

### Annual Report 2012

"I'm proud to be part of a team which is moving from strength to strength, capitalising on the history of impressive achievements and goodwill to build an institution that can serve more children with more powerful life-changing outreach"

Kia

Kids [

David Pwalua, AfriKids Ghana 2

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**ChirdSector Excellence** Awards

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The front cover of this report shows AfriKids Ghana Director of Programmes, David Pwalua, talking to beneficiaries of our work. We're dedicating this year's annual report to the phenomenal staff of AfriKids Ghana, without whom our work would cease to exist. It is only because of them that we are able to proudly say that since 2002 we have impacted the lives of over half a million people in northern Ghana. You can read about individual staff members of AfriKids Ghana throughout this report, and more specifically about David's work on page 33.

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This report has been compiled and edited by Lissa Golaszewska, AfriKids (UK) Head of Communications and Liam Nolan, AfriKids UK Operations Manager and has been designed by Dave Brown at Apeinc.co.uk at a reduced cost.

This report is funded by the Venture Partnership Foundation (VPF).

The majority of photographs in this report are taken by AfriKids staff in the UK and Ghana. Our special thanks to Dave Brown for also contributing his work.

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

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### A short message from the UK Chair of Trustees, John Hickman

### 2012 was a landmark year for AfriKids, being the 10th anniversary of our foundation. It was wonderfully rewarding, reflecting on and being part of the organisation's achievements.

In the UK, great things have been achieved on the back of support built over the past decade. A new global charity partnership with law firm Allen & Overy was hard won and is already bearing fruits both in terms of funds raised and impact on the projects in Ghana. A&O staff members have taken part in the AfriKids Experience Challenge, which offers individuals the opportunity to live and work for a while in Ghanaian villages, and professional advice has been offered across many of our projects. It is marvellous to see the events team bringing back much of what they learned from the ground-breaking Deutsche Bank partnership and also to see them add new ideas to reach and engage a diverse staff group scattered around the world.

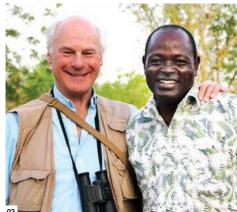
Perhaps the highlight of the year, especially for anyone who has seen AfriKids grow from day one, was the magnificent Tenth Anniversary Ball at the Natural History Museum. The event attracted over 400 guests and raised over £175,000. It was a hugely enjoyable celebration, made very special by the presence and involvement of thirteen visitors from Ghana. This was the first time we had invited young beneficiaries to make the journey from Ghana. They gave us a choral performance which was both moving and entertaining. What brilliant ambassadors they were!

In the final few months of 2012, AfriKids raised its profile in new ways and engaged with new supporters. The excellent 'Tough Crowd' exhibition masterminded by Dave Brown, at the Strand Gallery saw some of Britain's top comedians becoming involved with AfriKids, and the prints are still selling well (www.afrikids.org/shop).

On the 19th December Georgie delivered an excellent piece on Radio 4's Four Thought programme examining how it is perhaps time for charities and funders to start saying 'no to pity'. This outstanding piece drove home AfriKids' positive stance on Africa and has been a welcome contribution to the debate on charities and fundraising.

Finally, as usual, it only remains for me to say well done and thank you to Nich Kumah and his devoted team in Ghana and to Georgie Fienberg and hers in the UK, for all that they do and have achieved. Perhaps the highlight of the year, especially for anyone who has seen AfriKids grow from day one, was the magnificent 10th Anniversary Ball at the Natural History Museum. The event attracted over 400 guests and raised over £175,000.





01 John greeting Mama Laadi at the AfriKids 10 Year Ball
02 John with the Ghana Chair of Trustees, Fr Moses
03 John Hickman visits Ghana on an annual basis. He's seen here in the Paediatric Ward at the

AfriKids Medical Centre









### A short message from the Ghana Chair of Trustees, Father Moses Akebule

Thousands of children were given new TOMS Shoes to relieve parents of the extra cost of shoes; money saved that can put a pencil eraser and 10 copies of exercise books in the hands of a child. I toast AfriKids (UK) for chalking a decade in her life. Ten years is certainly not a short journey and to think of what it has meant to hundreds of thousands of children and families in northern Ghana, I cannot but say 'touma touma, Ayeeko!'

I have being following with keen interest the remarkable successes achieved by AfriKids in the area of fundraising despite the notable fall in charitable giving in the UK. According to the Guardian, donations to charity fell by 20% during 2011/12 and the average amount that people gave each month fell from £11 to £10 last year, down from an average of £12 a month in 2009/10. It's pretty astonishing that you keep growing year on year – well done even with the harsh financial times.

Back here, a lot is happening. The New Beginnings and Education Bridge interventions are covering new ground and increasing the chances of children to get quality education. The Energy for Life Initiative, just launched, will increase AfriKids' portfolio of social enterprises in the march towards sustainability.

Last year AfriKids Ghana received over 43 staff from our partners Allen & Overy who spent four days living in remote rural communities and supporting local people with their skills in the AfriKids Experience Challenge. Thousands of children were given TOMS Shoes to relieve parents of the extra cost of shoes; money saved that can put a pencil eraser and 10 copies of exercise books in the hands of a child.

All of this could not have happened but for our collective hard work and commitment to the provision of children's rights. To the staff in Ghana, if our colleagues in the UK have had to surmount a trying financial times, you have continued to give unparalleled commitment to your duties.

On a sad note, last year AfriKids Ghana lost two young and energetic staff at the AfriKids Medical Centre, Matthew Ayim and Paulina Azundow. The tragic loss of the two, rather than dampen spirits, emboldened us in our quest to be accountable and ardent workers, inspired by their lives of service. We pray that God grants them eternal rest.

01 Fr Moses Akebule
02 From left to right: Fr Moses, AfriKids UK Trustee Anna Maria Kennedy, AfriKids UK Events and Communications Coordinator Beata Bishop McCarthy and Cath with her husband and UK Chairman, John Hickman
03 St Charles Primary School in Bolgatanga proudly showing off their new TOMS Shoes

### Reflections from the International Director, Georgie Fienberg

I can't quite believe that AfriKids has been running for a decade so I'd like to start this note by thanking the teams in Ghana and the UK for working so phenomenally hard with such passion and dedication to bring us so far. Indeed I can't believe that at the end of the next decade the UK fundraising office will no longer exist and we will have created a truly independent and self-sustaining child rights organisation in Ghana. In the words of Gabriel at the Next Generation Home, 'Bring it on'!

Our annual report this year focuses on the inspirational work done by the staff on our Ghana team. The UK and Ghana staff have worked together on the articles to give you a real flavour of life on the ground in the Upper Eastern Region.

Day-in, day-out, the team travel hundreds of miles on their trucks and motorbikes delivering our programmes. From microloans, to medical assistance, government partnerships to family counselling, they continue to be a part of the fabric of the Upper Eastern Region changing lives every day. We're proud to work with them and support their award-winning efforts. Salaries are often considered to be a dirty word in fundraising and we hope, through this annual report, to be able to change that. We frequently talk about our staff as the lifeblood of the organisation - they truly are - and for every £1 we spend on their salaries, we get an awful lot of bang for our buck.

Take Emmanuella, or 'Busy Bee' as she was described by her peers in 2012. In a year, she'll distribute £50,000 in microfinance loans to 700 women across 19 cooperatives. Her support and guidance to those women means that she typically achieves a repayment rate of 99%. To do all of this, she'll cover around 30,000km a year on back-breaking dirt roads and off-road terrain on her basic motorbike. In her seven years with AfriKids, Emmanuella has impacted over 2,000 lives. We get all of this, delivered with a smile that lights up a room, for just £250 a month.

In her seven years with AfriKids, Emmanuella has impacted over 2,000 lives.



We don't so much dispense aid as invest in communities – in their skills and knowledge, their core infrastructure, in their economies, in their health, and in their prospects.

Emmanuella and her colleagues are at the forefront of AfriKids' transformational approach to development aid. We're creating lasting solutions in positive communities. We don't so much dispense aid as invest in communities – in their skills and knowledge, their core infrastructure, in their economies, in their health, and in their prospects. We do this not by appealing to your pity, but by demonstrating that real and sustainable change can be achieved as much through local enterprise as it can by direct assistance to beneficiaries.

In short, we're saying no to pity, and we want the wider public to as well. In doing so, we've featured in several high-profile media events, including a feature lecture on Radio 4's Four Thought, and a related article on the BBC website. Our core message was that the development industry needs a shake up. Donors need to be engaged and discerning, to challenge their chosen beneficiary organisations to prove their effectiveness and sustainability. For their part, some aid agencies need to reject outdated pity appeals, and start earning the support of new donors by inspiring them to invest and demonstrating that development aid is not an endless cycle of self-perpetuating western donations.



The responses we received were overwhelming, and have convinced us that the public is desperate to see this change in attitude and application. Emmanuella and her colleagues are proving that it works. And we are lucky enough to have you, our supporters, allowing us to demonstrate effective, sustainable aid in action.

01 Georgie with the Kassena Nankana Area Programma Manager, Joe Asakibeem 02 Emmanuella

### Reflections from the Ghana Director, Nich Kumah

As I reflect on 2012 one thing that pierces my heart is the loss of two of our committed and experienced colleagues; Matthew Ayim and Paulina Azundow. I therefore dedicate my 2012 reflection to the memory of these two great staff of AfriKids – may their souls rest in perfect peace.

The hard times notwithstanding, we wish to express our profound gratitude to the God for bringing us this far and here on earth to our partners AfriKids (UK) and our donors; we thank you from the bottom of our hearts for your great and admirable support.

To our board, staff and beneficiaries, I cannot imagine AfriKids' work without you. One remarkable piece of work that touched my heart is the way and manner Cecilia Awiah and Mama Laadi greatly transformed the lives of Kwesi and Peter respectively. These are children whose own parents had given up on the seemingly insurmountable challenges of disability. You both are my heroines.

Another remarkable event that has helped and greatly transformed my approach to work is the leadership training I received from Allen & Overy and Graham Hodgkin, the CEO of London Air Ambulance. I was equipped with tools to challenge and support my staff to bring out the best in them and with the benefits of delegation. Prior to this I found it a serious challenge to let jobs go as I was afraid they would not be carried out to the level I need. Now, I can delegate more delicate jobs and only empower and challenge the staff to deliver. As we move into 2013, my focus is to review and bring out more clearly the success route to 2018. As AfriKids Ghana is aiming at weaning itself from donors come 2018, we therefore seek to develop clearly our business strategy.

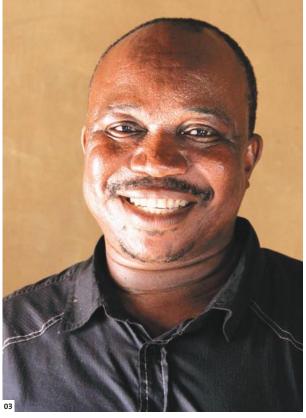
To say that a very successful NGO like AfriKids is working to wean itself from donor funding will sound ridiculous but as we advance to 2018 the more convinced we are that, this is the way forward. As a small organisation we need to let the leaders of our continent Africa know that it is possible to develop using our own resources if we only will develop the right attitude. The year 2013 is therefore for us to develop right and robust business strategies while putting in place people with the can do spirit. This is certainly not going to be easy and we know it, but like one of our colleagues Richard Amoah said "the passion is there" thus we are sure to make our dream come true.

One remarkable piece of work that touched my heart is the way and manner Cecilia Awiah and Mama Laadi greatly transformed the lives of Kwesi and Peter respectively.





01 AfriKids Ghana staff Cecelia and Cletus with Kwesi and his sister Assibi
02 Nich with International Director, Georgie
03 Nich Kumah



### AfriKids is a partnership between a UK charity, AfriKids (UK), and a Ghanaian non governmental organisation, AfriKids Ghana.

We have a shared goal which is to alleviate the acute child suffering that rips through the fabric of communities across rural northern Ghana and to open up genuine opportunities to the region's next generation. All of our projects are locally owned and delivered in a holistic, effective and sustainable manner. We operate like a business; our monitoring and evaluation, our financial diligence and our donor feedback are integral to the organisation. Economic empowerment is the cornerstone of AfriKids; at individual, family, community and regional levels everything we do must be linked to long term financial independence.

#### 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 away that they will be able to continue their efforts independently and sustainably in the future

#### 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

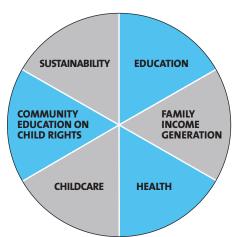
#### OUR SHARED PHILOSOPHY

**LISTEN** to what a community knows it needs

**EMPOWER** them to make the necessary changes themselves

Ensure absolute **SUSTAINABILITY** 

#### ONE SIMPLE GOAL TO PROTECT THE RIGHTS OF CHILDREN



Children working in deep shaft informal gold mines Children with disabilities Children considered to be spirits or witches Children who live and work on the streets Children who have been knowingly trafficked Children who are not able to access education at all levels Children in need of medical care Children who do not have access to security or opportunities

### 2012 STATISTICS: AFRIKIDS IN NUMBERS

UK Staff 12 Ghana Staff 167 Beneficiaries 141,257 of which 69,688 are children Number of beneficiaries since registration 514,757 Total UK income £1,914,111 Total Ghana income £117,610

AVERAGE % EXPENDITURE BREAKDOWN

Projects **77%** Fundraising **18%** Administration **5%**  The following pages give an overview and some specific insights to the projects' work in 2012. Our focus this year is on the core projects which AfriKids Ghana design and run and the incredible staff who deliver them. We have long talked about the 'local hero' partners AfriKids Ghana works with; the likes of Mama Laadi and Sr Jane are now familiar names to many of our supporters. It is the core staff, no less local, no less heroic, who have perhaps been neglected in our coverage. This is probably, in part, because talking about staff is not often a successful route to fundraising. NGOs are encouraged to downplay 'overheads' and dull sounding costs such as fuel allowances and salary costs in favour of a focus on beneficiaries.

There is an obvious reason for this; the central focus for us all should be the people who benefit from our work. However, nearly all of the change AfriKids Ghana achieves for these children and their communities are directly thanks to the personal dedication and perseverance of its staff. We felt the best way to reflect this was by allowing the staff and their colleagues in the UK to talk from the heart about their work and how they feel about each other's efforts. The result is the articles that follow.



# Major achievements of KNAP in 2012

By Area Programme Manager, Joe Asakibeem

Over 1.000 Child Rights Club members from the Sirigu Circuit took part in the celebration of Ghana's 55th Independence Day.

The year under review has witnessed tremendous achievements which the team worked so tirelessly to make possible. It is most appropriate that I say a big thank you to AfriKids management for their support during the year without which there wouldn't have been any success. 2012 was demanding as staff intensified their monitoring visits to far flung communities like Chiana, Katiu and Kayoro; communities that share borders with Burkina Faso and the Upper West Region. Some of the major achievements are summarised below:

#### **OPERATION SIRIGU**

- The people of the Akurugu Daboo area were educated on the spirit child phenomenon and child rights issues as a durbar was organised alongside sectional talks
- Six major workshops were organised for our stakeholders (women, children, traditional and elected leaders) towards making a public affirmation of the ending the spirit child phenomenon
- · A committee of head teachers and teachers was created to organise Child Rights Club activities in the Sirigu Circuit
- Child Rights Club members attended fifteen project workshops which exposed them to benefits of belonging to a children's club
- The fourth annual Child Rights Festival was organised with community leaders praising the talents of the young ones and calling for all parents to take their children's education seriously

- Over 1,000 Child Rights Club members from the Sirigu Circuit took part in the celebration of Ghana's 55th Independence Day
- 10 children were supported to undergo special medical support in the major health facilities
- The year was also good for our children with cerebral palsy as we continued with monthly physiotherapy training for them
- Our first ever Spelling Bee competition launched for Primary Schools to enhance their literacy skills
- Finding alternative livelihoods for the Concoction Men was completed

01 Young members of a Child Rights Club in the Kassena Nankana district 02 Child Rights Club members performing a dance to the community



### organised across all the circuits to educate parents on children rights to education.

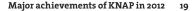
• Six workshops were organised for major stakeholders including the District Assembly, Police, traditional rulers, and women leaders to expose them to the New Beginnings Two project and calling for their support

tools, bicycles and monthly allowances

to help them undergo the three years

training

- Holiday classes were organised for hundreds of school pupils which enhanced their performance for the **Basic Education Certificate**
- 15 more Child Rights Clubs were organised with various activities such as quizzes, debates and drama taking place
- Training workshops were organised for Club patrons, Teachers and Club leaders across four circuits (Paga East, Paga Central, Chiana West and East Circuits)





#### EDUCATION BRIDGE

- 25 sectional talks were organised across all the circuits to educate parents on children rights to education
- All 25 community education campaigners were identified, trained and supplied with tools to support Ghana Education Service (GES) and the community to increase child enrolment and retention in schools
- Teachers in the Kassena Nankana West District were supported to undertake a computer training programme at the AfriKids ICT Academy
- 20 new Child Rights Clubs have been formed in Primary and Junior High schools across the circuits
- Workshops were organised for kindergarten teachers, head teachers, circuit supervisors, and pupil teachers across the circuits to enhance their leadership skills and lesson delivery
- Training workshops were organised for School Management Committees and PTA leaders to enhance their capacities in their work delivery
- Support for Circuit Supervisors and District Directorate of GES review meetings was enhanced
- Footwear was provided (TOMS Shoes) to thousands of school pupils enrolling for the first time

UK External Affairs Manager, Katie Audus, writes about her time spent with Elijah and the KNAP team

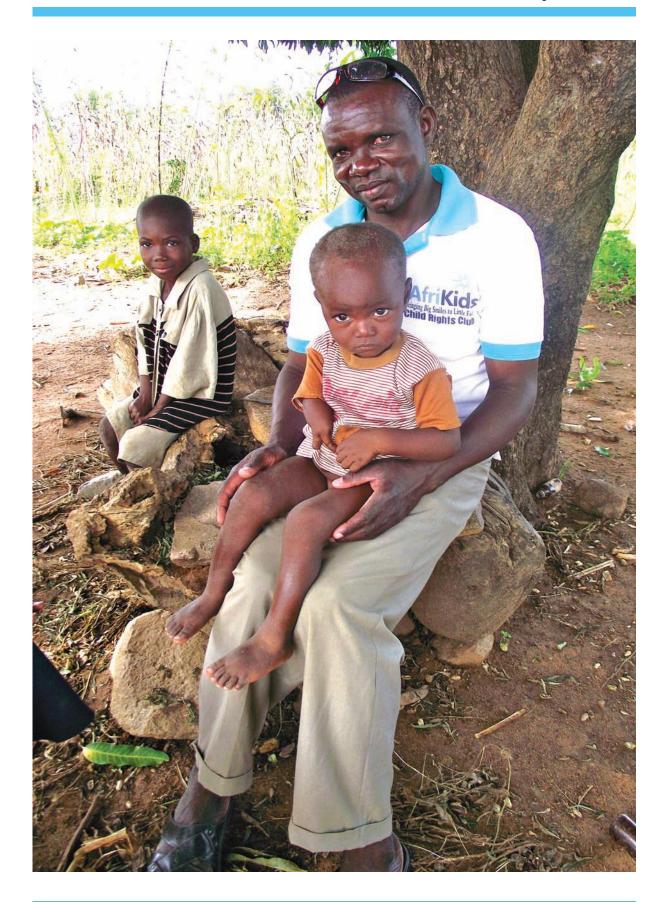
My stay with Elijah was short, yet it gave me an invaluable glimpse into his life and the incredible relationships he has with his neighbours and fellow community members, many of whom are the very people he is supporting through KNAP each and every day.

Elijah Agongo, a Kassena Nankana Area Programme (KNAP) Field Officer, is one of the many local heroes that form the AfriKids Ghana team. In October 2011, when I lived with Elijah and his family in Sirigu as part of the Experience Challenge, I was fortunate enough to experience first-hand what gives him his hero status. Okay, so he's not a hero in the 'red cape and insurmountable physical strength' sense of the word; it's much more understated than that. But he truly is a hero all the same.

My stay with Elijah was short, yet it gave me an invaluable glimpse into his life and the incredible relationships he has with his neighbours and fellow community members, many of whom are the very people he is supporting through KNAP each and every day. At the heart of these relationships is an almost impenetrable trust, which simply couldn't exist with an outsider. The local people trust Elijah as a long-standing member of the community, with an in-depth understanding of the everyday challenges they face and I quickly learnt that it is this very trust which sits at the foundations of the transformation taking place.

In many ways, hundreds of lives are in Elijah's hands and when I travelled for miles on the back of his bike through Sirigu to visit a severely disabled five-year old girl named Matilda (supported under the KNAP), this really hit home for me. Initially, Matilda's family believed she was possessed by an evil spirit because of her condition, which they couldn't understand; Elijah explained to me that with the right level of un-rushed, sensitive and holistic support to the family over a number of months, he was able to reassure them that Matilda's disability is just that, and thus help the family to care and support her as best as they can given their seriously limited resources. Elijah was able to provide the family with a holistic package of support, empowering them to care for Matilda and thus saving her from being turned to the hands of a local soothsayer.

When we weren't visiting local beneficiaries, I spent my time with Elijah's family cooking, playing with the children and taking his farm animals out to graze. We enjoyed a beer at his local drinking spot and he showed me where he plays cards with his friends. It was an absolute pleasure and a privilege having this time with him, experiencing his life and complete dedication to his work.



**01**Elijah holding an infant at Matilda's compound

### Major achievements of BAP in 2012

01 Juliana, a former AfriKids beneficiary, teaching her class in the Bolga district
02 A street child learning maths at the School of Night Rabbits

By Area Programme Manager, Cletus Anaaya

About 3,200 children of school going age at risk of becoming street or working children have been prevented from doing so through initiatives from the Ghana Education Service (GES), Child Rights Clubs and community sensitisation programmes

The Bolgatanga Area Programme (BAP) works to improve the child rights environment of the area and to ensure that children's basic rights are met. The programme has a particular focus on child displacement, streetism and trafficking. The area programme also works to build the capacities of individuals and families and to carry out advocacy programmes to influence local mind-sets and policy making.

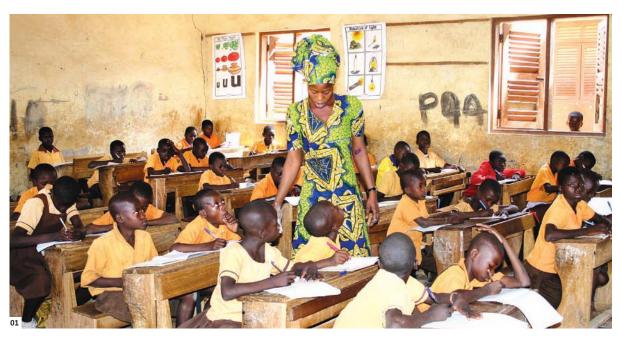
from doing so through initiatives from the Ghana Education Service The area programme runs four projects. These are the New Beginnings One and Two projects, the Education Bridge project and the School of Night Rabbits (SONR) project. The key successes of the area programme this year are as follows:

> • A total of 200 children who were at risk of becoming full time street and working children in the UER have been supported to remain living at home and are benefiting from full time education, healthcare and family support (120 sponsored by Comic relief, 50 from the SONR and 30 from the New Beginnings One programme)

- About 3,200 children of school going age at risk of becoming street or working children have been prevented from doing so through initiatives from the Ghana Education Service (GES), Child Rights Clubs and community sensitisation programmes - there are 80 Child Rights Clubs in Bolgatanga with a membership of 40 each
- Duty bearers and children's parents have now accepted the need to take children back into their homes and to offer parental support and guidance as their children go to school or enrol in skills training. A classic example is that of Anaba Nancy whose aunt finally decided to take her along with her to continue her education

in Accra. Most parents are now willing to commit their resources and capacity building opportunities directly into their children's welfare

- The Education Bridge project has helped significantly to resolve conflicts and other issues between GES officials and communities thereby paving the way for more effective teaching and learning in schools. A case in point is Yorogo where all the Junior High students failed their basic education exams two years ago leading to a threat of parents withdrawing their wards from the school. Subsequently BAP, working in close collaboration with the GES, quickly moved in and resolved the issue by addressing teaching quality and bringing in new staff. This has brought about peace in the school and community
- 72 students in senior high schools have been directly supported to remain in school; eight of these students have already sat for their final exams and have been successful while one has already gained admission into the university following her brilliant performance in the same exams



- Key stakeholders like the GES, the Department of Social Welfare and the Municipal and District Assemblies have become real true partners of the Area Programme
- The area programme successfully resettled seven skills trainees under the New Beginnings One project who are now on their own
- There is a visible increase in confidence and self-esteem among all beneficiaries. They have also all become very assertive and have improved in their communication skills



UK Head of Communications, Lissa Golaszewska, writes about her time spent with Gabriel and the BAP team

Gabriel is no normal development professional; he is also often the first and only person standing between some children and a life of unbearable suffering. It was a scorching hot day in February, when I got given the enviable opportunity to ride around Bolgatanga visiting our projects first-hand with one of my absolute favourite fieldworkers, Gabriel. Our itinerary for the day included visiting recently graduated seamstresses, meeting newly appointed Comic Relieffunded teenagers and visiting some of the children we support in schools to check on their progress.

When we visit projects with AfriKids Ghana, it's usually one success story after another. This made the following extremely hard to deal with.

It was towards the end of the day and Gabriel asked if we could make one final stop. We arrived at a fairly large mud hut compound surrounded, as always, by smiling, inquisitive children and an elder shading himself under a baobab tree.

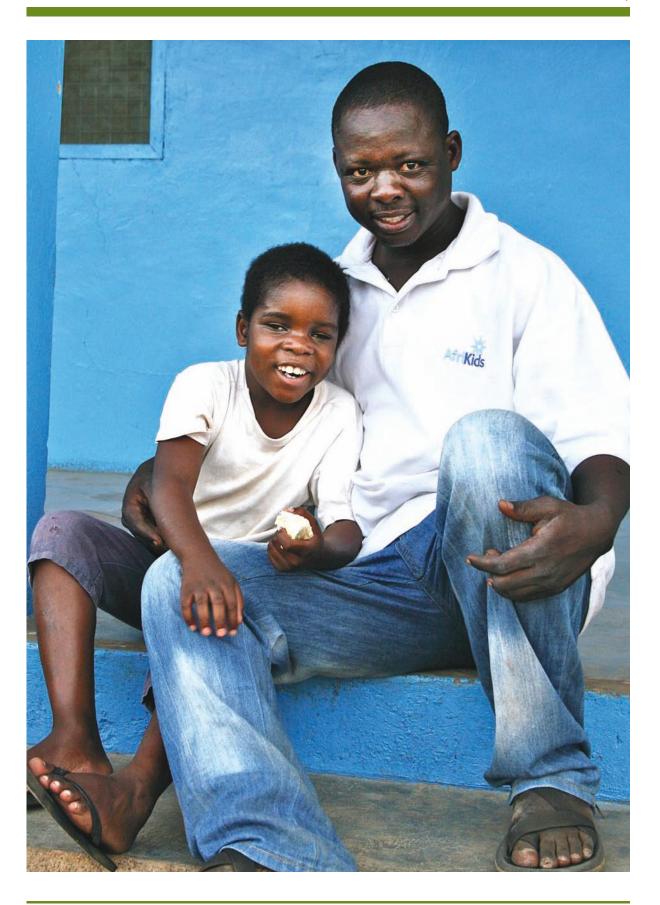
At the rear of the compound we found a horribly malnourished, clearly neglected, vacant little boy, who looked around seven years-old, though we later learnt he was 12. The grandmother of the child arrived and had a heated discussion with Gabriel in Fra Fra, the local language, about the boy and the terrible situation he was in. Gabriel ended the conversation abruptly and asked me to go with him to Mama Laadi's Foster Home. We spent the journey in shocked silence. Gabriel, Mama Laadi and I all sat around her enormous dining room table, which was being laid for her 35+ children's evening supper, to discuss what had just happened. Now that the conversation was in English, I learnt that the boy, Peter, had severe mental health problems and the family were unsure how to care for him. With little money to support him, they felt like they had run out of options.

That very night, with the families' blessing, Gabriel and Mama Laadi collected Peter and brought him to live at the foster home.

Peter's now been with Mama Laadi and her family for a year. He's completely unrecognisable. He's grown into himself, he's alert and engaging, he's the joker of the household and the other children can't imagine life without him.

This experience reminded me something that it is all too easy to forget; that in Bolgatanga AfriKids Ghana are the front line. Gabriel is no normal development professional; he is also often the first and only person standing between some children and a life of unbearable suffering. I am so grateful to think that people like him and Mama Laadi are there when they are needed the most.

> Gabriel and Peter a year after being cared for at Mama Laadi's Foster Home



### Major achievements of TNAP in 2012

By Acting Area Programme Manager, Silas Ayaaba

All too soon another year is ended in the development drive of AfriKids in the Talensi and Nabdam Districts. The Talensi Nabdam Area Programme (TNAP) team has been able to serve our children and their families well enough for us to congratulate ourselves. The programme resettled 375 children Throughout these projects we feel that

been supported by the organisation to access microfinance under the Family Livelihood Support Programme.

A total of 254

from labour (mostly mining, quarrying and commercial farming) with support from Comic Relief and the Baring and John Ellerman Foundations (New Beginnings), the UN Fund on Contemporary Slavery and the national NGO NECPAD. Of these children, 288 are now in formal school and 87 in skills training. TNAP is proud to be a programme where three of our major funders were sourced independently by AfriKids Ghana.

The collaboration with the District Assembly and Ghana Education Service (GES) under the DFID-funded Education Bridge project has increased the number of the Child Rights Clubs to 51 with membership of 2,580.

Through all of these projects we have created awareness about the problem of child labour and the importance of education through sensitisation in communities and schools. In all, an estimated total of over 6,000 individuals have attended our sensitisation activities.

A total of 254 parents have been supported by the organisation to access microfinance under the Family Livelihood Support Programme. This is to empower them to engage in economic ventures to better their lives and that of their children as a way to sustain the interventions provided by programme. Throughout these projects we feel that there have been three key aspects of our approach that have led to success:

- The programme office has been able to maintain beneficiaries at school, training centres and homes thanks to regular monitoring and mentoring by staff.
- Relationships with our partners have intensified in the period, notably with GES and the District Assembly. One key thing we have done is to involve the entire office of our partners not individuals. So the absence of one does not affect work. Collaboration with the Assembly has moved a step further as we have become partners in many strategic planning sessions with our inputs well factored.
- Awareness Creation. The collaboration with the GES directorate has really whipped up interest of children in school attendance in many communities. At a community level, the programme office has collaborated with chiefs and opinion leaders. This continues to create a platform for the office to share relevant information on child labour and education of children in the communities.



#### CHALLENGES

**Mindset about poverty and development:** communities are not only economically poor, but also lack some life education that could be a great catalyst for development especially in the area of child education and welfare. We are contributing to this change through our awareness raising activities.

**Ineffective teaching and learning in some schools:** Some of the schools within the far communities are generally not doing well academically. We are working with the GES through programmes like the Education Bridge to address this but the challenge is a big one.







### UK Operations Manager, Liam Nolan, writes about his time spent with Silas and the TNAP team

As a small business owner he is able to support himself and is proud to be able to pass on his skills to two trainees who were recently as vulnerable as he once was. When I joined AfriKids I had to get my head around the intricacies of 21 child rights projects; each with unique goals and beneficiaries, though all established with long term sustainability in mind. Back then, new to the job, sustainability seemed like just another concept to get my head around. It took a visit to Ghana to really bring the concept to life.

In 2009 I made my first trip to Ghana and my day with what was then Operation Sunlight was the highlight of the trip. I met a committed team who were intent on resettling former child miners into education or training. Their goal was to see these once-vulnerable children living sustainable lives; making a living for themselves safely and securely.

Though I didn't meet him on that trip, Mba-Eng was one of the beneficiaries being supported by the project. Back in 2006, he was 15 and working at a surface gold mine – some days he would find nothing and make no money, others he may find flecks of gold which together fetched small amounts. He had little education and no prospects so when AfriKids agreed to enrol him as a beneficiary of Operation Sunlight, he jumped at the opportunity. For the next four years he trained as a carpenter supported by AfriKids. In 2012, my fourth visit to Ghana, I met Mba-Eng. He welcomed me into the shop he opened just a year previously and talked about his life now. As a small business owner he is able to support himself and is proud to be able to pass on his skills to two trainees who were recently as vulnerable as he once was. This, to me, is sustainability in action.

Through the hard work of the Talensi Nabdam Area Programme, the project that grew from Operation Sunlight, Mba-Eng's journey is not an anomaly or singular success story – it is the basic model they work to. What Silas and his team do for young people in their communities is fantastic and never fails to inspire me. When I now talk about sustainability and the work of AfriKids, Mba-Eng's is the face I see.

01 Mba-Eng hard at work
02 Outside Mba-Eng's carpentry shop
03 Mba-Eng shows off his work





### Directors of Programmes

an update written by Sally Vivyan and David Pwalua

2012 was a year of structural change at AfriKids for both partners. The business and programmes departments were more clearly delineated from each other. The teams still work closely together and share experiences and skillsets between the two. but it had become clear that to meet our ambitious objectives both teams needed clear leadership. In Ghana, David Pwalua was promoted to be Director of Programmes and in the UK Sally Vivyan (nee Eastcott) moved over from fundraising to head up programmes. This short piece gives their account of the new counterpart roles:



#### SALLY

During my years at AfriKids I've been able to see ideas of how life could change for young people in northern Ghana become a reality as they are moulded into impressive programmes that have won awards for their impact. More importantly they have created an alumni of educated, inspirational young people all over the Upper East. The key to this success has always been the incredible people who work for AfriKids Ghana and their personal commitment to finding the right way forward for each and every child. Aligning my work even more to theirs in 2012 has been such a privilege. Some of the highlights have come through our new annual project review process which has seen the staff and beneficiaries celebrate their success and reflect on how to improve the projects.

There is so much hunger among the team to find newer and even more comprehensive ways to help children. This year we have been able to plan the way forward for among other things our microfinance work and work in the communities of the Kassena Nankana and I look forward enthusiastically to seeing these ideas also become reality.

> 01 Sally talking to Felix, the Project Manager of the Next Generation Home - a drop-in centre for street and working children
> 02 David Pwalua visiting a local school

It is gratifying to see the communities that we have served in the past 12 months changing for the better. The impact of our programmes intervention is visible in children, families and the communities.



#### DAVID

I am overwhelmed by the success the programmes team in Ghana has chalked just within a year of its existence. The restructuring of the programmes department generated a supportive atmosphere for intra-organisational learning, hence the scaling up of our work at improving education delivery at the basic school levels and the promotion of the fundamental rights of children.

Also this year, the institutionalisation of a rigorous monitoring and evaluation system for all programmes and projects and the staff capacity building efforts have enhanced the skills and focus of the programmes team towards improving the quality of life for children in northern Ghana.

It is gratifying to see the communities that we have served in the past 12 months changing for the better. The impact of our programmes intervention is visible in children, families and the communities. Showcasing success in various fields has enabled us to be recognised for our excellent services. We are now sought after and reached by other sister NGOs, corporate organisations and decentralised state departments, offering partnership to work for the development of children.

I thank those who partner with us, I salute all the programmes staff team and encourage the communities that are putting efforts along with us, in moving towards sustainability.

### AfriKids' Social Enterprises

AfriKids is working towards being a financially sustainable organisation by 2018. It is our goal that local businesses in Ghana will generate the funds needed to run the organisation, and not charitable handouts. It is a unique goal, but one we are committed to. The next few pages give insights into this strategy and from across the Social Enterprises in 2012.



Richard Amoah, Project Manager for the AfriKids Blue Sky Lodge

## Path to 2018

By UK Director, Andy Thornton

The review highlighted that we've invested £1,065,487 in social enterprises in the Upper Eastern Region to date with great effect, especially with the AfriKids Medical Centre, the progress of which you can read about elsewhere in the report.

We spend a lot of time talking about our goal to close the UK office in 2018. It can appear counter intuitive. We therefore make great efforts to explain why we think that AfriKids Ghana's decision to become independent is positive: greater value for UK donors in terms of the multiplier effect of a donation towards a social business like our hospital; giving the Ghana team greater ownership and accountability over their funding; addressing the underlying cause of many of the issues we tackle in Ghana, poverty, by investing in the economy of the Upper East Region.

Achieving the goal of closure in 2018 is by no means an easy task. We are working to three different scenario plans to make that happen, all of which require us to earn at least £400,000 profit per year from social enterprise businesses in Ghana. 2012 saw us undertake two major activities that are critical to us achieving the 2018 goal; we formed a new, separate business department to run all business operations and we conducted a review of all of our business work to date and reassessed our projections through to 2018.

For me, the separation of our businesses from our social projects underlines the maturity of our social enterprise operations and is testament to all the hard work that has been undertaken to date. Operating as a separate unit will allow the team to better share information between businesses as well as harmonise their work to meet best practice targets. The team in Ghana is made up of the business managers and two support functions in Finance and ICT. Together with our three person team in the UK we will be working in 2013 to improve and grow the operations of our existing businesses as well as piloting at least one new business in 2013, likely to be the development of outreach clinics for the AfriKids Medical Centre. Be sure to read overleaf about our new clean cook stoves business, the latest exciting addition to the AfriKids' portfolio. Taking this project, named the Energy for Life Initiative, from concept to implementation in just six months is a huge achievement for all those involved; congratulations to Sandra, Matthew, Charlie and Vieve.

Having spent the majority of the year on sabbatical from AfriKids, studying for my MBA as a Skoll Scholar at Oxford, it was fantastic to come back in October and see all the team making great progress. Getting straight back into the details, in October the UK and Ghana teams came together to review all the business we've engaged in to date, right back to 2005 and our first experiments in food storage. The review highlighted that we've invested £1,065,487 in social enterprises in the Upper Eastern Region to date with great effect, especially with the AfriKids Medical Centre, the progress of which you can read about elsewhere in the report. The review of the businesses helped us document all



the lessons we've learned and establish whether we are on track for 2018. Despite having a lot of work to do, our projections show us well on the way to our 2018 targets and provide fresh impetus for the new business teams to drive the businesses forwards whilst also pursuing new opportunities for growth and new business development.

01 The AfriKids Medical Centre 02 Solo, Sandra, Simon and Rita all contribute to business finances and are crutial to our 2018 goal



### Launch of a new business:

### Energy for Life Initiative

01 Traditional stoves being used in northern Ghana
02 Traditional stoves are the cause of respiratory problems
03 A happy customer cooking groundnut soup using her Envirofit stove

By UK Business Development Manager, Charlie Hay

In addition to the substantial benefits to end users, the Energy for Life Initiative is forecast to generate £20,000 a year for AfriKids Ghana. A major highlight for AfriKids' business division this year was the launch of a new social enterprise: The Energy for Life Initiative. This exciting new project, being delivered in partnership with supplier, Envirofit and sponsor, Vitol, adds to our diverse portfolio of businesses designed to bring long-term social, environmental and economic benefits to the people of northern Ghana, whilst generating funds for AfriKids Ghana.

The Energy for Life Initiative is AfriKids' first local sales and distribution business, selling energy-efficient charcoal cook stoves to Ghana's Upper East Region. The Envirofit CH-2300 cook stove is modelled on the traditional charcoal cook stove seen widely across rural Africa, though through awardwinning design and technology innovations, consumes up to 60% less fuel and emits up to 80% less harmful smoke and gases.

This primary phase of the Energy for Life Initiative will see over 15,000 clean cook stoves sold in Bolgatanga and surrounding areas at locally affordable prices. From these sales alone, over 100,000 people will benefit first-hand from financial savings, time saving, reduced risk of respiratory illness (the second-most prevalent illness diagnosed at the AfriKids Medical Centre), improved fire safety and reduced degradation to their local environment.



The Envirofit CH-2300 stove

In addition to the substantial benefits to end users, the Energy for Life Initiative is forecast to generate £20,000 a year for AfriKids Ghana. Bringing state-of-the-art technology to remote northern Ghana, the Energy for Life Initiative is investing in a simple change which will improve thousands of lives and reduce global emissions by up to 55,998 tonnes of CO2 per year.

### BENEFITS

DIRECT IMPACT HEALTH, FINANCIAL AND ENVIRONMENTAL BENEFITS TO STOVE CUSTOMERS

#### SECONDARY/COMMUNITY IMPACT

WIDE RANGING BENEFITS TO THE LOCAL COMMUNITY THROUGH FUNDING AFRIKIDS' CHILD RIGHTS AND COMMUNITY DEVELOPMENT WORK

REGIONAL/NATIONAL IMPACT PRESERVATION OF THE LOCAL ENVIRONMENT

TERTIARY/GLOBAL IMPACT REDUCING GLOBAL EMISSIONS



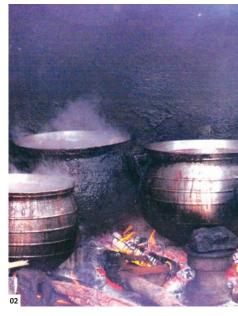
15,774 clean cook stoves being sold under the Energy for Life Initiative

Over 100,000 people will benefit first-hand

EfLI will save over 55,000 tonnes of global carbon emissions

#### COMPARE D TO AN OPEN FIRE, THE CH-2300:

- CONSUMES UP TO 60% LESS FUEL
- EMITS UP TO 80% LESS TOXIC
- SMOKE AND GASES
   EMITS 60% LESS CO2
- EMITS 65% LESS CARBON MONOXIDE
- REDUCES COOKING TIME BY UP TO 50%. IT IS ABLE TO BOIL A LITRE OF WATER IN 8 MINUTES.
- HAS DOUBLE THE COOKING EFFICIENCY





### Medical Centre update

By UK Head of Business and Finance, Vieve Easton Poole

Providing quality healthcare at a profit in one of the poorest regions in the world is extremely challenging, and it's a huge credit to the AfMC staff that it has achieved this level of success so far. 2012 was one of the AfriKids Medical Centre's (AfMC) best years to date. This was due in no small part to Didas Azanoore taking the helm as the new AfMC Administrator in January. Born in Sirigu, where AfriKids' first project was launched in 2002, he began work at AfriKids Ghana in September 2007 as Microfinance Manager and quickly rose to Senior Manager, overseeing all of AfriKids' growing sustainability businesses.

In 2012, he moved across to a direct leadership role at the AfMC (AfMC was designated a hospital by the National Health Insurance office in 2010), managing all administrative affairs and reporting directly to AfMC's exceptional Medical Director, Dr. Ernest Kunfaa, who oversees the clinical side. Didas was fortunate to have the involved support from longterm volunteer and donor Nick Eastcott, whose 30 years of experience in Hospital Management in the NHS meant he was extremely well qualified both to develop the AfMC strategy in 2010, and help to implement year one of that same strategy in 2012. Most of the year one investments were in HR, and AfMC this year recruited some excellent new staff: five nurses and an outstanding Head of Paediatric Nursing.

Under Didas' close supervision and with significant input from Sandra Dordaa, AfriKids Ghana's Head of Business Finance, AfMC saw significantly improved financial performance in 2012. Heavy vetting of claims to the National Health Insurance Scheme and an accounting adjustment had meant that AfMC had made losses for the first time in 2011, but cost control and high patient numbers bolstered by an ever growing reputation for excellence (notably in paediatrics) saw AfMC make a robust profit after tax of £64,456, bringing retained earnings since 2007 to £123,764. 2012 also saw the UK and Ghana finance teams working together to forecast AfMC financial performance to 2018, when it will pay a significant part in AfriKids Ghana's financial sustainability. Retained earnings to that date are expected to be £592,000, and AfMC will be contributing cashflows of around 30% of AfriKids Ghana's total forecast project expenditure.

These results are not a foregone conclusion however. Providing quality healthcare at a profit in one of the poorest regions in the world is extremely challenging, and it's a huge credit to the AfMC staff that it has achieved this level of success so far. With continued dedication from staff, and innovative support and investment from AfriKids and its donors, the Medical Centre will, I believe, be able to rise to the challenge and in doing so, play an essential part in achieving AfriKids' sustainability goal.

> 01 Bismark, Unit Head of the Laboratory at the AfriKids Medical Centre
>  02 A child receiving treatment with her mother

160,000

140,000

120,000

100,000

80.000

60.000

40,000

20,000

fO

2008

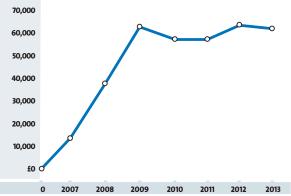
2009

2010

2011

2012





PROFIT AND LOSS (f)*	2011	2012
INCOME	466,031	648,702
COST OF SALES	(200,265)	(217,506)
GROSS PROFIT	265,766	431,196
OVERHEADS	(321,750)	(345,243)
PROFIT/(LOSS) BEFORE TAX	(55,984)	85,953
TAX CHARGE	(18,763)	(21,488)
PROFIT AFTER TAX	(74,746)	64,465

\*The Ghana Inland Revenue Service has not yet calculated AfMC's 2012 tax bill and is currently reviewing the 2007 – 2010 tax charges. These charges have been estimated.

UK intern, Edd Colbert, writes about his time working with new colleagues in London, Southampton and Ghana

The G.A.S. Partnership is a key example of an initiative that is aiming to improve on these inequalities by attracting people to the north, advocating brain gain rather than brain drain. I first heard about AfriKids in the back of an AfriKids van that I had hitched a ride to Ouagadougou in April 2012. I was travelling between Ghana and Burkina Faso and hadn't realised there were no buses or taxis to the capital so meeting AfriKids by chance really helped me out.

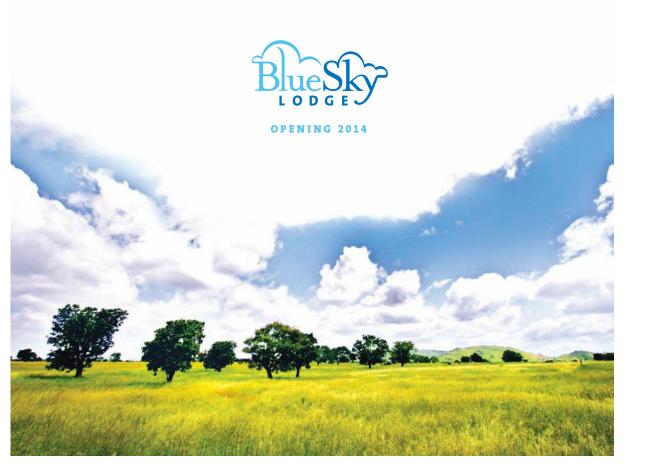
#### ine out.

During this trip I learnt about the recent arrival of two ambulances that had been driven from the UK to Ghana by a team of volunteers working for the G.A.S. Partnership, the award-winning healthcare partnership between the Ghana Health Service, AfriKids and Southampton University Hospital. Little did I know I would end up not only securing an internship with AfriKids, but that this would lead to taking on the UK coordination of G.A.S. during the latter months of my placement.

During these months as an intern I've learnt a great deal about the immense dedication so many of these volunteers have towards the health partnership, from organising an eclectic range of fundraising events (beer festivals, rock choir concerts & go-karting) to the time spent preparing and executing specialised training to the Upper East Region's hospital staff. I have also had the opportunity of working with Ghana's new G.A.S. coordinator, Clement, who has made this job a real pleasure with our weekly phone conversations.

Having lived in Ghana for the first half of 2012, I saw first-hand the immense disparities in education, healthcare and livelihoods between the north and south of the country. The G.A.S. Partnership is a key example of an initiative that is aiming to improve on these inequalities by attracting people to the north, advocating brain gain rather than brain drain.

As I come to the end of my internship with AfriKids I look forward to hearing about all the trips and other plans G.A.S. have been preparing, for what sounds like an exciting 2013. What if your one-off donation could fund critical child rights work, create jobs and boost economic growth in one of the poorest regions in the world, year after year after



### Fundraising Manager, Ama Atteen, writes about her time working with the microfinance team in Ghana

To date, 1,000 people have received loans and in 2012 AfriKids began to scale up with the ultimate goal of reaching out to 10,000 people in the UER.

Atanga Ayanesonga is a pito brewer and the lead coordinator of the Dazongo microfinance group in Kassena Nankana. She is married with five children and with support from AfriKids has been able to slowly but surely generate enough income to send her children to school and ensure all of their daily needs are met.

Atanga is best described as a prudent and charismatic leader who consistently champions activities in her community. Her group has received three cycles of microfinance loans, she has expanded her business and she still hopes to expand her business further. She wants her children to have the education she never had, she dreams that they will continue in further education, and this means she must continue to increase her family's income. AfriKids were able to find solutions to help Atanga's family escape the cycle of poverty and turn their lives around.

In 2005 AfriKids began offering microfinance packages to help families become self-sufficient and empower hundreds of individuals. To date, 1,000 people have received loans and in 2012 AfriKids began to scale up with the ultimate goal of reaching out to 10,000 people in the UER. With the launch of the AfriKids Family Livelihoods Support Programme (FLiSP), we have now consolidated our microfinance activities. Dorcas Dordaa and Emmanuella (Emmani) Awuni are at the forefront of the FLiSP team. They work with old loan recipients and identify individuals and groups through AfriKids programmes and projects, assess these individuals and groups and provide business skills training sessions before disbursing loans to successful applicants. Each individual then receives three cycles of loans to kick start their business. The Dazongo group, led by Atanga, is one of AfriKids most established groups. They are in their third cycle and operate businesses in a variety of trades from petty trading, grain banking, shea butter extracting and pito brewing and many also do pottery on the side as an additional source of income. The success of this group has payed the way for two other groups in Dazongo which are now in their first and second loan cycles.



"Working with FLiSP is lovely, I have the chance to interact with lots of people, especially women, on issues of life and then I help to find financial and non-financial solutions. When we do disbursements it's great to see the smiles on the faces of the beneficiaries."

Emmani, FLiSP Fieldworker

The beauty of FLiSP is that for Dorcas and Emmani and the team in Ghana it's about more than increasing the economic standing of individuals and family units. Yes, it enables families to function selfsufficiently, but the cooperatives also bring people together and, most importantly, they are empowered as business entrepreneurs and therefore increase in confidence and self-esteem. Dorcas and Emmani work hard to build trust with their beneficiaries and people also seek AfriKids' support as an alternative to traditional financial institutions whose interest rates make repaying a burden. The FLiSP team is building a socially sustainable and financial institution in the UER that puts people first.

"It's a privilege to be part of this team and to know that we impact positively on the lives of vulnerable people in society, especially women, to achieve sustainable economic and social development. It's fulfilling when beneficiaries report back on how a loan has transformed their lives. It's rewarding to see beneficiaries improve their income and turn over a profit. We do more than transfer cash; we ensure real wealth is generated." Dorcas, FLiSP Manager

In 2013 our ultimate goal is to raise the funds needed to provide 10,000 microfinance loans so Dorcas and Emmani can continue to help families change their circumstances in a sustainable way. The AfriKids Social Investment Club (ASIC) has already led the way by funding 90 new loans. We still have a long way to go, but our target is achievable.

To find more about how to get involved in ASIC or for more information please contact Ama Atteen at amaatteen@afrikids.org

01 Atanga brewing Pito 02 Dorcas and Emmani handing out microfinance loans

### A word on the Partner Projects in 2012

By UK Director of Programmes, Sally Vivyan

Sr Jane continues to be an inspiration to us all; in 2012 she helped 23 infants and 39 carers recover from the loss of a mother and return home to their families.

Although the theme of this report is core staff and the projects and enterprises they run, it would not be complete with a quick word on our amazing partner projects. 2012 has been a landmark year for the children's homes AfriKids has helped to establish in the Upper East Region. Both the Next Generation Home (NGH) and Operation Mango Tree (Mama Laadi's Foster Home) have been recommended for recognition by the government under Ghana's Care Reform Initiative. It has been a good year for the homes' sustainability businesses too, with business booming at Mama's Place guest house and the NGH's Helping Hands canopies and chairs rental service. Samuel from Mama Laadi's has started university where he is studying to be a Physicians Assistant and we look forward to seeing him behind a consulting desk at the AfriKids Medical Centre within the next five years. Sr Jane continues to be an inspiration to us all; in 2012 she helped 23 infants and 39 carers recover from the loss of a mother and return home to their families. Operation SINGh nears the end of a second very successful phase in five new rural communities where it has promoted education and livelihoods and Operation Zuarungu moves on the last stages of ownership by the Ghana Education Service and the community as it works through its School Improvement Plan.

For a breakdown of all project activities and beneficiary numbers in 2012 see the trustees report in AfriKids' 2012 audited accounts which will be published on our website in April 2013. www.afrikids.org/uk-audited-accounts

Two boys enjoying their lunch hour at Grace International School, under partner project Operation Zuarungu

UK Finance and Programmes Officer, Martin Nsiah, writes about his first time working with the AfriKids Ghana team in Bolgatanga

A young boy named Kwesi really impressed me and helped me see the impact my colleagues are having with their work on the ground. In April 2012 I joined AfriKids as a Finance and Programmes Officer in the UK office. My first impression was that this charity is different - a charity that applies business approach to charity work! I was very impressed. This great first impression only increased after my first visit to Ghana to meet my new colleagues and counterparts in Bolgatanga.

Even though I was born in Ghana, I found myself in Bolgatanga for the first time in my life. There is a common misconception in the south of Ghana that the Upper East Region is too remote and detached from the rest of the country. Many people never visit that far north and so it was interesting for me to finally see this new part of my home country.

The focus of my trip were financial monitoring tasks in the head office with my counterparts in the Ghana finance team; Solo, Sandra and Rita. Solo began my visit by introducing me to the Ghana finances and gave me an insight into how they touch all project activities in Ghana Finances are what make the whole organisation tick.

After gaining a clearer understanding of the finance team in Ghana, I went out and about with various staff members to see the work that the finance team underpins. I went with AfriKids Ghana Director, Nich Kumah, to meet representatives of the Ghana Education Services. On our way, we met beneficiaries of AfriKids' Education Bridge project. A young boy named Kwesi really impressed me and helped me see the impact my colleagues are having with their work on the ground. Over the next few days, I continued to be impressed with what my colleagues as I saw more and more of the work they do. I attended a 'mini durbar' at the Next Generation Home, where the home's residents performed. I went to the Talensi Nabdam region where I spent time with the TNAP team meeting young people in training as seamstresses who had formerly been working in local gold mines.

The rest of my visit to Bolgatanga was spent going through finance books with Solo, Sandra and Rita. Having seen the work that the team do it really helped me to understand the importance of my own work in the context of my wider set of colleagues in Ghana. What they do is incredible and I'm glad to be able to play a part in making it all possible.

> 01 Martin visited the Talensi Nabdam district where mining for gold down deep shafts without adequate safety equipment is common place 02 During his trip, Martin visited young women training to become seamstresses who had previously been working in the gold mines 03 Outside Mba-Ena's shop



I went to the Talensi Nabdam region where I spent time with the TNAP team meeting young people training to become seamstresses who had formerly been working in local gold mines.

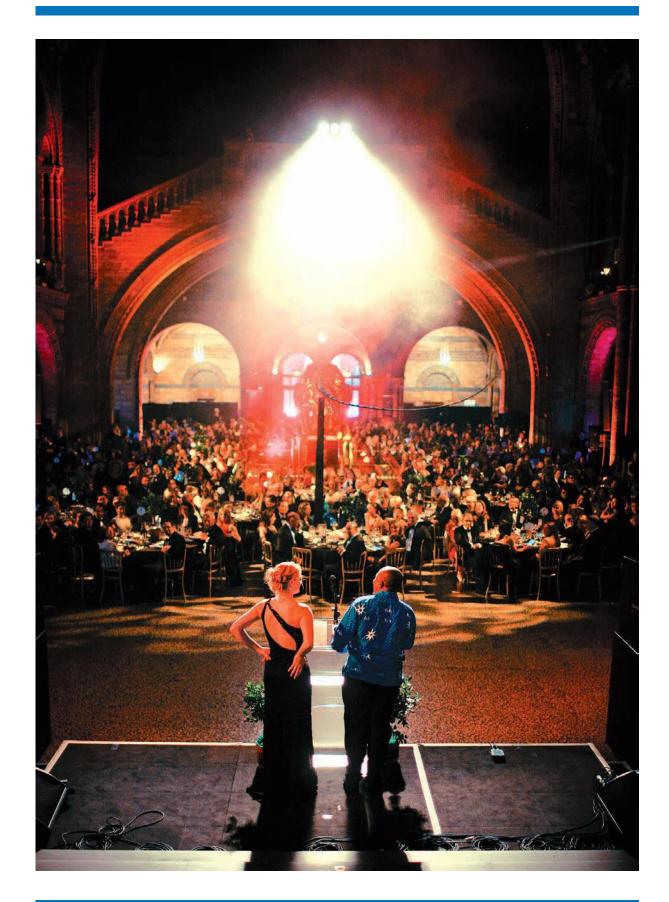


### Fundraising in 2012

While seeing an end to our fundraising activities by 2018 is our goal, we do currently rely on the generosity of individuals and companies to get us to where we want to be. Our UK fundraising team works hard, putting on events and working with an array of funding partners from schools and churches, to individuals and global businesses.

The next few pages outline a few of the highlights.

Georgie Fienberg, International Director and Nich Kumah, AfriKids Ghana Director delivering their inspirational speech at the AfriKids 10 Year Ball



## Tough Crowd

Events and Corporate Relations Manager, Joanna Stewart

The exhibition was held at The Strand Gallery for two weeks in December and took the media by storm. It was suggested by 'Time Out' as a must-see in London, advertised in 'The Metro' and even featured on the front page of 'The Independent'.

'Tough Crowd' was AfriKids' first photography exhibition, created with Dave Brown, an AfriKids Ambassador. Being on the comedy circuit himself, Dave set to work to take portraits of comedians, telling a story of the grafting that goes on behind the glory.

"Comedians are by their very nature tough, they have to be. We always see them mucking about with big smiles on their faces, but in the early days, when they were starting out, it has to be one of the hardest jobs around. I want to capture a glimpse of these thick skinned, complex, moody characters and try to show them in a different light to the happy go lucky image we're used to"

Dave Brown

The exhibition was held at The Strand Gallery for two weeks in December and took the media by storm. It was suggested by 'Time Out' as a must-see in London, advertised in 'The Metro' and even featured on the front page of 'The Independent'.

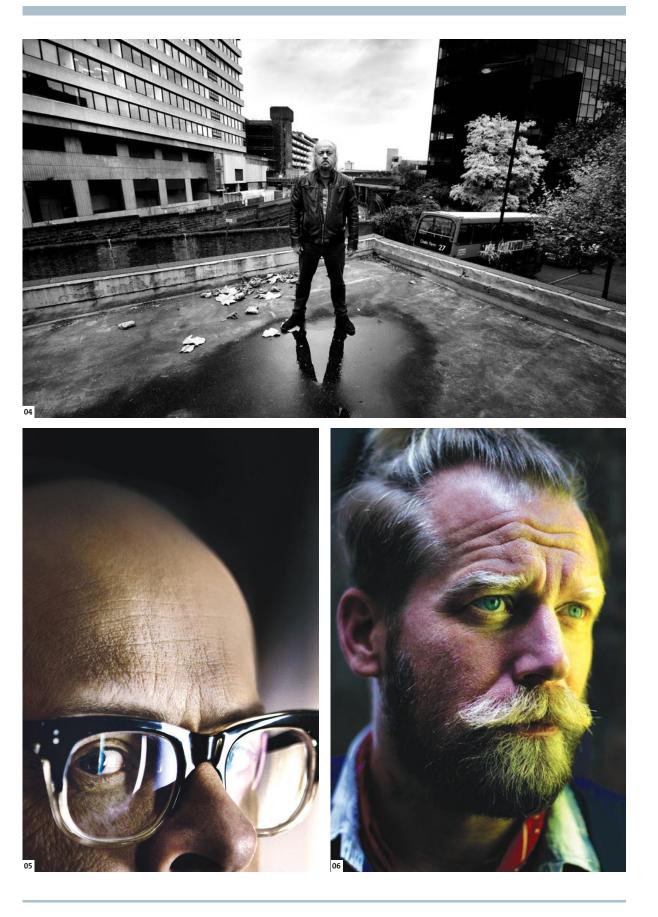
These prints are still available to buy at www.afrikids.org/shop

01 Tough Crowd catalogues and postcards for sale
02 Dave Brown chats to Noel Fielding about his portraits in the catalogue at the private view
03 A very busy private view at The Stand Gallery London
04 Bill Bailey
05 Harry Hill
06 Tony Law









### 10 Year Ball and our Ghanaian visitors

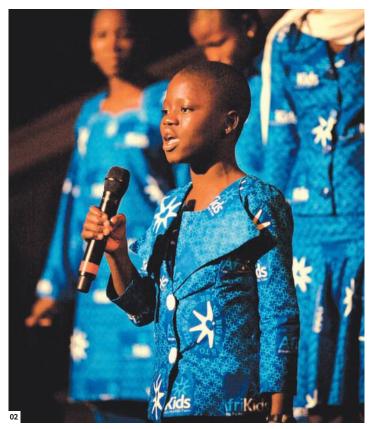
Events and Communications Coordinator, Beata Bishop McCarthy

AfriKids Ghana staff members and beneficiaries were able to come over to the UK in September 2012 to celebrate AfriKids' tenth year of operation. Thanks to the sheer determination of Ray from AfriKids Ghana and Katie and Carly from AfriKids UK, the AfriKids Ghana staff members and beneficiaries were able to come over to the UK in September 2012 to celebrate AfriKids' tenth year of operation. They were met off the plane at Heathrow by an excited AfriKids crowd bearing welcome banners.

The enthusiasm of our visitors from Ghana and their excitement about being in the UK meant they filled their week with all sorts of activities, including a barbeque at Georgie's house, a very enjoyable afternoon at a flea market and a visit to the Science Museum. It was a true delight for me to spend an afternoon at the Science Museum with them. From the tube journey there (where Emman asked me 'who the pigeons belonged to!'), to their visible delight in the 3D cinema's flying show, the visit was packed full of displays of excitement and joy from the Ghana visitors.

The beneficiaries and staff members had an overwhelmingly powerful presence at the AfriKids 10 Year Ball. Throughout the evening, what struck me was their extraordinary composure. Despite the awe-inspiring size of the Natural History Museum with the gargantuan Dippy the Diplodocus dinosaur, and the 400+ guests in attendance, the beneficiaries seemed remarkably poised and calm. Without their contributions to the evening, the ball would not have achieved such an intimate, warm feel. Gifty (aged 11) warmed the guests' hearts with a confident, moving performance of 'The AfriKids Song' and later Ayinde and Juliana shared a few candid words about themselves. The honest tone of their words was epitomised with Ayinde's closing sentence; 'I don't want you to feel sorry for me'. Throughout the evening Gifty and Ayinde could be seen taking guests by the hand and proudly pointing at their portraits on the banners hanging in the archways. Towards the end of the evening, the guests from Ghana were visibly thrilled and amused as they attempted to teach the ball guests to dance 'Azonto', with varying degrees of success!

The confident smiles, exuberance, and sheer excitement of the guests from Ghana made the week an unforgettable one, and the evening would not have been the same had the staff members and beneficiaries from Ghana not been there to join us in celebrating the monumental journey that AfriKids has travelled these past ten years.



01 Dippy the dinosaur took centre stage!
02 11 year old Gifty, one of the children supported through Operation Mango Tree, bravely sang The AfriKids Song to the 400+ guests in attendance

### Our partnership with Allen & Overy

Events and Corporate Relations Manager, Joanna Stewart

AfriKids Ghana is getting advice, support and intellectual property that they do not usually have the luxury of affording. In May 2012, AfriKids won a staff vote to be Allen & Overy's Global Charity Partner for two years. A corporate partnership means so much to a charity our size: it means we have access to new funds, it means we have access to a new network of contacts and it means there is potential for publicity in areas we would not normally feature. This particular partnership however, means even more. It means that we have access to pro bono work done by staff at A&O, enhancing our organisation on many different levels within AfriKids UK and AfriKids Ghana.

The launch event at A&O was attended by a large proportion of their London office, as well as five members of staff from AfriKids Ghana. This was the beginning of a partnership that benefitted AfriKids Ghana in ways that went beyond the realm of finance. Staff who have come over to the UK have received training in management, been consulted on project work on the field and have reported to have had their favourite UK meal in their restaurant!

01 An A&O Budapest employee, Balazs Sahin-Toth with his host family in the Talensi Nabdam district

**02** During Laura's Experience Challenge she saved a child from suffering a serious bout of malaria, this is the young boy Akaka after receiving treatment AfriKids Ghana and the Next Generation Home (a partner project which A&O has been supporting) have so far hosted two A&O trips and are set to host another two this year, strengthening that international bond. One of the trips that took place included a Microfinance placement which kick started project development, hoping to turn AfriKids Ghana's Microfinance scheme commercial.

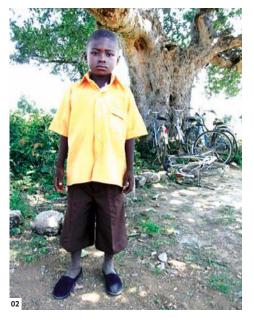


AfriKids Ghana is getting advice, support and intellectual property that they do not usually have the luxury of affording. They are truly engaged and involved in the partnership just as much as AfriKids UK which makes this partnership is an entirely rewarding entity. The Experience Challenge is all about becoming immersed in community life, witnessing the innovative and inspiring ways local people work to overcome the everyday challenges they face as individuals, as families and as communities. As part of her time on the Experience Challenge in Sirigu, Laura van Aanholt witnessed firsthand how life for many people in the Upper East Region of Ghana rests on a fine edge, with poverty increasing opportunity for illness and misfortune. A combination of chance, quick thinking, cooperation and just a few pounds meant that Laura saved the life of a little boy, Akaka, in her brief time in the community. This is their story.

It made me feel really safe that even in this remote area Joe could be there so quickly. Together we took the boy to the clinic in Sirigu where he was diagnosed with Malaria two plus. During my Experience Challenge in the Sirigu area I had the honour of teaching some classes at Taribisi Primary School where my host was the head teacher. I spent three days at the school where I had a lot of fun teaching and interacting with the children.

During the third day two representatives from the local health authority came to vaccinate the children against meningitis. It was when helping to organise the students for their vaccines that I found a little boy, Akaka, who was burning up with fever. This worried me a lot because I had seen children with fever before and this just wasn't the same – he was far too hot. Having spoken to the teachers, I took the boy outside to a cool place behind the school building and tried cooling him with water but I didn't feel confident this would be enough so I called AfriKids to send someone to me so we could take the boy to a medical clinic.

Within ten minutes Joe Asakibeem from the Kassena Nankana Area Programme was at the school on his motorcycle. It made me feel really safe that even in this remote area Joe could be there so quickly. Together we took the boy to the clinic in Sirigu where he was diagnosed with Malaria two plus. Joe explained that two plus is medium severity in an adult but can be very dangerous for young people. After he had been treated and the fever went down we took Akaka and I bought him shoes and fabrics for a school uniform. Together we went to Joe's wife who did the measuring to sew Akaka a new school uniform. Joe and I talked to Akaka's father and Joe did a follow-up the next



week to see if he was taking his medicine correctly. His wife finished the uniform and about a week after I had returned from Ghana Joe sent me this picture. I am really grateful for the fact that Joe was there to help on time and that he sent me pictures afterwards. It was such a relief to see that the boy was doing okay after his severe illness.

### Financial Summary

#### STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2012

	UNRESTRICTED FUNDS £	RESTRICTED FUNDS £	TOTAL 2012 £	TOTAL 2011 £
INCOMING RESOURCES from generated funds:				
Voluntary income	691,103	732,731	1,423,834	1,200,728
Activities for generating funds				
- Events	174,743	76,204	250,947	118,003
- Sponsored external fundraising	51,767	9,705	61,472	37,259
- Donations from corporate partners	73,041	94,709	167,750	158,410
- Other	5,745	-	5,745	8,051
Investment income	••••	•••••••••••••••••••••••••••••••••••••••		•••••••••••••••••••••••••••••••••••••••
- Bank interest	1,566	-	1,566	1,480
Other incoming resources:	797	-	797	1,163
TOTAL INCOMING RESOURCES	998,762	913,349	1,912,111	1,525,094
RESOURCES EXPENDED				
Costs of generating funds:				
- Costs of generating voluntary income	289,941	-	289,941	186,179
- Events	145,402	-	145,402	64,112
- Sponsored external fundraising	36,437	-	36,437	13,379
- Corporate sponsorships	42,459	-	42,459	13,948
- Other	26,977	-	26,977	17,325
TOTAL COSTS OF GENERATING FUNDS	541,216	-	541,216	294,943
GOVERNANCE COSTS	4,023	-	4,023	755
NET INCOMING RESOURCES AVAILABLE	453,523	913,349	1,366,872	1,229,396
CHARITABLE ACTIVITIES:				
- Education	101,607	489,406	591,013	599,840
- Healthcare	7,216	91,050	98,266	109,555
- Childcare	36,426	97,645	134,071	188,384
- Family incomes	36,462	7,731	44,193	50,860
- Child Rights education	56,911	82,090	139,001	117,239
- Sustainability	283,854	212,343	496,197	405,239
TOTAL RESOURCES EXPENDED	522,476	980,265	1,502,741	1,471,107
NET MOVEMENT IN FUNDS	(68,953)	(66,916)	(135,869)	(241,711)
Fund balances as at 1 January 2012	146,099	481,313	627,412	869,123
FUND BALANCES AS AT 31 DECEMBER 2012	77,146	414,397	491,543	627,412

Trustee's statement: These summarised accounts are not the statutory accounts, but are a summary of information relating to both the Statutory accounts financial Activities and the Balance Sheet. The statutory accounts have been audited by an external firm of Chartered Accountants, approved by the Trustees on 26th April 2013 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 report should be consulted.

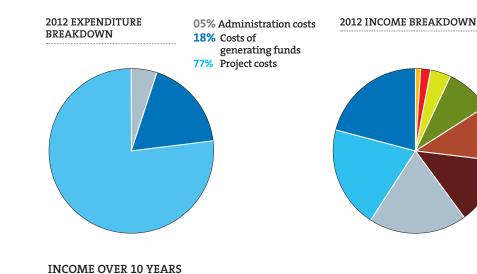
These can be obtained from AfriKids, Ground Floor, 21 Southampton Row, London WC:B 5HA or downloaded from our website www.afrikids. org. Signed on behalf of the Trustees by J. Hickman, Chairman and D Atugiya, Treasurer.

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.

Wilkins Kennedy LLP, 5 Yeomans Court, Ware Road, Hertford, Herts, SG13 7HJ

#### BALANCE SHEET, AS AT 31 DECEMBER 2012

FIXED ASSETS	31 DECEMBER 2012 £ £		31 DECEMBER 2011 £ £	
Tangible Assets		10,442		8,806
CURRENT ASSETS				
Debtors	157,429		104,159	
Cash at bank and in hand	407,979		546,621	
TOTAL CURRENT ASSETS	565,408		650,780	
Creditors: Amounts Falling due within One Year	(84,306)		(32,174)	
NET CURRENT ASSETS		481,102		618,606
TOTAL ASSETS LESS CURRENT LIABILITIES		491,544		627,412
INCOME FUNDS				
Restricted funds		414,397		481,313
Unrestricted funds		77,146		146,099
TOTAL EQUITY		491,543		627,412



YR 1 YR 2 YR 3 YR 4 YR 5\* YR 6 YR 7 YR 8 YR 9 YR 10

\*NB: The income in year 5 was grossed up from an 8 month period to a 12 month period.

£2,500,000

£2,000,000

£1,500,000

£1,000,000

£500,000

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00% Legacies & Other 00% Merchandise 00% AfriKids Squared 00% Community 01% Schools & University 02% External Fundraising 04% Regular Givers (including Gift Aid) 09% Individuals (including Gift Aid) 11% Corporate Partnership (including Experience Challenge) 13% Events 19% Statutory & Institutional Grant Makers 20% Gifts in Kind 21% Trusts & Foundations

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

Gifts in kind are particularly valuable to the organisation because they enable us to operate in ways we would be unlikely to if it meant spending charitable funds. In 2012 we were the recipients of a variety of pro bono services and free goods, most notably a large amount of pro bono support from our corporate partners Allen and Overy LLP.

Directly sponsored costs are also extremely important as they allow us to reduce our risk in areas such as fundraising events. In 2012 we were able to benefit from large amount of direct sponsorship, notably for costs relating to the 10 year ball and the Experience Challenge.

Both gifts in kind and direct sponsorship are accounted for in our Statement of Financial Activity as per the Charity SORP, however they have been excluded from the cost allocation pie chart above, as they do not reflect the allocation of general donations as the chart above does. This means that for every £1 of a general donation, 77p goes straight to our project costs, 18p goes towards generating more funds, and 5p goes towards essential administration.

# New partners in 2012

# What's coming up in 2013

As we work towards our ambitious 2018 goal of sustainability for AfriKids Ghana, the UK team is tasked with rapidly increasing our income and the level of enterprise support we give to AfriKids Ghana in order to allow the enterprises to develop at the pace needed. This is no easy task in the current economic climate and we are immensely grateful to all our partners, old and new who are making it possible. A few new or re-energised partnerships for 2012 are worth a particular mention:

> • Pears Foundation has always led the way for AfriKids in providing generous and enlightened funding. In 2012 it built on track record of project and core cost funding by pledging its first major grant to AfriKids' Social Enterprises, to the AfriKids Blue Sky Lodge

• AfriKids has been a beneficiary of the Venture Partnership Foundation for a couple of years and in 2012 with the entry of a new team at VPF we've been able to take the partnership to a new level working together on fundraising strategy and HR management

• Garfield Weston made a very welcome and generous donation towards core costs at the close of the year

• Having been one of the Telegraph's Christmas Appeal charities in 2011 AfriKids has continued to benefit from new loyal supporters and reaction to the broad and insightful coverage the newspaper provided in its seven articles

- In 2012 AfriKids has become ever more prominent as a Comic Relief partner, from announcements on British Airways, to Woman's Hour on BBC Radio 4 to the Great Celebrity British Bake Off, keep your eyes peeled for references to AfriKids in the Comic Relief 25 year anniversary coverage in 2013
- The biggest partnership of the year, as mentioned before has of course been with global law firm Allen & Overy who, by the end of the year had already nearly reached its two year fundraising target and provided nearly £300k worth of pro bono support across a wide range of AfriKids' work in both Ghana and the UK

Looking ahead to 2013, we will kick off the new year in style with the annual Burns Night Supper in partnership with the Angus Lawson Memorial Trust. This year it will be held at Café De Paris in Central London.

We will be welcoming a new Head of Fundraising to the team in February- watch the website for the incredible Paul Anderson MBE's new AfriKids profile.

Our partnership with Allen and Overy as Global Charity for the firm will continue into its second and first full year. Having had a storming start to the two year partnership there is a packed calendar of events coming up including an 'Experience Challenge' in Ghana in April for A&O alumni. The partnership is also helping to drive forward many aspects of AfriKids Ghana's work and in 2013 we will work to scale up the Family Livelihoods Support Programme and establish it as a Microfinance Institution.

Sales of our Energy for Life clean cook stoves will ramp up, with two containers being shipped to Ghana for early in the year.

The community of Sirigu and six surrounding villages will make a final declaration of the end of the Spirit Child Phenomenon in their community. The awareness raising work will carry on through AfriKids other area programmes reaching those villages that have not yet had the chance to engage with us on this issue.



AfriKids (UK) Head Office AfriKids, 21 Southampton Row, London, WC1B 5HA Telephone: +44 (0) 207 269 0740 Registered Charity Number. 1141028

#### 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 Website: www.afrikids.org