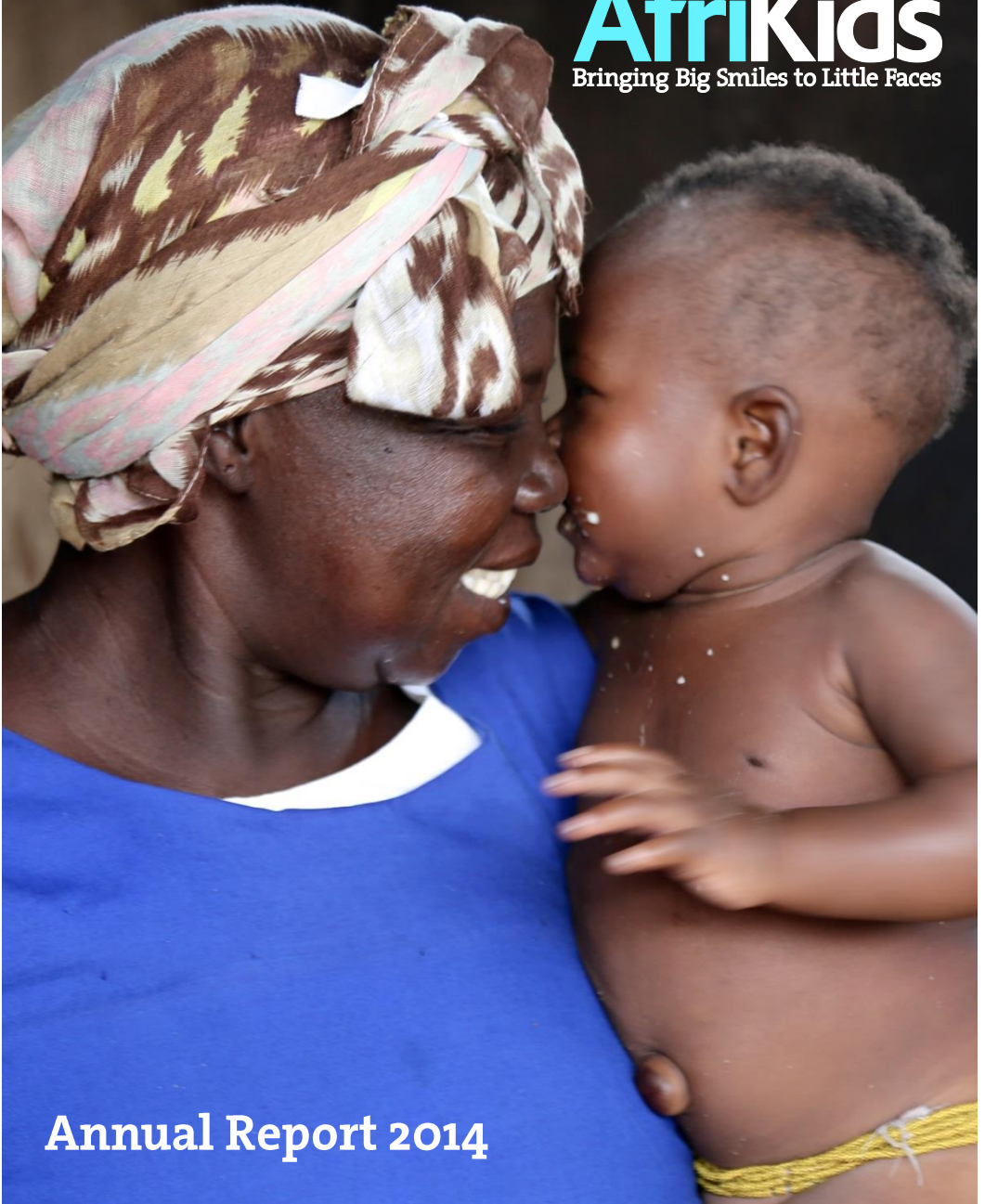




AfriKids
Bringing Big Smiles to Little Faces



Annual Report 2014

THANK YOU: ABERDEEN ASSET MANAGEMENT CHARITABLE FOUNDATION | ADAM CLEAL | ADAM AND CARRIE GLINSMAN | ALCOPOP! RECORDS | ALES BY MAIL | ALI TOVEY | ALISTAIR TURNER | ALLEN & OVERY LLP | ALQUITY INVESTMENT MANAGEMENT LIMITED | ANDREW COKER | ANDREW RAE | ANDY HOLLINGWORTH | ANDY THORNTON | ANGUS LAWSON MEMORIAL TRUST | ANNA MARIA KENNEDY | AWESOME MERCHANDISE | BARONESS LYNDA CHALKER OF WALLASEY (PATRON) | BEAUCHAMPS OF LONDON | BERNARD BUTLER | BERWIN LEIGHTON PAISNER | BIG LOTTERY FUND | BIG SCARY MONSTERS RECORDING COMPANY | BPTW PARTNERSHIP | BRITISH AIRWAYS | CAROLE COHEN | CATHERINE HUSTED | CHALKER FOUNDATION FOR AFRICA | CHASE BETTS | COCO NAIL BAR | COMIC RELIEF | CRISPIN FINN | CYRIL DENNIS | D M THOMAS FOUNDATION FOR YOUNG PEOPLE (FORMERLY HILTON IN THE COMMUNITY FOUNDATION) | DAN DEVONALD | DAN SALMONS | DANIEL PARNELL | DANIELLE SKIDMORE | DAVE BROWN | DAVID ATUGIYA | DAXESH PATEL | DEMON MUSIC GROUP | DEUTSCHE BANK | DFID CSCF | DIANE MACKIE | DIVINE CHOCOLATE | DR GUNTHER FABER (PATRON) | DUNCAN SPENCER | ELIZABETH CHAMBERS | EMILY COWAN | EMMA WATKINS | FIENBERG FAMILY | FRED COHEN | FREESTATE | GARFIELD WESTON FOUNDATION | GHANA INTERNATIONAL BANK FOUNDATION | GILL TAWN (IN MEMORY) | GRAHAM HODGKIN | GRANGE PRIMARY SCHOOL | GREG SHIP | GRIFFON LAND HOLDINGS LIMITED | GYM BOX | HAY FAMILY | HELGA VAN PEER | HUGH TAYLOR | IBM UK | IPFA | IPIN GLOBAL | JACQUELINE MOLLER LARSEN | JAMES BALL | JAMES DAWSON | JAMIE MACFARLANE | JAN SCIBOR-KAMINSKI, STRUCTURED RETAIL PRODUCTS | JANE HOWARD | JANICE O'NEILL | JANO GOODCHILD | JASON HAINES | JASON SCHEINER | JELPKE HOUSEHOLD | JIM AND TESSA RICE | JO COLES (NEE GRIMSHAW) | JOCELYN YEBOAH-NEWTON | JOHN COWELL | JOHN AND CATH HICKMAN | JOHN KEMP | JOHN WARD | JOHN WOTTON | JONATHAN SNOWDEN | JOSEPH STEFANO | JOYCE BERRY | JUDE SALDANHA | KATE CAVELLE | KATHERINE AND BEN BOND | KENNETH WALLINGTON | LANGLEY GRAMMAR SCHOOL | LAURA AND JON FIENBERG | LEO JEN | LINDA MALAGUTI | LINKLATERS LLP | LISSA AND STEFAN GOLASZEWSKA | LITTLE GREEN RADICALS | LLOYDS BANKING GROUP | LONDON DANCE ACADEMY | LONDON FIELDS BREWERY | LORRAINE PASCALE | LOUGHLINN KENNEDY | LUKE JOSLIN | LUKE MUCHAMORE | MARTIN AND EUGENIA EPHSON | MARTIN MORALES AND CEVICHE | MATTHEW THOMAS | MEGAN MORGAN | MELISSA MURDOCH | METROPOLIS MUSIC | MICHAEL AND MARILYNNE FIENBERG | MICHAEL CARROLL | MIKE BESWICK | MISHCON DE REYA | MORTOO FAMILY | MRS FJ ERNEST (IN MEMORY) | NICK AND SALLY VIVYAN | NICK LAWSON | NICK WHITE | NINA SALSOTTO CASSINA | NINA SPENCER | NORTHBANK RESTAURANT | NORTON PARADIGM TRUST | PATRICK AND PAULA GROSSMAN | PAUL HILL | PAUL AND DIANA LEONARD | PEARS FOUNDATION | REBECCA EASTMOND | REED ELSEVIER | RICHARD BUXTON | RICHARD NEWMAN, DIRECTOR OF UK BODY TALK LTD | SALLY BURTON (MATERNITY LEAD UK GAS PARTNERSHIP) | SAM ANTROBUS | SAM WITNEY | SARAH BALLAN | SEBASTIEN FULLA | SERCHA CRONIN | SHERYL BAKER | SIMON GIRLING | SIMON WOOLLER | SIR PAUL AND LADY RUDDOCK | SNARESBROOK PRIMARY SCHOOL | SONJA LLOYD | SOPHIA HOWARD | SOPHIE HUG WILLIAMS | SOUTER CHARITABLE TRUST | ST JOHN THE BAPTIST CHURCH | ST. SAVIOUR'S EPISCOPAL CHURCH | STEPHEN DUCKETT | STUART AND ERICA PETERS | STUART AND BIANCA RODEN | SUSAN CORBY | T C P PANG | THE CHALK CLIFF TRUST | THE COMMONWEALTH FOUNDATION | THE EQUITABLE CHARITABLE TRUST | THE EVAN CORNISH FOUNDATION | THE FREEMASONS' GRAND CHARITY | THE KENNEDY FAMILY | THE SIR ERNEST CASSEL EDUCATIONAL TRUST | THE STEWARTS LAW FOUNDATION | THE VENTURE PARTNERSHIP FOUNDATION | THE WOLFSON FOUNDATION | THORNHILL BAPTIST CHURCH (SOUTHAMPTON) | TIM CONDUIT | TOM JORGENSEN | TOULA | THORBURN | TREVOR PEARS | VEDRANA B. RILEY | VIDYA NAIDU | VITOL FOUNDATION | VTB CAPITAL | WATERLOO FOUNDATION | WESSEX APPRAISAL SERVICE | WHITE & CASE LLP | WICK & TALLOW | WINE RIDES **AND EVERYONE ELSE THAT SUPPORTED US IN 2014**

CONTENTS

•	<u>WHO WE ARE</u>	4
•	<u>WHAT WE DO</u>	5
•	<u>OUR PROGRAMMES</u>	6
•	<u>CASE STUDIES: WORKING WITH INDIVIDUALS</u>	8
•	<u>FEATURE: GIVING UP THE GOAT</u>	9
•	<u>2014 IN NUMBERS</u>	11
•	<u>FINANCIAL SUMMARY</u>	12
•	<u>OUR IMPACT</u>	14
•	<u>KEY SUPPORTERS IN 2014</u>	15
•	<u>CASE STUDIES: WORKING WITH COMMUNITIES</u>	16
•	<u>AFRIKIDS GHANA'S JOURNEY TO SUSTAINABILITY</u>	19
•	<u>HOW YOU CAN BE INVOLVED</u>	20
•	<u>WHAT YOUR SUPPORT CAN DO</u>	21
•	<u>LOOKING FORWARD</u>	22

This report was designed in-house, printed on recycled paper at a discounted rate by A Local Printer and funded by our all-important core funders (read more on pg 10). It is also available online at www.afrikids.org



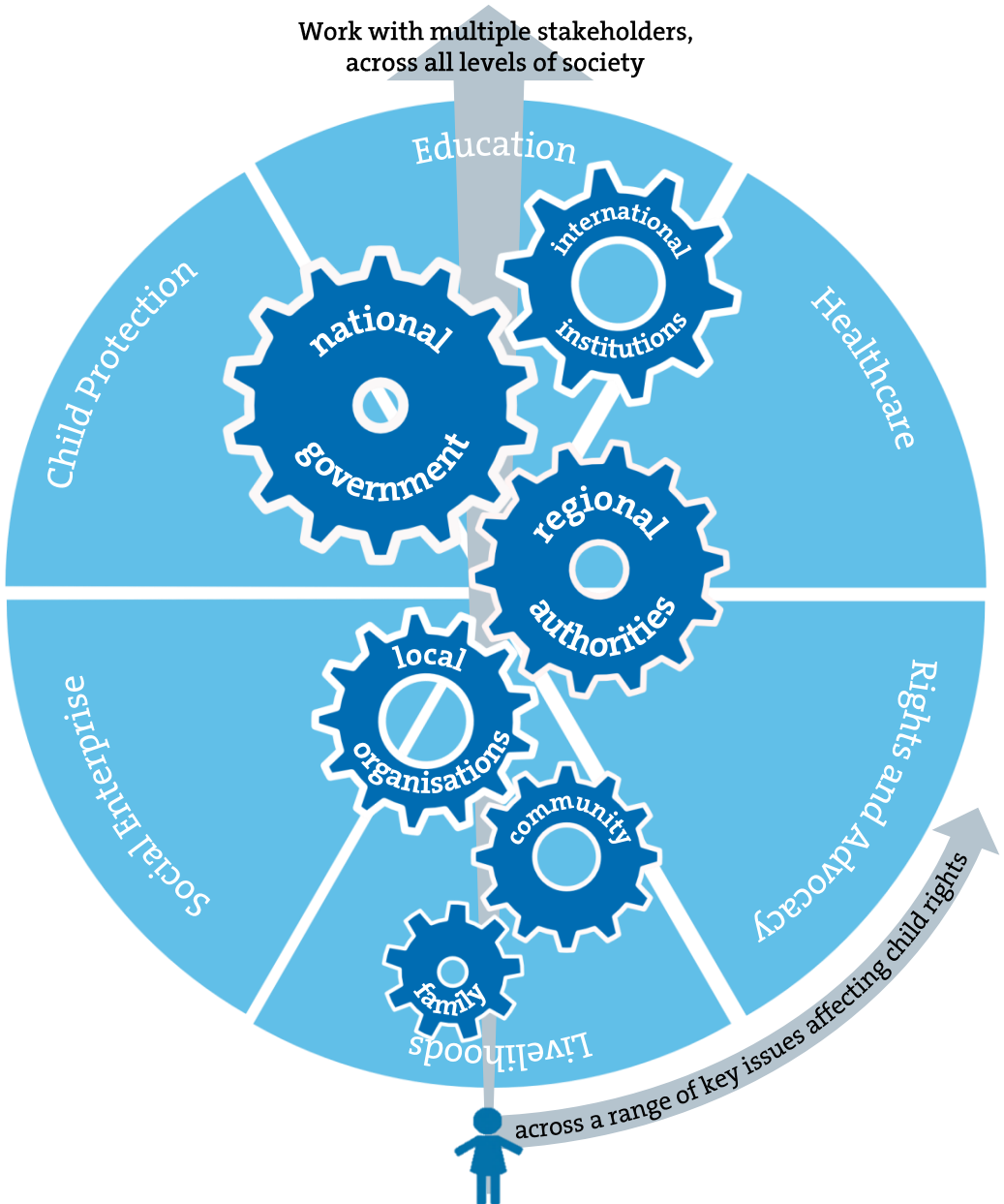
WHO WE ARE

AfriKids is a partnership between a UK charity (AfriKids UK), and a Ghanaian Non-Governmental Organisation (AfriKids Ghana), working together to protect and promote child rights in northern Ghana.

What sets us apart is:

- **Our integrated, holistic solutions**
working with everyone it takes, across all of the issues involved
 - **Our geographical focus**
making real and relevant investments in one region for fundamental and lasting change
 - **Our local ownership**
supporting solutions designed and delivered by people who faced the challenges themselves
 - **Our exit strategy**
providing a temporary helping hand when its needed, never promoting dependence
-

WHAT WE DO



OUR PROGRAMMES

AfriKids takes a holistic and integrated approach to development. In the rights environment of northern Ghana, we need to work with all

Education



Ensuring children and communities in northern Ghana value, access and complete a good quality education which provides a platform to livelihood security

- 54,840 children received higher quality education in better governed schools through the Education Bridge project (left)
- 100 children living on the streets attended evening classes as a stepping stone back into full time education

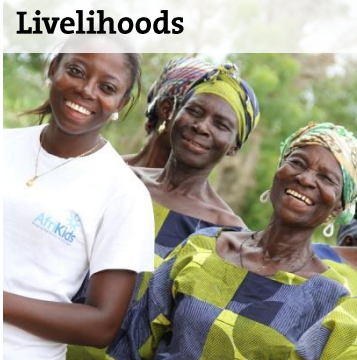
Child Protection



Preventing children in northern Ghana from suffering violence, abuse, neglect or exploitation by ensuring they have a home which is conducive to their wellbeing and development and providing them a tailored support programme

- 212 vulnerable children provided with safe homes and tailored rehabilitation programmes, including 54 at-risk babies at Operation Smiles (left)
- New support centre opened by The School of Night Rabbits for children living on the streets

Livelihoods



Empowering parents in northern Ghana to meet the rights of their children by creating their own financial security and receiving family planning and care advice

- 695 mothers (left) received microfinance loans, business training and family planning advice to better provide and care for their children
- New project piloted with the ILO to introduce social protection for mothers, improving access to healthcare, social security benefits and crèche facilities at public work sites

Highlights in 2014

We believe that in order to make real and lasting change to the child levels of society, across a range of sectors and issues.

Ensuring children and families in northern Ghana understand and value good health and wellbeing, and have access to quality healthcare facilities and services as needed

- 69,743 cases treated at the AfriKids Medical Centre (right), including the delivery of 529 babies – more than ever before
- 37 children with cerebral palsy who might previously have been identified as Spirit Children received assistive furniture and attended support groups with their parents

Healthcare



Ensuring the basic human rights of children are understood, valued and met by children and their communities in northern Ghana

- Work tackling the Spirit Child Phenomenon and protecting marginalised children was expanded into new areas, following unprecedented success in 7 other communities
- 10,575 children attended Child Rights Clubs (right) to learn about what their rights are and how to advocate for them
- New project piloted with UNICEF to tackle early and forced marriage

Rights & Advocacy

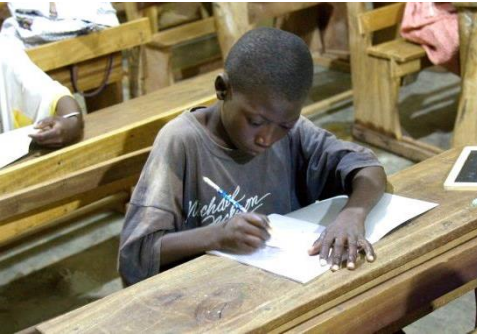


Establishing responsible businesses in northern Ghana that create jobs, provide quality goods and services and generate profits to fund AfriKids' charity work

- 7285 clean cook stoves (right) sold providing fuel cost savings and health benefits to users and profits to fund AfriKids' work
- New company AfriKids Blue Sky Travel launched, offering responsible travel and educational programmes in international development in Ghana

Social Enterprise





Clockwise from top left: Saratu and Sammy at the lorry park; Saratu in his new home; The Next Generation Home provides a safe home for street children until they can be resettled; Charity and Madam Jalia with the weaving looms of their trade; Operation Mango Tree (Mama's Laadi's Foster Home) offers a safe home and tailored support programmes to children like Charity until they can support themselves as young adults; a "Night Rabbit" attending evening classes as a stepping stone back into education



Listening to, empowering and achieving sustainable change with individuals

Sammy, School of Night Rabbits

At the age of 10, Sammy was living on the streets of Bolgatanga and working in the lorry park; a transit point for commercial and passenger vehicles. Having lost both of his parents, life was tough, and he worked as a “Kayayee” - loading and unloading lorries for “chop money” – small change to buy food. AfriKids’ School of Night Rabbits programme works with various people and organisations operating in the lorry park to identify children like Sammy and offer them an alternative to life on the streets. The indomitable Saratu who leads the project spends as much time as she can there and has built the trust and respect of its community of young people. Sammy took Saratu’s advice and enrolled on the School of Night Rabbits programme, which provides evening classes in basic numeracy and literacy, National Health Insurance for free healthcare and access to the Next Generation Home, for a shower, meal and somewhere safe to sleep. With Saratu’s tailored counselling and support, Sammy was resettled with an uncle in 2014, and thanks to his starter classes, he is now in full time schooling. Saratu still regularly visits him and they are friends for life.

Charity, Young Entrepreneurs Programme

Charity is 18 years old and on AfriKids’ Young Entrepreneurs Programme. The programme provides tailored support to young adults who have grown up at one of the children’s homes AfriKids supports in order to set them up with a secure livelihood for adult life. For Charity, this was pursuing vocational training in weaving cloth, a traditional craft of Bolgatanga. She is an apprentice to Madam Jalia, a master trainer with a business near Mama Laadi’s Foster Home where Charity grew up and still regularly visits. Charity is working hard to learn her new trade and plans to open her own business when she qualifies. When this happens, the programme will support her with the materials and resources she needs to set up and temporarily support her living expenses until her business can sustain her. Charity is looking forward to becoming a master trainer herself and providing apprenticeships to the next generation of Young Entrepreneurs.

Giving Up The Goat: Why supporting core costs makes your donation go further in Ghana

Many of us have “bought a goat” as a gift; it’s great to have an idea of how our donations can be used to improve lives in poverty and to be able to turn unwanted gifts into things that are really needed. AfriKids runs award-winning programmes with truly life-changing results in Ghana for thousands of people every year. There’s no shortage of inspiring things to fund and we work hard to ensure the people and organisations that support our work know how they are part of it. As a small charity with a short donor-to-beneficiary chain, we provide unrivalled feedback to supporters who know their impact and continue to “give smartly” – knowing where their money goes and that they are genuinely making a difference.

A major challenge for NGOs, however, can be funding those items which are critical to the delivery of life-changing programmes but aren’t the “attractive” components like school bags, microfinance loans or goats: the “core costs”. At AfriKids, core costs are anything that cannot be exclusively assigned to a specific programme or initiative - everything from the salaries of staff who work across a number of projects, to truly ‘core’ activities like HR and Finance management – functions which, as in any business, are fundamental to the quality of organisational performance and robust governance. These are functions that, far from running at a minimum, we strategically invest in, so that our operations in Ghana are as professional and efficient as possible, and support required from the UK is minimal.

The desire for funders to know exactly where their money goes, and to be able to point to the impact of their specific pound, has created a challenging cycle for successful fundraising organisations. Those who are able to raise large amounts for their projects in turn create the need for greater core capacity and an increasing deficit in support for the associated costs - which then demands more time fundraising for these difficult but essential costs.

Inevitably this challenge can lead to local partners like AfriKids Ghana bearing the ultimate cost. More time needed fundraising to cover core costs means less time and money being spent on

the programmes we exist to operate. At AfriKids we are highly conscious of this and manage it rigorously to avoid any compromise to our activities in Ghana, though there’s always room for improvement. We closely monitor our spend on core functions and the ratio of core costs in the UK and Ghana to direct programme delivery spend, but without the support of some of our most flexible and forward-thinking donors, this could be an unmanageable challenge. AfriKids are investing in businesses in Ghana to help cover core costs in future when AfriKids UK no longer does, but in the meantime, core funders like Pears Foundation, the STARS Impact Awards, the Baring and John Ellerman Foundations and VPF have been invaluable to the viability of our work.

We count our core cost funders among those who have had the greatest impact in northern Ghana and often they have the clearest understanding of what has been achieved and how. The fact that they give to the core means we see these funders as partners to the entire organisation, not just of one specific slice of our work, and we talk to them about our progress as a whole, about the metrics of everything we do, and they get to see what investing £1 in AfriKids really can mean.

Just as we implore our supporters to “Say No To Pity”, we encourage anyone that generously donates to our work to do so because they trust that as an organisation with over 10 years experience in changing lives for the better, we are best placed to allocate their donation. We guarantee to honour the investments our donors make in us truly in the best interests of our beneficiaries, who need our expert core functions as much as their goats.

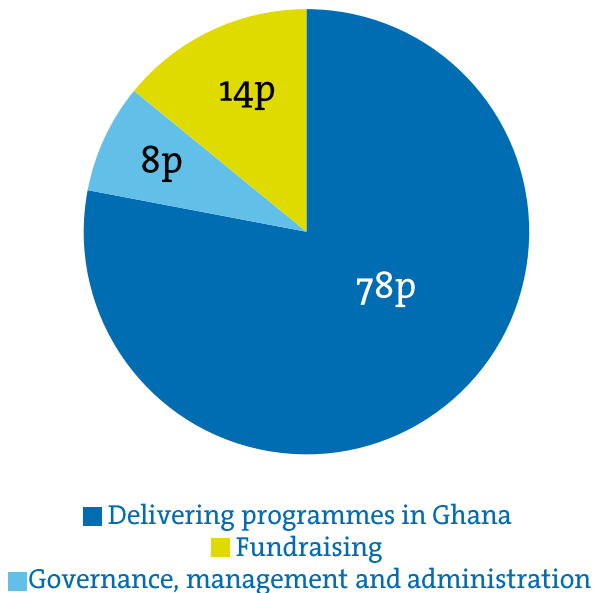
To make a general donation to AfriKids that we will allocate where its needed most, please see the back page of this document.

We would love to know how our supporters feel about funding core costs. If you would like to donate specifically to our difficult-to-fund but critical core costs, please do so by visiting www.afrikids.org/appeals and finding core costs, or referencing “core costs” when you donate any other way.

2014 IN NUMBERS

UK Staff: 13 Ghana Staff: 142
Beneficiaries in 2014: 190,582
of which 125,674 were children
Beneficiaries since registration: 921,249
Income generated in the UK in 2014:
£1,588,332
Income generated in Ghana in 2014:
£197,254

How we spent every £1 donated in 2014:



FINANCIAL SUMMARY

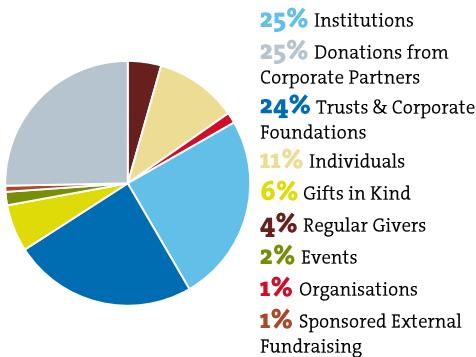
Statement of Financial Activities including income and expenditure account, for the year ended 31 December 2014

	Unrestricted Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
INCOMING RESOURCES				
from generated funds:				
Voluntary income	420,068	631,164	1,051,232	1,309,893
Activities for generating funds				
- Events	27,861	-	27,861	67,792
- Sponsored external fundraising	12,711	32	12,743	42,585
- Donations from corporate partners	426,880	62,430	489,310	411,434
- Other	7,060	-	7,060	19,857
Investment income				
- Bank interest	127		127	176
TOTAL INCOMING RESOURCES	894,707	693,626	1,588,332	1,851,737
RESOURCES EXPENDED				
Costs of generating funds:				
Costs of generating voluntary income	131,619	-	131,619	122,977
- Events	14,484	-	14,484	26,858
- Sponsored external fundraising	9,714	-	27,670	31,909
- Corporate sponsorships	95,913	-	77,957	96,511
- Other	9,597	-	9,597	43,391
TOTAL COSTS OF GENERATING FUNDS	261,327	-	261,327	321,646
GOVERNANCE COSTS	9,256	-	9,256	4,622
NET INCOMING RESOURCES AVAILABLE	624,124	693,626	1,317,750	1,525,470
CHARITABLE ACTIVITIES				
- Education	169,829	519,948	689,777	542,201
- Healthcare	38,419	53,061	91,480	74,465
- Childcare (Child Protection)	75,145	87,845	162,990	218,270
- Family income generation (Livelihoods)	10,820	54,907	65,727	60,902
- Child Rights education (Rights and Advocacy)	102,747	23,994	126,741	97,793
- Sustainability (Social Enterprise)	283,581	124,291	407,872	513,643
TOTAL RESOURCES EXPENDED	680,541	864,046	1,544,587	1,507,274
NET MOVEMENT IN FUNDS	(56,417)	(170,420)	(226,837)	18,195
Fund balances as at 1 January	175,725	334,013	509,738	491,543
FUND BALANCES AS AT 31 DECEMBER	119,308	163,593	282,901	509,738

Balance sheet, as at 31 December 2014

	2014 £	2013 £
FIXED ASSETS		
Tangible assets	8,735	10,918
CURRENT ASSETS		
Debtors	23,008	177,553
Cash at bank and at hand	291,152	364,266
TOTAL CURRENT ASSETS	314,160	541,819
Creditors: Amounts falling due within one year	(39,994)	(42,999)
NET CURRENT ASSETS	274,166	498,820
TOTAL ASSETS LESS CURRENT LIABILITIES	282,901	509,738
INCOME FUNDS		
Restricted funds	163,593	334,013
Unrestricted funds	119,308	175,725
TOTAL EQUITY	282,901	509,738

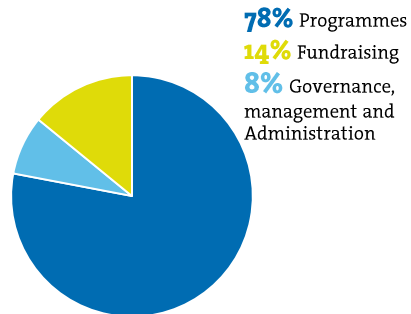
2014 income breakdown



Directly sponsored costs are also important as they allow us to reduce our risk in areas such as fundraising events.

Both gifts in kind and direct sponsorship are accounted for in our Statement of Financial Activities, however they have been excluded from the cost allocation pie chart above, as they do not reflect the allocation of general donations as the chart above does. This means that for every £1 of a general donation, 78p goes straight to our project costs, 14p goes towards generating more funds, and 8p goes towards essential administration.

2014 expenditure breakdown



AfriKids aims to secure direct sponsorship or gifts in kind for the majority of our administrative and fundraising costs.

Gifts in Kind are particularly valuable to the organisation because they enable us to operate in ways we would be unlikely to if it meant spending charitable funds. In 2014 we were the recipients of a variety of pro bono support, namely from our corporate partners Allen and Overy LLP.

OUR IMPACT

Just a few of our achievements to-date:

- 921,249 direct beneficiaries since registration
- 695 women received loans and business support in 2014
- 370,000 patients have been treated at the AfriKids Medical Centre since 2008, with an annual patient growth of 17% in 2014
- 10,575 children are members of AfriKids' Child Rights Clubs, more than half of which are girls
- 18,358 people have received IT training at the AfriKids ICT Academy since 2006
- 13,307 clean cook stoves have been sold since 2013 as part of AfriKids' social enterprise portfolio
- 387 children in danger or at risk were successfully resettled under the New Beginnings programme
- 212 of the most vulnerable children were provided quality residential care and tailored rehabilitation programmes in 2014

	2010	2011	2012	2013	2014	Total
Number of direct beneficiaries	125,936	127,923	141,257	130,409	134,826	921,249 (since 2002)
Expenditure	£1.46m	£1.77m	£2.05m	£1.94m	£2.01m	£13.01m (since 2002)
Average cost per beneficiary	£11.55	£13.81	£14.50	£14.87	£14.93	£13.93 (in period shown)
Funds raised in Ghana	-	-	-	5.4%	9.8%	N/A

KEY SUPPORTERS IN 2014

We would wholeheartedly like to thank everyone who generously supported us in 2014 with their time, money, advice and belief, including those listed on the inside front cover of this document. Special thanks go to the following key supporters of our work in this year.



ALLEN & OVERY



“We love the AfriKids approach to community support, where every member of the family is considered and supported to ensure they receive maximum benefit. The AfriKids team are a huge part of these communities – a source of support, encouragement and friendship. We are proud to be working with such an inspiring organisation.”

Kat Miller, CSR Programme Manager
Alquity Investment Management
Ltd.

Listening to, empowering and achieving sustainable change with communities

Child Rights Clubs

AfriKids' Child Rights Clubs (CRC) place young people at the centre of promoting and advocating for child rights. We've established over **250 clubs**, with **over 10,000 members** in rural schools across northern Ghana, where youth members learn about their rights, debate them, quiz each other and develop their confidence to speak out. CRC member Mary is 15. When she dropped out of school, her CRC peers suspected she was at risk of early and forced marriage and reported it to their teacher. AfriKids quickly responded with the Domestic Violence and Victims Support Department, and worked with her and her family to stop the marriage and get Mary back into school. Mary is now studying again and aspires to be a teacher. Through the CRCs Mary's peers were empowered to challenge the violation of her right not to be forced into marriage and promote her right to education.

Family Livelihood Support

In northern Ghana, poverty is the primary root cause of child rights not being met. It's an environment where income security and opportunities for social mobility are limited; undermining efforts to safeguard children. For a child to flourish they must be supported in an environment that is secure, so it follows that livelihood support and female empowerment for mothers are fundamental to our work. In 2005 AfriKids started providing loans to a women's group in Sirigu; since then **1345 women** have received loans. For the majority of women the principal goal is to fund education for their children and support their households independently. With our support they can achieve this and attain a more influential role in their household finances and even the wider local economy. To measure our impact, we are one of the first charities to introduce **multi-dimensional poverty indicators**, measuring a range of factors that better reflect quality of life and the complexity of poverty than a simple daily earnings figure. This is giving us an unparalleled depth of knowledge to better inform the design and delivery of our programmes.

Right to Life Promoters

Many impoverished communities across the world and throughout history have seen traditional beliefs and practices develop in response to issues that demand more of limited resources. Some of our most complex work in northern Ghana involves tackling the Spirit Child Phenomenon; particularly disadvantaged children perhaps with disabilities or who lost their parents being identified as a curse on their communities, which can lead to abuse, neglect and even infanticide. Often these beliefs are maintained by soothsayers and "concoction men", whose hereditary roles as community leaders and spiritual advisors are greatly respected. Bilere is a former concoction man, and now a Right to Life Promoter. After **twelve years of advocacy, education and careful campaigning**, AfriKids has successfully changed local perceptions of "Spirit Children" and our **Right to Life Promoters** have been critical to this journey. Now, Bilere is respected for protecting and promoting child rights. Working with us he is now better educated and informed about children with disabilities and those born into difficult circumstances and he actively works with communities across the Upper East Region to share this knowledge and help **abolish the Spirit Child Phenomenon**.



A cooperative of mothers supported by AfriKids' Family Livelihood Support Programme



AFRIKIDS GHANA'S JOURNEY TO SUSTAINABILITY

Sustaining world-class programme delivery and impact

AfriKids Ghana has been delivering award-winning child rights and community development programmes in northern Ghana for over 10 years, directly benefitting almost 1 million people. Its impact and credibility has positioned it as the go-to NGO for child rights work in northern Ghana, and in 2014 it was approached directly (without the need for involvement from AfriKids UK) by the UK Department for International Development, UNICEF and the International Labour Organisation (ILO) to deliver major strategic programmes improving education and health in the region. The organisation is renowned for its industry-leading monitoring, evaluation and learning (MEL) systems, which underpin its firm commitment to transparency and accountability, including comprehensive stakeholder consultation processes, a robust reporting framework, independent evaluations and annual financial auditing.

Sustaining financial security and autonomy

As an established and reputable organisation in northern Ghana, AfriKids Ghana secure an increasing level of funding in-country without the support of AfriKids UK each year. In 2014, this amounted to just under £200,000 before profits from its social enterprises. AfriKids UK and Ghana are working together to build the capacity of the local team to secure and manage these funds alongside its investments in business. This capacity building has included extensive work developing robust financial management systems and a governance framework informed by international best practice. AfriKids' Livelihoods programme is working to become a financially self-sufficient institution, with the interest repaid on loans being recycled to provide new ones to expand the reach of this valuable service to increase family income and reduce reliance on children to support their households. The Energy for Life Initiative, AfriKids' clean cook stove business, generated a profit of £2,106 on stove sales in 2014, and in addition will earn an annual fee for the carbon credits (CO₂ emissions reductions) that this programme delivers for years to come. Investment in a business development expert in 2014 enabled AfriKids UK to better support AfriKids Ghana in designing its business appraisal processes to identify and pursue new opportunities for its social enterprise portfolio, including a second phase of the cook stove initiative.

Sustaining best practice operations and governance

AfriKids continuously reviews and benchmarks its operational systems and processes against local legislation, regulations and industry best practice. In 2014, as well as its annual policy reviews, AfriKids UK began a legal health check, provided pro bono by global law firm, White and Case LLP. The outcomes of this review will be used to improve systems in the UK and Ghana and inform the processes AfriKids Ghana will use to continue managing and developing its operations and governance in the future. Both AfriKids UK and Ghana have also reviewed their Board members in the last couple of years to ensure a comprehensive mix of qualifications and expertise at this top level of oversight and accountability.

HOW YOU CAN BE INVOLVED

Make a donation

To support our award-winning child rights and community development work in Ghana, please see details on the back cover of this document or visit www.afrikids.org/donate

Become a Friend of AfriKids

Become a Friend of AfriKids with a regular gift, a more cost effective way of donating which provides us with reliable and flexible funding to plan our work. In return we'll recognise your support with a package of benefits, ensuring you know exactly how your gift is having an impact in Ghana and are the first to know about our latest news and offers. Find out more at: www.afrikids.org/friends-of-afrikids

Fundraise for us

Whether you are an individual, business, community group or anyone else, there are lots of ways to fundraise for AfriKids, and we'll provide a dedicated contact for support, ideas and to ensure you know the difference you make in Ghana and have fun along the way! Find out more at: www.afrikids.org/fundraise

Partner with us

AfriKids have lots of experience of working with corporates, trusts and foundations, community groups, school and universities and philanthropists and have won awards for our record-breaking partnerships. Find out more at: www.afrikids.org/corporate-partners

Come to our events

AfriKids organise an exciting calendar of events every year, from pub quizzes to glamorous gala balls. To find out what's on, join us for a celebration and support our work, please visit: www.afrikids.org/events

Visit Ghana

With over 10 years' experience providing life-changing trips to Ghana for hundreds of people, we have now established a sister company, Blue Sky Travel to offer a hassle-free, authentic and responsible trips to Ghana and a chance to see our work in action. 100% of profits go to AfriKids. Find out more at www.afrikidsblueskytravel.com



WHAT YOUR SUPPORT CAN DO

- £10** Provides a year's healthcare for a child at the Next Generation Home with National Health Insurance
- £20** provides a child at Mama Laadi's Foster Home with food and living supplies for one week
- £50** provides a week's worth of classes for around 60 children at the School of Night Rabbits, including art materials and straw for learning the local weaving craft
- £100** facilitates a community workshop about child rights, working towards ending the Spirit Child Phenomenon
- £200** provides a large loan to a woman looking to expand her business through the Family and Livelihood Support Programme
- £500** organises community mobilisation workshops in two communities with traditional leaders on ending child labour and early and forced marriage
- £1,000** provides a young adult leaving a children's home with vocational training and the support they need to establish their own business and secure their future

OUR FUNDRAISING PROMISE

- To honour your investment in us by ensuring Value for Money – delivering the best quality support for children in northern Ghana, as cost effectively as possible
- To be completely transparent and accountable - ask us anything, anytime
- To put the best interests of our beneficiaries above all else
- To provide industry-leading feedback
- Not to harass you
- Never to see you in the street with a bucket
- Never to use degrading, pitiful or negative representations of the people we serve
- To uphold our Charter of Ethics and Principles and our commitment to best practice
- To show you that your support can genuinely transform lives and give you the best experience of supporting a charity you've ever had!

Join us on our journey: www.afrikids.org

LOOKING FORWARD

2014 was an incredible year for AfriKids, but as ever our ambitions and aspirations for securing child rights in northern Ghana are bigger and better than ever for the year ahead.

Through our work in education and resettlement, we have learnt that violations of girls' Sexual and Reproductive Health and Rights (SRHR) are impacting on their ability to access education and to have an adequate say in the major decisions affecting their lives. In the Upper East Region of Ghana, 28% of 15-49 year old women have experienced some form of Female Genital Cutting (FGC) and 50% of women aged 20-24 report being married before the age of 18. In 2015 we will be leveraging our networks, reputation and relationships across all levels of society to introduce activities which promote and protect the SHRH of girls and young women. This will include improving sex education in schools, making it easier to access sexual health services and even setting up a radio station as a platform for young people and their communities to discuss and advocate for child rights.

In education, following the successful pilot of the Complementary Basic Education (CBE) programme, AfriKids have been selected to expand this work to see 10,400 more children who have never attended or dropped out of school, into the classroom and completing a quality education.

As our Education Bridge project completes in 2015, we will be launching Opening Doors to Schools – a three year programme designed to strengthen school governance systems and improve the quality of education in 60 rural schools.

After raising an incredible £75,000 in 2014 for our Transforming Futures campaign in partnership with Alquity Investment Management Ltd., we will be supporting 190 young people to obtain education and training that will secure their employment in future and empower them to be financially independent adults. At an average cost of just £394 per beneficiary, Transforming Futures will provide formal higher education, specialised vocational training and a student loan fund for passionate but disadvantaged young people to qualify as teachers and nurses, valuable additions to local public services which simply would not be possible without this support.

In business, construction of the ICAP Training Centre was completed in 2014 and it will open its

doors to the public in 2015. The centre will be a valuable community resource, hosting workshops, meetings, conferences, events and training programmes as well as be home to AfriKids Blue Sky Travel Ltd., our new responsible travel company.

As part of the capacity building project to achieve AfriKids Ghana's sustainability, we will be investing in our first grants officer in Ghana to secure and manage the increasing number of donations won in-country and we will be continuing our work developing the systems and processes that underpin the organisation's operations and governance.

We look forward to sharing updates on all of these plans and more with our supporters as they happen. To be part of our journey, please see details on the back cover of this document or always feel free to contact us directly:

Nich Kumah, Director, AfriKids Ghana
nichkumah@afrikids.org

Amy Parker, CEO, AfriKids UK
amyparker@afrikids.org

Nich and Amy



LOCAL STAKEHOLDERS THAT WE WORK WITH IN GHANA: AFRICAN WOMEN DEVELOPMENT FUND (AWDF) | AFRIKIDS MEDICAL CENTRE, BOLGATANGA | BOLGATANGA MUNICIPAL ASSEMBLY | BONGO DISTRICT ASSEMBLY | CHILD PROTECTION NETWORK | COMPLIMENTARY BASIC EDUCATION PROGRAMME (CBE) | DEPARTMENT OF CHILDREN | DEPARTMENT OF COMMUNITY DEVELOPMENT | DEPARTMENT OF SOCIAL WELFARE | DEPARTMENT OF SOCIAL WELFARE | DEPARTMENT OF SOCIAL WELFARE | DOMESTIC VIOLENCE AND VICTIMS SUPPORT UNIT (DOVSU) | GAS PARTNERSHIP | GHANA EDUCATION SERVICE | TALENSI DISTRICT ASSEMBLY | GHANA HAIR DRESSERS AND BEAUTICIANS ASSOCIATION | GHANA HEALTH SERVICE (GHS) | GHANA NATIONAL TAILORS AND DRESS MAKERS ASSOCIATION | GHANA PRIVATE ROAD TRANSPORT UNION | GHS DISTRICT HOSPITAL, BONGO | HEALTH INSURANCE SERVICE PROVIDERS ASSOCIATION OF GHANA (HISPAG) | INTERNATIONAL LABOUR ORGANISATION (ILO) | NETWORK FOR COMMUNITY PARTICIPATION AND DEVELOPMENT (NECPAD) | KASSENA NANKANA MUNICIPAL ASSEMBLY | KASSENA NANKANA WEST DISTRICT ASSEMBLY | LET'S READ! | MINISTRY OF GENDER, CHILDREN AND CHILD PROTECTION | NAARA RURAL BANK | NABDAM DISTRICT ASSEMBLY | NATIONAL COMMISSION ON CIVIC EDUCATION (NCCE) | NATIONAL HEALTH | NORTHERN GHANA NETWORK FOR DEVELOPMENT | NORTHERN GHANA NETWORK FOR EDUCATION | PLANNED PARENTHOOD ASSOCIATION OF GHANA (PPAG) | PLAZAR CLINIC | PRESBYTERIAN HOSPITAL, BAWKU | REGIONAL HOSPITAL, BOLGATANGA | SANDEMA HOSPITAL | SANDEMA REHABILITATION CENTRE (CBR) | TEEPALIG WAISENKINBER GHANA E.V | TRADITIONAL AUTHORITIES | UNICEF | WAR MEMORIAL HOSPITAL. NAVRONGO | WORLD VISION | ZEBILLA HOSPITAL

In the last 18 months we were devastated to lose three of our dearly loved boys from the Next Generation Home and Mama's Laadi's Foster Home families, due to unforeseen health complications. This report and all of our work in 2014 is dedicated to the memories of Joe, Timothy and Asamane.



Donate:

Online

www.afrikids.org/donate

By bank transfer

From the UK:

Lloyds Bank | 77-91-13 | 27029468

From outside of the UK:

Sort Code: 77-91-13

Account Number: 27029468

IBAN: GB10 LOYD 7791 1327 0294 68

BIC: LOYDGB21J15

By cheque

Send a cheque made payable to 'AfriKids' to the postal address for AfriKids UK at the bottom of this page

By text message

Text "AFRI02", followed by the amount you would like to give (£1, £2, £3, £4, £5 or £10) to 70070 (max £10)

Contact:

E: info@afrikids.org

T: 0044/0 207 269 0740

Follow:

Website: www.afrikids.org

Facebook: www.facebook.com/afrikids

Twitter: @AfriKids

AfriKids UK

21 Southampton Row, London,
WC1B 5HA United Kingdom

T: 0044/0 207 269 0740

Registered Charity Number: 1141028

AfriKids Ghana

PO Box 166, Bolgatanga,
UER, Ghana

T: 00233/0 382 023 829

Registered Charity Number: DSW/3024