly translate this new policy into practice.

Similarly, community health workers are critically important to newborn and child survival in northern Nicaragua. For 75 per cent of the population, poor roads and difficult terrain make it difficult to reach much-needed healthcare. We are working with communities to ensure the affordable solutions that save children's lives are available even in the most remote areas. We are training, equipping and supporting existing community health workers – brigadistas – to provide treatment for babies and young children. In 35 communities, 360 brigadistas have already treated pneumonia, diarrhoea and dysentery using simple tools – antibiotics, rehydration solution and zinc tablets. We have also taught parents to recognise the signs of common childhood infections and how to seek help.

This approach has been so successful that we are expanding it to 100 communities and are working with health agencies to include community-based care in the Nicaraguan child health strategy. We plan to adapt and apply lessons learned in Nicaragua to programmes in other Latin American countries.

We know we cannot tackle this problem alone. As well as working with communities, we are collaborating with other organisations, governments and donors. By working together we will magnify our voice and our impact, and make saving children's lives a shared global priority. To get involved, visit **www.savethechildren.net/every\_one** 

"Working in Save the Children means I get the opportunity to protect the right to survival of the most vulnerable children in Pakistan. As I watch my own twin daughters growing up healthy and strong, I hope and pray that all Pakistani parents are able to feel the same joy"

## Ajeeba K Aslam

Senior Manager, Pakistan

#### Previous, left

PepsiCo, Bangladesh and India leff Holt / Save the Children

#### Previous, main picture

Zahar, aged 47 days, and her mother at Aqcha District Hospital, Afghanistan, where Zahar is being treated for acute malnutrition

Olivia Arthur / Magnum Photos for Save the Children

#### Left

Six-month-old Noreli is breastfed by her mother, providing her with natural immunity to help prevent pneumonia and other potentially deadly diseases Brent Stirton / Save the Children

#### Right

Baraka, aged 5 months, Democratic Republic of Congo Amadou Mbodj / Save the Children

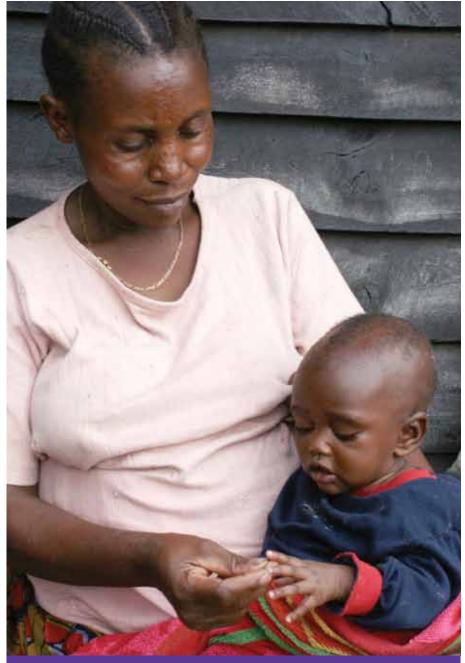
#### Our goals for 2015

To contribute significantly to saving the lives of 500,000 at-risk children every year

To influence governments to make policy and political changes necessary to achieve Millennium Development Goal 4, to reduce the under five mortality rate by two-thirds

To reach 50 million young children and mothers annually with high-impact health and nutrition programmes

To mobilise 60 million people to take action and make saving children's lives a priority



#### Baraka, aged 5 months, Democratic Republic of Congo

Baraka's mother died giving birth, so Baraka has been taken in by Noella's family.

Noella, a widow who already has six children, takes care of Baraka as if she were her own baby, despite her modest means.

Baraka was an underweight newborn, so Save the Children has been providing her with access to healthcare, essential vaccinations and milk supplements, through our local welfare community network. We're also giving food to her foster family.

Noella explains: "I found an old woman with a two-day-old baby girl. The old woman told me that she found the dead body of a young woman and a newborn baby lying next to her, in the bush. The story was very moving. I understood that the baby couldn't survive if left in the old woman's hands. So I decided to take her with me. I tried to feed her with milk I bought using the little money my son gave me.

"The first months were very difficult because the baby was sick and always cried. She was so sick that I even stopped work on my field to care for her. I was relieved when someone referred us to Save the Children."

# Emergencies

Over the next decade, around 175 million children a year will be affected by natural disasters. Many more will be caught up in conflict and upheaval. In these challenging contexts, we save lives and secure children's futures

### "I thought it was the end of the world"

HE IMPACT OF natural disasters is increasing – extreme weather events are becoming more common and more severe. And conflicts are affecting increasing numbers of civilians. Save the Children knows that these emergency situations hit children hardest. Our specialist focus and long-standing experience means we are uniquely able to protect the world's most vulnerable children from the growing threat of conflict and natural disaster.

We work with vulnerable communities before, during and after emergencies to save lives, rebuild infrastructures and help families recover. Our aims are to ensure children are safe, sheltered and healthy, and can return to school as quickly as possible. We know that children are incredibly resilient and that given the right care and support they can fully recover from devastating experiences.

In 2009 we increased our ability to respond to emergencies. We trained staff, stockpiled supplies and worked with partners to ensure we are able to reach as many children as possible when an emergency happens. This meant that when the deadly earthquake struck Haiti in January 2010 we were able to immediately start helping children and their families on the long road to recovery.

During the year we also focused on working with children, communities and governments to better prepare for emergencies – initially focusing on 20 countries that are particularly vulnerable to disasters. In Kenya we have safety net systems in place to shield families from the devastating impact of drought – protecting their livelihoods and preventing malnutrition. We support the poorest members of pastoralist communities with vouchers or small cash grants. This means they can obtain high-protein foods like milk and meat from local producers.

Preparing children and their families for emergency situations saves lives. Our pioneering child-centred 'disaster risk reduction' programmes help communities adapt to the increased risk of natural disasters. We work with schools to map risks and develop evacuation drills so children know the way to safe spaces if an emergency strikes. We work with communities to understand how they can protect children during emergencies. And we work with governments to ensure that the specific needs of children are included in national planning and legislation.

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WAS THE NUMBER OF SAVE THE CHILDREN EMERGENCY RESPONSES IN 2009. WE REACHED 2.5 MILLION CHILDREN WITH OUR EMERGENCY PROGRAMMES – SAVING LIVES, PROTECTING CHILDREN PHYSICALLY AND EMOTIONALLY, ENSURING THEY CONTINUE THEIR EDUCATION AND ASSISTING A RETURN TO NORMALITY



Reckitt Benckiser (RB), globally

As part of Save the Children's long-term global partnership with RB, the company provides vital funds for our emergency response work. RB was the first company to support our Children's Emergency Fund, which means we have the money in place to respond immediately to an emergency. Every year, the company donates US\$156,000 to the fund, as well as further donations to specific emergency appeals.

In 2009 RB continued to enhance our work through valuable gifts in kind, donating items including mosquito coils, mosquito nets, disinfectant and soap. This support made a huge difference in helping us to save lives and stop the spread of disease and infection.

RB also provide vital support for other areas of our work, in particular our newborn and child survival work around the world. In 2009 the company raised nearly US\$2 million globally via corporate donations, employee fundraising, events and product-related activities.





#### Key achievements in 2009

Nearly I20,000 children and parents displaced by conflict in Pakistan benefited from our medical interventions

In the Horn of Africa, we responded to the food crisis by significantly increasing the size of our programme in just a few weeks. We assisted 259,000 malnourished children in Ethiopia

An external evaluation of our response to Cyclone Nargis in Myanmar commended us for our ambition, and for meeting the needs of those affected

We successfully lobbied the UK government to fund us directly rather than through the UN system, bypassing funding delays that can hold up our emergency response. In Pakistan, this led to US\$838,000 of additional funding

Our work in Myanmar was quoted at the opening speech of the UN Climate Change Conference in Copenhagen by the Executive Secretary of the UN Framework Convention on Climate Change At the start of 2009 we continued to help children and their families in Gaza recover from the effects of the conflict. Having staff already in place meant we were the only agency to deliver food and water to the people of Gaza during the fighting. We also provided healthcare support and helped schools stay open. In the North West Frontier Province of Pakistan we assisted families displaced by the conflict. We got children back to school, and made sure they had enough food and were able to stay healthy.

In response to the food crisis and drought in Northern Kenya we scaled up our programmes, so that children could get food and water when they needed it most. We worked to ensure that families had access to health clinics. And we saved the lives of thousands of malnourished young children at our treatment centres. In very different circumstances, our teams rushed to L'Aquila following the Italian earthquake in April. We established safe areas in camps for children to play in, to help them recover from their terrifying ordeals.

We mounted a large-scale, simultaneous emergency operation to assist children affected by six disasters across the Asia Pacific region in October. Acting quickly, we reached more than 350,000 people across India, Nepal, the Samoan Islands, Indonesia, the Philippines and Vietnam, with essential supplies and life-saving services.

In the Philippines we set up mobile health clinics, which have conducted more than 4,000 medical consultations. In Vietnam we delivered 600 tons of rice in two of the hardest-hit provinces. In Indonesia we were the first international organisation to distribute relief supplies on a large scale following the earthquake, and we set up temporary classrooms for 7,500 children. And in India, we established 25 child-friendly spaces and provided tarpaulins in four of the most affected villages.

As well as our effective work on the ground, we fight to prioritise children in emergencies at a global level. Our report, 'Feeling the Heat – Child Survival in a Changing Climate', demonstrates that climate change is an immediate global emergency. This evidence-based publication calls for governments and international organisations to invest vital funds and implement systems to minimise risks for vulnerable communities.

We can't stop emergencies taking place. But by being prepared, by improving our readiness and by working in collaboration with others, we know we can do even more for children in emergency situations.

"The first step is just to get children smiling again, and then drawing, which is a less painful way of relating their experiences than talking about them. It will take years to help them come to terms with what's happened, but this is a start"

#### **Stein Lied**

Child Protection Adviser, Sri Lanka

#### Previous, left

Reckitt Benckiser (RB), globally Save the Children

#### Previous, main picture

Vieng and her son Truong, aged two, from Quang Tri province, Vietnam, look at the remains of their home after Cyclone Ketsana

Chau Doan / Opasia

#### Left

Abdi, aged four, waits his turn at a Save the Children treatment centre for malnourished children in northeastern Kenya

Colin Crowley / Save the Children

#### Right

Erich, aged 2, the Philippines Save the Children

#### Our goals for 2015

To become the world's leading emergency response organisation for children

To protect the lives of 29 million children through emergency preparedness and response activities, and increase communities' capacity to reduce the impact of disasters

To reach 25% of all children affected by emergencies by providing integrated, timely programming that is efficient and effective

To influence and support other humanitarian agencies to prioritise children's rights and wellbeing in emergencies

To ensure that every Save the Children organisation has the capacity to respond to domestic and international emergencies



#### Erich, aged 2, the Philippines

Typhoon Ketsana struck the Philippines in September, destroying Erich's home. Since then she and her family have lived with 60 other families in an evacuation centre.

"Every day, she asks me when we will go home. I don't know how to tell her that our house is gone," said Erich's mother, Roda. "She's been sad since we moved here. She used to be very playful, but now she doesn't feel like doing anything. She is not able to sleep well at night. It can get very noisy in here."

Access to clean water and latrines is limited and the crowded, unsanitary conditions of evacuation centres can be a breeding ground for disease. Erich has a rash on her legs, a cough and many mosquito bites. Roda fears she will get sicker.

We have provided health services for children and addressing their water and sanitation needs. We have also established child-friendly spaces in this evacuation centre and elsewhere, to help children like Erich regain some normality in their lives. These places offer fun activities such as singing, drawing and story-telling, alongside vital lessons about hygiene and emergency preparedness. This allows children to be children again, and to be safe.











# Celebrating child rights

On 20 November 2009, Save the Children organised events around the world to celebrate the 20th anniversary of the UN Convention on the Rights of the Child. We used these events to increase awareness of children's rights and demand more action for children. Here is a brief outline of some of the events that took place

#### **Afghanistan**

More than I20 mosques in Kabul, 60 mosques in Jalalabad and 20 of the largest mosques in Mazar-i-Sharif gave Friday prayer speeches on the rights of the child.

#### Australia

Children led a demonstration outside Parliament House, campaigning for the creation of a National Children's Commissioner.

#### China

More than 200 school children from three migrant schools expressed their views on child rights through drama and discussions with teachers, parents, local dignitaries and journalists.

#### India

More than I50 child workers, street children and school pupils gathered in a Kolkata park to perform their own plays, dances and music, and to call for children's rights.

#### Mexico

With the UN Information Centre, we helped to organise a commemorative art competition that received 800 entries from children aged 3–17, as well as a film festival, concert and discussion forums for children.

#### Nepa

We organised 'Rights Rock', a concert featuring performances by young people and Nepal's most popular musical acts.

#### Nige

Members of the Children's Parliament went on radio and TV to call for a National Child Bill. And school-based quizzes tested children's knowledge about their rights.

#### Peru

3,500 children and adults attended a festival of celebration, and children handed a government minister a list of 20 rights they felt required urgent attention.





"Children's rights are the foundation of everything we do. We have been pushing for children's rights since 1919, and we are still pursuing changes for children"

## **Fazel Jalil**

Deputy Country Director, Afghanistan

#### Serbia

With others, we organised a conference on banning the corporal punishment of children. We also campaigned to promote positive parenting and children's right to an upbringing without violence.

#### Spain

Every year we organise a children's sponsored run in aid of our work around the world. In 2009, 250,000 children from more than 1,050 schools took part.

#### Yemen

More than 250 children and young people released balloons carrying messages about their rights, hopes and dreams.

#### Opposite, clockwise from top left

Spain, Egypt, the Netherlands, China Save the Children

#### **Centre** Australia

Save the Children

#### Above

Zimbabwe Save the Children



## Education

Today, 72 million children are still missing out on school. We know that education provides children with a future. We are committed to making quality education a reality for all children – and we are making real progress

#### "I want to be a teacher"

VEN IN THE most challenging situations, children tell us again and again that they want to go to school. Governments around the world endorse the Millennium Development Goal to ensure universal primary education by 2015. Yet millions of children urgently require real opportunities to learn, because they endure substandard education or can't go to school at all.

Education is vital. Good quality education is critical to children's wellbeing and development. Education allows children to develop skills to strengthen their society and build peace in their communities. It also plays a significant role in improving health and tackling poverty.

More than half of out-of-school children live in countries affected by conflict. In 2005 Save the Children embarked on *Rewrite the Future*, an ambitious global campaign to tackle this problem. In more than 20 countries, *Rewrite the Future* has demonstrated that education can be delivered in the most difficult circumstances.

We have improved the quality of education for more than 10 million children caught up in conflict and emergencies, dramatically surpassing our original objective. We have also helped enrol 1.4 million children in school – the equivalent of opening two schools every day since our campaign began. During 2009 we supported education for 30,000 children in Sri Lanka, who live in camps for internally displaced people. And in Democratic Republic of Congo, we enabled 17,500 children to access education – a 70 per cent increase on 2008.

We have led the way in drawing global attention to the important role of education during and after crisis situations. In March 2009, a UN General Assembly debate focused on this issue. In the same month we held an international conference in Sarajevo, bringing experts together to develop guidelines on including education in peace agreements. Over a period of three years our lobbying has helped to double the amount of humanitarian aid for education – to US\$235 million.

We are proud of this progress but we will not stop here. We are ready to build on our success to ensure that all children, no matter where they live, are able to learn and build a better future.

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MILLION CHILDREN IN COUNTRIES AFFECTED BY CONFLICT HAVE BENEFITED FROM BETTER-QUALITY EDUCATION, THANKS TO SAVE THE CHILDREN'S GLOBAL REWRITE THE FUTURE CAMPAIGN. BUILDING ON THESE ACHIEVEMENTS, WE WILL NOW EXTEND OUR FOCUS TO THE WORLD'S POOREST COUNTRIES



Initial, Côte d'Ivoire

Initial support our Rewrite the Future campaign because they believe in the importance of good education and health as the basis for a better future. Our partnership began in 2008, working together on education-based sanitation programmes.

Every quarter, Initial donate US\$14,000 from their work supporting businesses around the world in washroom hygiene, contract cleaning and clinical waste management. Additional funds are also raised thanks to the enthusiasm of employees around the world.

With their support, in 2009 we provided hand-washing facilities, drinking water points and latrines in five primary schools in the Abengourou area of Côte d'Ivoire, benefiting I,800 children.

The company also designed an online hygiene game, which is available in many languages. This entertaining game can be used in schools or at home to educate children about the need for hand washing and hygiene.



#### Key achievements in 2009

In Afghanistan we helped set up 450 accelerated learning centres in five provinces. This benefited 25,000 children, including 13,500 children who were new to education

In Côte d'Ivoire we worked with the government to create a code of conduct for all teachers on how to treat their pupils, including the outlawing of all forms of physical or humiliating punishment

In Southern Sudan we piloted an accelerated learning programme for 3,500 demobilised child soldiers, condensing the primary curriculum into four years so the children could catch up on their schooling

In Liberia we renovated 27 schools and trained 200 teachers, to improve the quality of learning and ensure a protective school environment

We co-lead the global education cluster with UNICEF – in 2009 we kick-started a process to ensure a coordinated approach to deliver education in emergencies

We know that effective education means more than just getting children into the classroom – they need to learn appropriate skills. Between 2008 and 2010, we are evaluating our education programmes in countries affected by conflict. From 2010, we will use this knowledge to increase the scale and effectiveness of our work during a new phase of *Rewrite the Future*.

We will concentrate additional resources on the world's poorest countries. We will sharpen our focus on the quality of education, build on our expertise in early childhood education, and expand our activities in urban and non-formal education settings. And we will measure learning outcomes in literacy, numeracy, life skills and children's access to their rights. In essence, we will do what we do today – and more.

Over 20 years, conflict in Somalia has destroyed education systems. In 2009 we supported I50 primary schools and 90 centres offering alternative educational approaches in Somaliland, Puntland and Hiran. To improve the quality of education for Somali children, we are also training teachers. During 2009, more than I,300 trainees became primary teachers – the first to be certified since the outbreak of civil war.

In Bosnia and Herzegovina we collaborated with local government and 130 schools to access appropriate education for marginalised children. Together, we enabled a total of 400 children with special educational needs, Roma children and children from extremely poor families to start school.

We know that one of the most effective ways of supporting children's survival, health and emotional and cognitive development is through early childhood care and education. Our findings demonstrate that children who attend pre-schools are more likely to attend and benefit from primary education. That is why we are building on our long-standing experience to prioritise informal, play-based education for young children.

In El Salvador we established innovative ways to target caregivers and their children during pregnancy and the first years of life. Through schemes such as 'learning corners' in rural clinics, we have reached 9,700 young children. We piloted and carefully monitored these programmes in partnership with the Ministry of Health, before scaling them up.

Since 2005 we have shown that it is possible to get children into school, even in the most difficult situations. And we have improved the quality of education for millions of children. Now we are stepping up our ambition to open doors for children's learning.

"Children are seeing education beyond the confines of the classroom; they are sharing their feelings and learning from their immediate environment. They are more critical of what traditionally were regarded as their rights. They are up against abuse of their peers, such as child marriage"

## Prakash Acharya

Programme Coordinator, Nepal

#### Previous, main picture

Children at an early childhood development centre in Hawassa, Ethiopia, for orphaned and vulnerable children

Marie Hernandez / Save the Children

#### Previous, right

Initial, Côte d'Ivoire Saskia Roggeveen / Save the Children

#### Left

Girls at school in Lebanon. Save the Children strives to ensure that girls as well as boys receive a quality education

Karl Melander / Save the Children

#### Right

Recreational activities for children in a camp for internally displaced people north of Gaza, run by our partner, the Jebalia Friends Society

Jon Bugge / Save the Children

#### Our goals for 2015

To reach a total of 60 million children every year through our worldwide education programmes by 2015

To ensure that 2 million more children in poor and unstable countries have access to education

To demonstrate measurably improved outcomes for 500,000 of these children – better numeracy, literacy, rights awareness and life skills – through robust evaluation

To increase the availability of early childhood care and development and expand our programmes for non-formal education for adolescents



#### Bassam, aged 5, Gaza

Save the Children ran a three-month programme to support 10 kindergartens in areas of Gaza badly hit by the recent conflict. We provided training to help teachers and parents address the emotional needs of traumatised children. We distributed toys and stationery, provided plastic sheeting to cover broken windows and replaced damaged water tanks. And we set up afternoon shifts in some kindergartens for children whose schools were destroyed during the fighting.

Bassam lives with his parents and four siblings in Beit Hanoun, a town completely isolated by the recent conflict. He recalls: "During the war I was so scared. When the planes came, we ran to my mom's bed and we all slept in one room. All our windows were broken."

Bassam started kindergarten again as soon as the fighting stopped. When he grows up he hopes to be a mechanic, like his father. His favourite activities are playing with toy cars, drawing and playing on the swings. "I'm so happy with the toys you brought. I have one of the cars. It is a bulldozer, and I go every day to play with it in the yard of the kindergarten."

# Child protection

Every year millions of children are abused, exploited, trafficked or recruited as soldiers. More than 200 million children work in harmful conditions. We are striving for a world where all children enjoy their right to protection

#### "Now I feel safe"

N EVERY SOCIETY, children are the most vulnerable to abuse, neglect, exploitation and violence. This has to change. Save the Children is fighting for protection systems that prevent and respond to child protection concerns. And we work with children and communities to improve support and services. We promote child participation and aim to make child protection a reality for all children – girls and boys, children with disabilities and children from ethnic minorities.

We are scaling up our child protection delivery and campaigning work. By 2015 we aim to reach at least 20 million children and adults through this work. We are focusing on the two areas where we know we can make an enormous impact: children without appropriate care (in institutions or on the move, including refugees, migrants and trafficked children); and child protection in emergency situations, including child soldiers, children separated from their parents and children who have been sexually abused or exploited.

Increasing numbers of children are moving to South Africa from neighbouring countries on their own, because of poverty or in search of better opportunities. More than 21,000 children are living in South Africa without appropriate support, many without formal papers. In March 2009 we set up a transit centre on the border with Zimbabwe. We have helped more than 1,000 children who wanted to rejoin their families. And we have supported unaccompanied children to access temporary documentation, shelter, food and healthcare.

Since severe flooding in 2008, more children from Bihar in India have become victims of child trafficking and bonded labour. To improve understanding of this hidden problem, we are investigating links between natural disasters, family separation and child trafficking. We will use our findings to mobilise the national and international communities to create better systems to protect children.

In Indonesia around 500,000 children are growing up in institutions. With the Indonesian government and the National School of Social Work, we are improving children's care situation. By sharing our knowledge through our global report, 'Keeping Children out of Harmful Institutions', we will influence child protection practice around the world.







MILLION – THE ESTIMATED NUMBER OF CHILDREN LIVING IN CARE INSTITUTIONS. AT LEAST FOUR-FIFTHS OF THESE CHILDREN HAVE ONE OR BOTH PARENTS ALIVE. ONE OF OUR GLOBAL CHILD PROTECTION PRIORITIES FOR THE NEXT FIVE YEARS IS TO MAKE SURE THAT CHILDREN LIVE WITH THEIR FAMILIES WHERE POSSIBLE

#### Left, top

Andi, aged 14, in the rubble of a classroom destroyed by an earthquake in West Sumatra, Indonesia. We erected school tents to provide safe areas for children Edy Purnomo / Getty Images

#### Left, bottom

Children playing at an orphanage on the outskirts of Monrovia, Liberia. We are helping to enforce minimum standards in orphanages

Rachel Palmer / Save the Children

#### Right

Asnatu, aged 15, Sierra Leone
Charly Cox / Save the Children

#### Key achievements in 2009

In Sri Lanka we consulted widely with children about their care needs. Findings will influence government training so that more than 620,000 children receive better care and protection

Ban Ki-Moon appointed a UN Special Representative on Violence against Children. We had advocated for this role for a number of years

We called for the adoption of UN Guidelines for Alternative Care for Children, which were welcomed unanimously by the UN General Assembly

In Côte d'Ivoire we ran a workshop for 180 children to draw forms of sexual abuse and violence that children can encounter. We featured 12 images in a calendar sent to our local partners

The UN Security Council adopted our recommendations to include sexual violence against children, and children killed and maimed during armed conflict as top priorities for Security Council action



#### Asnatu, aged 15, Sierra Leone

In Sierra Leone, Save the Children works through a network of child welfare committees and children's clubs to protect children from violence, abuse and exploitation.

Asnatu joined her local children's club four years ago. "In the club I play volleyball, football, and act drama. I like drama best."

Each club has designated adults who children can turn to. Asnatu outlines how this has changed things: "Before the club was there, if a man rapes a child he can give a gift to the Chief and the case won't be forwarded to the police station. Now if one of our friends is raped, we would tell our child mobiliser and he would take the case forward. I remember one male soldier who raped a girl of not even I2 years old. We reported it to the child mobiliser who pushed the case until it went to court. The man went to prison for six years."

Asnatu's confidence has grown since joining the club: "If something happened to me now I would go and report it, but before I would have been too ashamed to tell anyone."

# Child rights

Around the world, governments are failing to keep their promises to promote and protect children's rights. We won't allow this to happen. We are holding governments to account and helping children to access their rights

## "I have rights too"

HE UN CONVENTION on the Rights of the Child (UNCRC) is supported by almost every country in the world. But millions of children are still denied their basic rights. As the world's leading independent child rights organisation, Save the Children is improving the wellbeing of millions of children by promoting their rights at local, national and international levels. In 2009 we conducted child rights initiatives in more than 90 countries, often in partnership with others. We helped children to understand, campaign for and increase access to their rights by supporting children's groups and other civil society networks. We assessed the extent of children's rights in everyday life and lobbied governments to improve monitoring and delivery systems. We also participated in developing policies and legal reforms to make children's rights a reality.

We have been child rights pioneers for 90 years and were instrumental in developing the UNCRC. During 2009, the UNCRC's 20th year, we emphasised the need to look ahead and focus on the remaining challenges. There is still no international mechanism for complaints when children's rights are violated. In most countries, children have no way to challenge violations of their rights in a court of law. We are calling for an addition to the UNCRC so children can challenge violations to their rights, and so states more fully understand their obligations.

Children have a right to express their views and be involved in decisions that affect their lives. We supported Moldovan children aged II–I6 to produce a supplementary report to the UN Committee on the Rights of the Child. The children are now monitoring the implementation of their recommendations and calling for changes in national legislation to fulfil their rights.

In Uganda we are involving children in steering the way we work. Children in six schools reviewed child-friendly versions of our plan and budget at the beginning and end of the year. They discussed our achievements and suggested improvements. This has helped to make our activities more relevant to children's needs, and more transparent. In a similar way, we have supported child-led organisations in Brazil, Nicaragua and Peru to hold public authorities to account.

"If rights didn't exist, many girls below 18 – and even below 12 – would have already been married. Now, girls themselves can refuse to get married. I had the chance to learn about rights before my friends. Now I must go to my community and let them know about their rights"

#### **Fatou**

Aged 17, Senegal





#### Left, top

Save the Children promotes conflict resolution in the violent region of Medellín, Colombia. Kevin, now 16, lost his father to armed conflict when he was a baby Dan Alder / Save the Children

#### Left, bottom

Priscilla, a Save the Children community volunteer in West Point, Liberia, is known locally as 'human rights' because she always stands up for other people's rights Rachel Palmer / Save the Children

#### Right

Child worker in a cigarette factory, Bangladesh Lotte Ladegaard / Save the Children

#### Key achievements in 2009

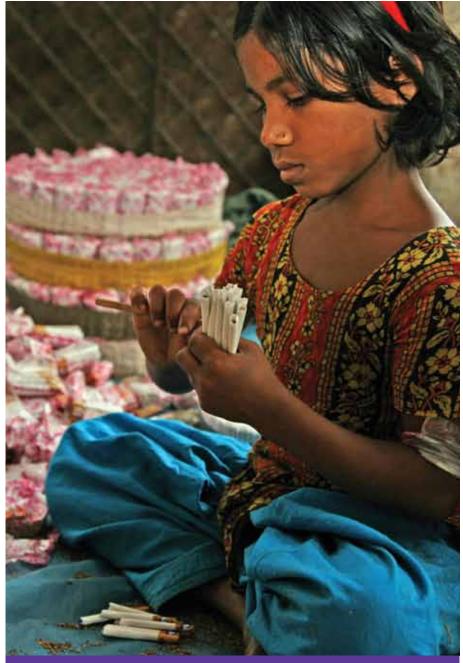
We helped organise the first high-level UN event focusing on children's right to participation, with three other leading child rights organisations and several permanent UN missions

In Egypt, we supported a ministerial decree to promote and regulate the inclusion of children with disabilities in mainstream education

After the launch of the Child Rights Act in Sierra Leone, we worked with the Children's Forum Network to develop child-friendly tools to monitor local implementation of the Act

We enabled children's organisations in El Salvador, Paraguay and Peru to share ideas on how we can strengthen their capacity

As part of a coalition of organisations, we marked the 20th anniversary of the UNCRC by sending an official statement to EU ministers responsible for children, demanding action from EU member states and institutions over the next 20 years



Fighting for change, Bangladesh

With support from Save the Children, a group of child cigarette factory workers in Lalmonirhat lobbied for higher wages and better working conditions. They worked with parents, doctors, teachers, factory managers and local government representatives to formulate and act on their demands. Children's salaries have now increased by 50 per cent to just below the minimum wage, and conditions in the factory have improved.

One child worker explained: "Our wages are now paid weekly so we do not have to take out loans to survive anymore. One factory staff member has been fined for beating us. Because of the increase in wages we work less, but we still fight to get the minimum wage that we ought to have. We will go all the way, but gradually. Once when the adults demanded immediate higher wages, the factory closed down for one month, and they never got the increase."

Most community members depend on income from the cigarette factory, so everybody benefits from the children's efforts. Adults respect children more now, and children get more freedom to make decisions at home.

## HIV and AIDS

More than I5 million children have lost one or both parents from AIDS. We are helping to prevent the spread of HIV and supporting families so children can live free from the damaging effects of HIV and AIDS

## "Now I know it can be stopped"

IV AND AIDS have had a devastating impact on children. One in three newborns with HIV dies before their first birthday. Millions of children with HIV are struggling to survive because of poor healthcare and extreme poverty. And millions are missing out on their childhood because they must care for sick parents or younger siblings.

Save the Children is working with communities, governments and other partners to prevent HIV passing from mothers to children by improving access to information, testing and care. In 2009 we supported HIV risk reduction programmes for mothers and children in six countries across Africa and Asia.

Working with communities is a powerful way to increase awareness and transform attitudes. In Vietnam, our peer education sessions encourage young people to share life-saving knowledge about how sex and drug use can lead to HIV infection. In 2009, these sessions reached I40,000 young men. This led to an increased demand for condoms, and to more men using health facilities and making positive life changes. We are now working with the Vietnamese government to expand this programme nationwide.

We are world leaders in the care and support of children affected by HIV and AIDS. We tackle discrimination, and help families to meet the basic needs of children who face the sickness or death of a parent. Perhaps most importantly, we help to strengthen families' ability to cope and protect themselves, now and in the future. For example, we improve quality of life for children affected by HIV by supporting families to care for them. In Zimbabwe our community mothers' groups identify and support children orphaned or made vulnerable by HIV and AIDS, and enable community members to understand these children's needs.

In Kenya, we help families affected by HIV and AIDS to get back on their feet. As well as providing healthcare and counselling, we enhance family livelihoods, through initiatives including providing grants and micro-credit loans. With even a small amount of money, a woman living with HIV can run a small shop and support her family. Over the next five years we will build on this knowledge and experience so we can increase our work to prevent the spread of HIV and support children hit hardest by this pandemic.

"We support young people to develop the knowledge and have the confidence to question traditional views. Some students said that this was the first time that they could talk with their friends and teachers about love and HIV prevention without stigma"

## **Bui Trung Thu**

Project Officer, Vietnam





#### Left, top

Community education means that Sreyleak, aged 8 from Cambodia, is no longer isolated for having HIV, and access to drugs means that she and her family can get on with life

Karin Beate Nøsterud / Save the Children

#### Left, bottom

In a schoolyard in Lusaka, Zambia, children learn about HIV through sport and games Elin Berge / Save the Children

#### Right

Beatrice\*, aged 16, Brazil
Eduardo Martino / Documentography

#### Key achievements in 2009

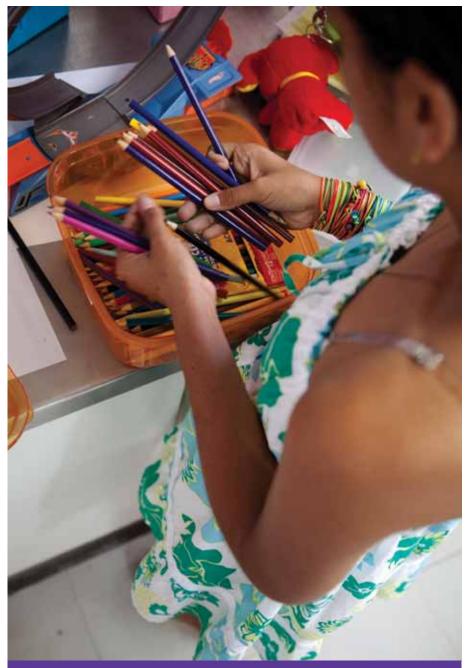
With support from The Global Fund we have reached more than II million young people in Bangladesh with HIV and AIDS information and services. In 2009 we expanded the project to include prevention among the most at-risk groups

In Uganda we enabled 3,000 children and young people living with HIV to access youth-friendly services, and we trained 700 volunteers to identify signs of malnutrition

We received US\$40 million from USAID to conduct HIV prevention work in I20 towns along major transportation corridors in Ethiopia

With support from the Ford Foundation we embarked on Children as Carers, a multi-country study on children who care for sick relatives and younger siblings

Our Positive Change pilot project in Ethiopia increased national standards of care for people living with HIV and AIDS, and led to greater consistency among 560 community-based partners



#### Beatrice\*, aged 16, Brazil

Beatrice has been HIV positive ever since she can remember. Her mother died because of the virus and Beatrice now lives with her aunt.

She attends the Pela Vidda project, which is supported by Save the Children. This project assists around 150 children from the outskirts of Rio de Janeiro by providing vital services including refuge, counselling, care services, music workshops, art therapy, regular meals and links to hospital.

"We all talk about attitudes towards HIV and how it's just ignorance because nobody knows that it's just an illness and that you can't catch it by just touching someone or sharing a glass. Here I feel free to be myself, whereas outside it's always difficult. When younger kids come in they're often really troubled and they're scared all the time. We show them that it's going to be OK and as long as we're all together we can cope with the stigma.

"When I'm older I want a proper job so I can help my aunt. Now I'm older I think I want to tell people [that I am HIV positive], and I often feel like I don't care what they're going to say."

\*not her real name

# Our global partnerships

Collaborative partnerships can deliver dramatic change for millions of children. Save the Children works with partners who share our values and our commitment to children, as well as our ambition to work on a global scale

UR MISSION IS to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives. To achieve this, we lead the way in innovative cooperation – jointly developing solutions that result in real impact for children and their families. Our partners find ways to engage with us that often begin with a small-scale initiative, and grow over time into truly far-reaching joint operations, across many of the countries where we run programmes.

Partnership with Save the Children takes many forms and we thank all those who joined with us in 2009, at a national and international level, to make our vision for children a reality.

Our key global partners, whose collaboration we greatly appreciate and value, are:

#### The Boston Consulting Group (BCG)

BCG has provided invaluable pro bono consultancy support to Save the Children for more than 20 years. In 2009, BCG was critical to the development of our 2010–2015 strategy, helping to define our organisational and programme delivery structure, supporting the development of revenue growth and corporate fundraising strategies, and assisting with the harmonisation of internal processes. In addition, BCG supported many of our national organisations in developing their strategies.

#### **Bulgari**

To celebrate its I25th anniversary Bulgari, the global luxury brand, committed to support our *Rewrite the Future* campaign. The partnership was unique, as it combined the worldwide sale of a specially-created silver ring and pendant with high-profile events (including a prestigious charity auction at Christie's) and the generous support of a number of global celebrities. The partnership raised more than US\$8 million for our vital education programmes and provided unprecedented visibility.

#### **Dubai Cares**

The partnership between Dubai Cares and Save the Children is built on the shared belief that education is the most powerful tool in breaking the cycle of poverty. Generous funding of US\$27 million over five years enables us to increase access to quality education for disadvantaged children in Africa, Asia and the Middle East. In 2009 we established new education programmes in Bangladesh, Sudan and Yemen. These programmes aim to achieve measurable results in increased access to — and quality of — education, as well as improved local governance and advocacy in support of education.







#### **IKEA**

Save the Children and IKEA have worked in partnership since 1994. We supported IKEA in developing their code of conduct on child labour, underlining the company's commitment to responsible corporate behaviour. We now benefit from IKEA's support in tackling child protection issues in India and providing essential emergency relief. In addition, the IKEA *One Euro is a Fortune* campaign provides one Euro to Save the Children and UNICEF for every soft toy sold by IKEA in the two months before Christmas. In 2009, IKEA's support totalled more than US\$8 million.

#### The Khalifa Bin Zayed Al Nehayan Foundation (KBZF)

KBZF currently supports three critical areas of our work in Afghanistan: water and sanitation, childhood nutrition, and basic education. KBZF's significant two year commitment underpins our provision of expert staff, technical assistance, training and other essential services that help us maximise the impact of our work for vulnerable children. This funding is helping us to make significant and positive changes for Afghan children by expanding community and family-based initiatives, in collaboration with appropriate government colleagues.

#### Looking ahead

The next five years will be an exciting time to partner with Save the Children, as we advance our global work on child survival through the EVERY ONE campaign, and find ways of increasing the efficiency and reach of our programme delivery through greater collaboration. In the coming years we aim to increase the scale and impact of our partnerships, for the benefit of millions more children worldwide.

"I am delighted that we are working towards the success of Rewrite the Future — a project consistent with the commitment of Bulgari to initiatives aiding youth education throughout the world"

## Francesco Trapani

Chief Executive Officer, Bulgari Group

#### Opposite, above

Nyajuok, aged eight, spends several hours a day fetching water. We are digging wells in her region of Southern Sudan, so that families will have better access to clean water

Colin Crowley / Save the Children

#### Opposite, below

Children in Vietnam on their first day at school. With the support of the IKEA *One Euro is a Fortune* campaign 3,000 marginalised children are getting access to pre-school for the first time Save the Children

#### Above

Members of a theatre group run by our partner the Luis Felipe Velez Foundation in Colombia. Dan Alder / Save the Children

# Governance and funding

We are making bold strategic and operational changes, so we can continue to increase our global income and effectiveness. We are working to make every penny count, so we can build a better world for children

### Increasing accountability to children

T THE ANNUAL Members' Meeting in November 2009, Save the Children agreed high-level plans for Save the Children's ambitious global strategy for 2010–15. The central aim of the strategy is for Save the Children to become a stronger and more efficient international federation, to enhance the quality and scale of our programmes and increase the impact we have for children.

Among the key features of the new organisational structure are the introduction of a single international programming delivery unit, a higher level of integration of Save the Children's global activities, and a new governance model. The former International Save the Children Alliance is now known as Save the Children International and, together with our 29 Member organisations, our global organisation is known as Save the Children.

The implementation of our new governance model has already begun, with Members voting for constitutional changes early in 2010, including:

- A new composition for the Board of Save the Children International, which is enlarged to 14 directors who are predominantly non-executive and will be accountable to the Members' Assembly for governing Save the Children and developing and delivering on our strategic goals
- A new role of Chief Executive Officer (in place of the Secretary General), who will head
  the executive arm of Save the Children International with the overall responsibility
  for our international programme unit and delivery of our 2010–2015 global strategy

#### **Executive roles**

Charlotte Petri Gornitzka Secretary General International Save the Children Alliance (until April 2010)

Jasmine Whitbread Chief Executive Officer Save the Children (from April 2010)

## International Save the Children Alliance Board

(until January 2010)

Inger Ashing, Sweden
Mimi Jakobsen, Denmark
Nohbo Kim, Korea
Charles MacCormack, USA
Ivan Marten, Independent director
Valerio Neri, Italy
Tove Wang, Norway
Tim Warren, Independent director
Jasmine Whitbread, UK
Peter Woicke, Independent (Chair)

## Save the Children International Board

(from January 2010)

Inger Ashing Nina Bhatia Allan Freeth

Bill Haber

Mimi Jakobsen

Irene Khan

Borger Lenth

Mark Malloch-Brown Bradley C Palmer

Alan Parker

Charlie Perrin (Chair)

Harpal Singh Helene Sullivan

Further external director to be confirmed

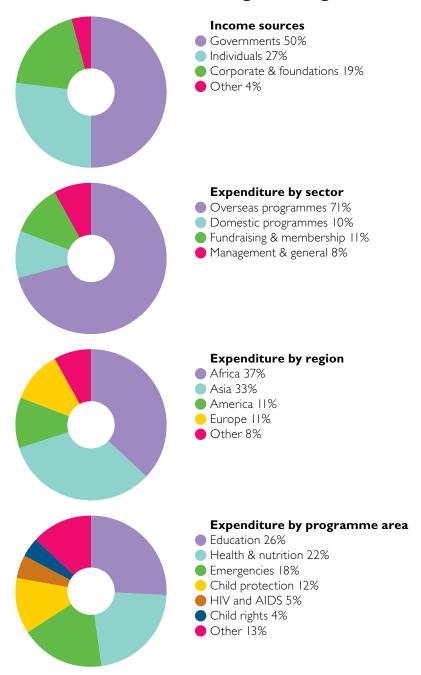
MILLION INDIVIDUALS DONATED TO SAVE THE CHILDREN IN 2009

#### **Explanatory notes**

- Income figures are aggregated data based on Save the Children organisations' own reports.
   Figures shown are for the calendar year 2009
- The total income for 2009 includes transfers of US\$130 million between Save the Children organisations
- Amounts are converted from local currency to US\$ at the average exchange rate during 2009
- Each Save the Children organisation publishes detailed accounts in its own country. If you
  would like more detailed information on the financial activities of any Save the Children
  organisation, please get in touch with the organisation directly. Contact details are on page 32

## Thanks to our generous supporters we are a US\$1.3 billion global organisation

Organisation	Income in US\$
Australia	40,091,334
Brazil	6,643,234
Canada	21,714,136
Denmark	40,810,505
Dominican Republic	1,507,666
Fiji	788,713
Finland	26,817,142
Germany	6,257,370
Guatemala	1,717,363
Honduras	4,045,423
Hong Kong	974,782
Iceland	578,638
India	11,827,174
Italy	34,910,768
Japan	11,739,869
Jordan	48,055
Lithuania	606,271
Mexico	7,895,079
Netherlands	20,678,529
New Zealand	9,030,977
Norway	106,504,306
Romania	3,245,574
South Korea	19,582,537
Spain	21,702,842
Swaziland	593,474
Sweden	98,968,329
Switzerland	6,636,868
UK	342,905,874
USA	442,155,382
	1,290,978,219



## Contact information

All Save the Children organisations work together to make positive changes to children's lives across the globe. We save children's lives, protect children, fight for their rights and help them to access education and healthcare

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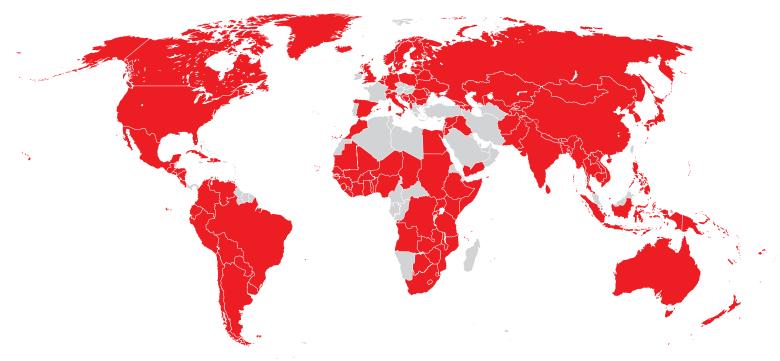
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#### Where we work



The delineation of national boundaries on this map should not be considered definitive

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As far as possible, the information contained in this report is correct as of April 2010. Statistics are based on latest available figures from Save the Children programmes or recognised international sources. Monetary figures have been converted into US\$, using the average exchange rate during 2009

The names of some children have been changed to protect their identity Published April 2010



