



# Becoming one Save the Children Annual Review 2010

[www.savethechildren.net](http://www.savethechildren.net)



**Save the Children**



In the Amhara region of Ethiopia, Save the Children is building maternity wards in three regional health centres, and is training health workers. We have also provided an ambulance that has transported 1,777 pregnant women

**Above**

Caroline Trutmann / Save the Children

**Front cover**

We have provided latrines and drinking water at Croix-des-Peres camp for people displaced by the Haiti earthquake

Teri Pengilley / Save the Children

“Habtamu is my only child. I was pregnant with another child, but it died in my womb. I did not have the assistance of a birth attendant. [This time] when I got the signs of labour, I came to the health centre and a health professional noticed something was wrong. Thanks to the ambulance I was able to travel to a hospital where they performed a C-section, and my child was born”

**Liknesh**

Mother of eight-month-old Habtamu

# Our vision, mission and values

## Our vision

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

## Our mission

To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives

## Our values

- Accountability
- Ambition
- Collaboration
- Creativity
- Integrity



Sisters Shabina and Seema in flooded Swat district, Pakistan, where we supported thousands of the most vulnerable families

Usman Ghani / Save the Children

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# 100

SAVE THE CHILDREN TOUCHED  
THE LIVES OF MORE THAN 100  
MILLION CHILDREN AROUND  
THE WORLD IN 2010

# Becoming one Save the Children

THIS IS AN exciting time for Save the Children. During 2010, all 29 Save the Children organisations, with combined revenues of more than US\$1.4 billion, signed up to a shared vision, mission and strategy.

To achieve dramatic change for children, and to make our goals a reality, we are changing the way we work. We aim to become more efficient, more aligned, a better partner and a stronger advocate, ready for the challenges of tomorrow.

Save the Children already works in over 120 countries. During 2010 the transition towards becoming a single movement for children enabled us to build momentum. At the UN Millennium Development Goals Summit, we worked as one to achieve great results. We helped to get commitments from world leaders to save the lives of 16 million mothers and children.

There's a lot left to do, but so far we're on track. We have laid the groundwork for our new strategy, while continuing to do what we do best – achieving immediate and lasting change in children's lives, and using this expertise to inspire breakthroughs in the way the world treats children.

On behalf of Save the Children, I would like to thank all our partners, volunteers and staff for their valuable contribution in realising our ambition for children.

## **Jasmine Whitbread**

CEO, Save the Children International



Jasmine Whitbread visiting a girls' school in Pakistan  
Sana Shabbir / Save the Children



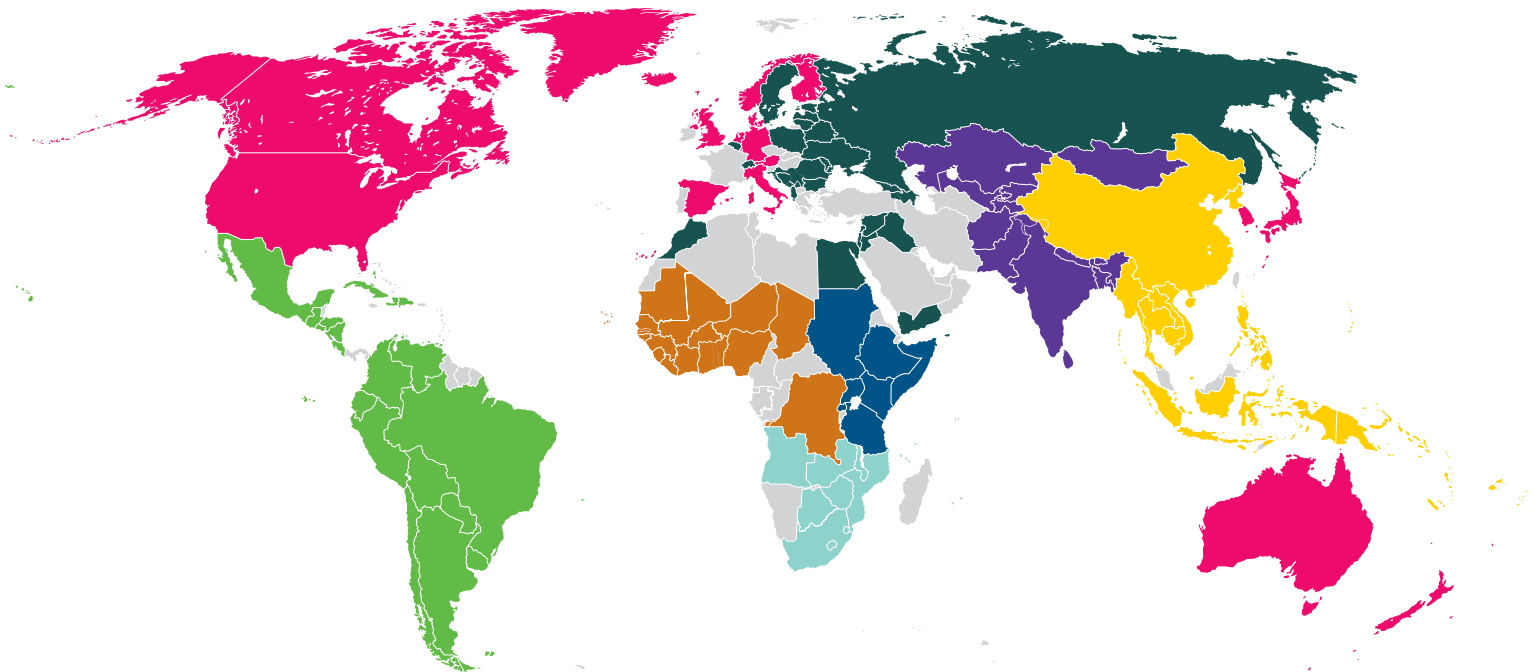
“After 90 years of success, Save the Children is changing gear. By aligning the way we work we will increase our impact and effectiveness. By speaking with one voice we will ensure more children enjoy their right to survival, protection and development. Our staff, donors, partners – and, most importantly, children – will all benefit from these changes”

**Charles Perrin**

Chair, Save the Children International

Charles Perrin meets two boys affected by the earthquake in Haiti  
Rebecca Janes / Save the Children

## Where we work



Coloured areas represent the countries Save the Children worked in during 2010. Areas in grey represent countries with no active Save the Children programmes during 2010. The delineation of national boundaries on this map should not be considered definitive.

# Our approach

To achieve the greatest possible improvements for children, Save the Children is focusing resources in fields where we are world leaders, and where we know children still face the greatest challenges:

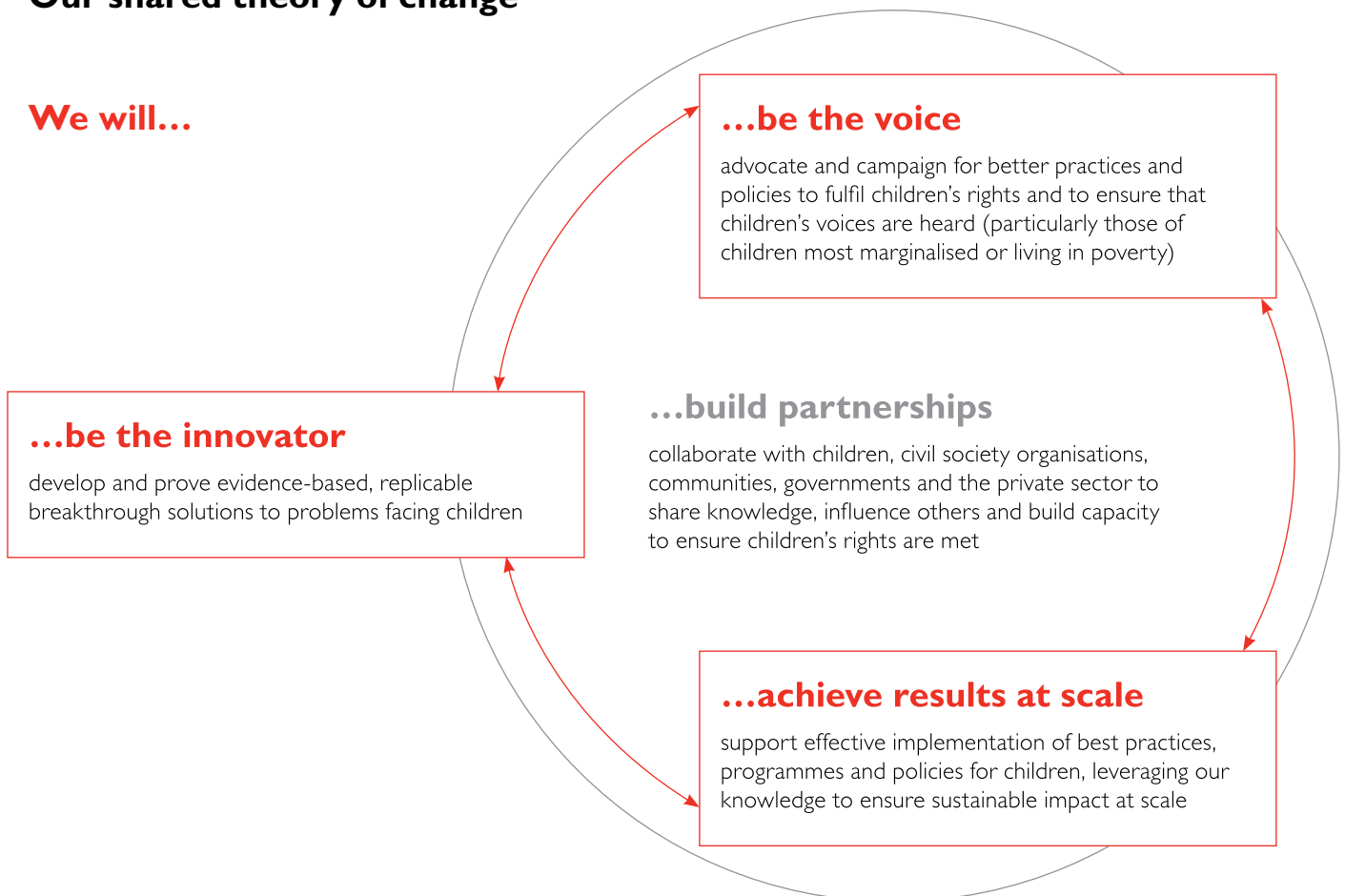
- EVERY ONE, our global campaign to stop children dying from preventable causes before their fifth birthday
- emergency response: we are working to ensure that we are the number one agency meeting children's needs in emergencies.

Our other global priorities for children are programmes focusing on:

- education
- child protection
- child rights governance
- HIV and AIDS.

## Our shared theory of change

### We will...





In Afghanistan we are training local healthcare workers in child health, and are advising women on nutrition for newborn babies and children under five  
Olivia Arthur / Magnum Photos for Save the Children

“I don’t think the UN Study on Violence against Children process could have been successful without Save the Children. Save the Children brings knowledge, credibility and presence on the ground”

**Ms Santos Pais**

Special Representative of the UN Secretary-General on Violence against Children

# Emergencies

We are increasing our capacity to assist children caught up in natural disasters and armed conflict. In 2010 we conducted 41 emergency response operations



## Working with families before, during and after emergencies

Emergency preparedness, planning and response capacity enabled us to act within two hours of the earthquake in Haiti. In the following days and weeks our rapid intervention saved many lives.

Since then, Save the Children has benefited more than 2 million people in Haiti. Now, we are implementing a five-year plan to tackle the country's ongoing crisis. As well as providing life-saving health and nutritional support to families, we are building schools that are more resistant to hurricanes and earthquakes. And we are working with local communities to minimise the impact of future emergencies.

In Pakistan, we assisted more than 3.3 million people affected by the 2010 floods. Working with local and national authorities, we provided essential items including medical care and tents. We ensured that more than 130,000 children in the worst-hit areas received vital emotional support to help them cope with their experiences.

We are recognised as a leader in nutrition and health in Niger. Our knowledge and networks enabled us to secure international investment for the 7 million people affected by the 2010 food crisis, and provide direct assistance to 400,000 children ourselves.

### Left

Nadira and her daughter Maftuna's home was looted and burned during ethnic clashes in Kyrgyzstan. We immediately assisted 6,000 children and their families affected by the violence

*Ikuru Kuvajima / Save the Children*

### Centre

Kanal, eight months, was one of 6 million children affected by floods in Pakistan during 2010

*Colin Crowley / Save the Children*

### Right

Two-year-old Djoumilou receives specialist milk at a clinic for extremely malnourished children in Niger

*Rachel Palmer / 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 preparedness, rapid response and capacity building in vulnerable communities

“After the flood it was horrible being away from home with no food and no friends. Now I feel good that I can go to school and have a place to play, and I feel very happy. I have almost forgotten the bad memories”

**Nalia**, aged 10 from Pakistan, at a child-friendly space run by Save the Children



# Saving children's lives

Every year 8 million children under five die from illnesses we know how to treat or prevent. EVERY ONE is our global campaign to stop this happening. Join us at [www.everyone.org](http://www.everyone.org)



## The world needs to act now

Most deaths of babies and children under five are preventable. We are using our leadership in child survival, our commitment and our campaigning experience to stop young children dying.

EVERY ONE is active in 50 countries, with a special focus on those with the highest child death rates. We are scaling up our health and nutrition programmes, such as training health workers to provide life-saving treatment for pneumonia and diarrhoea.

Save the Children works with national governments to secure action and policy change. In 2010 we worked with the Indian government to prioritise maternal, newborn and child health for the next five years. In Sierra Leone, 180% more children are attending health centres. This is because we campaigned with partners to make healthcare free for children under five, and for pregnant and breastfeeding women.

We are also mobilising people across the world to support our campaign. So far, individuals and organisations have taken 5.8 million actions to support our aims. In Italy, our partner organisations and 800,000 people raised funds and awareness for EVERY ONE. Now, we will build on this momentum to achieve more for children.

## Clockwise from top left

Children in Sierra Leone – where babies and young children face numerous health challenges – calling for investment in healthcare  
[Save the Children](#)

Medical students campaigning for newborn and child health in Hanoi, Vietnam  
[Chau Doan / Onasia](#)

Community health-worker Sangita Lonbale checks on new mother Vaishali and her 13-day-old baby in Maharashtra, India  
[Andy Hall / Save the Children](#)

Sunbete, five, receiving treatment for malnutrition at a Save the Children clinic in Ethiopia  
[Karin Beate Nosterud / Save the Children](#)

In Bangladesh 5,000 people showed their support for EVERY ONE at a march that finished with a spectacular concert  
[Save the Children](#)

## Our goals for 2015

to achieve the fourth Millennium Development Goal, and ensure that child deaths are cut by more than 3 million in 2015 compared to 2009

# 565

MILLION US DOLLARS – OUR EXPENDITURE ON NEWBORN, CHILD AND MATERNAL SURVIVAL SINCE THE START OF EVERY ONE IN 2009

# Education

Around the world, 67 million children miss out on school. We are benefiting millions of children through our work on the ground, and in the corridors of power



## Education improves life-long health, income and prospects

We are targeting our resources where children need education the most – in countries affected by armed conflict and emergencies. In the last five years our *Rewrite the Future* campaign has benefited more than 10 million children and secured access to education for 1.64 million. In 2010, Save the Children received an award for *Rewrite the Future's* global impact on education from the World Innovation Summit for Education.

Our policy and advocacy impact at the national level enables us to influence international policies to ensure children's rights to education are realised. Following joint advocacy initiatives, the UN General Assembly officially recognised the importance of education in emergencies. Save the Children has a leading role with UNICEF, coordinating the cluster of organisations implementing this UN resolution.

Since 2005, we have raised US\$450 million for education in countries affected by conflict and we are engaging worldwide support for additional investment in children's education. Save the Children harnessed the power of football through the Global Campaign for Education's IGOAL Campaign, to ensure that education for all was a lasting impact of the 2010 FIFA World Cup. Through a series of events across the globe, we helped to galvanise support from 18 million people.



## Left

We have provided schools for some remote Cambodian villages, where illiteracy rates are high following decades of political turmoil  
*Karin Beate Nøsterud / Save the Children*

## Right

Students at a boys' seminary school in Afghanistan. Most children in Afghanistan cannot read, because most schools do not function  
*Mats Lignell / Save the Children*

## Our goals for 2015

we want every child, everywhere, to receive a quality education

we will dramatically increase the number of children who start early on their education journey, making it more likely that they continue and complete school

# 25

MILLION – THE NUMBER OF CHILDREN, FAMILY MEMBERS, TEACHERS AND EDUCATION SECTOR STAFF REACHED BY OUR EDUCATION PROGRAMMES

# Child protection

Adults have a responsibility to protect children, yet millions of children around the world experience abuse, neglect, exploitation and violence. These violations of children's rights must stop



## Protecting the rights of the most vulnerable children

Our child protection priorities are: children without family support; refugee, migrant and trafficked children; and protection of children in emergency situations. From 2011 we will also prioritise child labour. We work and advocate at community, national and international levels to improve children's lives. By involving children themselves, we increase awareness of their key concerns, which makes our programmes more relevant.

Children usually do best when living with their families. In 2010 we reunited more than 1,000 children who lived in institutions in Liberia and Sri Lanka with their families, or placed them in other forms of appropriate care. To share our expertise, we conducted pan-Asian training on supporting children who lack appropriate care.

Children in emergencies often face physical and psychological violence. We use our experience of supporting these children to influence global policy and practice. We have developed a Psychological First Aid Tool Kit for working with children in emergencies.

With the Global Movement for Children, we organised an international conference on 'Children on the Move', attended by leading experts. This resulted in an agreement among aid agencies that we should focus on protecting all children who move, instead of just child trafficking. This will benefit millions of vulnerable children.

### Left

Gulnaz, 11, plays at a Save the Children child-friendly space for children who lost their homes due to flooding in Pakistan

Colin Crowley / Save the Children

### Right

We have provided young children displaced by the earthquake in Haiti with safe spaces to play, learn and recover from their experiences

Robert King / Polaris

## Our goals for 2015

to improve the lives of 21 million children by preventing and addressing all forms of violence against them

to increase the capacity of Save the Children and our partners to secure child protection by building knowledge, tools and systems

“We learned that our friends had nowhere to sleep and were chased and beaten by soldiers. That is why we have organised ourselves to come and help them”

**Yao**, aged 15,  
member of Children's Group supported  
by Save the Children, Côte d'Ivoire

# Child rights governance

Save the Children has been a child rights pioneer for more than 90 years. Respect for children's rights underpins all of our work



## Strengthening local, national and international systems

If all governments met their legal obligations to children, every child would have access to education, healthcare, and freedom from violence and exploitation. Making children's rights a global reality is essential to achieving positive outcomes for children.

We are promoting change from the ground up, by raising awareness of children's rights among children, families and communities. And we are securing children's rights by holding governments and international bodies to their promises.

In 2010 we helped the Palestinian National Authorities to review their compliance with children's rights, and proposed ways to address gaps between rights and reality. After successfully advocating for a Child Act in Northern Sudan, we are working with partners to make sure the law delivers improvements for the country's 22 million children.

We use knowledge from our community-based and national-level work to influence the international agenda. For example, we ensured that children's experiences will be incorporated in the Human Rights Council's global monitoring. Our new partnerships with US and Bangladeshi universities will result in more robust information on the realities faced by children. This will increase our effectiveness and impact for children.

### Left

Children in Guatemala demonstrating in support of their rights  
[Easy Film](#)

### Right

Mahmoud, head of the children's club in Gray Bush slum, Freetown, Sierra Leone  
[Louise Dyring / Save the Children](#)

## Our goals for 2015

we will make more governments take real responsibility for implementing children's rights

we will mobilise civil society, including children, to stand up for children's rights and hold governments accountable

"Now I am learning about rights. Frankly speaking, I have ignored the rights of others. From now on, I should be more careful about it"

**Korean boy**, aged 14,  
addressing the UN Committee on the Rights of the Child

# HIV and AIDS

Children affected by HIV and AIDS are disadvantaged in almost all aspects of life. We are reducing the impact of HIV and AIDS on children's lives



## Increasing global prevention, care and support

We are expanding our HIV and AIDS programmes in 16 countries where we can achieve the most for children. During 2010 Save the Children reached more than 194,000 children affected by HIV and AIDS in Ethiopia and Mozambique with health, nutrition, education and psychosocial support.

We ensure that families with HIV have the knowledge and skills to be resilient. In 2010 we provided treatment, support and life skills training to 1,579 children with HIV in Uganda, and trained 100 local volunteers to assist families affected by HIV and AIDS.

We help reduce the spread of HIV through education and by ensuring that HIV positive pregnant women access treatment to protect their babies. In Nicaragua we reached 4,350 children through an HIV prevention programme, which led to 80% of the adolescents on the programme adopting less risky behaviour.

To dramatically increase the scale of our HIV and AIDS programmes we require significant additional investment in our work. In 2010 we made a great step forward by receiving a US\$44 million grant from the Global Fund to Fight AIDS, TB and Malaria in Myanmar. This will help us to reach some of the world's most vulnerable children and young people.

### Left

Children affected by HIV and AIDS at a Sunday Club run by our partner Health Alert in northern Uganda  
[Anne-Sofie Helms / Save the Children](#)

### Right

We enable child-headed households in Mozambique to access government support, treatment and care  
[Maisie Crow / Save the Children](#)

## Our goals for 2015

to ensure that children affected by HIV and AIDS receive community-based care and support services

to prevent HIV infection among particularly vulnerable and the most at-risk children and young people

# 15

MILLION – THE NUMBER OF YOUNG PEOPLE WE AIM TO REACH DIRECTLY THROUGH OUR HIV AND AIDS PROGRAMMES BY 2015

# Corporate partnerships

Save the Children maximises its impact by working in partnership with other world-class organisations. Together, we achieve immediate and lasting change for millions of children



WE WORK WITH partners to develop joint approaches that harness our strengths and deliver the greatest impact for children. As part of our global strategy, we are focusing on becoming a stronger and more innovative partner:

Our global collaboration with **IKEA** dates back to 1994. We were instrumental in the development of IKEA's code of conduct against child labour launched in 2000. Together with the IKEA Foundation we are helping to realise children's rights to a healthy and secure childhood and a quality education through the annual IKEA instore Soft Toys campaign, and through long-term programmes addressing the causes of child labour in cotton production areas in India and Pakistan. The collaboration with the IKEA Foundation includes some 50 projects and strategic programmes around the world.

Our ongoing global partnership with **Bulgari** comes with a €12 million funding guarantee over 2009–2011, to secure improvements for less privileged children, with a special focus on education. For example, during 2010 funds raised in 18 markets contributed to our programmes in more than 15 countries around the world. Exceeding targets, this initiative so far has helped to train more than 5,300 teachers and has directly benefited 224,000 children.

By providing in-kind support, a number of organisations help to achieve lasting change for children and obtain valuable experience for their staff. We are very grateful for this support.

During 2010:

**The Boston Consulting Group**, our partner for nearly 20 years, again provided invaluable pro bono work and employee secondments. Support this year focused on change management

**Freshfields Bruckhaus Deringer LLP** continued to provide us with expert legal advice, which has been critical to the progress we have made towards implementing our global governance structure and strategy

**Baker & McKenzie** supported us through its global reach and expertise in intellectual property and employment law

**Towers Watson** provided us with expert advice to help us be an employer of choice

**Hunton & Williams** provided us with expert advice on IT and data protection

**Crowe Clark Whitehill's** detailed advice helped us to resolve complex international transition and charity accounting questions.



**Above**

The Sainte Famille centre in Kinshasa, Democratic Republic of Congo is a place where street children can eat, sleep, play and get medical care

[Olivier Asselin / Save the Children](#)

**Opposite**

Dr Joseph Harry Lèon is one of our frontline health workers in Haiti. He provides immunisations, antenatal care and postnatal care

[Susan Warner / Save the Children](#)

“We value the support of all of our partners from around the world. Thank you all for helping us to achieve such dramatic results for children”

# Finance and governance

Save the Children is moving towards becoming a single global movement for children. Save the Children International<sup>†</sup> is the entity central to our international programming and the governance of our global operations

2010 WAS A year of transition and growth for Save the Children. To take forward our ambitious strategy in a realistic and focused way, we set up a new governance framework and a new non-executive Board for Save the Children International.

We developed financial controls and quality systems in preparation for working as a single, global movement for children. These changes will make us more efficient in sharing knowledge between different parts of the organisation, and more accountable to beneficiaries, funders and partners.

Save the Children grew globally by 24%‡ during 2010, compared with 2009. This was largely due to a high number of emergency response operations, primarily in Haiti and Pakistan, as well as growth in institutional grant income. 2011 will be another year of extensive emergency operations, including our response to the Japanese earthquake and tsunami. We will also prioritise building on the 2010 achievements of our EVERY ONE campaign to save the lives of children under five.

## Executive roles

Jasmine Whitbread  
Chief Executive Officer

Caroline Stockmann  
Chief Financial Officer

Mark Edington  
Director of International Programs

Adrian Lovett  
Global Campaign Director

Madalyn Brooks  
Chief People Officer  
(from 1 March 2011)

## Save the Children International Board

Charles Perrin (Chair)

Inger Ashing

Nina Bhatia

William Haber

Mimi Jakobsen

Irene Khan

Borger Lenth

Mark Malloch-Brown

Bradley C Palmer

Alan Parker

Joy Phumaphi

Harpal Singh

Helene Sullivan

Claudio Tesauro

Organisation	Income in US\$
Australia	66,227,623
Brazil	7,777,638
Canada	31,766,974
Denmark	42,386,944
Dominican Republic	1,886,169
Fiji	858,431
Finland	25,738,480
Germany	8,477,055
Guatemala	2,502,541
Honduras	2,568,594
Hong Kong	2,394,001
Iceland	829,953
India	18,226,330
Italy	45,765,757
Japan	13,255,036
Jordan	314,476
Lithuania	671,421
Mexico	8,473,808
Netherlands	24,648,812
New Zealand	9,708,209
Norway	111,456,704
Romania	5,696,916
South Korea	25,622,542
Spain	24,915,621
Swaziland	712,757
Sweden	134,094,749
Switzerland	8,323,220
UK	435,880,352
USA	542,525,471
	1,603,706,585\$
	1,442,346,537*



**Explanatory notes**

† Save the Children International was formerly called The International Save the Children Alliance Charity (prior to 5 July 2010)

‡ Based on unaudited figures

§ This total income figure for 2010 includes transfers of US\$161 million between Save the Children organisations

\* This total income figure for 2010 excludes transfers between Save the Children organisations

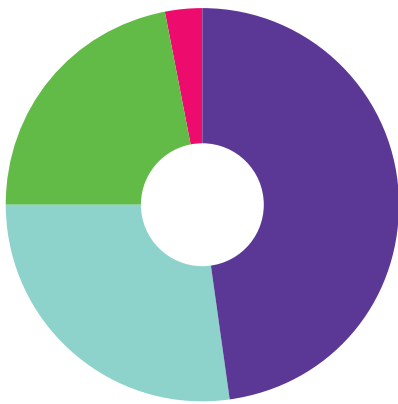
The data used for the Income sources chart below excludes transfers between Save the Children organisations

Amounts are converted from local currency to US\$ at the average exchange rate during 2010

Income figures are aggregated data based on Save the Children organisations' own reports. Figures shown are for the calendar year 2010

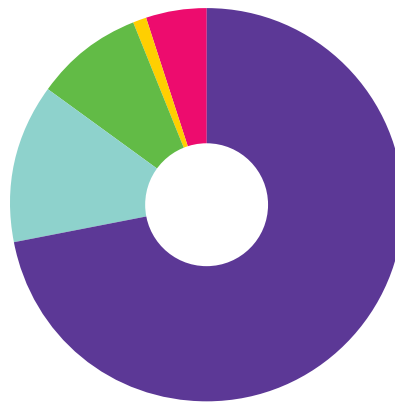
Each Save the Children organisation publishes detailed accounts in its own country. If you would like more detailed information on the financial activities of any Save the Children organisation, please get in touch with the organisation directly. Contact details are on page 16

**Thanks to our generous supporters we are a US\$1.4 billion global organisation**



**Income sources**

- Governments 48%
- Individuals 27%
- Corporations and foundations 22%
- Other 3%



**Expenditure by sector**

- Overseas programmes 72%
- Domestic programmes 13%
- Fundraising and membership 9%
- Governance less than 1%
- Administration and general 5%



**Expenditure by programme area**

- Emergencies 31%
- Education 21%
- Health and nutrition 17%
- Child protection 12%
- Child poverty/livelihoods 5%
- HIV/AIDS 4%
- Child rights governance 3%
- Other 7%



**Expenditure by region**

- South and Central Asia 21%
- Southern Africa 15%
- Latin America 13%
- East Africa 12%
- South East Asia 10%
- West and Central Africa 8%
- Middle East and Europe 6%
- Domestic programmes 15%

# Contact details

## Save the Children International

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Our contact numbers at this office will change in August 2011. Please visit our website for updated numbers  
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Since the earthquake in Haiti, our health clinics have received 230,000 visits

**Above**

Susan Warner / Save the Children

**Back cover**

At our early childhood development centres in Zimbabwe, children can access meals, healthcare, education and play

Rachel Palmer / Save the Children

“It took me three hours to get here. Coming here was very helpful. The nurse told me that I need to boil water because here water is not treated well and can make him very sick. I know now that when he has bad diarrhoea I have to give him oral rehydration salts”

**Manoushka**, aged 19,  
carer for three-month-old Antoine, Haiti

## Save the Children International

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Published May 2011. As far as possible, the information contained in this report is correct as of May 2011. 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 2010. The names of some children have been changed to protect their identity

#### **Project management and text**

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Peter Taylor at Dynamite Print

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