

Annual Report **2010**



**“It’s remarkable what AfriKids  
has done for thousands  
of young lives in partnership  
with local communities  
and local government.”**

Colin Grassie  
CEO, Deutsche Bank UK





## Cover Image

These children are from the Paramount Sirigu Chief's family compound. Colin Grassie, CEO of Deutsche Bank UK, joined 47 colleagues on the experience of a lifetime in October 2010. He stayed in this compound.



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- 01 Colin Grassie, CEO of Deutsche Bank UK helps shell ground nuts with AfriKids staff member Joseph Asakibeem and a beneficiary family of the Kassena Nankana Area Programme project
- 02 Colin Grassie meets the Sirigu Elders
- 03 The Chief of Sirigu, Colin's host for the Deutsche Bank Experience trip
- 04 Colin takes a much needed drink as the Chief's son plays with his new gift
- 05 AfriKids Ghana Director Nich Kumah and External Affairs Manager Raymond Ayinne share a joke in the Sumbrungu Primary School grounds

This annual report was designed by Dave Brown from Ape Inc. Ltd at a reduced cost. Ape Inc. Ltd, together with David Carroll & Co, also donated their time to rebrand AfriKids. This report was printed by Park Communications on Horizon Offset, a chlorine free paper sourced from responsibly managed forests. Both the mill and the printer run ISO 14001 Environmental Management Systems, Park are also Carbon Neutral Paper and print was sourced at a discount by Urban Life Support Print Management.

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AfriKids would like to thank all of the above for their hard work and generosity.

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## A SHORT MESSAGE FROM THE CHAIRMAN

### JOHN HICKMAN



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**It is with enormous admiration for their dedication, professionalism and success that I am writing this short summary of AfriKids' work during 2010.**

I revisited Ghana in October for the first time in two years, and once again was struck by the dedication and skill of Nich Kumah's Ghanaian team and by the impact of their work. The transparency of all that they do is clear to see.

Of particular interest was the progress made by the Medical Centre team which is truly remarkable and is now of a size to be described as a hospital. The addition of two wards and an ante-natal wing will be an obvious benefit. Also, the link forged during the year with Southampton University Hospitals NHS Trust is already being of tremendous benefit; we have Nick Eastcott and many others to thank for this.

I was delighted to bring home some cloth bought from a girl who had been trafficked, was rescued by Operation Fresh Start and had established a weaving business generating over £300 a month.

We are on course to attain our 2018 goal (the total self-sustainability of AfriKids Ghana) and crucial to this will be the completion of the Eco Village. We hope to start building this year and, as a surveyor, this is a project in which I am particularly interested. It's a great opportunity to develop community led tourism, train young people and raise money. I must mention the outstanding achievement of the UK fundraising team. With the Deutsche Bank connection, they have worked tirelessly to double the income this year in spite of the difficult economic climate.

Finally, I would like to wish a speedy recovery to Fr. Moses, Chairman of AfriKids Ghana Board of Directors, who has been very ill. He has been a pillar of strength to the whole organisation from the very start.

**All in all, 2010 has been a remarkably successful year, and it only remains for me to thank both teams, in Ghana and in the UK, not forgetting my fellow trustees, but especially Georgie Fienberg and Nich Kumah.**

01 Pretty peeks around a door at Mama Laadi's Foster Home

02 John meets an original member of the Concoction Men Association, who feature in the AfriKids' documentary 'How to make a difference in Africa'

03 John talking to school children supported by AfriKids

## REFLECTIONS FROM THE INTERNATIONAL DIRECTOR GEORGIE FIENBERG



Welcome once again to the expanse of colour and smiles that is our annual report. In 2010 we had every reason to smile, and I hope you enjoy reading this as the official written and photographic record of our efforts and achievements as an organisation, and of your efforts, generosity and support as donors, partners and friends.

It's always difficult to pick out the defining features of a year – happily for me the rest of this report will cover everything I've missed out in some detail. But I think this year has been exceptional for the way in which we made the partnership work. 'Partnership' is a nice phrase, but creating a useful and productive reality from it is something we continue to learn and at which we continue to improve.

The most spectacular example of our successful partnerships is clearly Deutsche Bank, where we were one of two Charities of the Year for 2010. In last year's report, I described the extraordinary efforts the entire team went to in order to secure this partnership. What's remarkable is that they then surpassed themselves during the last year in driving every last penny and ounce of benefit from the partnership. The crude result is that we netted more than £1,000,000 from Deutsche Bank alone. To put this into perspective, this is the largest amount any Charity of the Year has raised at Deutsche Bank to date, and higher than the cumulative total raised by the three charities in 2009. The funds were raised through a number of initiatives, from fashion shows and black tie balls, to face-painting and football tournaments. We raffled Aston Martin and Mercedes cars and sold our Jimmi Jamms pyjamas. Perhaps the most innovative activity was our extraordinary 'Experience' trip, of which you'll read more later in the report. The Partnership was a phenomenal achievement by the team, the legacy of which will impact education in northern Ghana for many years to come.

**But this was about more than just the money, we have developed deep and lasting connections with a range of individuals within the organisation, which means that our formal one year partnership will generate a legacy of benefit for us.**

We are incredibly indebted to Kate and Amy and their Corporate Citizenship team at Deutsche Bank who made the year so productive and enjoyable.

- 01 Georgie heads out in the AfriKids truck on a project visit with the Deutsche Bank team
- 02 Georgie delivers a speech at the annual Burns Night Supper
- 03 Nich and the AfMC team present the plans for the Medical Centre for 2011

## Our partnerships extend way beyond corporate schemes like Deutsche Bank, and through to a range of relationships across all areas of our work.



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From companies, personnel and expertise we have galvanised into a formal team structure to support our Eco Village project to the Southampton University Hospitals NHS Trust partnering the AfriKids Medical Centre, to the Ghana Education Service supporting The Zuarungu Grace International School.

It all means that we are, every year, more effectively complementing our own expertise and skill sets with the wide range of external skill sets required to deliver the ambitious projects and business initiatives that underpin our strategy. Of course, what most of these partnerships entail is incredibly generous pro bono work which generates such demonstrable value to us, and for which we're extremely grateful. Again, more on this further on in the report, but several instances merit headline mentions.

Firstly, and most obviously, our fantastic new branding theme has been developed with the help of Dave Brown from Ape Inc. Ltd and David Carroll from DC&Co. The two Daves entirely immersed themselves in the organisation in order to come up with branding that is woven from the fabric of our work, the people and aspirations behind it, and the region we work in. Dave Brown has since become a valued adviser and marketer for us, assisting with our Deutsche Bank initiatives, making a two week trip to Ghana in October, and designing our London Underground advertisements at Canary Wharf, which were themselves kindly donated to us by CBS Outdoors. Our Eco Village programme is staffed with architecture professionals (Architecture for Humanity), Management Consultants (Alpha FMC). We continue to benefit from invaluable pro bono legal advice from Reed Smith, accounting and payroll services from ABG and PR advice from Taylor Herring.

The point of highlighting this selfless assistance is not only to register our gratitude, but to demonstrate the extraordinary value that pro bono work provides to our organisation. Leveraged effectively, it magnifies our output and effectiveness across a wide range of fields of expertise that an organisation our size cannot ever effectively hope to cover. Most importantly, it forms a vital component of our preparations for generating an entirely self-sustaining, Ghana-based organisation which is entirely independently empowered.

Our plans to create a truly independent, sustainable initiative in Ghana still have a long way to run. But through our partnerships and pro bono assistance, 2010 has been a hugely important clear step

04 Ama Atteen, UK Operations Coordinator, with boys at The Next Generation Home

05 Ghana staff members all wearing t-shirts given to them by Deutsche Bank

06 AfriKids' new logo adorns Ghana staff t-shirt





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along that route. Our Deutsche Bank and ICAP funding has allowed us to embark upon our Eco Village programme in a committed fashion and the assembly of our expert teams on that programme means that another of the core building blocks for financial independence is now a nascent reality. It's perhaps not quite, as someone once said, the end of the beginning, but we're nearly there!

Nonetheless, for the time being, that's enough focus on shutting us down in the UK, back to the here and now which in 2010 was once again liberally sprinkled with personal and corporate achievement. Notably, we were formally assessed by an independent team led by Pauline Wilson and funded by Comic Relief, which concluded that AfriKids achieved a remarkable 95% effectiveness in our core work with vulnerable children. You can see more about how we achieved this on pages 32 and 33. I was delighted that what emerged so clearly from the Comic Relief report was the dedication and effectiveness of our fieldworkers. They are the heart and soul of our organisation. They dedicate every aspect of their lives to our causes and projects, and their humility, dedication and clarity of purpose inspire everyone who visits Ghana, including our own staff. I hope that this report gives you a small sense of their achievements, their infectious enthusiasm, and their extraordinary humanity.

**Our team in Ghana, more widely, goes from strength to strength. Many of our donors who have visited them have remarked that their professionalism and effectiveness bears comparison to any equivalent, and indeed many larger, organisations in the UK.**

Personally (and subjectively!) I think that is a huge compliment to UK organisations. They executed the huge task of organising our 'Experience' trip with absolute distinction and success. Our programmes continue to go from strength to strength across the board, and their management of our very substantial sustainability businesses is ever more successful and sophisticated. To put their achievements into some small perspective, we have now meaningfully assisted more than 420,000 beneficiaries since the inception of AfriKids. A truly monumental achievement by our Ghana team.

Our employees have distinguished themselves academically, with Sally Eastcott achieving a distinction for her Masters final project, Nich Kumah completing his Executive Masters Programme in Business Administration, Ray Ayinne completing his MA in Mass Communication and Andy Thornton being accepted into both Oxford and Cambridge for MBA courses. Many of our staff, from fieldworkers to Directors are undertaking demanding and relevant courses in everything from Sustainable Development to HR Management, often self funding. We are incredibly proud of them all. As an organisation we continue to grace the Third Sector red

- 01 Head of Partner Projects, David Pwalua, with one of Mama Laadi's little residents
- 02 A child being sponsored at AfriKids' partner project, Operation Zuarungu
- 03 An AfriKids supporter meets some of AfriKids' beneficiaries in the Talensi Nabdam district of northern Ghana



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- 04 Pro bono AfriKids volunteer Jonathan Stanger spending time with the kids at Mama Laadi's Foster Home
- 05 A little girl copies the alphabet off the blackboard in a class being taught by one of the Deutsche Bank Experience candidates
- 06 Amy Parker, Charities and Fundraising Manager from Deutsche Bank, reads a letter given to her by one of the children at Mama Laadi's Foster Home

carpet, this year scooping up the Fundraiser of the Year Award (Third Sector) for Sally Eastcott and the Social Enterprise of the Year award (Charity Times) – See page 82.

This was a real credit in particular to the medical centre which raised £109,064 and continues to develop into a flagship partnership for its type within the region and indeed internationally. A final mention for our fantastic Boards of Directors in Ghana and the UK Trustees, who provide such invaluable and personal support to us an organisation and our programmes.

When our trustees are not reviewing our strategy or finances, they're whipping up the crowd at one of our fundraising events or shelling groundnuts with one of our fieldworkers. I want to make special mention of Hugh Taylor and Father Moses Akebule. Father Moses, AfriKids Ghana's Board Chairman, has been unwell for the large part of 2010, without Father Moses, AfriKids would most certainly not exist and we are forever indebted to him; aside from being an outstanding and well respected local chairman, he's a very good friend to us all. We wish him well and hope to see him back in the Small Small Youth Drinking Spot very soon! Hugh is stepping down as a Trustee after more than 10 years of association with AfriKids, most of which has been as a Trustee. You can read more about Hugh's invaluable contribution on pages 80 and 81, but our whole team has benefitted enormously from his judgement, advice and ready humour. Happily, Hugh moves from being one of our founding Trustees to one of our founding Ambassadors, again more of which later in the report.

By the time you read this, I will be on my second maternity leave. During my last absence, the team stepped up to continue developing and driving the organisation forward, and I expect they'll do so again this time. I'm even slightly worried that things may work better without me! I think it's a fairly safe bet that by September I'll be chomping at the bit to get back to work, all the more so because once again 2011 holds extraordinary challenges and opportunities for us. We have big plans for many of our programmes, and big plans for our sustainability businesses. More on that in next year's report, but in the meantime, stay in touch to see how they develop.

**It remains, as ever, for me to conclude with a heartfelt thank you to you, our valued supporters and partners. We never forget that everything we achieve is only possible because of the sacrifices of time, money and effort that our fantastic donors and supporters make on our behalf. Please therefore read and enjoy the story of our work and successes this year, because it's as much your success as ours.**





## REFLECTIONS FROM THE GHANA DIRECTOR

### NICH KUMAH



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**In 2010 AfriKids Ghana continued to work holistically to empower communities and the vulnerable. Our core work has successfully transitioned from issue specific core projects into three wider area programmes covering five districts.**

During the transition, we held stakeholder workshops to inform our partners in development of our intention to re-strategize and gave refresher training workshops to our staff on topics including child protection. The handover took place in April and the Bolgatanga, Kassena Nankana and Talensi Nabdum Area Programmes were born. As well as absorbing the existing beneficiaries of the core projects the area programmes were able to take on 60 new displaced children with the support of the Baring and John Ellerman Foundations. At the time of writing I can also confirm we have secured a major new grant from Comic Relief that means hundreds more children will be resettled and thousands more helped by the area programmes over the next five years. More detailed summaries of the programmes' work can be found on pages 21 to 41.

Some personal highlights of our core programmes have been seeing a new intake of street children open their eyes to the possibility of education at the School of Night Rabbits and witnessing the first public school open in a mining community thanks to the persistent and diplomatic campaigning of the Talensi Nabdum team. Not to mention children with cerebral palsy, who would once have been condemned as spirits, being given some freedom of movement with specially designed chairs, the result of collaboration with Presbyterian Health Services in the Kassena Nankana area. Last but not least is the dramatic improvement of grades in the Basic School Examination by members of our child rights clubs.

AfriKids has worked with six partner projects over the year and our aim remains to empower them to become independently sustainable. To do this we have worked with them to build the capacity of their staff to enable them plan, deliver, report and evaluate their work. We also help putting management structures in place by ensuring that every project has an active management board, helping them set up sustainability initiatives and maintaining them. Examples are the Mama Laadi's Guest House where business has boomed in 2010, the Next Generation Home's farm and chairs and canopies business, mainstreaming of the Zuarungu School with Ghana Education Service and Operation Smiles' mango plantation and honey farm which was new in 2010.

01 AfriKids Ghana Director  
Nich Kumah

02 Two girls perform a child rights  
dance to inform school children  
of the importance of education



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As we prepare to be on our own after 2018 when the UK office will have closed down and we will be raising our own funds to run our projects, it is our hope that our partner projects will also be weaned off.

**We are sure they will be able to stand alone and are therefore working at putting together a withdrawal plan towards 2015. This we hope will whip up further the will of the partner projects in sustainability.**

The AfriKids Medical Centre (AfMC) has done tremendously well during 2010. The extension work which was going on at the beginning of 2010 has been completed and has been fully furnished. We also have three excellent new medical doctors and a centre administrator in place. We will leave no stone unturned in making the centre an excellent service provider and generator of profit for our projects. Achieving hospital status in 2010 was a big step forward in that respect as it means our income is now determined by a higher National Health Insurance tariff. Nick Eastcott, who won the Vodafone World Of Difference Award and worked in Ghana for one year added two more months to stay in Ghana and develop a strategic plan for the AfMC. His two month extension has not been in vain as at the end we have a strategic document to work with for the coming years. Read more about the centre and tri-partite partnership for health which Nick kick started on pages 42 and 43.

In a bid to raise more funds with Deutsche Bank and also increase our donor-beneficiary interaction, we designed the 'Experience' which saw 48 Deutsche Bank staff come to Ghana in October and shadow individuals in some of our beneficiaries' communities. Each one of them lived with a farmer, dressmaker, trader, hairdresser or teacher. It was an exciting period for them as these busy bankers found themselves doing something else outside of their normal busy schedules. They lived in the communities just like their host, eating what they were given and sleeping where they were asked to.

During 2010, we have received applications from a number of students to volunteer with us as part of their course work. We extended a hand to them to successfully complete their programmes, we placed eight volunteers from AHA Institute for Community Development in Bolgatanga and four students from the University for Development Studies. They spent eight and four weeks respectively with us in our projects. Students from a Canadian university also visited AfriKids as part of their pre-placement tour of the region. A few of them have requested to do three months internship with AfriKids Ghana which we have welcomed.

AfriKids Ghana also worked closely with Pauline Wilson, an independent evaluator to look at our core programmes in May. The activity took into consideration the contextual overview of

01 Two children parented by blind weavers supported by AfriKids – photograph taken during the Deutsche Bank 'Experience' trip

02 Didas, David and Felix discussing the AfriKids Medical Centre

03 Two school children catching up on their school break



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the Upper East Region (UER), the history of AfriKids in Ghana, an overview of the work done in each of the three districts where AfriKids has concentrated its efforts since 2005 (baseline, work done, most important activities, immediate changes, challenges faced). The outcome of the evaluation was positive as it showed we had made a positive impact on the lives of the people we had encountered. For instance, on the effectiveness of the projects for bringing about positive change, the report indicates: "Project activities are effective in producing many positive changes within the specific locations where activities are concentrated. For instance, in Kassena Nankana, awareness raising and other activities to reduce the killing of spirit children has stopped such killing in Sirigu and some of the surrounding villages. Cases are now reported to AfriKids staff. They then work with the family to ensure the child survives and is treated. This change is radiating outwards to other surrounding areas but will require ongoing efforts to ensure a change in attitudes and practice in relation to the spirit child phenomenon across the UER".

As we move into the year 2011 and beyond, we are working towards consolidating the successes we have achieved over the years. Many of our first core beneficiaries have now finished school or training and are working independently. We look forward to continuing our visits to them, following their story and ensuring the AfriKids alumni really are a bright new generation for our region.

As one of the ways to improve our delivery, we intend to encourage and motivate our staff. We are therefore giving an opportunity to our staff to take up educational programmes that are flexible enough to fit into our style of delivery. This is something that staff have already been doing off their own backs and something we wish to recognise and encourage.

**One other thing we are looking at tackling in the coming year is to source new businesses that will enable us to generate enough income towards our sustainability come 2018. I can see our chances of success grow by the day through the partnership of AfriKids (UK) and AfriKids Ghana. To all of you who read this, old and new, please come on board to be part of that success story. Don't be left out.**

- 04 Nick Eastcott, winner of the Vodafone World of Difference award with Ama Atteen and Nich Kumah
- 05 Katie Arnold, Raymond Ayinne and Lena Naaso receiving an award for managing the 'Experience Challenge' in October
- 06 Deutsche Bank staff arriving into Bolgatanga to begin their Ghanaian experience!





A child carrying  
her school  
books home

Total number of UK Staff = **10**

Total number of Ghana Staff = **160**

Total number of beneficiaries to date = **417,292**

Current number of projects = **16**

Total Income = **£2,030,000** AfriKids (UK)  
**£134,613** AfriKids Ghana

Average % expenditure breakdown

Projects = **83%**

Fundraising = **15%**

Administration = **2%**

“It is always heart warming to hear that lots of people are sacrificing their time, energy and lives to fundraise for our projects’ continuity. We really appreciate their efforts and pray that their hearts be filled with joy and happiness.”

*Solomon Ali Baba*  
Head of Finance, AfriKids Ghana



## **OUR SHARED MISSION**

To ensure that every child under the age of 21 in Ghana is afforded his/her rights as outlined in the United Nations Convention on the Rights of the Child and to do this by building the capacity and resources of local people, organisations and initiatives in such a way that they will be able to continue their efforts independently and sustainably in the future

## **OUR SHARED PHILOSOPHY**

Listen to what a community knows it needs  
Empower them to make the necessary changes themselves  
Ensure absolute sustainability

## **AFRIKIDS (UK) GOAL**

To make AfriKids Ghana financially and managerially sustainable by 2018, so that they can continue to work towards our mission independent of handouts

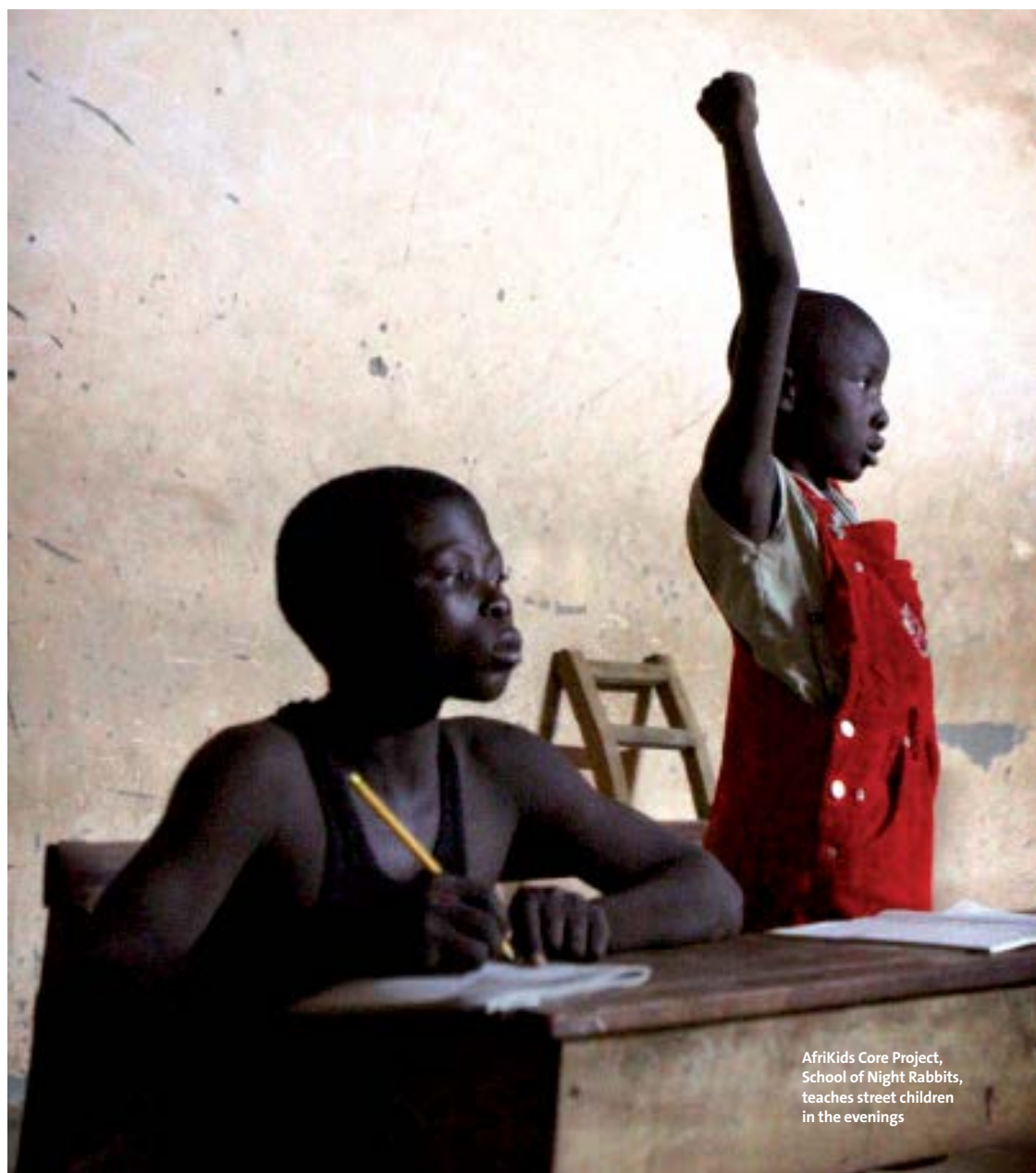
## **AFRIKIDS GHANA GOAL**

To create independent local sustainability that will ensure we can continue making real and tangible changes in our region that are needed to ensure every child has their rights met

## **ACHIEVEMENTS AND PERFORMANCE IN GHANA**

### **CORE PROJECTS**

Highlights from the projects which are run and managed directly by AfriKids Ghana and supported by AfriKids (UK).



AfriKids Core Project,  
School of Night Rabbits,  
teaches street children  
in the evenings



# **KASSENA NANKANA AREA PROGRAMME (KNAP)**

(which has absorbed Operation Sirigu)

**Mission:** To improve the child rights environment of Kassena Nankana East and West to the extent that all children's basic rights are met. This programme addresses children's rights, with a particular focus on abuse related to traditional beliefs. KNAP works at all levels of society from individual support and family capacity building to school's capacity building and advocacy influencing local mind-sets and policy making.

**This project evolved out of AfriKids' support for the Mother of Mercy Babies' Home in Sirigu which began in 1997. Its major achievements to date have included:**

The eradication of the spirit child related infanticide in the project's operational areas by 2009 through intensive awareness raising to change local mind-sets

The recruitment of all concoction men (those responsible for the act of infanticide) working in the project's operational areas to the AfriKids Concoction Men Association for child rights

The establishment of three community clinics and one child rights centre in the district

The empowerment of over 200 women through micro-finance and awareness raising activities

The establishment of child rights clubs across the operational area's state schools

The establishment of regular community occasions which celebrate and promote child rights including an annual football tournaments and festivals involving the local elected and traditional leaders

The direct rescue and resettlement with families of over 50 children affected by the spirit child phenomenon and/or severe health and disability issues

**Number of beneficiaries in 2010: 25,294**

**Major achievements in 2010:**

Expansion of the women's micro-finance initiative to 50 new women,  
Expansion of the spirit child awareness programme to new sections of the district.

## THE SUCCESS OF AFRIKIDS' CHILD RIGHTS CLUBS

by Joseph Asakibeem,

*KNAP Manager – AfriKids Ghana*



Joe sat in front of a traditionally painted wall in a Sirigu compound

Generally considered deprived, Sirigu had something to smile about this year. The performance of its children at the 2010 Basic Education Certificate Examination (BECE) recorded significant improvements. For years, students from the district taking part in the nationwide BECE have been faced with poor performance resulting in many of them not getting placements to Senior High Schools thereby compounding further the problem of illiteracy and deprivation among the people.

But this year pupils appear to have drastically improved. These candidates were the first batch of child rights club members formed by AfriKids Ghana in the district. The members, numbering about a thousand, are recruited in Junior High Schools throughout the district to serve as peer educators on the harmful practice of child killing which is traced to an ancient cultural practice that the community has agreed is outdated.

The peer education clubs meet regularly to discuss issues affecting children and to practice using drama, music and debates to inform the community on the need to completely abandon this age old practice. They also dramatise issues like maternal and infant mortality, disability, child labour and child trafficking. All these have had a profound impact on their community as they have successfully galvanized the people to play key roles in erasing child infanticide in Sirigu and its surrounding villages.

Child rights clubs don't exist just to educate their elders, they have helped themselves too. It has never been witnessed in the whole of Sirigu that so many of the children who sit the BECE pass to continue to the next level. One boy, Gabriel, says that the child rights club meetings teach them to take their studies seriously and build their confidence and improve their self esteem. Another girl said

**“The club activities have made me believe that I too can make it! It is that assurance from our club patron that has been the fuel of my success.”**

The AfriKids child rights club concept has now been thoroughly tested in several of our projects, they work, and the membership just keeps rising. We have made public commitments at every opportunity to increasing the reach of the clubs and we hope this will provide impetus to both new and old members to continue to lift high the flag of excellence that pioneering members of the club have handed over. This is the time to give voice to children!

**“AfriKids has gone above and beyond to prove its real life changing nature, to organize debates and quiz competitions from time to time for students and I can boastfully say that this has given birth to my fluency in English, my enthusiastic attitude towards learning as well as my ability to express myself in public among others.”**

*Elinora Abelumkemah,*  
18 years, Operation Sirigu



A child debating the human rights of a spirit child



## **A TWO YEAR OLD CHILD WALKS WITH HELP FROM AFRIKIDS**

Bright Awinpala is a two year old child with club feet from Sirigu-Basengo whose parents were very worried about him. The marriage was even in trouble from the stress and fear that the child might grow to be a disabled and not able to walk, making their farming lifestyle impossible for him. When this was reported to the project, we contacted a specialist from our collaborating NGO Madam Marjolene who made contact with a doctor she knows at the Duayan Nkwanta hospital. We transported Bright to the Hospital for treatment. His feet have now improved drastically. Previously he could not stand but now he is even walking.

*Compiled by the KNAP team*



# **TALENSI NABDAM AREA PROGRAMME (TNAP)**

(which has absorbed Operation Sunlight)

**Mission:** To improve the child rights environment of the Talensi Nabdām region to the extent that all children's basic rights are met. This programme addresses children's rights, with a particular focus on the worst forms of child labour. TNAP works at all levels of society from individual support and family capacity building to school's capacity building and advocacy, influencing local mind-sets and policy making.

This project was inspired by the success of Operation Fresh Start's resettlement methodology and prompted by a request from the International Labour Organisation to tackle the issue of child mining in the district. It started in 2007 and in 2010 was enabled to resettle new children thanks to support from the Baring and John Ellerman Foundations. Some of its major achievements to date have been:

Resettlement of 185 child miners into vocational training or education.

Capacity building of the resettled children's families through health support, micro-finance, animal rearing and mentoring.

Prevention of over 500 children at risk of entering mining via participation in child rights clubs.

Advocacy to improve the child rights environment of the mining communities, outputs of which have included the construction of two new public schools, the creation of community child labour committees and annual child rights festivals.

**Number of beneficiaries in 2010:** 14,035

**Major achievements in 2010:** The original Operation Sunlight beneficiaries began to graduate from their vocational training and establish businesses of their own. A Comic Relief funded evaluation confirmed the project had a 95% success rate in resettlement. As well as continuing to support Operation Sunlight beneficiaries, the programme launched its 'New Beginnings' initiative for

## THE TALENSI NABDAM AREA PROGRAMME IN 2010

by Richard Amoah

*TNAP Manager – AfriKids Ghana*



Children in the Talensi Nabdām  
region of northern Ghana

### **IT'S ALL IN THE WILL TO MAKE A CHANGE**

I have come to believe that key to development is not how huge the challenges are, but the will and desire to make a change.

Yalle is a community that had no school some few years back. Most parents had little interest in the education of their children. Galamsey gold mining was the occupation of children who had no motivation or support to be in school. But today as I write this piece, the community in 2010 has been able to build a three classroom structure made of mud. This was a community that initially paid little attention to children's welfare especially education. But AfriKids entered to consolidate what was then initiated by Equal, an NGO, in 2005 in respect of formal education. AfriKids sensitized them on the effects of child labour and the need for education. Despite some of the challenges that the programme still faces with regards to the mindset of communities about poverty and child education, Yalle community had heeded to the urgent call for formal education to the extent that they are laying a foundation for the children to access education in comfortable environment. With what the community has done, it is a sign of the will to change, and the programme will do what it can to help the community.

**“I received many things from AfriKids... National Health Insurance, two goats, two uniforms, nine books, one pair of shoes, three pens, two pencils, one tube of Pepsodent, one tooth brush and one school bag. One day one of my goats died and the other one went missing and when AfriKids came to inject our goats, I told them what had happened to mine. They told me not to worry and they gave me another two goats. And they even took us to a party.”**

*Richmond Atuley,  
18 years, Operation Sunlight*

A beneficiary of the Bolgatanga Area Programme who's set up a business in hairdressing





## **BOLGATANGA AREA PROGRAMME**

(which has absorbed Operation Fresh Start and the School of Night Rabbits)

**Mission:** To improve the child rights environment of Bolgatanga and Bongo to the extent that all children's basic rights are met. This programme addresses children's rights, with a particular focus on child displacement and streetism, at all levels of society from individual support and family capacity building to schools' capacity building and advocacy influencing local mind-sets and policy making.

This project's roots go back to 2005 when AfriKids Ghana's Director Nich Kumah first realised the extent of the problem of child trafficking going on between Bolgatanga and Kumasi in southern Ghana. A pilot project was established to resettle children from Kumasi and change mind-sets towards child trafficking and migration in the Upper East Region. This pilot was 100% successful and scaled up, with support from the Big Lottery Fund, and in 2010 a third batch of children were supported with funding from the Baring and John Ellerman Foundations. In parallel, AfriKids Ghana developed the School of Night Rabbits for street children living in Bolgatanga and in 2010 this was absorbed along with Operation Fresh Start into the Bolgatanga Area Programme.

**Some of the project's key successes to date have been:** Resettlement of 160 children from the street of Kumasi and 40 from Bolgatanga into full time education or vocational training and back into family life.

Awareness raising programmes delivered to over 10,000 people per year of operation and basic education to over 80 street children.

**Number of beneficiaries in 2010:** 14,790 (including 550 from the AfriKids Academy and 150 from School of Night Rabbits).

**Major achievements in 2010:** 73 of the 160 original Operation Fresh Start beneficiaries graduated from their vocational training and established businesses of their own. A Comic Relief funded evaluation in June confirmed the project had a 97% success rate in resettlement. As well as continuing to support Operation Fresh Start beneficiaries, the programme launched its 'New Beginnings' initiative for 30 new beneficiaries.

The following project also falls under the Bolgatanga Area Programme:

## **THE SCHOOL OF NIGHT RABBITS**

**Mission:** To give children and young mothers living on the streets of Bolgatanga the chance to access quality education for free on their own terms.

**Number of beneficiaries in 2010:** 150

**Major Achievements in 2010:** Expanding the class curriculum to include social issues and sport.

The successful graduation of one class of beneficiaries and the recruitment of another.

Other projects in the Bolgatanga Area Programme catchment area but not directly overseen by the project are:

## **THE AFRIKIDS ACADEMY**

**Mission:** To increase the IT skills base of school children and adults across the greater Bolgatanga district with the aim of widening choice and opportunities in employment and business development for the local economy.

**Number of beneficiaries in 2010:** 550

**Major Achievements in 2010:** Offering teacher training in I.T. as well as direct lessons to children.

## **YOUNG ENTREPRENEURS PROGRAMME**

**Mission:** To give young adults who have graduated from AfriKids' residential care the best possible start in life through education, training and housing.

**Number of beneficiaries in 2010:** 5

**Major Achievements in 2010:** The first young entrepreneurs began the graduation process from their vocational training programmes.

## **CREATIVE MINDS**

**Mission:** To improve the living conditions of visually impaired women living on the streets of Bolgatanga through use of their weaving skills and to increase their capacity to care for their children.

**Number of beneficiaries in 2010:** 341

**Major achievements in 2010:** The weavers managed to secure commercial contracts for companies needing doormats in Bolgatanga. With the support of AfriKids Ghana, some of the weavers' children gained places at senior secondary school, a new level of educational achievement for their families.

## **EDUCATION AND MEDICAL OUTREACH FUNDS**

**Mission:** To open up opportunities to individual children and families who are in need of financial assistance to improve their standard of living but do not need or desire to be enrolled on one of AfriKids major programmes.

**Number of beneficiaries in 2010:** 1,210

**Major achievements in 2010:** AfriKids Ghana was able to offer increased support to displaced children who had come to the education fund for support by incorporating them in the New Beginnings Programme as well as taking on 32 new beneficiaries of the education fund.



# COMIC RELIEF EVALUATE AFRIKIDS' CORE PROJECTS



In January 2010 Comic Relief offered AfriKids a grant of £20,000 over six months to conduct an independent evaluation of our work with street and working children in northern Ghana. Between April and June we worked with Pauline Wilson, a respected and experienced evaluator, to undertake this work. In May Pauline spent two weeks in Ghana working with a team of four AfriKids Ghana staff and one external development expert to evaluate the impact of our three major core projects for the period 2005-10. What follows is a summary of the main findings and recommendations.

## THE MAIN FINDINGS...

AfriKids programme response to conditions in the Upper East Region, the 2nd poorest economically in Ghana and the region with the lowest access to health and education services, is both relevant and effective. The programme is succeeding in ensuring that children from economically poor families are completing education, are personally transformed and have greater livelihood opportunities in the future. The programme currently has a 95% success rate in keeping children in either formal or vocational education and off the streets. Children supported through vocational training apprenticeships are beginning to graduate and be gainfully employed.

Attitudes about the rights of children to be educated and not be employed in hazardous work are changing as well as attitudes and practice related to the spirit child phenomenon in Kassena Nankana District.

These important changes are greatly helped by AfriKids' on-going collaboration with beneficiaries, families, local opinion leaders and district officials and their willingness to engage stakeholders in planning and carrying out the work. AfriKids is respected and well known for the work it is doing. It recognizes that needs in the Upper East Region are huge and that only by collaborating with others can significant change be brought that will be of benefit to children.

AfriKids Ghana's relationship with its sister organization in the UK is respectful and the roles and responsibilities of both agencies are clear and complementary. In addition both agencies are committed to working towards AfriKids Ghana's financial sustainability and are taking steps together to ensure this happens. Such an undertaking is rare among development agencies and it will be watched with interest by others

## THE MAIN RECOMMENDATIONS WERE...

**Collaboration:** Continue to collaborate with local government partners, sign memorandums of understanding with them to ensure joint action is accomplished and work with them to encourage central government to deliver actions set out in the National Plan for the Elimination of Child Labour. Continue to collaborate with existing community structures e.g. chiefs, opinion leaders, women's groups and other local associations ensuring that they continue to assist with the selection of children supported by the programme and inform programme development.

**Awareness-raising:** Continue to conduct awareness raising events using key messages that are contextualized to address the most pressing issues for children in each district. Better define the purpose of awareness-raising in each location. Work with communities using the approach tried in Kassena of both large public events and small group discussions to identify steps that can be taken locally to address the needs of vulnerable children and those that can be taken by government.

**Social and child rights clubs:** Continue working with the Ghana Education Service to strengthen child rights clubs. Strengthen clubs so their members can provide peer support to other members to remain in education, strengthening the links between cohort groups so that can potentially provide support to one another after the period of education is over and they can evolve into alumni networks.

**Documentation and research:** Start to document more thoroughly the approaches used, the backgrounds of the children and families involved and the progress made particularly as these children graduate and progress into work.

Such information will be important for encouraging others to replicate the most successful elements of the AfriKids approach.



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Since the evaluation was carried out AfriKids has been granted a major new grant from Comic Relief



04

- 01 Pauline Wilson with members of the AfriKids Ghana team
- 02 Children being brought up in the gold mining area of Talensi Nabdam
- 03 With the help of AfriKids, these children will have access to education rather than being forced into child labour
- 04 Two children retrieving rocks from a mine shaft

## PARTNER PROJECTS

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These projects are run and managed by local boards, supervised by AfriKids Ghana and are funded and overseen by AfriKids (UK).

**“My standard of living was so poor that I lost hope. When I looked left and right, front and back, side-to-side there was no help coming. And then I met AfriKids. I strongly believe that with them I will achieve my aim.”**

*Janet Aduko Mabilah,  
13 years, Mama Laadi's Foster Home*

## OPERATION BOLGATANGA

**Mission:** To promote human and social development of vulnerable children, especially street children and other young people at risk, by providing care and educational facilities, and through community initiatives aimed at addressing the root causes of streetism.

**Number of beneficiaries in 2010:** 5,197

**Major achievements in 2010:** The successful transition of drop in children to residential care and of children in residential care to family homes.

## OPERATION ZUARUNGU

**Mission:** To treat the symptoms and root causes of child neglect in Zuarungu and surrounding communities by improving life for children at home and providing the facilities for them to build their lives there with the aim of reducing child streetism and migration.

**Number of beneficiaries in 2010:** 8,789

**Major achievements in 2010:** Agreement to work with Ghana Education Service towards making the centre a 'beacon school' and expanding the school from primary education to successfully take the first set of students through Junior Secondary School Year One.

## OPERATION SMILES

**Mission:** To build the capacity of the community of Nakuaabi and surrounding villages in the Northern Region to care for their children.

**Number of beneficiaries in 2010:** 708

**Major achievements in 2010:** The survival and improved health of every child rescued by the project. The construction of a new wing at the project's centre.

## OPERATION MANGO TREE

**Mission:** To give the most disadvantaged and vulnerable children in greater Bolgatanga's community a new start in life, from increasing their access to education to giving 24 hour love, care and rehabilitation from the suffering they have endured.

**Number of beneficiaries in 2010:** 70

**Major Achievements in 2010:** Continuing improvements in health, educational achievement and psychological wellbeing of all residential children, as well as the registration and profitable operation of 'Mama's Place' Guest House.



**“I am a proud beneficiary of AfriKids and would like to tell the whole world that I am who I am now because of AfriKids.**

**AfriKids has touched my life in so many ways. Paramount amongst these is formal education. This testimony you are reading now is made possible by my own hand and mind. Isn't it wonderful that I can read and write? But that is not all. I am currently pursuing a Higher National Diploma programme in accountancy at Bolgatanga Polytechnic and hope to continue climbing the educational ladder until I touch the sky. I wish to become an accountant in the future.**

**I wish to take this opportunity to thank all sponsors and staff at AfriKids both in Ghana and UK for helping us to realise our dreams. Thank you.”**

*Clement Sampana,  
23 years, Operation Bolgatanga  
(the Next Generation Home)*

## CLEMENT'S STORY

by David Pwalua

*Head of Partner Projects – AfriKids Ghana*



Clement inside the Next Generation Home where he resides and looks after the younger children

Losing his father, the sole bread winner of the family, through death at the early stages of his childhood, having been struck by the devastating poliomyelitis paralysing both legs, discriminated upon as a result and made to stay alone in a dark room in his family home, Clement never had the pleasure of attending school at his tender age.

Clement Sampama, a 22 year old beneficiary of Operation Bolgatanga, has overcome all the challenges life has stacked against him and is currently studying for a Higher National Diploma programme in accountancy at the Bolgatanga Polytechnic. Clemoo, as he is affectionately called by his colleagues, comes from a very difficult background. Clement suffered from polio and had both legs paralysed when he was seven years old. Unfortunately he had barely lost his father three years earlier. This worsened his state since his illiterate and unemployed mother was helpless. Clement was seriously discriminated against by his family. The family strongly felt that his condition meant Clement's life was a curse to the family and that his continued existence was going to worsen their already difficult circumstances. As result of this belief, Clement was never given the opportunity to see the light of the day, let alone attend school. He remained in a darkroom from dawn to dusk and scarcely was he given food or water to drink. Fortunately, a good samaritan came his way and offered to provide some initial health care support to Clement. This was done with some urgency and Clement's life was secured. Through the efforts of the good samaritan, Clement got in touch with AfriKids Ghana.

He was subsequently admitted into the Next Generation Home which is run by Operation Bolgatanga, where he has been supported with his educational and health needs, as well as a decent shelter, some career and moral counselling.

Talented Clemoo's determination and hard work, his enthusiasm, good leadership qualities, love and care for other children and extraordinary self discipline have all secured for him the position of role model for other children. Whilst still in school himself he assigned himself the task in gathering and helping all the children in the Next Generation Home do their homework in the evenings. This voluntary effort of his resulted in an improved academic record of most of the younger children.

He is currently studying very hard at school and hopes to excel after completion. His ambition is to become an accountant by profession. He believes that is the only avenue by which he can rescue his poor mother and eight siblings out of the shackles of poverty.

## SUSTAINABILITY PROJECTS

These projects are run and managed directly by AfriKids Ghana and are funded and overseen by AfriKids (UK).

**“Personally, I feel really privileged to be a little involved in something that I think is genuinely transformational for Ghana, and potentially a model for perhaps how all aid will one day be conducted: locally led, effective, and sustainable.”**

*Dan Salmons,*  
CEO Europe, What If



## **AFRIKIDS MEDICAL CENTRE**

**Mission:** To be a leading provider of reliable high quality health services in Bolgatanga municipality and beyond. To support the charitable activities of AfriKids Ghana to serve the most vulnerable children and families of the Upper East of Ghana.

**Major achievements in 2010:** The AfriKids Medical Centre treated over 55,000 patients, expanded its inpatient services through the construction of three new wards, achieved primary hospital status and generated £120,000 in profit.

## **AFRIKIDS ECO VILLAGE**

**Mission:** To raise income for the running of AfriKids Ghana whilst also stimulating local economic growth via eco-tourism and generating local training and employment opportunities.

**Major Achievements in 2010:** Creation of the AfriKids Hospitality Advisory Board and completion of RIBA C+/D architectural drawings.

## **AFRIKIDS ETHICAL TRADE**

**Mission:** To open local and international markets for products made by AfriKids' beneficiaries in order to raise income for the running of AfriKids Ghana and improve the lives of producers and their children

**Major achievements in 2010:** Development of a fashion range, Christmas merchandise range and cosmetics manufacturing business case.



# MEDICAL CENTRE SUCCESSSES, OPPORTUNITIES AND CHALLENGES

by Andy Thornton, *Director (Ghana Operations)*  
and Vieve Easton Poole, *Finance and  
Programmes Manager*

The AfriKids Medical Centre (AfMC) has had a fantastic yet challenging 2010. The centre's new designation as a primary hospital under the National Health Insurance Scheme was a huge credit to all the team who have nurtured its growth. This status demonstrates the increasing importance of the AfMC in the health delivery environment of the Upper East Region and is the principle driver behind the hospital's remarkable financial performance in the year. Reaching and maintaining this new level of clinical quality has been challenging; the AfMC sadly lost its Medical Director, Dr Nwosu, half-way through the year; he needed to return to his native Nigeria for family reasons. The loss of our permanent doctor temporarily led to a drop in patient numbers, however, the AfMC was supported through an interim period by a number of excellent locum doctors who gave AfriKids Ghana the time to carefully select Dr Nwosu's replacement. In fact the search enabled us to place three new doctors at the AfMC, Dr Ernest Kunfaa Jnr, Dr Anthony Anyasombe and Dr Maimunat Temitope Alex-Adeomi, which resulted in a recovery in patient numbers towards the end of 2010. These doctors, along with Mr Ibrahim Issah, the new, experienced Administrator, represent a strong team to take the AfMC forward in 2011.

**During the year 2010, the AfMC was nominated by the Regional Manager of the National Health Insurance Authority for an award by the National Health Insurance Authority for providing excellent medical care to NHIS clients in the Region.**

2010 also saw a number of significant investments at the AfMC take shape. Three new wards were constructed, 'The ASIC Ward' for women, the 'Dr Bryce Curtis Ward' for children and 'Margaret's Ward' for general inpatients. These were opened to the public at the end of the year alongside a new administration area which enables the AfMC's back office work to

keep pace with the growth in patient services. Significant plans for the future were also agreed; a five year strategy is now in place that will guide the development of the AfMC, helping it to both address the need for general high quality outpatient services as well as enabling the development of specialist services for women and children.

Revenue increased by 12% from the previous year – the increase was due to the higher tariffs available to hospitals which the AfMC was able to take advantage of in 2010, offset by decreased patient numbers (patient numbers fell from 60,722 to 56,586 in 2010). Costs went down overall – cost of sales went down due to fewer drugs being sold, and due to better stock management systems, while admin expenses went up during the period in which locum doctors had to be employed and due to the salaries of the three new doctors where formerly there was only one. Overall the profit before tax went up by 227% – a phenomenal increase – to over £145,000<sup>1</sup>. The combination of new staff and facilities should see our clinical and financial growth developed and sustained in 2011 and we look forward to another successful year in 2011.

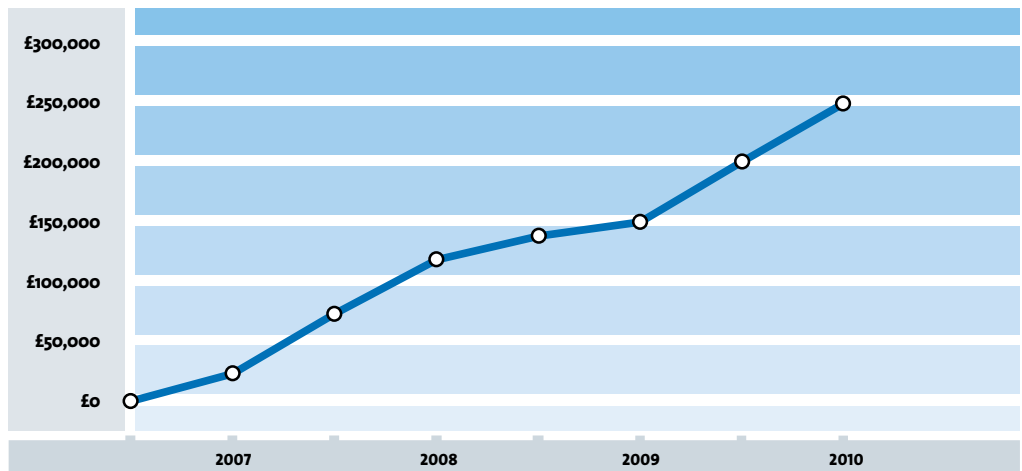
<sup>1</sup> The financial figures were subject to internal audit by AfriKids Ghana and AfriKids UK Directors and Finance managers, however, the vast majority of revenue is claimable from the National Health Insurance Scheme which has yet to vet the claims made for August to December. A best estimate of revenue for these months has been applied. The accounts are also subject to a government audit within Ghana.

## AfMC PROFIT & LOSS ACCOUNT

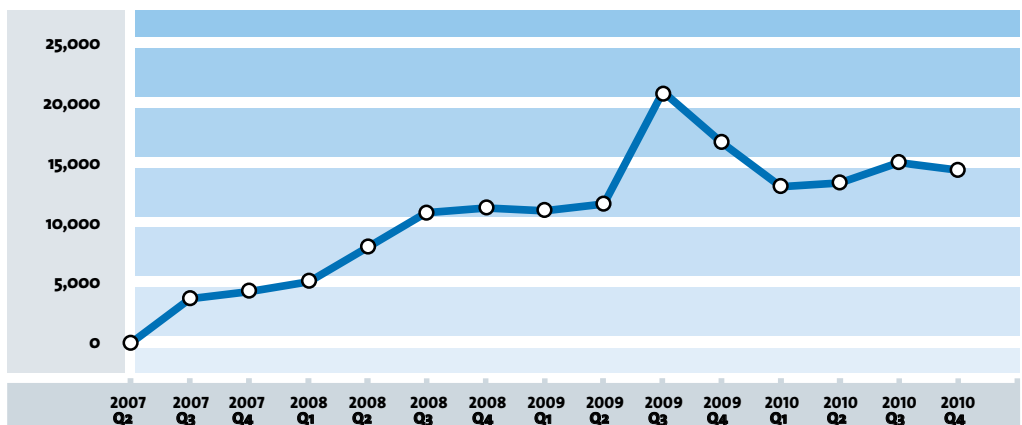
	£ 2010* MOVEMENT	£ 2009	£ MOVEMENT	%
<b>INCOME</b>	<b>611,629</b>	<b>544,134</b>	<b>67,495</b>	<b>12%</b>
<b>COST OF SALES</b>	<b>241,045</b>	<b>310,451</b>	<b>- 69,407</b>	<b>- 22%</b>
<b>GROSS PROFIT</b>	<b>370,584</b>	<b>233,682</b>	<b>136,902</b>	<b>59%</b>
<b>ADMIN EXPENSES</b>	<b>225,166</b>	<b>189,188</b>	<b>35,978</b>	<b>19%</b>
<b>PROFIT BEFORE TAX</b>	<b>145,418</b>	<b>44,494</b>	<b>100,924</b>	<b>227%</b>
<b>TAX</b>	<b>36,355</b>	<b>11,124</b>	<b>25,231</b>	<b>227%</b>
<b>PROFIT AFTER TAX</b>	<b>109,064</b>	<b>33,371</b>	<b>75,693</b>	<b>227%</b>

\*2010 numbers were converted from GHC to GBP using an average yearly exchange rate of 2.2

## CUMULATIVE PROFIT



## PATIENT NUMBERS OVER TIME



# MY YEAR IN BOLGATANGA

by Nick Eastcott

2010 has been one of my best years yet which is saying something now that I have experienced 60 of them! I have been involved with AfriKids as a volunteer since 2006. However in 2010 funding from the Vodafone World of Difference Programme made it possible for me to work full time on two very exciting projects, the AfriKids' Medical Centre Strategic Development Plan and the G.A.S. (Ghana Health Services, AfriKids, Southampton University Hospitals NHS Trust) Partnership.

Just being in Bolgatanga for over half the year was a pleasure and a privilege in itself. Beginning to do more than scratch the surface of a very different culture, environment and set of circumstances was endlessly fascinating and made up for the difficulties of living in Bolga' (or making the sacrifices as the Ghanaians invariably see it) a hundred fold.

Having lived amongst the people of Bolga' and worked closely with some amazing individuals at the AfriKids Medical Centre, Headquarters and Ghana Health Services I now have an appreciation of the reality behind the often expressed cliché that Ghana is all about the people. It is always inspiring to work with dedicated and talented people but what sets so many Ghanaians apart in the Upper East Region is their ability to remain positive, determined and above all cheerful in the face of so many problems.

So what were the highlights? The Medical Centre has grown in leaps and bounds since AfriKids took it over in 2007. With advice from Ghana Health Services and colleagues from Southampton, I have had the time in 2010 to help the staff of the Medical Centre and AfriKids' headquarters to take stock and to chart the way forward for the next phase of development. We now have detailed, five year plans for every service and department in the Medical Centre which will achieve a step change in the centre's contribution to health care in the Upper East Region and the financial independence of AfriKids Ghana. By 2015 the centre plans to cater for more than 100,000 outpatients every year and provide 80 beds delivering some of the highest, if not the best, quality specialist services, in the region, particularly for children and their mothers.



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01 Nick with three young residents of Mama Laadi's Foster Home

02 Nick in discussions with Ghana Health Services

## So what of the G.A.S. Partnership?

It has been immensely satisfying to have had the opportunity to help lay down the foundations for a partnership which has the potential to play a major part in transforming health care in the region. G.A.S. aims to address the desperate need for capacity building to tackle the unacceptable levels of avoidable infant and maternity mortality and other consequences of the chronic lack of manpower and other resources for health. In May 2010 a formal Memorandum of Understanding between Ghana Health Services, Upper East (GHS), AfriKids Ghana, and Southampton University Hospitals NHS Trust (SUHT) was signed in Southampton with the three partners pledging to work together with an initial remit to focus on the priority areas of paediatrics, diagnostic services, theatre, emergency and anaesthesia and women's health. A fifth strand, 'Estates, planning and maintenance' has already been added.

Since May, the partnership has set up a fundraising group which is already making progress towards the target of the £85,000 needed to implement the partnership's plans for 2011 building on the support we had already secured from the British Council funded International Health Links Funding scheme. AfriKids has been supplied with 60 hospital beds from the UK (hopefully with a further 300 to follow for other hospitals in the Region) and Southampton Hospital has supplied an x-ray machine enabling the AfriKids Medical Centre to add a vital service to its portfolio.

Plans for 2011 include the establishment of an annual shipment of medical and other equipment and an overland expedition from Southampton to Bolga' to deliver ambulances for use by AfriKids and Ghana Health Service.

**“AfriKids has brought big smiles to me in several ways. Employing me as a ward aid means I have been able to associate myself well with people from all walks of life. By paying me every month I have been able to meet most of my economic needs and I have learnt a lot of nursing procedures from the general nurses as a result. This makes me a very important asset in my community and beyond. I have also made so many useful friends in Ghana and abroad and it therefore gladdens my heart to be part of AfriKids.”**

*Jessica Abdulai,*  
AfriKids Medical Centre

The bedrock of the partnership is training and professional support. Since the signing of the formal agreement in May there have been 18 training visits to Ghana by UK volunteers! I have had the privilege of being involved with almost all of them and there have been so many highlights that I find it almost impossible to decide which to mention in a short piece. Here are some of them:

1. The x-ray engineer, Bill, coming home every evening to Mama's guest house having repaired and restored to service more vital x-ray machines, incubators or anaesthetic machines (in some cases the only ones available in the Region serving more than 1 million people) that day.
2. The three midwives, Catherine, Sally and Gill who between them delivered training to over 150 midwives and started off a train of events which could transform the approach to the delivery of babies in the Region and reduce the number of women dying in child birth.
3. The anaesthetists, Ollie and Malvena, and theatre matron, Jon, who together with their colleagues in Ghana produced a plan to transform surgery in the Region based on WHO best practice.
4. The radiographer Jane and Florence, the AfriKids' radiographic assistant trained by her, holding aloft the first x-ray film produced at the AfriKids Medical Centre .
5. The paediatrician and paediatric nurse, Mike and Ella, AfriKids doctors, Frank and Ernest, and Matron, Valeria, with their very different training and experience, coming together as a team on ward rounds to the benefit of some very sick children.
6. The radiologist, Mary, helping doctors, midwives and radiographers make better use of the few ultrasound machines available to diagnose problems in pregnant women and others.
7. Doctors Mike, Frank and Ernest, after a long day seeing an overwhelming number of patients, retiring to the guest house and developing plans late into the evening for improving diagnosis and treatment at AfriKids Medical Centre and designing programmes for medical students from the UK.
8. The SUHT Director of Planning, Keith, who during his information gathering visit of just one week, undertook to help AfriKids produce a site development plan, GHS to plan their new teaching hospital and to advise both partners on facilities management.

**What a year. Bring on the next five!**



## THE AFRIKIDS ECO VILLAGE

by Andy Thornton

Director (Ghana Operations)

We've seen big developments in our Eco Village through 2010. Architecture for Humanity UK (AfH), our key strategic partner, has been working closely with us to finalise the design concept, on an entirely pro bono basis. AfH project lead Jennifer Cirne guided the project up until the design review stage where the baton was passed to Katherine McNeil. We would like to thank Jennifer for her hard work, creativity and commitment to the project. The design review itself was an extremely engaged process which saw the concept document reviewed by over 20 architecture, construction and development professionals in the UK and Ghana. The subsequent changes to the concept were being finalised by the AfH team at the end of 2010 and in January 2011 Katherine will be going to Ghana to meet the Ghanaian architecture team and hand over the concept for their development into the building stages. Finishing the concept was due to mark the end of AfH's involvement on the project however the AfH team have agreed to stay on as design advisors whilst the concept is edited, developed and brought to life by the Ghanaian architects.

Partnership is at the centre of all AfriKids projects and none more so than the Eco Village. It is a large, complicated project that requires significant expertise in everything from solar technology to laundry. AfriKids has always been inspired by the potential for partnership in social enterprises and we were thrilled by the reception we received when putting out an 'all hands' call for people interested in contributing to our Hospitality Advisory Board. From initial meetings over 30 individuals committed their time and expertise and were formed into eight project teams: Finance; Legal; Sustainability; Architecture and Landscape; Hotel Management and Procurement; Sales, Marketing and PR; Recruitment. These teams will be working with AfriKids and AfH throughout 2011 as we move towards the grand opening of the Eco Village currently scheduled for late 2012.

We want to showcase the incredible volume and quality of work that AfH has produced whilst developing the Eco Village concept so we've taken some highlights from their concept design report:

**"I've had a lot of projects where the client is faceless and uninvolved. As an architect, it's really refreshing to work on a project that is both in my home region and has an engaged and innovative client."**

*George Gbinniya*

AfriKids' Eco Village Ghana Architect

The Eco Village is going to be both a feature in Upper East Region and a reflection of it. Like any good eco-destination the lodge will integrate with its environmental and human surroundings giving access to the best of the region for local, national and international visitors alike. AfriKids' design brief to AfH emphasised the importance of ensuring the Eco Village's buildings were inspired by the local vernacular architecture, through site visits and a significant literature review AfH built up a portfolio of information on building styles.



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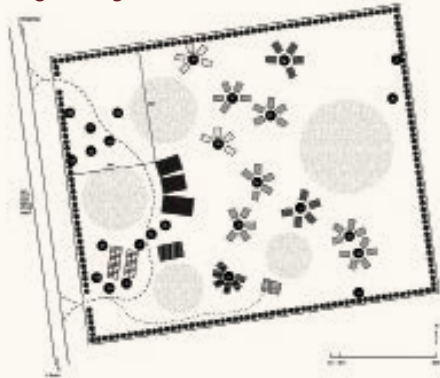


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## Master plan stage 1



## Stage 1 designs



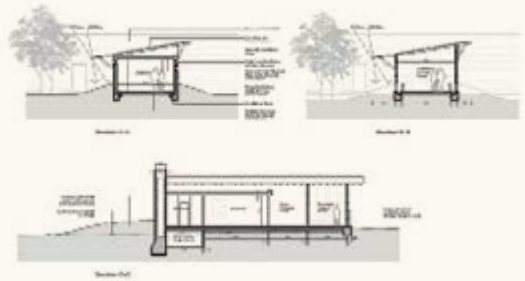
All the research and site data have been combined with AfriKids' business plan and design brief to master plan the site. Every building fits into the contours of the land and maximises its natural features, plant life and views. All the building drawings have gone through two stages of development. The first stage formed the basis of the external review; the second reflected the review feedback into the designs.

The master plan has moved from a linear design to the more traditional compound layout which is more efficient for building and servicing. Each 'village' of rooms is centred around an existing tree so the Eco Village is moulding itself to the existing environment in the same way as local villages.

The room designs have also been remodelled to fit the new layout.

Key aspects of the room designs have remained constant through the phases: a focus on natural cooling; a locally inspired exterior and a high quality western inspired interior; an open, spacious, relaxing space.

## Master plan stage 2



## Stage 2 designs



**MATERIALS AND METHODS:** With our eco commitments and desire to use innovative, locally inspired materials AfH have been exploring the options available. Soil stabilised blocks have emerged as a potentially useful principal building material and we have been in discussions with the Good Earth Trust on how we might make and use them.

**THE FUTURE:** With the concept on the verge of completion 2011 will see the designs become reality, firstly through detailed architectural drawings and ultimately as full buildings. Alongside the construction there is a huge amount of other work to be done so the year will be characterised by planning, resourcing and delivering the project as a whole – we're not taking bookings just yet, but watch this space!

- 01 The AfriKids Eco Village land
- 02 The stunning surroundings at the Eco Village site

## AFRIKIDS ETHICAL TRADE THROUGH 2010

by Charlie Hay,

*Programmes Development Coordinator*

2010 signalled the dawn of a fresh start for AfriKids Ethical Trade (AKET). At the beginning of the year, we launched our first development strategy for this Sustainability Project, following a number of successful pilots and the growing potential of this creative and versatile sector.

The heart of AfriKids is sustainability; it shapes every aspect of our work and defines our overarching strategy for long term success. Everything we do is rooted in lasting positive change, which can be locally-owned, self-sufficient and independent of aid. AfriKids UK and Ghana work together to harness commercial opportunities through local research and assessments; effective external partnerships; and comprehensive business forecasting. With AKET, we are building the foundations for an exemplary trade model, which together with other Sustainability Projects will sustain AfriKids Ghana beyond 2018.

Our AKET strategy includes capacity building local staff and producers not only on the production elements of a supply chain but through a comprehensive understanding of the markets and standards required to maintain commercial success. Our grassroots ethos guides a dialogue between producers and buyers, ensuring all parties engage and contribute to form dynamic and innovative partnerships. Rather than imposing alien concepts for passing trends, we work with artisans and partners to capitalise on existing skills and resources for collaborative product development. By developing AKET in this way, we aim to ensure cooperative, long-term partnerships, optimum output and secure livelihoods for years to come.

### ARTISAN WORKSHOPS, MAY 2010

In May, Charlie (AfriKids UK) and Dorcas (AfriKids Ghana) ran workshops with some of the AKET artisans. In Bolga they met with seamstresses and tailors who produced summer wear for Topshop and Fresh Start pyjamas, while in Sirigu they joined members of the self-titled multi-cooperative, AfriKids Daughters, who collectively produced two tonnes of shea butter for UK brand, Shea Mooti. These open discussion



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01 A tailor producing garments in Ghana

02 Charlie giving an artisan workshop in May 2010

forums covered topics including producers' experiences of AKET and their aspirations for its future, as well as presentations on current international markets and creative discussions on product development. Both sessions were hugely insightful and demonstrated the immeasurable value of local engagement and effective communication.

Since the workshops, prototypes are being developed for new fashion pilots incorporating the design ideas of artisans like JoJo (pictured above) for UK trends, while AfriKids Ghana are to meet with Fairtrade Foundation in early 2011 to discuss shea butter certification and securing a premium for producers like the AfriKids Daughters. We are also proud to feature on a new range of ethical mother and baby products by Shea Mooti, containing traditionally produced shea butter, from the rural communities of Sirigu and Zuarungu.

## MAKING A FRESH START

A case study by Gabriel Ayine

Tailor JoJo and his AfriKids apprentice, Ayinpoka, are amongst many local artisans in Bolga' who have worked with AfriKids to produce ethical fashion for the international market. With the support of AfriKids, people like JoJo and Ayinpoka have seen their work sold to Topshop; modelled on the catwalk and publicised by Vogue.

**While the direct benefits are clear, by carefully reinvesting trade profits into child rights and community development work, AfriKids is able to help not only a handful of artisans, but their entire communities for years to come.**

Ayinpoka Akesse hails from Tanzui, a suburb in the Bolgatanga municipality. She is 18 years of age and a beneficiary of Operation Fresh Start (OFS), one of the projects under the Bolgatanga Area Programme. Her parents engage in subsistence farming. Ayinpoka's parents had some differences a few years ago and her mother decided to go down to southern Ghana with Ayinpoka to look for work. At that point Ayinpoka was only twelve years old.

While in Kumasi, Ayinpoka engaged in several menial jobs like washing dishes, hawking and porting just to keep body and soul together until AfriKids, under the OFS project, brought her home in 2007. She got enrolled into dressmaking and has since been undergoing training. God willing, Ayinpoka will graduate in 2011 to begin work on her own. Since then I have been asking myself why this little girl would have to go through all these difficult situations at such a tender age. But my many experiences in life tell me it is normal in Ghana for people to endure such pain, sometimes quietly.

In the course of the training, AfriKids introduced the ethical trade project and engaged several master trainers. One such trainer is JoJo, under whom Ayinpoka is undergoing her training. The engagement of this master trainer means invariably that all apprentices under him were equally engaged since they were expected to help out in the cutting and sewing of the garments. This was how Ayinpoka got involved with AfriKids Ethical Trade business. The everyday interaction Ayinpoka had with the staff of AfriKids who constantly came round to ensure that everything was ok greatly boosted her morale and further built her confidence and interest in the job which she is



Ayinpoka working towards her dream of becoming a fashion designer

very passionate about. Ayinpoka says she one day hopes to be a designer. She has since been a very dedicated and hardworking senior apprentice. No wonder her trainer refers all such small issues of the job to Ayinpoka.

Now that Ayinpoka will be a master of her own very soon, she says she cannot wait to do business with AfriKids Ethical Trade. This she believes would further enrich her knowledge in the job and possibly put her in the limelight.

Ayinpoka says she is now ready to marry and is hopeful that she will be able to feed herself and her family. According to her she can now rub shoulders with colleagues who thought she was a failure in life. Even her very outlook Ayinpoka says has transformed beyond her wildest imaginations.

This is how far some of the beneficiaries under AfriKids sponsorship have come.

**“I am glad to be a part of AfriKids. This support has been one of its kind in my life. It has injected hope and confidence into me that my future shall surely be bright.**

*Ayinpoka Akesse,  
February 2011*



# 2018

AfriKids (UK) aims to work with AfriKids Ghana through to the time at which they achieve total financial and managerial independence. The aim is to achieve financial independence through the development of income generating businesses in northern Ghana and we aim to have reached this point by 2018. AfriKids (UK) is committed to supporting AfriKids Ghana as needed for as long as needed. AfriKids Ghana has been raising an increasing proportion of its own funding through business since 2007 and is currently on track to achieve the 2018 goal. To continue this progress in 2011, AfriKids (UK) aims to maintain the increased level of income achieved in 2010 in order to be able to invest in the sustainability businesses as well as maintaining commitments to current projects. As with previous years, we are working towards a set of income scenarios in an approach that balances ambition with feasibility.

In the UK there are currently 180,894 registered charities\*. Of these, only 1,260 work in Ghana; a minute 0.7%. Of these, only three quote 'sustainability' as part of their activities and AfriKids is the only one that is aiming to make itself redundant.

We are truly unique.

\* Charity Commission 2011



A little girl playing in the grounds at Mama Laadi's Foster Home – a project well on the way to being self sufficient

## THE STORY OF AFRIKIDS' CHILD SPONSORSHIP PROGRAMME

by Ama Atteen

The AfriKids child sponsorship programme began in 2005 when AfriKids appealed to supporters to directly help a child. For many donors this was a fantastic opportunity to have a personal impact on a young life. From inception the programme was designed to be flexible, with all donations made going to the project in which the child was supported to ensure all that project's children's needs were met. In return each sponsor received an annual update on their child put together by their teachers, fieldworkers and AfriKids staff. The process often includes letters being exchanged and sometimes donor visits.

Linking children to people in the UK has created a unique and special bond for the children and donors alike. We've always been careful to manage the expectations of each child no one is singled out because they are not sponsored. In fact the children come together and participate in a group exercise to write letters and draw pictures for their friends in the UK. It is truly magical to watch the way the children themselves help each other write the perfect letter.

However, as with all good things that evolve and grow some things have to come to an end and in 2010 we produced our last individual child update for sponsors of children linked to Operation Zuarungu. This was actually something to be really excited about. The child sponsorship scheme has been an integral part of Operation Zuarungu for the children, families and staff at the school but this year we reached the point where that kind of support is no longer needed.

Operation Zuarungu started when AfriKids met Pastor Charles Dagore teaching children under a mango tree, now the project is becoming locally sustainable with community and governmental organisations stepping up to support it; over the next five years with investment from AfriKids and the Ghana Education Service the project's centre will become a beacon school. Their dependence on external support has greatly reduced and will in time end. Every sponsor has



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helped to make this tremendous difference and now, for the next phase, we can refocus how we support the children in Zuarungu by investing more in the school and through the community as a whole.

**Catherine May sponsored Cecilia and Cynthia sisters from Zuarungu. She is one of the many sponsors who has visited Ghana and was able to meet the girls and their family**

*"Cynthia and Cecilia Anagedabila became a Ghanaian extension of my family when we decided to support AfriKids. As the mother of two young boys, I thought it would be fun to have a connection with two girls of a similar age, who would be very long distance sisters for my sons. The sponsorship programme we embarked on was attractive because it offered a way to direct our financial support where it was most needed, through a programme that offers a high degree of accountability. The scheme also requires the adult members of the family to take responsibility for the management of their support by putting it to work*



*in their own entrepreneurial concerns, and taking advice and help from the local AfriKids fieldworkers who help them take steps to make the money work for them and their families.*

*Going to see the girls in Ghana was fantastic. With a regular income their health and wellbeing had made a dramatic improvement. In early photos I had seen malnutrition had impacted their ability to smile. When I met them they were both full of smiles and laughter, vibrant and engaging. They both attend school regularly now they have the money to fund their places, and are very proud of their orange school uniforms. They are interested in learning*

*more and doing better and better at school – and are already talking about what careers they want to pursue. They show great ambition for young girls growing up in rural Africa and I have great hopes that they will both be financially independent from the day they leave school. We’ve loved seeing photos and reports of the girls’ development and hope that they know that we will always be there for them.”*

- 01 Charles with two sponsored children from the Zuarungu Children's Centre
- 02 Catherine meets the little girl she sponsors with AfriKids' International Director and Zuarungu fieldworker, Emmanuella
- 03 AfriKids' Alternative London Fashion Event – hosted at the luxurious One Mayfair

## THE ALTERNATIVE LONDON FASHION EVENT

by Joanna Stewart

*Communications and Events Coordinator*

Throughout our Deutsche Bank partnership we were able to experiment with events, knowing that we had the sponsorship to do so and a large target audience. A prime example was our alternative fashion show on 22nd September, 2010 (the last day of London Fashion Week). With the three forces of AfriKids, Deutsche Bank and fashion aficionado Vedrana Bilanovic (an associate member of AfriKids' trustee board) combined, we were able to pull off an individual and distinctive fashion show for over 250 guests with celebrity appearances and dazzling magazine write ups.

The Alternative London Fashion Event took place at One Mayfair, in the heart of London. This beautiful converted church setting worked perfectly, showcasing designers such as Jaeger, Ted Baker, The Couture Gallery and our very own Jimmi Jamms. The evening started off with a Champagne and canapé reception followed by the highly memorable show. Fashion shows have a reputation for being slightly demure and serious but that could not be said of ours. The production company, Fashion First, made sure that all choreography was entertaining and unique, but no creativity was needed to entertain the crowd when four rugby stars emerged in Ted Baker underwear! Ugo Monye, Danny Care, Nils Mordt and Seb Stegmann caused a stir and a flurry of twitter action as they swaggered with great panache on the catwalk.

The show made an impressive £20,000; a big hit with an incredibly positive ripple effect among a new audience for AfriKids' work. Huge thanks go



to everyone who took a chance on AfriKids and helped us put on the show. Particular thanks to the Media Foundry (a public relations company) which worked pro bono for the entire event, engaging wholly with AfriKids' philosophies and spreading the word within the media.

**“AfriKids stands out because it is aiming to become self-sustainable. They want to look after themselves so as much money as possible can be put back into Africa and the children.”**

*Ugo Monye,*  
Star of England rugby and the alternative fashion show, quoted in Recognise magazine

## CASE STUDY: MY JOURNEY WITH MARY

by Liam Nolan

*UK Operations Manager*

As a fundraiser, it's often all too easy to slip into thinking in terms of finances. You can find yourself thrilled at receiving a big donation not because of what it will achieve but because it increases the year's total; targets met, boxes ticked, and job done. Working at AfriKids, it's not easy to think like this for as long as there's always someone or something that will bring you back down to earth and remind you why you're doing your job. My experience with a young woman named Mary was one such occasion.

AfriKids has never had a pool of funds on which it could fall back. While we have a reserves policy that allows us to meet our commitments for the coming three months, this does not allow for too much outside of our planned budgets. However, when Nich Kumah, AfriKids Ghana Director, rang the UK office back in March 2010 with a sad and urgent story of a family who had been pushed to the extremes of poverty, it was one we couldn't ignore.

**Mary was a young woman who was desperate to keep her family together. The death of her father some years previously had left the family without income, and so Mary and her three sisters had no way of affording their education. The impact of this on her mother was huge; she fell apart and turned to alcohol, brewed cheaply and locally from maize.**

Over time, Mary and her sisters became so desperate that they travelled south to Kumasi where they found themselves with very little, living in awful conditions and at risk from exploitation. They suffered terribly at the hands of people they thought they could trust; it was only through luck and determination that the girls made their way back north to Bolgatanga.

With nowhere to go, it was at this point that AfriKids met the girls when Mary had found her way to Mama Laadi's Foster Home. It was after meeting Mary and hearing her story that Nich made his call;



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"The case of this family is very pathetic and needs the support of all. I am calling for support to save this future leader from becoming a prostitute and drop-out. What is needed now is money."

As a fundraiser, it is at this point that I found myself part of this story; sitting in an impromptu meeting in London discussing that ever-elusive 'easy way to find money quickly' that would help set the family back on track. With an emergency budget put together to help the family (just under £3,000 was needed to help rebuild and replenish her basic mud-structure family home and secure her basic needs for a year), I was tasked with finding a donor who was willing and able to respond quickly.

Within a week, an appeal had gone out and was answered by a group of people planning a trek up Mount Kilimanjaro (see page 66 to read more about them). They passed on the story of Mary and her sisters to their own networks - within 10 days the money was raised. Nich and his team were delighted, and in April work commenced on rebuilding Mary's home.





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Just a month later in May I had the honour of meeting Mary and being welcomed into her home. I was in Bolgatanga visiting AfriKids' projects and went out with Nich and Andy Thornton, AfriKids (UK) Director, to the mud compound that Mary shares with her family. As I entered I could see exactly what had been done. I saw the new lockable wooden door that protected the family, surrounded by a recently laid mud frame. I saw the table laden with new pots, toothbrushes and rice that, weeks before, had simply been donations on a Justgiving page. I saw, and was moved by, the smooth mud ground into which one of the family had etched *"Big thanks to Almighty God and AfriKids. We are grateful."*

AfriKids has always taken pride in keeping the relationship between donor and beneficiary a two-way one in which both parties know their role.

Donors should know where their funds are going and AfriKids believe that beneficiaries should be aware of who is helping them. With a focus on feedback and transparent communication at every step of the way, the distance between donor and beneficiary with AfriKids is so much smaller than the distance between London and Bolgatanga. I felt this so keenly as I sat down and talked to Mary about her situation and explained about the group of trekkers in London who had made this change in her life possible. I showed her pictures of them as they had been shown pictures of her just weeks earlier, and she cried as she dictated a message of thanks.

My experience with Mary and acting as the bridge between a group of keen hikers in the UK and Mary in her home was an experience I will not be quick to forget. It moved me personally in such a strong way and made me proud to work for an organisation in which a story like Mary's is able to find such a quick and receptive audience. AfriKids helps so many thousands of people each year, but it is only through the generosity of thousands of others. AfriKids (UK) is merely the middle man and I am honoured to be a part of that.

01 Andy, one of AfriKids Directors, showing Mary images of the Big Dreams Trekkers

02 Mary with new household equipment to help kick-start a new life for her and her sisters

03 Mary with one of her sisters

## SOCIAL MEDIA IN AFRIKIDS

by Joanna Stewart

With well managed social media becoming the most efficient way of communicating, it was only a matter of time before AfriKids seized this opportunity. 2010 was the year that AfriKids 'tweeted' for the first time and shared all on Facebook. Social media has created a new way of working and interacting.

Communicating from a small charity office used to mean a limited audience, limited time in the limelight and limited dialogue. Now we find ourselves communicating with minimal effort, feeding off others by sharing and linking, reaching out to an unlimited audience and gaining constant

feedback. Our audiences can interact via multiple platforms, at any time and share with whom they would like.

48% of JustGiving sponsorship comes from posts and appeals on Facebook. This statistic alone highlights the significance for charities and the importance of getting involved. It has allowed us to reach out to all these supporters and donors in a light hearted way that suits many of them.

In 2011 we aim to move further forward and blog directly from Ghana with first hand, detailed updates of project work. Nobody can tell the stories better than the AfriKids Ghana staff so, internet permitting, you'll be hearing much more direct from the horses mouth.

If you don't yet follow us on twitter and haven't joined facebook's Mama Laadi appreciation society make it a resolution in 2011!

## OUR YEAR WITH DEUTSCHE BANK

by Lissa Wallington

*Communications and Events Manager*

After a long process of applications, interviews and campaigning day and night, the AfriKids team finally won the privilege of being a Deutsche Bank Charity of the Year for 2010. This was a huge surprise and extremely rewarding as we were also the first ever African charity to be part of this amazing scheme. It was a magical year - the most exciting, challenging, crazy and financially rewarding 12 months in AfriKids' history!

The partnership kept us all very busy throughout 2010. We organised five pub quizzes, raffled off two high end cars, hosted a lavish Burns Night Supper and put on our first ever catwalk show during London Fashion Week. We kept the staff at Deutsche Bank busy too. They climbed mountains for us, competed in a football tournament, spent five days living with families in Ghana, gave up a day's salary, set up payroll giving, used annual leave to volunteer for us and even made a Santa's grotto right in the middle of one of Deutsche Bank's office buildings.

**By the end of 2010, the partnership alone raised over £1,000,000 for AfriKids, basically doubling AfriKids' annual income!**

This is the most ever raised from a Deutsche Bank Charity of the Year partnership. In real terms, this amount of money meant that all our education work in northern Ghana was fully funded for 2010, with enough left over to keep us going well into 2011. The funds have sponsored night schools for street children, child rights clubs against child labour, health awareness for single mothers, educational scholarships for brilliant but needy children, primary and junior school for Mama Laadi's foster children and computer training at the Academy to name but a few.

I was asked to manage this partnership and from day one it's been nothing but 100% rewarding. I had this unique opportunity to contribute to raising an enormous amount of money and to learn a huge amount from the Corporate Citizenship team at Deutsche Bank. At AfriKids we always ensure the highest possible percentage of money given



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for the projects goes to the projects but we are a fundraising organisation and have developed some impressive ways of making a huge return on a small investment in fundraising events and campaigns. It can be frustrating that it is so hard to find funding to do this so we will be forever grateful to Kate Cavelle, Amy Parker, Sabira Rouf and their colleagues at Deutsche Bank for leveraging a generous fundraising budget from within the bank for the partnership which in turn allowed us to go to work in the way we know best. The partnership has been a real team effort, with everyone putting in late nights, early starts and allowing their creative juices to be sapped. I'm grateful to all my colleagues but I give special thanks to AfriKids Ghana who welcomed a total of 52 Deutsche Bank staff to Bolgatanga over the year giving them a true taste of Bolga' life; nobody explains their work as well as the team themselves.



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## A LOOK BACK AT AFRIKIDS' FUNDRAIS- ING EVENTS IN 2010

by Lissa Wallington

AfriKids raised £29,664 from seven pub quizzes in 2010. Thank you to everyone who attended; from those that have competed since our first quizzes back in 2005, to those who are new to the tradition. We hope you all keep coming and trying to get your hands on that coveted new winners shield!

We had two lavish dinners at either end of 2010, fully sponsored by Deutsche Bank – our 3rd annual Burns Night Supper in January with The Angus Lawson Memorial Trust at the celebrity-filled Madame Tussauds, and An Evening of Magic and Masquerade in November at the stunning Altitude, Millbank Tower. Together these two events raised £160,000.

Paul Apowida, our resident artist and a former spirit child, displayed some of his beautiful art in the Deutsche Bank canteen last March.

In December we launched an online appeal that allowed our supporters to either double or triple their donations. This initiative raised an enormous £52,000 for AfriKids.

AfriKids and Greenhouse Charity got together in July to organise a 32 team football tournament. Not only had a great success in financial terms, but it also introduced a whole new group of people to the work we do in northern Ghana.

In April, Lissa Wallington and seven others ran 26.2 miles in the first ever Brighton Marathon for Operation Smiles, raising just over £9,000.

Deutsche Bank employees were encouraged to give one day's salary on October 1st - raising an outstanding £350,000 for AfriKids. Dave Brown (aka 'Bollo' from The Mighty Boosh) strutted his stuff through the trading floors (in full gorilla costume) encouraging people to give.

01 Lissa and Jin, a Deutsche Bank employee, at an AfriKids event

02 Richard Amoah, Talensi Nabdum Area Programme Manager, talks to Paul and Kate about gold mining

03 AfriKids 3rd annual Burns Night Supper in partnership with The Angus Lawson Memorial Trust

04 Two guests enjoy a champagne reception at Madame Tussauds

05 Acrobats perform at AfriKids' Evening of Magic and Masquerade

## DEUTSCHE BANK VISITS MARK THE OPEN AND CLOSE OF THE UPPER EAST REGION'S 50TH ANNIVERSARY AND AFRIKIDS' NINTH YEAR OF OPERATION IN THE REGION

by Sally Eastcott, *Director (UK Operations)*

In March 2010 the first official visit by Deutsche Bank staff took place as part of the Charity of the Year partnership. Kate Cavelle (Head of Corporate Citizenship for the UK), Amy Parker (who manages the partnership) and Paul Hill and Mairead Smith; AfriKids' champions in the bank, joined us on a week's visit to Bolgatanga.

The purpose of the trip was both due diligence and fundraising; for our corporate partners to assure themselves that AfriKids delivers what we promise and to enthuse them for the fundraising to follow. I think it's fair to say the trip was a success on both counts and for AfriKids Ghana and UK, it had the added value of really sealing a sense of partnership.

From the first moment onwards, giving up their right to business class travel in order to subsidise the AfriKids staff flights, the Deutsche Bank team demonstrated their commitment to work together and obtain a deep understanding of how AfriKids functions from the inside out.

The trip was packed, taking in 15 out of 16 active projects, attending the Independence Day/ Upper East at 50 school parade, negotiating a herd of elephants on the road to Ougadougou and a spot of staff bonding over a Friday morning dawn trek to market. There were many magical moments with the children AfriKids support which will be treasured for all involved and the team came back committed to maximising the partnership and helping in the most constructive way. This aspiration was borne out over the year through personal generosity, infectious enthusiasm and many hours putting their names on the line to support AfriKids and put together the series of events and campaigns that have been so successful.

October 2010 saw the Deutsche Bank 'Experience' Challenge (see page 71), a real ground breaker for AfriKids and one of the most interesting, challenging and enjoyable events of the partnership. Having been there to witness the start of the Upper East at 50 celebrations, it was wonderful to have our partners there to close them.

In the place of AfriKids Ghana's annual Next Generation football tournament, in 2010 AfriKids



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01 Kate Cavelle, Director of Deutsche Bank's Corporate Citizenship UK, playing with a former spirit child



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02 Deutsche Bank's AfriKids Champion Mairead inspired by a beneficiary of the Bolgatanga Area Programme

sponsored the regional tournament in celebration of the 50th anniversary. The tournament took place over three days in October, with 207 participants, nine teams, six boys and three girls' teams. Each team had 23 players and five officials representing them from districts across the Upper East Region. Over the course of the tournament spectators came in their thousands to support their children and families, each day saw 700 people totalling a fantastic 2,100 people attending the football tournaments over three days to join in the celebrations. In the final Bongo beat the home team and favourite Bolgatanga in a shock penalty shoot out.

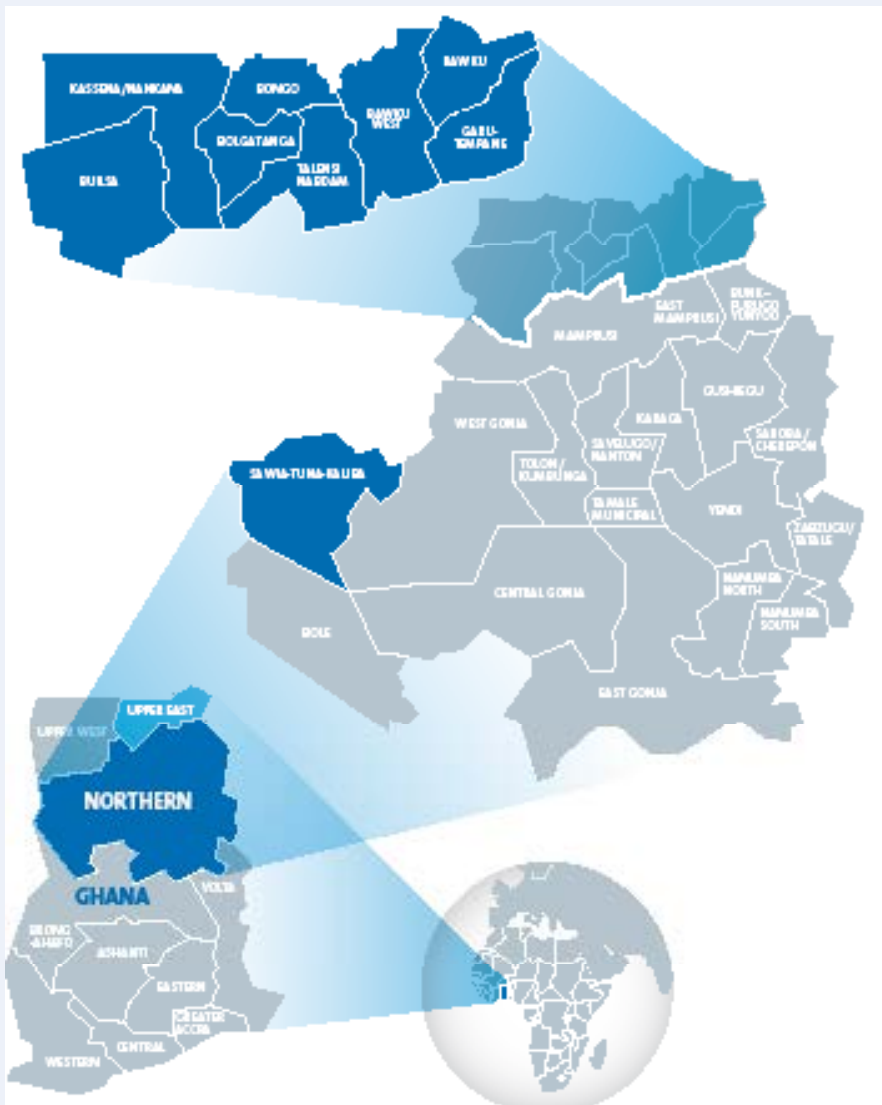
The tournament was a great time to showcase AfriKids' new brand alongside the region's colours. The government's message for all anniversary celebrations was empowering children through education and AfriKids' logo is now known universally as a symbol of children's empowerment.



## THE UPPER EAST REGION AT 50

**2010** was the 50th anniversary of the Upper East (UER) as a distinct administrative region carved out of the Northern Region. Although it has always been one of the poorest parts of the country the UER is proud of its history and improving social and economic indicators. Being one of the only parts of the country where Twi is not widely

spoken, and being an area with a greater Muslim population than the south, the UER is an ethnically and socially diverse region. This is something it celebrates and embraces. It's a region AfriKids prides itself on being part of and it has been a joy to be part of the anniversary celebrations this year- **Happy Birthday Upper East!**





## AFRIKIDS GHANA'S FIFTH ANNUAL STAFF

### AND THE WINNERS WERE...

#### Best Core Project

Kassena Nankana Area Programme

#### Runners up

Bolgatanga and Talensi Nabdam Area Programmes

#### Best Core member of staff

James Bingo

#### Runners up

Daniel Kpabitey and Sandra Dordaa

#### Best Partner Project

Operation Bolgatanga

#### Runners up

Operation Mango Tree and Operation SINGh

#### Best Partner Project member of staff

Sr Jane Naaglosegme

#### Runners up

Ismann Ayariga and Emmanuella Awuni

#### Best Sustainability Initiative

Operation Smiles

#### Runners up

AfriKids Medical Centre and Operation SINGh

#### Best Sustainability Staff

Kalistus Kaluti

#### Runners up

Ismann Ayariga and Felix-Fred Amenga Etego

#### Best Behind the Scenes members of staff

The Experience team, Raymond Ayinne,  
Lena Naaso, Katie Arnold



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- 01 Winner James Bingo and runner up Sandra Dordaa collecting their awards
- 02 The staff awards are highly regarded in the Upper East Region and the turnout is always excellent.
- 03 Guests from the UK enjoy a few Star beers and join in the celebrations
- 04 Georgie talking about the staff awards to trustees and supporters from the UK

## CASE STUDY: RITA

As the first phase of AfriKids Ghana's core projects transitioned into Area Programmes in 2010 they were able to take on some new beneficiaries with the support of the Baring and John Ellerman Foundations. The New Beginnings programme resettled 60 young people who had been displaced from their family villages by poverty.

Rita Anyebase is 17 years old and is in her second year of secondary school. She was born in Bolgatanga to a farming family but sadly her father died when she was very young and at the age of five she was sent to live with a sister in Kumasi. In Kumasi there is a massive slum on the site of an old colonial racecourse where over 20,000 young people, mostly girls, from the north live and work the streets.

**Drug use, rape and prostitution is rife and children find they spend everything they earn just to survive and very few manage to save enough to return home or go to school.**

Rita lived on the racecourse with her sister and worked on the streets there until the age of eight when she was taken in by a local lady who supported her to go into school and gave her her name; Acheapong. Rita did well in school and secured a place in senior secondary school in Accra but sadly had to drop out at the end of junior secondary school because her foster mother could no longer afford to support her. Gabriel, one of the fieldworkers on the New Beginnings programme, met her in 2009 on a bus whilst she was travelling back to Bolga' where she planned to try and find work and put herself back in school. He personally supported her to get into year one of senior secondary school and in April this year she was made part of the programme.



Rita's mother and older brother still live in Bolgatanga so AfriKids has also helped them to be reunited and she spends holidays and weekends with them. Rita aims to be a nurse, she says she would like to qualify at university or via training college if necessary and then practice in Bolgatanga to give back to her community. Rita is a warm and intelligent girl and Gabriel has built a strong trusting relationship with her. However, she is clearly still distressed by the course her life has taken and says life in Bolgatanga is hard. She has a stomach ulcer and struggles with the food they provide at school. The project has registered her with National Health Insurance which will enable her to get the ulcer treated. It will take some time for Rita to fully trust in AfriKids and in what she can do for herself but with the support of Gabriel she has made the major first step of returning home and to school.

05 Rita outside her school

06 Rita talking to Gabriel; a fieldworker for the Bolgatanga Area Programme

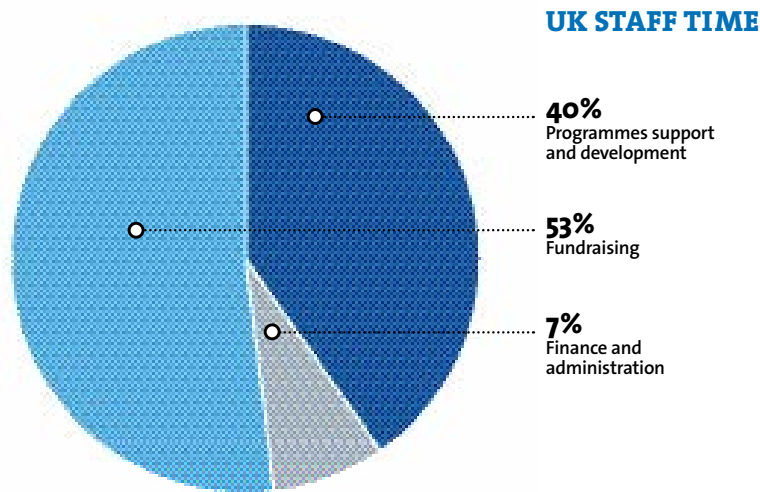
# HR STRUCTURE

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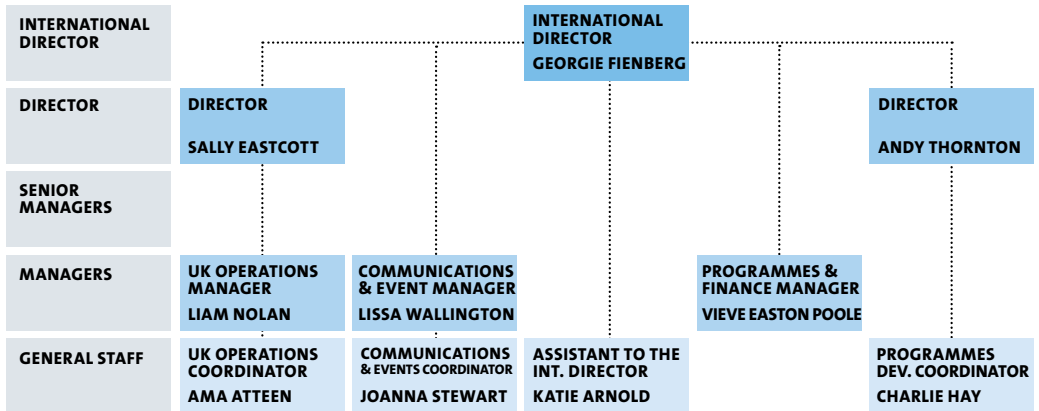
In 2010 AfriKids' UK staff team increased significantly to 10 full time members of staff. Our biggest challenges in the UK between now and 2018 are to more than double our income and increase our expert partnerships exponentially. This is what will be needed to fund and help develop AfriKids Ghana's businesses. 2010 was the year we invested in our own capacity to make this possible.

We were delighted that Charlie Hay became a permanent member of the team at the start of the year and has become central to the programmes department. At Easter Katie Arnold joined as Assistant to the International Director and Ama Atteen as UK Operations Coordinator and they have quickly helped to drive administrative and fundraising efficiency. Jo Stewart also joined the fundraising team as an intern in April to help with the additional events workload the Deutsche Bank partnership brought, and after six months became a full time member of staff. After a short but enjoyable tenure Gareth Brisbane passed on the Finance and Programmes baton to Vieve Easton Poole in October and she has already begun working closely with AfriKids Ghana on business management as well as ordering our finances in the UK.

For those of us who are old hands at AfriKids, we have all marked 2010 as the year our 'dream team' was born. AfriKids has always been driven by individuals with passion and this year we have had the boost needed to drive the UK organisation forward and meet those challenges head on.



## AFRIKIDS (UK)



## AFRIKIDS GHANA

AfriKids Ghana is an organisation of over 160 staff.  
For the full HR structure please see the AfriKids website.



AfriKids Ghana staff on their way to visit a family in Sirigu



## MY JOURNEY WITH AFRIKIDS: A SUPPORTER'S PERSPECTIVE

by Jane Howard

My AfriKids journey started in 2002, at the official launch of the charity at Westbourne Studios, which I was invited to through a friend. During this year I had spoken and researched a number of NGOs with an African focus which I was exploring as part of a sabbatical scheme where I was employed at LexisNexis (part of the Reed Elsevier Group).

The launch exceeded my expectations in every way. I was extremely moved by the background to the charity's inception, the video footage demonstrating the cultural and environmental issues, and Georgie's compassion, drive, and ideas which led her to launch AfriKids following her gap year travels.

Soon after I contacted Georgie, and in 2003 I gratefully managed to enrol on a trip to Bolgatanga as part of a volunteering group. Seeing the poverty, local people, and harsh environments, first hand, contrasted with the happy disposition of the people and the charity's achievements over such a short space of time. This struck a chord with me, and spurred me on to do more, with memories which I will never forget.

Following the trip I have tried to support AfriKids in as many ways as possible through child sponsorship, corporate and individual introductions, fundraising initiatives and event volunteering. I was also fortunate enough to engineer another visit to the region in 2005.

My biggest challenge to date for AfriKids was in June last year, where, on behalf of my company (CVC Capital Partners) I organised a Kilimanjaro Charity Climb Expedition. Together with a fundraising event, huge personal support and a company matching scheme I was overwhelmed to raise over £15,000 for AfriKids!

As AfriKids grows from strength to strength, and moves closer to achieving its overall aim of self sustainability, I personally feel so fortunate to have been given the opportunity of working with the charity and hopefully in playing a small part in helping it achieve its aims. In the meantime I will continue to monitor AfriKids amazing journey and help out in as many ways that I can.



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01 Jane taking Mount Kilimanjaro in her stride!

02 Jane and colleague, Lauren, reach the summit

03 [www.brakethecycle.org.uk](http://www.brakethecycle.org.uk)

04 Joe barely breaking a sweat during a 100km run in support of AfriKids



## FUNDRAISING FOR AFRIKIDS

by Joe Reid

Hello my name is Joe Reid and on the 12th of June 2010 I independently ran a total distance of 100km in and around London, raising over £1,000, for AfriKids. I'd stumbled across AfriKids nine months previously and was considerably impressed by their work. As with all the greatest plans, this too was devised in a pub. I was clinking glasses with a friend who'd recently completed a 100km run and his tale gave birth to an inebriated dream. Although the last bit of running I'd done was at school, I wanted to show myself that if I put my mind to something I could achieve it.

The run itself covered the equivalent of 2.5 marathons in and around our capital. I passed through Spitalfields, Hampton Court Palace, Hyde Park, South Bank, Kings Cross, the Tower of London, Richmond, and finished at Clapham Common 16 hours and 55 minutes later. Setting off at 10:30pm I ran through the night with my father cycling beside me carrying essential fluids and nutrition. The hardest part of the run was between 2:30am and sunrise, where I was then met by my best mate Marcus who ran the last marathon with me. In 2011 Marcus and I are cycling from Camden to Cape Town to fundraise for AfriKids.

You can follow our progress at  
[www.brakethecycle.org.uk](http://www.brakethecycle.org.uk)



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## CANARY WHARF STATION ADVERTISING

From 16th December to 5th January 21 AfriKids posters were displayed at Canary Wharf Station absolutely free of charge thanks to CBS Outdoor UK.



The posters will have been viewed around 1.37 million times over two weeks

# REBRANDING AFRIKIDS

by Georgie Fienberg

You'll notice (I hope!) that AfriKids has rebranded. You can see the completed results throughout our annual report, website, and all AfriKids material and merchandise across the UK and Ghana. We're extremely proud of the result, what it says about us and our evolution as an organisation, and I wanted to share some of the philosophy behind it.

As we have, in income terms, moved from officially small to officially large charity status over the past couple of years, we've increasingly found ourselves in the boardrooms of some of major companies in the UK, and applying for very sizeable grants from some of the biggest charitable organisations around. This naturally led us to consider whether our image, developed some years ago now 'in house', was still suited to our current situation.

We engaged Dave Brown, Director of branding agency Ape Inc. Ltd. and for the early stages, David Carroll from London Branding agency DC&Co, with a vague sense that change was required, but still wedded in many ways to the image that we have grown to love and associate ourselves with over many years. They did a phenomenal job of taking the time to understand our organisation, our team and our aspirations in great depth. And the result of their work is what you now see. The entire rebrand was completely free of charge.

Dave joined us in Ghana in October and as you'll read about later in the booklet, won the hearts and minds of all of the AfriKids Ghana staff. Having spent months working remotely with both teams hearing our thoughts and ideas and making sense of them in a business world, he ran an exciting workshop at the Head Office in Bolgatanga where everything was signed off.

We are extremely proud of the end result. More than just a new logo, AfriKids is now branded, and will be represented in a manner that we believe perfectly reflects the key attributes of the organisation we are. The whole exercise has allowed us to clearly refocus on our own core values and aspirations, and has galvanised and inspired our teams. We hope this new brand will mark yet another important step forward in our development as an organisation.



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## SO WHAT LIES BEHIND OUR NEW BRANDING?

**1. We needed to clearly portray ourselves as the serious, professional organisation we are...** We didn't feel that the endearing, but perhaps 'immature', font of our previous logo portrayed the credibility that our meticulous, business-focussed and partnership-led approach merits, nor did it represent us as the kind of serious organisation we need to be if we're to interact with major corporations and donors. Our new font is bolder, stronger and more corporate...

**2. ...whilst at the same time retaining a clear sense of the compassion behind our core work...** After much discussion, we have retained our strap line 'Bringing Big Smiles to Little Faces'. We believe this effectively marries the corporate style we work to in the UK, with our underlying cause which is still as evocative and important to our work as ever. Although our brand needs to represent us as a serious development agency, it also needs to be the welcoming, dependable image it has always been to children in the communities we work in. AfriKids Ghana felt strongly that this close connection with beneficiaries should continue to be expressed through all organisational imagery.

**3. ...and an intrinsic link to the region and people we work with.** Hopefully many of you will have seen our AfriKids booklet we produced earlier in the year. The colour scheme used in that booklet, and now used across all AfriKids material, is a range of bespoke colours taken directly from our favourite photographs of the region we work in and our work there. It's another way in which our branding is borne from and intimately connected to everything we do.

**4. We needed our logo to make a clear statement about us as an organisation...**

Our previous logo had spaced font, with the Adinkra symbol 'falling' off the right hand edge. As Dave put it, it looked a little apologetic. Now, as well as being bold and far more coherent, the Adinkra symbol is much more a central feature of the logo. What's more, you'll notice the up-slant of the 'K' pointing you towards the Adinkra, in symbol of our upward-looking aspiration...

**5. ...and to incorporate our uniqueness.**

Further complementing the corporate boldness of the logo, the Adinkra symbol (Nsoromma which means guardianship) now has a compassionate heart at its centre. This is a unique and proprietary feature of the logo. It means the logo is unmistakably ours, it's trademarkable, and it gives AfriKids a recognisable symbol which is independent of our written name.

**6. Finally, we needed our branding to be more practicality suited to today's mediums of business and communication.**

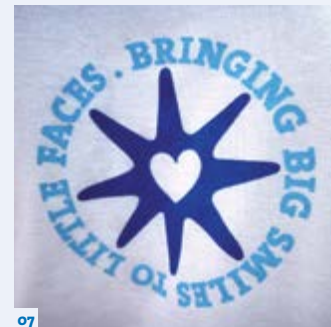
Our previous logo was long and thin horizontally, and featured shades of brown. From a practical perspective, this limited our printing possibilities, and was not well suited to websites and other spaces where long, thin shapes are impractical. The logo is far more compact, fully colour-reversible, and for the first time we have a full professional graphics toolkit which allows us to standardise our brand wherever and whenever it appears.



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- 01 A concept design of the new branding on the Next Generation Home
- 02 A concept design of the new branding on the AfriKids truck
- 03 AfriKids Ghana staff in new uniform
- 04 Newly branded advertising at Canary Wharf Station London
- 05 The old AfriKids logo
- 06 The new AfriKids Brand Identity with strapline
- 07 The strapline Nsor roundel device is on new staff uniforms
- 08 Our newly branded booklet



# BIG DREAMS TREK

by Liam Nolan and Andy Thornton

In 2010 long term AfriKids supporter Dan Salmons, CEO Europe, What If, put together a team of professionals from across London and Nottingham, including AfriKids' Andy Thornton to take part in the challenge of a lifetime; climbing Africa's tallest mountain, Mount Kilimanjaro. Dan was inspired by his participation in a similar challenge for AfriKids; the celebrated '08 Mount Toubkal trek led by Alistair Turner. This new group led by Dan and calling themselves the Big Dreams Trek, trained and fundraised throughout the year, and in early December they all headed for Tanzania where all of them successfully made it to the summit.

Raising over £70,000, the Big Dreams Trek was a massive boost to AfriKids' year in terms of fundraising, but was also a great opportunity to get word about our work out to new networks. Dan kept a blog chronicling the training and the trek itself, keeping us in the UK in the loop in real time thanks to the technology of the iPhone. Fellow climber, Tracy Ramsden, Features Editor at Company magazine, also blogged during her training and a write up of her experiences featured in February 2011's edition of Company.

## Extracts from Dan's Blog

[www.bigdreamstrek.blogspot.com](http://www.bigdreamstrek.blogspot.com)

**Day Three:** The team was doing well, about half now having altitude headaches, and also a few dodgy tummies and sore limbs, but everyone still in great spirits and showing the strong gallows humour that has become a bit of a hallmark for the team.

**Day seven:** Without food or sleep, having climbed in driving snow and thin air the equivalent of a 300 storey building we pressed on for a further 2 hours. The path became increasingly steep, all of us far beyond the threshold of pain, continuing on willpower alone. Around 7:30am the first of us staggered onto the summit at Stella Point. We'd made it. As the rest of the team gathered, there were tears and hugs. But it wasn't elation, it was mostly relief. We gathered around our banner for a photo, only gradually strong enough to cheer and smile.

**Day eight:** Descent. We woke up this morning to a brilliant dawn. As the sun came up bright over the camp, we emerged to blue sky and the snow on Kilimanjaro high above the camp gleaming. Looking up at it, it was hard to imagine that 24 hours earlier we'd stood up there. The mood in camp was buoyant.



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- 01 Dan Salmons' online blog
- 02 The Big Dreams trekkers reaching the summit
- 03 A Mount Kilimanjaro camping site

## Andy's Experience

"When Dan was setting up the Big Dreams Trek I was thrilled to be asked to join in. These things always seem like a good idea at the time but there's no doubting that as D-day approached I started to question what had possessed me to sign up; fortunately lots of people had been kind enough to sponsor my foolhardiness and left me in no position to change my mind. Climbing Kilimanjaro is not something to be tackled lightly, it is long, seriously long, and as Dan's blog captures brilliantly, the trip's altitude, weather and exhaustion, capped by the loneliness and physical exertion of the final night's climb combine to create a true challenge. However, if I were to be hit by a bus tomorrow, the image of dawn breaking from the top of Kilimanjaro would certainly flash before me – indescribable, epic,

**“What AfriKids does through their local, sustainable, approach is truly impressive so when I started arranging a climb of Kilimanjaro I knew they would be the ideal charity partner. The climbing team were really inspired by the fact that the money we raised would make a real and tangible difference, and when the going got tough it just took a reminder of why we were doing it to redouble our efforts. Reaching the summit was twice as special knowing what the money we raised meant for AfriKids”**

*Dan Salmons,  
CEO Europe, What If.*



*beauty.*

*For all that the scenery (when we glimpsed it through the seemingly endless rainclouds) was spectacular, my experience up Kilimanjaro was all about the people. There were too many moments of hilarity, comradeship, individual and team achievement to mention and to select just a couple would do the Big Dreams Trek an injustice. However when we sat as a team on the final night, mountain conquered, beers in hand, we each recounted our best and worst moments –they were all unique, deeply personal and significant; together they demonstrated to me what a fantastic opportunity challenges like this are, both as an opportunity to connect with and raise money for a charity*

*but also to stretch yourself and engage with an unforgettable experience.*

*I'd like to thank the whole team both for their huge contribution to AfriKids' work and for their spirit as we climbed. Special mention goes to Dan and his light touch leadership that pulled the team together, Edward's medical preparation and support and Brian's unflappable, enormously capable guidance up the mountain. As with many an experience, it loses something in the retelling, so I'd recommend that if you spy a challenge that excites you, grab it, the rewards are difficult to describe but they pay back many times over the efforts you put in.*

*Aconcagua 2012 anyone?”*



# MY FIRST TRIP TO GHANA: A DAY IN THE LIFE OF FRESH START FIELDWORKERS

by Katie Arnold

*Assistant to the International Director*

I'd been working for AfriKids for seven months before my first visit to Bolgatanga. By the time October came around my knowledge and understanding of what successful and effective development work is had grown, along with my passion for the cause, yet I knew that there were still so many things that would fall into place for me as soon as I saw the projects in action, met the people at the forefront of their success and the beneficiaries supported by them, and I was right.

The main purpose of my trip was to help manage the Experience Challenge alongside Ray in the Ghana office, as well as to familiarise myself with the projects and ask as many questions as possible. I'd been so preoccupied with planning for the trip that it wasn't until we boarded our flight, I sat back with a glass of wine (thank you John Willis for the airmiles) and put Toy Story 3 on (I couldn't resist) that I realised what was ahead of me.

The Experience Challenge and the whole trip in general was a huge success. AfriKids Ghana saw over 60 visitors across two weeks, the largest number of individuals to visit in such a short space of time in the charity's history. A number of us spent four days at the very beginning of the trip visiting as many projects as possible, which was an incredibly eye-opening and, in over 40°C heat, exhausting few days. The impact of AfriKids Ghana's work didn't really hit home for me however until Lissa and I spent a day shadowing the Operation Fresh Start fieldworkers, Gabriel and Abass. It was then that I gained an even deeper appreciation for what is being achieved in the region and how it isn't because the staff has spent years studying complex international development theories. They're simply listening to the local people.

That morning we climbed onto the back of Gabriel and Abass's motorcycles (not before putting on helmets of course) and sped off to visit the first of over 13 beneficiaries that we met that day. As we drove further out of Bolga's bustling centre, the scenery became more and more beautiful. It being October, and with late rains, the millet was sky high and everywhere you looked was beautiful



greenery that went on for miles and miles. I was in heaven on the back of that bike!

There are two beneficiaries in particular that stand out in my mind after shadowing Gabriel and Abass: 24 year-old Elizabeth and 16 year-old Gambil.

Elizabeth featured in our 2009 Annual Report (page 49) and was one of the first Fresh Start beneficiaries I learnt about back in March when I joined AfriKids. Her mother had passed away leaving her and her four siblings to fend for themselves. In desperation to find money to support her family she travelled to Kumasi

**“Lunch allowances, health insurance and careful monitoring make this project work. The beneficiaries see affection and care through the monitoring we do and choose not to go back to the big cities in the south.”**

*Gabriel Ayinne,*  
Fresh Start Fieldworker

and sold oranges on the streets. As we pulled up to Elizabeth's shop in October I instantly recognised her, not as the despondent girl I had seen in those photographs at the beginning of the year but as a confident young woman. We soon learnt that she had graduated as a dressmaker in June 2010 and was now earning around 300 Cedis a month, approximately £130. She showed us the careful records she had been keeping of her sales; a full length skirt made to measure brings Elizabeth 5 Cedis at a time and the railing full of fabrics which had been delivered to her by numerous customers showed just how skilled she is at her new found career. She will soon be taking on apprentices of her own. As Elizabeth talked us through her work I could tell she is proud of everything she has achieved and that in turn, Gabriel and Abass are extremely proud of her too.

Later in the day we visited a young male called Gambil at a garage where he is currently training under the wings of master trainer, Dan, in motor mechanics. At a very young age Gambil had migrated to Kumasi in the hope of earning some money as a porter, carrying the bags of visitors travelling to and from the city. He ate and slept on the streets. AfriKids Ghana encouraged him to come back to Bolga' to take part in vocational training. Once qualified, he will be able to earn



- 01 Elizabeth with her dressmaking equipment
- 02 Gambil working with his master trainer servicing a motorcycle
- 03 Gabriel, fieldworker, makes regular visits to Elizabeth in her home

11 Cedis each time a bike is serviced, which is necessary around every three weeks. I really enjoyed hearing Gambil's story and was excited for the new future ahead of him. Operation Fresh Start currently works with 23 males, one of which is in school whilst the others are in some form of training. They hope to resettle Gambil by the end of the year.

Each and every one of the individuals we met that day were truly inspiring and as the day went on, I became more and more in awe of the amazing relationships Gabriel and Abass have developed with the Fresh Start beneficiaries. They have a mutual respect for one another; the beneficiaries look up to Gabriel and Abass as mentors who provide support and encouragement whilst they, like all of the other AfriKids fieldworkers, understand and appreciate the situations the young adults are going through and thus admire and care for them in a really inspirational way, whilst at the same time ensuring they grow to become independent young individuals.

One of the beneficiaries we tried to visit that day wasn't at their shop and Gabriel and Abass explained that not every beneficiary has a straightforward transition from the streets of the larger southern cities they have migrated to back to their home communities in the UER. For some it is simply considered easier money to work on the streets, helping to carry bags or sell oranges at Kumasi racecourse. The value of education within AfriKids Ghana's work really shone through then, not necessarily simply placing children into schooling and training but educating them that they do deserve and have the right to a better life no matter what their circumstances, and that there are people who believe in them.



## THE EXPERIENCE CHALLENGE

Deutsche Bank staff visit Ghana



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2010 has been an incredible year of opportunity for AfriKids.

With the increase in manpower and available resources in the UK office, together with our enormously successful partnership with Deutsche Bank, we were able to put on some unique and hugely successful fundraising events. 2010 seemed like the perfect chance to pilot a new and innovative fundraising programme, something that has been on the minds of Georgie and our fundraising team for a number of years, something that we came to call the 'Experience Challenge'.

In October we took 48 Deutsche Bank employees, including Colin Grassie, the CEO of Deutsche Bank UK, to the Upper East Region (UER) of Ghana for the experience of a lifetime. For two days and two nights they were completely immersed into one of three typical African family lifestyles: farming, teaching or market trading. They lived the villagers' lives, sleeping in their mud hut compounds, waking up at the break of dawn to help cook, clean and care for the family children and tend to the chickens, guinea fowl and goats. They walked for many miles to the nearest bore hole to collect the daily water supply and then went to work the main family trade for the day; some found themselves harvesting groundnuts in the fields in the intense heat whilst others taught classes of up to 60 children of varying ages or helped to weave garments of clothing, baskets and other wares into the night for sale at market the following day. As a result, participants were able to walk in the shoes of some of Africa's most impoverished people, gaining real life experiences of the everyday challenges those individuals face, whilst at the same time witnessing the sheer determination and drive they have to improve their lives and the lives of their families.

**Participants were also able to witness AfriKids' projects in action, meet the inspirational staff at the forefront and a number of the beneficiaries supported, gaining a thorough insight into AfriKids Ghana's innovative child rights work and rounding off their time in Ghana as an experience that they would certainly never forget.**

So what are the benefits to AfriKids of running a challenge like this? First and foremost, its fundraising potential. In the months leading up to the challenge participants put in a monumental effort to raise sponsorship from their friends, families and colleagues who were motivated to donate by the physical, emotional and mental challenges the trip promised to those that took part. Our fundraising department was on hand to provide support to participants who came up with some great fundraising event ideas to help boost

- 01 Mike filming the Experience participants at the Next Generation Home
- 02 Deeba with her class
- 03 Katy with a child from Mama Laadi's Foster Home
- 04 Amy Parker with her Experience family in Sirigu





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their sponsorship. One of our favourites was a pub quiz run by members of the bank's HR department who were due to take part in the challenge. On the night, each were kitted out in clothing that represented their chosen trade, with a teacher leading the quiz in a 'classroom style'. With Deutsche Bank matching funds donated to participants by fellow employees of the bank, together with further matched funding of an incredible £55,000 by the Vitol Charitable Foundation, October's challenge raised over £200,000 for AfriKids!

Second to income generation, the awareness raising capabilities of the challenge were demonstrated with the publicity AfriKids received in the media shortly after the challenge was complete. Colin Grassie's involvement certainly attracted the attention of a number of newspapers including The Times and Financial Times. We were lucky enough to have graphic designer and photographer, Dave Brown, and journalist, Mike Wakely, with us on the trip who both took some fantastic photos and captured footage of the participants at work and living with their host families. With this material at our disposal we anticipate being able to promote the challenge to a much wider audience.

**Many of the participants have become long term supporters of AfriKids; some have signed themselves up as volunteers and will be providing much needed support at future fundraising events whilst others have set up payroll giving or become involved in AfriKids Social Investment Club. Most participants have remained in touch with their host families since returning to the UK by letter and phone demonstrating the strength of the bonds formed during their time together in Ghana.**

If you would like to learn more about the future Experience Challenges please contact Katie ([katiearnold@afrikids.org](mailto:katiearnold@afrikids.org), 020 743 5170)

Thank you to:  
Dave Brown, filming and photography  
Mike Wakely, filming

All October 2010 participants for their determination, passion and drive

- 05 Experience participant Colin gets stuck into teaching his class
- 06 Paul made a few friends on his way back to his family home
- 07 Dave poses for a photograph with his Experience family
- 08 Marylyn with members of her Experience family and community members

**“The Experience Challenge was a real eye opener. I learnt that I can live for a week without any real possessions, that if you’re tired enough you can sleep anywhere and that some of the things we hold most dear are really not all that important.”**

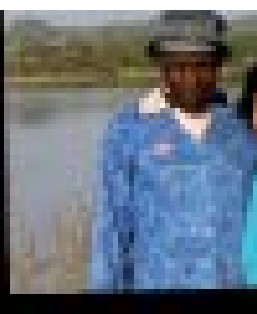
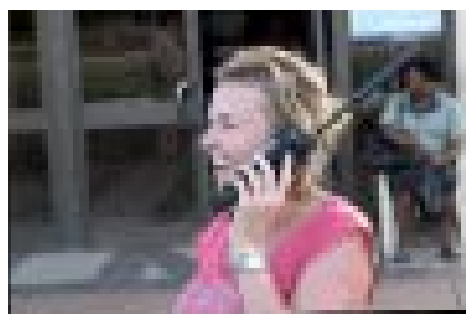
*Ann Pepper*  
Associate, Mutual Funds Dealer  
Deutsche Bank

**“I loved it - genuinely an amazing experience. From meeting my host with the banner ‘Mrs Keith’ to travelling to and from his school on the back of a bike, and taking in all the different activities.”**

*Keith Theodore*  
Assistant Vice President, Market Data Business Analyst  
Deutsche Bank

**“The best part of the trip was the people! Ghanaian people are very hospitable... There is this sense of unity in the communities that I have never experienced anywhere. In one of the compounds I stayed in there were Muslims, Christians and local tribal people all living in one unit like brothers and sisters, helping each other out on the day-to-day running of their household.”**

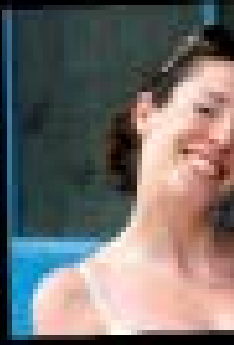
*Bushra Akhtar*  
Business Manager, Global Rates  
Deutsche Bank



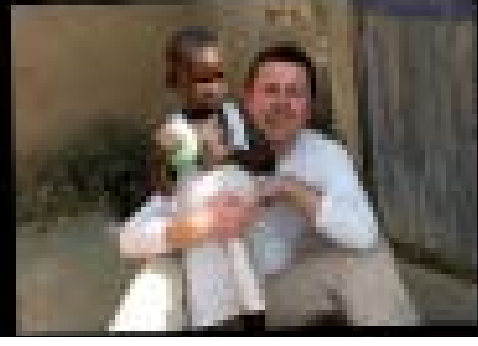
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# THE 'HOW MY LIFE HAS CHANGED' COMPETITION

## Insights from across AfriKids

In July we launched a brand new competition in Ghana which gave individuals the opportunity to tell us how their lives had been transformed as a result of the support received from AfriKids. The Ghana team displayed posters advertising the competition on buildings and in schools across the region and we received over 40 entries from the four categories: formal education, non-formal education, AfriKids Ghana staff and general support.

We were blown away by the remarkable entries received, each and every one giving us a valuable glimpse into the lives of our beneficiaries. After much deliberation in both the UK and Ghana, we finally decided on the following winning entries, which will also feature on our new website a little later in the year.



John Baptist  
Atambire Adenusi

### WINNER – FORMAL EDUCATION

I am a male student of Nyangolingo Junior High School, I am eighteen years of age and I have received a lot of help from AfriKids. Firstly, I have received learning materials from them which include books and pens, just to mention a few, which have helped me to improve my learning in school. Secondly, I have acquired a lot of knowledge from the library that they provided at their Child Rights Centre, because I always go there to study. Thirdly, the debates that they organise for us have also helped improve my writing skills because I take part in competitions.

Also, through the efforts of AfriKids, I have the knowledge of human rights and its abuses. This has helped me to know that actually there is no spirit child. I would like to thank AfriKids very much for all this help that they gave to me and I hope they will continue their good work.

*John Baptist Atambire Adenusi,*  
Operation Sirigu



Talli Akolibila Ayinpoka

### WINNER – GENERAL SUPPORT

How would you feel if you were not in education? How would you feel if you were aimless? How would you feel if you were abandoned? How would you feel? These are the things that happened in my life but afterwards all things were made better for me through AfriKids. To commence, when I first came to Mama Laadi's Foster Home I was astonished to see children speak English, but I could not. Later, I learnt how to speak English. I started school. When I say aimless, I mean that I had no place to stay and had to sleep in people's kiosks. It was even harder for me to eat a daily meal. I had to sell people things before I could get food to eat. Sometimes I had to undergo torture before

I got something. Things to wear was a problem. But I tell you, now I have a home to stay in and get food to eat. When I say abandoned I mean I was abandoned by my parents. I cannot even tell you where they are now. But now I stay in home where I have siblings and a caring mother. I now feel at home. I feel like a human being.

"AfriKids has done wonderful things in my life which I will not forget. Thank you."

*Talli Akolibila Ayinpoka,*  
Operation Mango Tree



Didas Azanoore

#### **WINNER – AFRIKIDS STAFF**

Working with AfriKids has significantly changed my life. Before AfriKids, I had seven years work experience in organisations where relationships were only official. Management cared little for their staff's personal affairs; when I lost my uncle. Neither my former boss nor any senior officer visited my house to sympathise with me.

My proposal for staff to contribute monthly to a provident fund was turned down by the Director; the organisation could not commit any further resources apart from staff salary.

Now working with AfriKids has taught me to care for my colleagues beyond the office settings. I am equally being shown much concern so much that my dad and mum personally know my Director making them as well see AfriKids as a unique organisation.

*Didas Azanoore,*  
AfriKids Medical Centre



Mary Akutah

#### **WINNER – NON-FORMAL EDUCATION**

In the year 2006, I went to Kumasi due to financial difficulties. I had family members who could have helped me continue my education or learn a trade, but instead I was named a bad luck child by the family members simply because my father died when I was only three days old.

My stay in Kumasi was not comfortable for me but what could I do? I had no option than to manage the situation by force just to get my daily bread.

One day I went to Kumasi Race Course Market and on my way home I met a friend who told me about AfriKids and how AfriKids helped a lot of people in Bolga'. I told her if my own family, my relatives and my tribe mates could not help me, why would someone else want to help me and what would they gain from this? I would rather remain in Kumasi selling food than follow false scriptures. However this friend convinced me until I became interested.

We were brought to Bolga' to learn trades of our choices. I decided to learn ICT, typewriting, binding, lamination, photocopying, scanning and also how to introduce beginners to a computer. I was trained for free and a few months after my graduation, I was employed to work as a member of staff for the AfriKids Academy as an ICT Assistant where I manage the secretarial aspect of the Academy. All my friends who used to mock me simply because I am a beneficiary of AfriKids are always surprised to see me working in the Academy.

I don't sleep and dream of going back to Kumasi where I earned nothing. At least I get some income at the end of every month to help my family and myself. Why then would I go back to that frying pan [Kumasi] again?

AfriKids Ghana has made me someone. God bless AfriKids' sponsors and AfriKids staff.

*Mary Akutah,*  
AfriKids Academy

**To read entries from the runners up please visit our website.**



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## AFRIKIDS GHANA'S NEWEST DEPARTMENT

by its founding Manager Raymond Ayinne

*External Affairs Manager*

Being the person to start a new department in an organisation like AfriKids has been for me, like being a father who has to look after the baby in the absence of its mother. Its often the case that after all the lessons about changing diapers, sterilizing feeding bottles and knowing when baby is hungry, it's a different thing when you're finally on your own. In other words, it has been a scary year!

Certainly, I have had some lessons in external affairs before now. Some go as far back as five years ago when I was a student at the Ghana Institute of Journalism studying Public Relations, some in my current post graduate course in Communication Studies but most come day to day working at AfriKids Ghana.

However, it didn't take me too long to find out that those lessons were not enough, my new role in the organisation was much more than PR: it is intertwined with the entirety of AfriKids' operations. As a trained project manager you'd think that would be easy, but in my last role as manager of Operation Sunlight it had taken several years to develop a rapport with child miners and mine owners, now I am challenged with doing that every day.

In some ways I miss the continuity of project management, watching the kids growing on Operation Sunlight was wonderful. I saw some of them spelling out their names for the first time in their lives, some with fingers that can barely move on the pages as a result of years of child, or should I rightly say, slave labour.

I felt joy seeing one child after another proudly turning over page after page filled with giant-sized letters of the alphabet; symbols of their new statues and dreams of a fulfilling tomorrow.



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- 01 Ray plays around with children from the Zuarungu Children's Centre
- 02 Raymond Ayinne  
– External Affairs Manager
- 03 Everyone on the Experience Challenge in October fell in love with Raymond!

**Now I see less of each child but I have my eyes on many more children and their families from Sirigu, Natugnia, Kandiga, Bolga, Gambigbo, Tongo, Pelungu, Yalle, Sheagsaan, the list goes on.**

Now, my thoughts are on many more families and communities as I work between projects finding commonalities and sharing our stories with the wider community. Whether that community is the press, visitors from the UK or our 'Experience' participants I am the lucky man who gets to be the interface between the extraordinary work AfriKids Ghana does on the ground and the people who have helped it happen and see it with their eyes for the first time.



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04 AfriKids Ghana's Board of Directors

05 Anna Maria with a street child from the Next Generation Home

06 John, AfriKids UK's Chairman, and his wife Cath, try to visit Bolgatanga yearly

07 Vedrana's first visit out to Ghana in October

## AFRIKIDS' TRUSTEES AND PATRONS

### AFRIKIDS GHANA BOARD OF DIRECTORS

- The Very Rev. Fr. Moses Akebule (Chairman)
- Christopher Y. Babooroh
- Joseph Whittal
- Dr Agnes Apusigah
- Francisca Yizura Afoko (Associate Member)
- Kenneth Adabayeri (Retainer)

### AFRIKIDS (UK) BOARD OF TRUSTEES

- John Hickman (Chairman)
- David Atugiya (Treasurer)
- Hugh Taylor
- Anna-Maria Kennedy
- Nick Fry

### ASSOCIATE MEMBERS

- Duncan Spencer
- Vedrana B. Riley

### PATRONS

- Dr. Gunther Faber
- Baroness Lynda Chalker of Wallasey

### AMBASSADORS

We will be launching the AfriKids Ambassador programme in 2011.  
Keep an eye on our website  
[www.afrikids.org](http://www.afrikids.org) for more information



# HUGH TAYLOR

from Founding Trustee to AfriKids' first Ambassador

by Georgie Fienberg

**At the end of March 2011, Hugh Taylor steps down as a founding trustee of AfriKids after more than 10 years to become our first AfriKids Ambassador.**

As the Director of the Longford Trust wrote in the Third Sector, November 2010, "The traditional expectation of trustees is that they turn up for meetings, usually after office hours, sit round a table, debate, deliberate and make decisions – thinking, rather than looking." Hugh has been the antithesis of this since day one – whilst he has diligently attended all those rather banal responsibilities,

**he has been a trusted adviser, personal friend and extraordinarily generous supporter to our organisation – always with a glint in his eye, and a ready humorous interlude.**

Going right back to the beginning of AfriKids (as Hugh's involvement does), I was a 17 year old student, fresh out of school overwhelmed by my travels in West Africa and with a naive determination to do everything in my capacity to get funds and resources to the Sirigu Babies Home in northern Ghana. I knew little about transferring funds to Africa or shipping cargo across continents, but I knew that somehow I needed to get help to this remote and isolated part of the world by whichever means possible. Often this turned out to be my backpack - and that was good enough for Hugh.

Hugh was a colleague of my father's, and in response to my first appeal letter he gave generously towards the Babies Home borehole, although at that point I had never met him. But I did soon afterwards, and his interest, encouragement and plethora of expertise meant he was first on the list when we began appointing AfriKids' founding trustees. Hugh, his wife Liz and their daughters have made many incredibly generous contributions to AfriKids, from child sponsorships, to appeal responses; and from pro bono PR support to numerous introductions. But perhaps the most transformational was our first office space. We spent our first two years on the top floor of his beautiful offices in Wyndham Place in Marylebone. We used his phone line, drank his coffee in copious quantities, and most importantly bent his ear... all the time! Starting a charity is tough, possibly still tougher where the programmes are being delivered on a different continent. We were enormously indebted to Hugh at those early stages for his advice, experience and expertise as (amongst many other qualification) a trained lawyer, property developer and experienced trustee for other charities. He instilled a sense of direction and calm pragmatism - which I can only imagine comes from being a father and grandfather many times over – and has continued to do so to this day.

He's turned mountains back into molehills, and I can recall many



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01 Hugh with AfriKids UK's Chairman, John Hickman

02 Hugh with his wife Liz talking to AfriKids Ghana Director, Nich

03 Hugh on a visit to Bolgatanga

04 Ghanaian smocks worn with pride by Hugh and other supporters

05 Hugh and his wife Liz watching the dancing talents of a micro-finance cooperative in Sirigu



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Three pieces of Hugh's advice that are now engraved in my mind:

**“Don't do or say anything that you wouldn't be comfortable seeing on the front page of the tabloids tomorrow”**

**“Set your targets conservatively but be ambitious in beating them considerably.”**

**“Never use brackets – I hate them!”**

(I'm doing my best Hugh, must try harder!)

a time approaching Hugh with what seemed like an insurmountable issue and leaving feeling both relieved at his fresh, more grounded perspective and enthused by his ability to turn an issue into an opportunity.

He and Liz won the AfriKids Ghana team over with their warmth and encouragement, and they spent many hours listening to the stories recounted by children and staff about their time and experiences with AfriKids. His speeches at our events in Ghana have passed into local folklore.

Without Hugh, the organisation would have been shaped very differently, and almost certainly not as effectively. For us he has been a model trustee; listening and immersing himself in our work and endeavours, never judging from the sidelines, engaging with us to tackle organisational challenges, and encouraging dynamism and out-of-the-box thinking rather than bureaucracy and restrictions.

Hugh has kindly accepted our offer to be the first AfriKids Ambassador (visit our website for further information on the AfriKids Ambassador programme). We are therefore delighted that whilst it's an appropriate time to recognise his exceptional contribution to our organisation, we can welcome him into a new role rather than having to say goodbye.

As a conclusion, I cannot better Nich Kumah's message to Hugh. “Hugh, your name will be engraved on the rock of AfriKids and the hearts of staff and children that you have supported all these years... you're a hero.”

## CREDIBILITY

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### Institute of Fundraising

2010 – Winner of Fundraiser of the Year Award - Sally Eastcott

### Charity Times Awards

2010 – Winner of Social Enterprise of the Year

2008 – Winner of Outstanding Individual Achievement - Georgie Fienberg

2008 – Runner Up for Charity of the Year and Charity Principal of the Year

### Third Sector Excellence Awards

2010 – Finalist for Social Enterprise

2007 – Winner of the Accountability and Transparency Award

2007 – Finalist of the Small Charity Big Achiever Award

### STARS Impact Awards

2009 – Winner of the Education Award – AfriKids Ghana

### International Service

2008 – Runner up for the Defence of Human Rights of Women

2007 – Winner of the Protection of Child Rights

### Ghanaian Government - Ministry of Manpower, Youth and Employment/Women and Children

2010 – Ministry of Women and Children's Affairs

– Outstanding Contribution towards Child Protection in Ghana

2008 – Ministry of Manpower, Youth and Employment

– Outstanding Contribution towards  
the Elimination of Child Labour in Ghana

### Britain's Most Admired Charities Awards

2008 – Shortlisted for the Most Innovative Charity of the Year

### The Beacon Fellowship

2007 – Short listed for The Beacon Prize for New Initiatives

2006 – Highly Commended for The Beacon Prize for Leadership

2003,4,5 – Shortlisted for The Beacon Prize for Young Philanthropist  
(All of these were awarded to Georgie Fienberg)

### Clarins & YOU Magazine

2005 – Runner up for the Woman of the Year Award – Georgie Fienberg

### Ghana Professional Achievers Awards

2004 – Winner of the Most Outstanding Contribution to Ghana Award





**“An amazing charity whose key objective is to create local sustainable solutions and to break dependency on Western donations by 2018.”**

*Charity Times Award Panel,*

Award for Social Enterprise of the Year  
for the AfriKids Medical Centre

**“STARS Foundation is proud to count AfriKids Ghana amongst its Impact Award recipients. AfriKids Ghana’s selection by STARS comes in recognition of its capacity to implement true community-based initiatives with professionalism and integrity, and a commitment to building local sustainability that serves as an example to others in its field.”**

*Vicki Peaple*

Programme Development Manager  
STARS Foundation, January 2011



## AFRIKIDS SQUARED

The consulting arm of AfriKids, AfriKids Squared, has developed significantly this year as more and more organisations have engaged our teams in the UK and Ghana to share and present information on all aspects of our work.

In order to maximise our impact across the sector, ensure that we learn as well as share and generate as much income as possible to avoid putting our fundraising objectives at risk, we have refined the goal of AfriKids Squared to the following:

AfriKids Squared promotes AfriKids' best practice in fundraising and programme delivery within the wider development and charity communities, with the following high level objectives:

- Generate direct income for AfriKids and generate fundraising opportunities for AfriKids
- Enhance the profile and credibility of AfriKids
- Broaden the impact of AfriKids' methodologies by enabling elements of AfriKids' work to be scaled and replicated effectively more widely than the limited geographical focus of AfriKids

In the short term we plan to cover AfriKids (UK)'s administrative costs and in the long term to develop an independent consultancy that will function beyond 2018 ensuring that the benefits of AfriKids' methodologies are felt for years to come across the world.

Currently we aim to provide organisations with up to one hour's free support and beyond that we charge for preparation and delivery time. This is obviously flexible depending on the impact of our support and the long term benefits to both organisations. Currently the demand is higher than we can manage during office hours so staff are running free session in their spare time.

This year our work has reached hundred's of individuals and organisations doing excellent work across the globe.

### **Some examples of AfriKids Squared in action this year:**

#### **Industry learning & sharing**

Richard Amoah, Cletus Anaaya and Nich Kumah were all flown to Uganda in March by the Baring and John Ellerman Foundations to be a part of a best practice information sharing experience. Nich was specifically asked to present on AfriKids Ghana's unique plan to function independently of western aid by 2018 and received a standing ovation from the 40+ organisations in attendance.

**“In November 2010 the Baring Foundation held a workshop for its funding partners from across Africa. The session which probably attracted the greatest interest was one on the inspiring approach to sustainable income and social the work of AfriKids in Ghana.”**

*David Cutler*

Director, Baring Foundation, January 2011



**Long term advisory support to organisations**

**“Since AfriKids started mentoring us, Tzedek has grown from a £60k organisation to almost £400k in the last three years. AfriKids’ mentoring has enabled us to develop a solid base for this sustained growth, and their sound advice avoided many of the common pitfalls for small organisations working in development.”**

*Dan Berelowitz,*  
Director Tzedek, September 2010

**Key note speaking**

Institute of Fundraising – Employee fundraising and charity of the year - tips and trips from the sector’s most noteworthy relationships.  
– *Georgie Fienberg*

**“Your presentation was fantastic as it gave such an honest and detailed case study of a charity partnership. So many charities don’t want to share what they see as ‘secrets’ of the trade!”**

*Sophie Cunningham,*  
Fundraising Officer, After Adoption

**Direct one off consultancy**

Sustainable Business Models in Country  
– *Sally Eastcott*

**“Your philosophy of accountability is handled so well and your boldness to achieve sustainability commendable.”**

*Madeleine Collier,*  
Project and Partnership Manager,  
Ka Tutandike Trust UK

**Lectures and Witness Sessions**

School of Social Entrepreneurs – Strategic Direction  
– *Andy Thornton*

**“It was excellent! Really so thorough and illustrated brilliantly how AfriKids had approached strategy. It was very useful for the students, incredibly empowering for them to implement strategy in a way that made sense for where they were at, rather than following a model.”**

*Emma Mortoo,*  
Director of Learning,  
School of Social Entrepreneurs

.....  
**If you are interested in benefiting from AfriKids Squared then please contact Katie (katiearnold@afrikids.org, 020 743 5170)**



A woman and her child  
returning home after collecting  
water from a bore hole

## FINANCIAL SUMMARY

### STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2010

	UNRESTRICTED FUNDS £	RESTRICTED FUNDS £	TOTAL 2010 £	TOTAL 2009 £
<b>INCOMING RESOURCES FROM GENERATED FUNDS</b>				
Donations and Legacies	1,428,752	655,597	2,084,349	1,183,669
Investment Income	—	—	—	9
<b>TOTAL INCOMING RESOURCES</b>	<b>1,428,752</b>	<b>655,597</b>	<b>2,084,349</b>	<b>1,183,678</b>
<b>RESOURCES EXPENDED</b>				
Cost of generating funds:				
Costs of generating donations & legacies	267,217	—	267,217	142,440
<b>NET INCOMING RESOURCES AVAILABLE</b>	<b>1,161,535</b>	<b>655,597</b>	<b>1,817,132</b>	<b>1,041,238</b>
Charitable activities:				
Ghana projects	656,978	530,929	1,187,907	899,962
<b>TOTAL RESOURCES EXPENDED</b>	<b>929,195</b>	<b>530,929</b>	<b>1,455,124</b>	<b>1,042,402</b>
Net income for the year/ Net movement in funds	504,557	124,668	629,225	141,276
Fund balances at 1 Jan 2010	55,614	184,284	239,898	98,622
<b>FUND BALANCES AT 31 DEC 2010</b>	<b>560,171</b>	<b>308,952</b>	<b>869,123</b>	<b>239,898</b>

## TRUSTEE'S STATEMENT

These summarised accounts are not the statutory accounts, but are a summary of information relating to both the Statement of Financial Activities and the Balance Sheet. The statutory accounts have been audited by an external firm of Chartered Accountants, approved by the Trustees on 4 March 2011 and subsequently submitted to the Charity Commission. This summary may not contain sufficient information to allow a full understanding of the financial affairs of the charity. For further information regarding the full accounts, the auditors' reports on those accounts and the Trustees' Annual Report should be consulted.

These can be obtained from AfriKids, Haskell House, 152 West End Lane, London, NW6 1SD or downloaded from our website [www.afrikids.org](http://www.afrikids.org). Signed on behalf of the Trustees A Kennedy, Secretary and J Hickman, Chairman.

### Independent Auditors' Statement to the members of AfriKids

We have examined the summarised financial statements as set out above and confirm that these are consistent with the full annual audited Accounts.

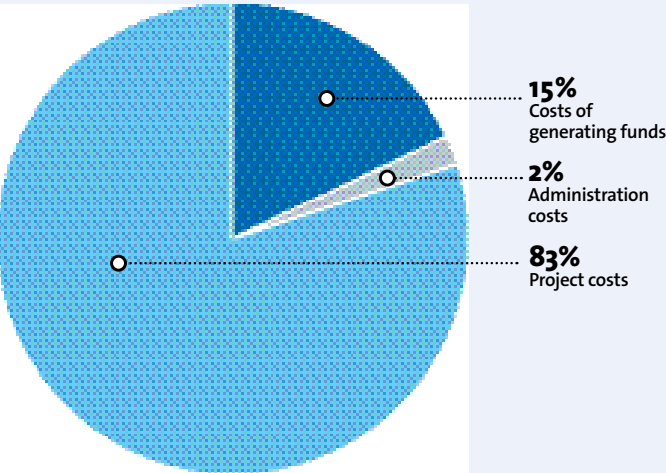
Arram Berlyn Gardener, 30 City Road, London, EC1Y 2AB



# FINANCIAL SUMMARY

## BALANCE SHEET, AS AT 31 DECEMBER 2010

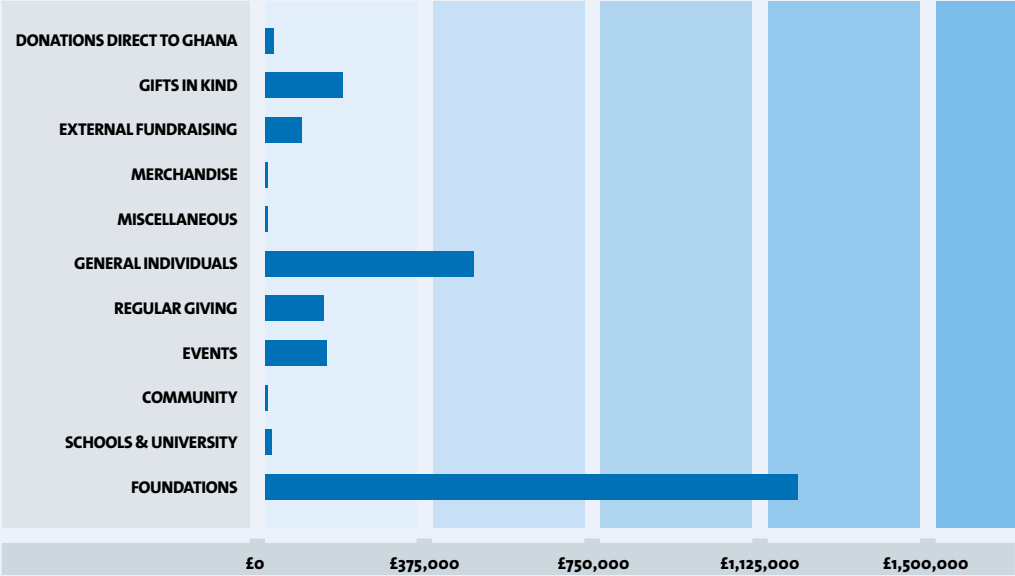
	31 DECEMBER 2010		31 DECEMBER 2009	
	£	£	£	£
<b>FIXED ASSETS</b>				
Tangible Assets		11,093		13,728
<b>CURRENT ASSETS</b>				
Stock	130		–	
Debtors	405,545		71,966	
Cash at bank and in hand	522,007		195,159	
<b>TOTAL CURRENT ASSETS</b>	927,682		267,125	
<b>CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	(69,652)		(40,955)	
Net current assets		858,030		226,170
<b>NET ASSETS</b>		869,123		239,898
<b>INCOME FUNDS</b>				
Restricted funds		308,952		184,284
Unrestricted funds		560,171		55,614
<b>NET ASSETS</b>		869,123		239,898



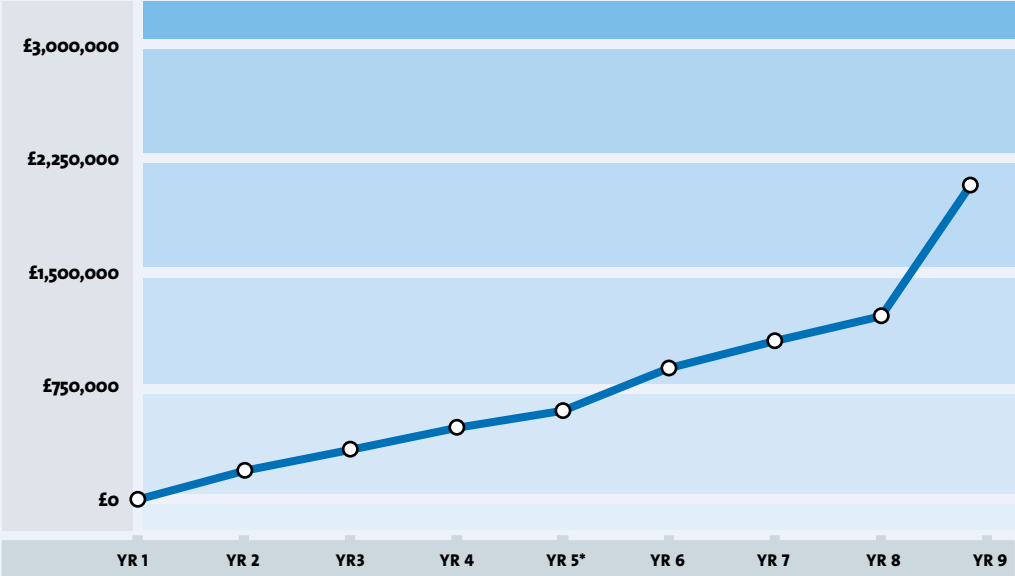
AfriKids aims to secure direct sponsorship and gifts in kind to cover as many costs as possible. We also welcome contributions of skills or resources that allow us not to spend donor funds, but which add value to our work. Examples include office space and flights donated through free air miles. Our income figure does reflect the value of this support but it is not included in this pie chart, which is a fair reflection of how general funds given to AfriKids are spent.

# INCOME

## WHERE OUR INCOME CAME FROM



## INCOME OVER 9 YEARS



\*Income grossed up from an 8 month to a 12 month period

## **WHAT TO LOOK OUT FOR IN 2011**

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**Here are some of the many things we're hoping to pull off in 2011!**

### **IN GHANA**

**Expansion of the New Beginnings programme across our three area programmes with Comic Relief funding**

**Expansion of the AfriKids child rights club network**

**Phase one of the AfriKids Eco Village**

**Expansion of the free AfriKids Academy**

**Additional paediatrics and radiology services at the AfriKids Medical Centre**

### **FUNDRAISING**

**Fourth annual Burns Night Supper in partnership with ALMT ([www.almt.org](http://www.almt.org)), this year to be held at One Mayfair**

**Brake the Cycle Camden to Cape Town challenge ([www.brakethecycle.org.uk](http://www.brakethecycle.org.uk))**

**The Experience #2**

**Development of AfriKids Squared with Venture Partnership Foundation (VPF) and Stephen Duckett**

### **NEW RELATIONSHIPS**

**Barclaycard Marketing Charity of the year**

**Venture Partnership Foundation (VPF)**

**The UN Fund for contemporary Slavery**

**Comic Relief**

**The Baring and John Ellerman Foundation**

**The G.A.S. Partnership fundraising committee**

**For more information please visit our website [www.afrikids.org](http://www.afrikids.org)**



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**This Annual Report is dedicated to one of our most promising members of staff, Denis Atia Alegmiah who passed away unexpectedly in February 2011.**

**Denis worked for AfriKids for four years, first as a volunteer, then as the project manager of School of Night Rabbits. He is described as professional and kind and was always seeking ways to ensure better protection and support for the street children of Bolgatanga.**

**He leaves behind a wife and a one year old daughter, Annabel. Our sincere condolences go out to all his family, he is sorely missed by both AfriKids teams and most importantly the many children whose lives he touched.**

**To read more about Denis please visit [www.afrikids.org](http://www.afrikids.org)**

- 01 Denis teaching street children at the School of Night Rabbits
- 02 A student at the school writes on the blackboard under Denis's guidance
- 03 A street child studying hard
- 04 Denis writes on the blackboard to a class full of eager street children



**AfriKids UK Head Office**

Haskell House, 152 West End Lane, London NW6 4SD, United Kingdom  
Telephone: +44 (0) 20 7443 5110 Registered Charity Number. 1093624

**AfriKids Ghana Head Office**

PO Box 166, Bolgatanga, Upper East Region, Ghana  
Telephone: +233 3820 23829 Registered Charity Number. DSW/3024

If you would like to donate to AfriKids or simply have a chat about our projects and initiatives please don't hesitate to contact us at: Email: [info@afrikids.org](mailto:info@afrikids.org) Website: [www.afrikids.org](http://www.afrikids.org)