



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

Our shared mission is to ensure the rights of every child in northern Ghana are met and to do so by empowering local people.

This was our 2013.

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The Baring Foundation



This report has been compiled and edited by Liam Nolan, AfriKids (UK) Fundraising and Communications Manager, Beata Bishop McCarthy, Events and Communications Manager and Raymond Ayinne, External Affairs Manager of AfriKids Ghana.

It has been designed by Dave Brown at Apeinc.co.uk at a reduced cost and printed free of charge by Allen & Overy.

The photographs in this report are taken by AfriKids staff in the UK and Ghana.

AfriKids would like to thank all of the above for their support and funding.

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## Reflections from the International Director and UK Chairman

#### 2013 was yet another transformational year for AfriKids in the UK.

It represented a period of unprecedented change as we said goodbye to longstanding members of the team as they left to start families, travel the world and seek pastures new. It was significant not just because of the people we lost but also those we gained. These changes have reshaped the organisation in important ways and set us firmly on the path to 2018 as the balance of the team has shifted markedly towards business and programmes with associated roles now accounting for half our UK staff. We firmly believe we now have the right organisational structure, balance and skill set required to take AfriKids UK along the final leg of our journey.

Our business initiatives in Ghana continued their development. The AfriKids Medical Centre is ever-growing; both in terms of its physical size and its capacity to deliver high quality health care to tens of thousands of patients a year. A further 87 individuals from 13 organisations visited Ghana with AfriKids in 2013, 35 of which on our wildly popular Experience Challenge, which, four years from its conception, is now at the core of upcoming investments in the tourism and hospitality division of our social enterprise portfolio.

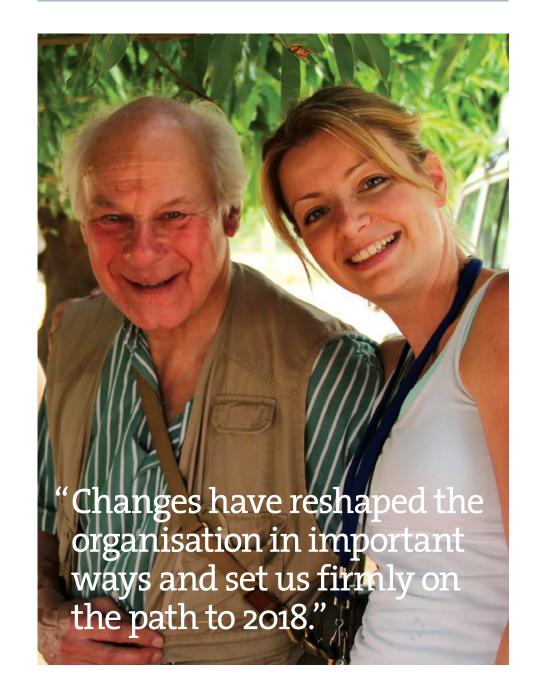
AfriKids featured more than ever before in the media. We welcomed the BBC's British Bake Off team, whose trip was broadcast

during the Comic Relief appeal. On BBC Radio 4 an AfriKids Charity Appeal was broadcast generating over £10,000, as well as the station's Best of Four Thought series including a repeat of a 2012 speech given originally by Georgie in 2012. We launched Spirit Boy, Paul Apowida's harrowing but inspiring autobiography, to widespread acclaim and, after only six months, the AfriKids blog was recognised as an example of best practice by Social Misfits Media

The programmes departments in the UK and Ghana continue to deliver initiatives making fundamental and lasting change to the lives of young people, their families and their communities in the UER. 2013 saw local leaders announcing their commitment to ending the Spirit Child Phenomenon in a celebration durbar, and AfriKids Ghana securing their first large grant directly from the UK Department for International Development (DfID) in Ghana, a fitting recognition of the high standards of their work.

Reflecting on another year of achievements and looking forward another year closer to 2018, it only leaves us to thank all of the staff in the UK and Ghana who continue to go beyond the call of duty as we strive towards our unique goal of a sustainable selfsufficient AfriKids Ghana.

Georgie Fienberg, International Director John Hickman, UK Chairman of Trustees



## Reflections from AfriKids Ghana Director

Another year has swiftly gone by and my staff and I are happy to take stock of a fruitful year while we look deeply into another promising year ahead of us.

2013 saw us achieving one major milestone; the declaration of the end of spirit child phenomenon by the chiefs and people of the seven villages in the Kassena Nankana West District.

AfriKids also introduced the Complementary Basic Education Programme; a programme expected to get out-of-school children back into education. Other notable events included the celebration of the National AU Day of the African Child. This was in recognition of the success AfriKids chalked up in eradicating the Spirit Child Phenomenon in Sirigu.

Looking forward into 2014, the idea is to critically look at the sustainability of AfriKids Ghana. Thus I wish to work towards building the charity wing of AfriKids Ghana to reach a highest point with its programmes. The idea is to build the capacity of staff more on knowledge of the programme areas while encouraging them to take advantage of their spare time to develop professionally.

In business, our focus is to consolidate our current successes, most notably the AfriKids Medical Centre, and to proactively seek new ventures to increase the ability of our businesses to generate the funding we need to sustain the organisation and realise the vision of 2018. This requires us to challenge some of our assumptions and, to some extent, restructuring businesses and further refining how we achieve organisational sustainability that goes beyond funding to enduring changes.

We have partnered in various ways with a number of organisations during the year. These partnership added value to our work. I would like to mention that our partnership with Allen & Overy gave us training opportunities that have had positive effects on our work.

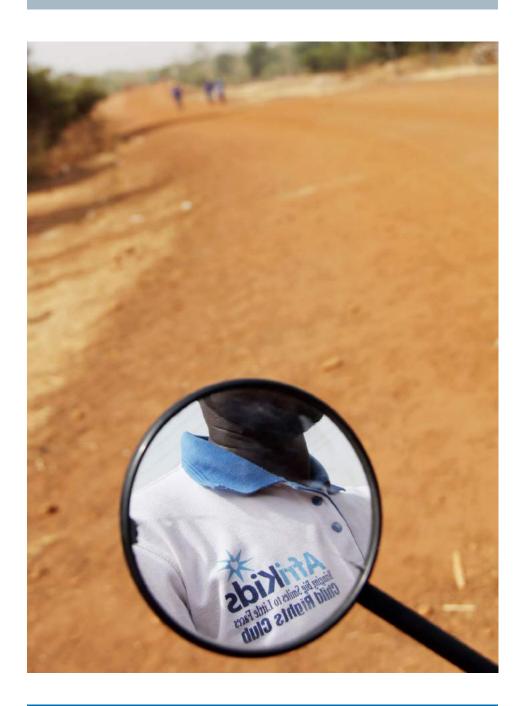
In closing, I wish to thank our Trustees for their able guidance; our donors for unflinching support; our AfriKids team in the UK for telling the story on our behalf; our AfriKids Ghana staff for their commitment to their work, and our dynamic beneficiaries and stakeholders for making the best use of limited resources.

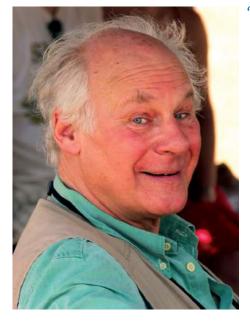
To all, I say a big thank you.

Nich Kumah, AfriKids Ghana Director



"In business, our focus is to consolidate our current successes, and to proactively seek new ventures."





"2013 proved that AfriKids remains a uniquely skilled, spirited and committed organisation."

John Hickman **UK Chairman of Trustees** 



"Anywhere in AfriKids you'll not fail to see the incredible growth and maturity taking place. The organisation is growing and maturing by the day and all of us, Trustees, staff and partners have no fear of the future."

**Father Moses Akebule Ghana Chair of Trustees**  10 Our Shared Goal 11 Our Shared Goal 11

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.

## 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

#### **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

### 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

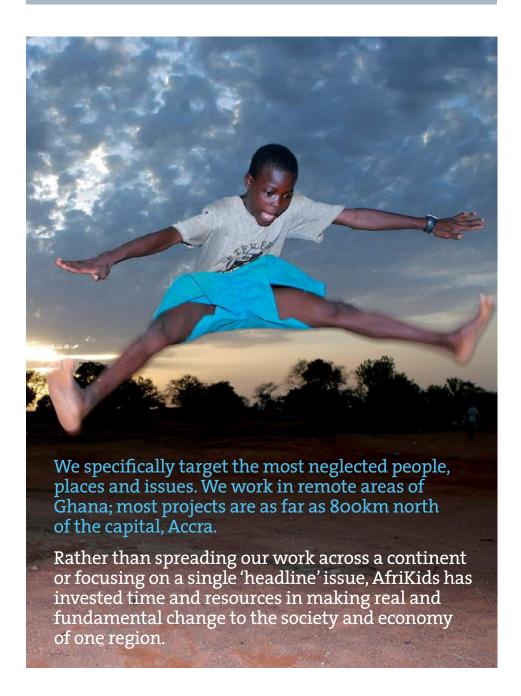
#### **OUR SHARED PHILOSOPHY**

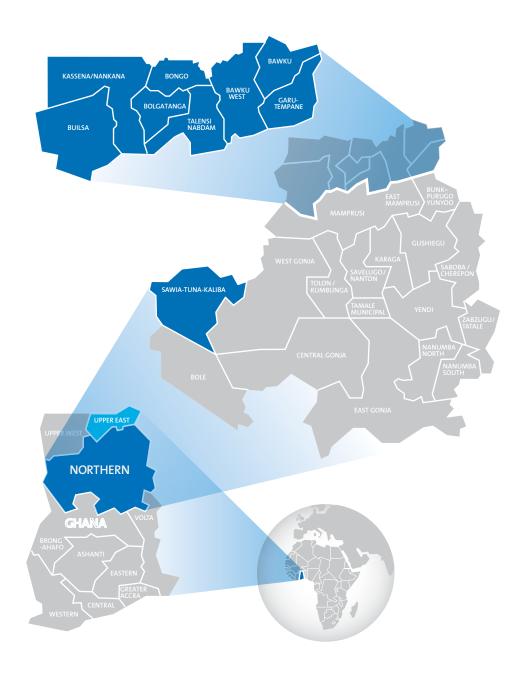
LISTEN to what a community knows it needs

EMPOWER them to make the necessary changes themselves

SUSTAIN Ensure absolute sustainability

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# Our Projects

AfriKids has the dual mandate to design and deliver programmes in northern Ghana which ensure that children's rights are better met and that they have a greater prospect of fulfilling secured futures; and to empower and support existing local organisations, civil society organisations and agencies, to allow them to develop and sustain their work. In pursuance of this AfriKids' programmes are delivered in two ways. The majority are delivered through AfriKids themselves, by AfriKids staff working directly with children, their families and their communities. We currently have 12 Core Projects, which fall under the umbrella of three Area Programmes – each with a geographic focus.

We also work with other organisations to reach people that we do not reach through our own projects, and these we call **Partner Projects**, which are supported through grants, and through accompaniment to increase their capacity to deliver projects. All partner projects are working with AfriKids Ghana for a defined length of time after which the goal is for them to be independently sustainable. We currently have 5 partner projects. In addition, AfriKids reach people through our social enterprises, the AfriKids Medical Centre and the Energy For Life Initiative. These projects have positive social objectives which we measure alongside the extractable profits which support our charity work. We call these **Sustainability Projects**. Beneficiaries from all these make up our total beneficiary reach.

#### **CORE PROJECTS**

New Beginnings
The Education Bridge
Young Entrepreneurs Programme
Complementary Basic Education
The GAS Partnership
Family Livelihoods
Support Programme

BOLGATANGA AREA PROGRAMME
School of Night Rabbits
Operation Fresh Start
Creative Minds
AfriKids IT Academy

KASSENA NANKANA AREA PROGRAMME
Operation Sirigu

TALENSI NABDAM AREA PROGRAMME
Operation Sunlight

#### **PARTNER PROJECTS**

Operation Mango Tree Operation Bolgatanga Operation Zuarungu
Operation SINGh

Operation Smiles

#### SUSTAINABILITY PROJECTS

AfriKids Energy for Life Initiative AfriKids Medical Centre 16 Bolgatanga Area Programme (BAP)

Kassena Nankana Area Programme (KNAP) 17

#### PROJECT TITLE

## Bolgatanga Area Programme (BAP)

#### **OVERVIEW**

AfriKids' work in the Bolgatanga and Bongo areas is to improve the child rights environment to the extent that all children's basic rights are met. Our programmes address children's rights, with a particular focus on child displacement and streetism.

#### PROJECTS WITHIN THE AREA PROGRAMME

New Beginnings (1&2) The Education Bridge The School of Night Rabbits Creative Minds AfriKids IT Academy

#### **BENEFICIARIES**

Girls 96 Boys 97 Students 2,485 Skills trainees 50 Total 6,928 Child Rights club members 4,200

#### HIGHLIGHTS

- 43 children passed out from the School of Night Rabbits; of which 24 then enrolled in full time education and 10 were resettled back with their families
- 45 students successfully completed senior high school and 30 who are still in school are progressing steadily
- Nine skills trainees passed out ahead of time and have already started setting up their own businesses
- Two local Chiefs have set up educational funds to support needy and brilliant children in their community after accepting the challenge to encourage all children to be in school
- The lives of seven children have been saved children who would have otherwise died either through serious ailments they were suffered from or because they were accused of being spirit children
- The project worked in 40 communities raising awareness about the importance of education and established 140 new Child Rights Clubs

#### PROJECT TITLE

### Kassena Nankana Area Programme (KNAP)

#### OVERVIEW

KNAP is AfriKids' longest serving project focusing on empowering local communities to move beyond harmful, traditional beliefs and practices for the protection of the rights of children with particular emphasis on the Spirit Child Phenomenon. The project works closely with stakeholders to bring about the needed change in their wellbeing.

#### PROJECTS WITHIN THE AREA PROGRAMME

Operation Sirigu New Beginnings (2) The Education Bridge

#### BENEFICIARIES

Girls 2,851 Boys 2,265 Adults 1,159 Community Members 5,000 Total 11,275

#### HIGHLIGHTS

- All stakeholders in the area outlawed the practice of the Spirit Child Phenomenon through a grand declaration durbar. This was done with the launch of an Education Endowment Fund to cater for vulnerable children in the area
- The 'concoction men' who were previously involved in perpetuating the Spirit Child
   Phenomenon are now well established in their new roles as Right to Life Promoters
- Two children underwent specialised surgery to make life-changing corrections that their families would otherwise have been unable to access
- 10 children were able to successfully complete senior high education and excelled in their exams. Another 23 children are still in senior high schools while 26 are continuing in skills training
- Child Rights Clubs continued to see academic benefits in the schools that run them.
   One student even gave a speech at a global forum of children in South Africa on the impact of Child Rights Clubs in the community
- Through education campaign work there is an increase in community members'
  participation, school monitoring and support. Circuit Supervisors of the district
  instituted new improved monitoring systems in the schools with our support

18 Adjoa – My Year... Adjoa – My Year... 19

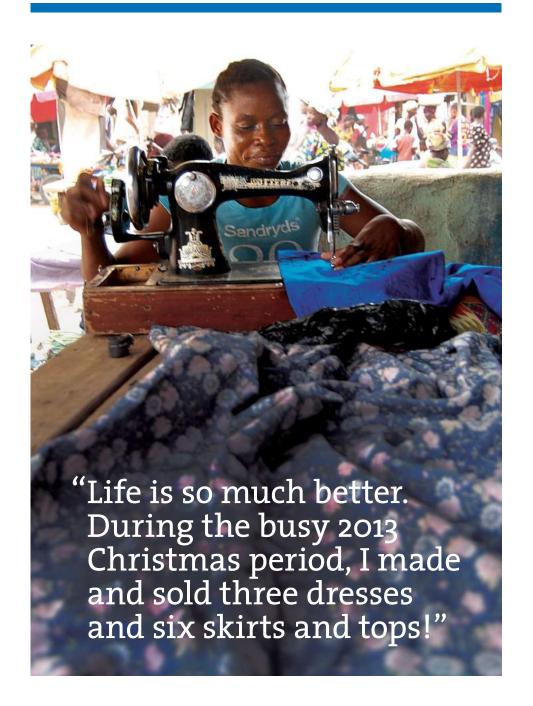
# Adjoa – My Year...

## My name is Adjoa and I am 18 years old. I am a beneficiary of AfriKids' Bolgatanga Area Programme.

When I was seven I became ill and spent a period of time in hospital where an injection to my leg left me unable to walk. My father passed away when I was young and I went to Bolgatanga to learn to become a seamstress from a friend, so I could support my mother and my siblings. I had no means to buy my own sewing equipment, and sadly my mother too had passed away by 2009.

It was at this point that I first heard about AfriKids' work in my area. AfriKids provided me with a sewing machine, table and iron, so that I could support myself as a seamstress, as well as two goats to supplement my income.

As a result, in 2013, I was able to get a full time job in a dressmaking shop in Bolgatanga's market. Life is so much better. During the busy 2013 Christmas period, I made and sold three dresses and six skirts and tops! Had I not received support from AfriKids this year, I would not have been able to support myself and would have ended up begging for money. Now, my ambition is to one day own my own dress making and small goods trading shop.



20 Talensi Nabdam Area Programme (TNAP)

#### PROJECT TITLE

## Talensi Nabdam Area Programme (TNAP)

#### **OVERVIEW**

TNAP exists to ensure that the rights of all vulnerable children in the worst forms of child labour in small scale and illegal gold mining, stone quarrying and commercial agriculture are adequately addressed. This is done through wider stakeholder consultation across the Talensi and Nabdam districts.

#### PROJECTS WITHIN THE AREA PROGRAMME

New Beginnings (1&2) The Education Bridge

#### BENEFICIARIES

Girls 85 Boys 80 Child Rights Club Members 1,000 Adults 217 Community Members 70 Total 1,452

#### **HIGHLIGHTS**

- 10 communities mobilised local resources to put up educational infrastructure ir deprived communities to promote education
- Child Rights Clubs led to the rescue and reintegration to their families of two female pupils who had been forced into early marriages
- Activities took place to mark the 2013 World Day Against Child Labour in the region to highlight the plight of working children in domestic servitude
- Support was given to 125 children under the New Beginnings 2 project to effectively leave the streets and other dangerous working environments and return to school or undergo apprenticeships
- Support was provided for 189 beneficiaries in collaboration with AfriKids' NECPAD (Network for Community Participation and Development) partners to successfully resettle all those who were still in school or skills training during the year
- Holiday classes were organised for 1,000 members of Child Rights Clubs and other pupils to improve on their academic performance

#### PROJECT TITLE

## Complementary Basic Education Programme (CBE)

#### **OVERVIEW**

The Ghana Complementary Basic Education (CBE) Programme is a functional literacy programme by the Government of Ghana and its development partners (DFID), for targeting children between 8 to 14 years and out of school to access education through literacy classes in their own communities in their mother tongues.

#### BENEFICIARIES

Girls 657 Boys 843 Adults 360 Total 1,860

#### HIGHLIGHTS

- 300 local committee members were equipped with requisite information and skills to monitor 60 classes in progress
- 60 teachers were giving instruction to classes with a higher female representation
- ullet 60 CBE classes were set up and running over the last 6 months of the year
- 1,500 children enrolled into the CBE programme
- 70-75% of learners were able to achieve basic writing in their mother tongue
- There was a successful media launch of the programme promoting the work of the local team to the communities benefiting

22 Elvis – My Year... Elvis – My Year... 23

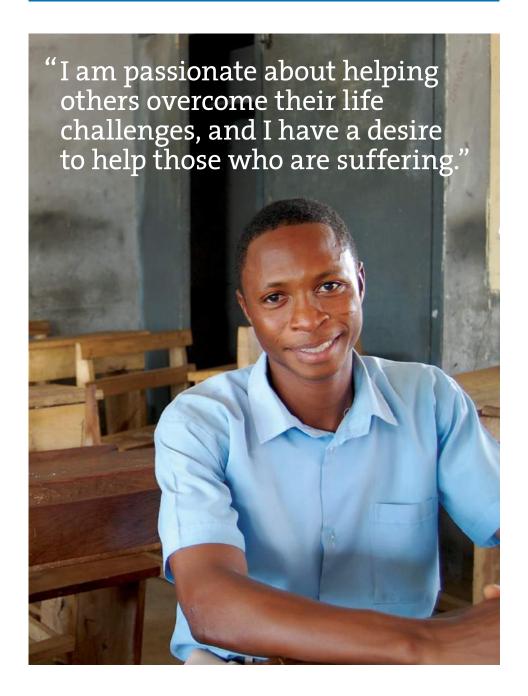
# Elvis – My Year...

## My name is Elvis and I am 19 years old. I am supported by AfriKids' Talensi Nabdam Area Programme.

My sisters and I are cared for by our mother who is unemployed and had to beg on the streets of Tamale. We could not afford my school fees, so I went to work in the 'galamsey' gold mines. The conditions in the mines were poor; the dust made it difficult to breathe and there were numerous accidents.

In 2011, when I was 16 and still working in the mines, I met Bingo, an AfriKids field officer who comes from the same village as me, Nyogbare. With Bingo's guidance, AfriKids began to support me so I could go to school. AfriKids paid my school fees and provided me with a small monthly living allowance. Without this support I would probably still be working in the mines.

I do well in school and, in February 2013, I was elected President of the Student Representative Council ("SRC"), acting as a link between the students and the school's administrative staff. One project I was responsible for recently was securing the renovation of the school's dining and assembly halls and for the introduction of music lessons and the purchase of musical instruments. When I leave senior high I would like to go to university and become a social worker. Because of my own story, I am passionate about helping others overcome their life challenges, and I have a desire to help those who are suffering.



24 The GAS Partnership 25

PROJECT TITLE

## The GAS Partnership

#### OVERVIEW

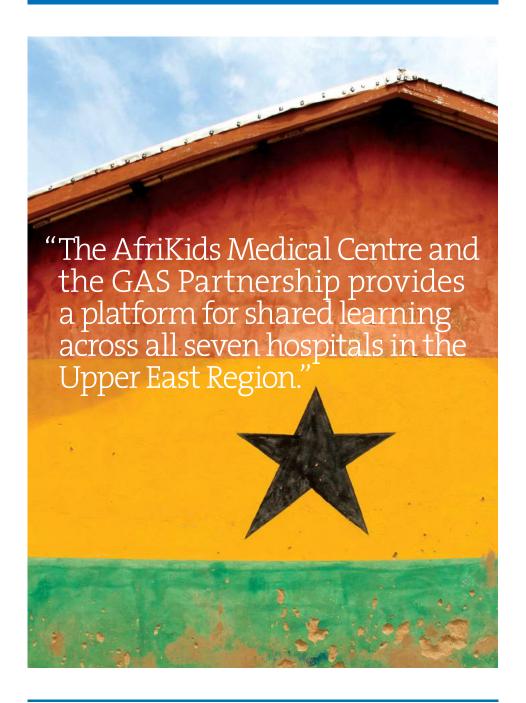
The GAS Partnership is a tripartite partnership that engages Ghana Health Services (GHS), AfriKids, and Southampton University Hospitals Foundation NHS Trust in providing training and continuous professional development for healthcare staff across five specialty areas: diagnostics, paediatrics, theatres, maternal health and estates. The AfriKids Medical Centre and the GAS Partnership provides a platform for shared learning across all seven hospitals in the UER. The partnership is currently funded by the Wolfson Foundation and THET.

#### BENEFICIARIES

Medical Professionals 363 Hospitals 7

#### **HIGHLIGHTS**

- $\cdot$  363 medical staff trained in five specialties across the UER
- 21 volunteers from the UK visited the UER to provide training, accompaniment and ongoing professional development to Ghanaian Health Professionals
- Learning visits were made to the UK by Ghanaian staff from two specialities –
   Maternal Health and Theatres and Anaesthetics
- All seven hospitals took part in a peer review exercise to drive up quality and standards
- Equipment was provided to seven hospitals along with training in its use
- UK medical professionals report increased pride and professionalism in their UK work as a result of their participation in the partnership



26 Clifford - My Year... 27 Clifford - My Year... 27

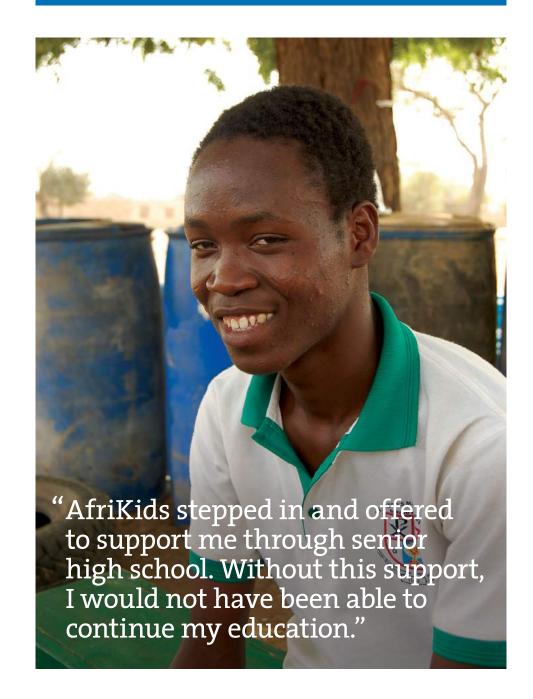
# Clifford – My Year...

## My name is Clifford and I am 20 years old. I am supported by AfriKids under the Kassena Nankana Area Programme.

I first heard about AfriKids when I joined one of AfriKids' Child Rights Clubs at junior school in 2008. I later became President of the Club and led the school to lots of victories! This role improved my academic work as it gave me the confidence to stand up in front of people and speak confidently. I left junior school in 2011 but continue to support my old school's Child Rights Club and return when I can.

When I left junior school, I amazingly passed the entrance exam for one of the best senior high schools in Ghana! But sadly the fees were too high for my family to afford as my mother has to support me and my three brothers and sisters, and she did not have a job.

AfriKids stepped in and offered to support me through senior high school. Without this support, I would not have been able to continue my education. I have been working very hard in 2013 as next year in May I will complete my West Africa Senior School Certificate Examination (WASSCE). I would like to become and engineer so that I can provide for myself and my family.



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#### PROJECT NAME

### Operation Bolgatanga (The Next Generation Home)

#### PROJECT DESCRIPTION

This is a street and deprived children's project that promotes the human and social development of vulnerable children, especially street children and other young people at risk.

#### **BENEFICIARY NUMBERS FOR 2013**

72 direct beneficiaries

#### PROJECT MANAGER'S HIGHLIGHT OF THE YEAR

2013 saw one of the biggest renovations of the home's structure since its construction with the provision of brand new open-air bathrooms and a new toilet block which has greatly improved sanitation.

#### PROJECT NAME

### **Operation Smiles**

#### PROJECT DESCRIPTION

Operation Smiles exists to deliver children from harmful cultural practices in districts of the Northern region, and also provides shelter and nutrition to orphaned, abandoned and malnourished children and those from poor homes. It also seeks to improve the welfare of families, especially women, through its family livelihood support scheme as well as offering community health care for mothers to reduce maternal mortality.

#### **BENEFICIARY NUMBERS FOR 2013**

43 direct beneficiaries

#### PROJECT MANAGER'S HIGHLIGHT OF THE YEAR

2013 saw a great leap in sustainability by partnering with other organisations planting crops on the project lands. Stakeholder engagement was a large focus with the project engaging government bodies, local leaders and community members in reviewing the project's objectives.

#### PROJECT NAME

### Operation Mango Tree (Mama Laadi's Foster Home)

#### PROJECT DESCRIPTION

Operation Mango Tree provides the most vulnerable children in the Upper East Region a safe and comfortable home that provides the basic essentials for their growth and development.

#### **BENEFICIARY NUMBERS FOR 2013**

35 direct beneficiaries

#### PROJECT MANAGER'S HIGHLIGHT OF THE YEAR

There have been improvements everywhere in the home in the past year most notably the children are performing well in school and five of them have transitioned to junior and senior high schools.

#### PROJECT NAME

### **Operation Zuarungu**

#### PROJECT DESCRIPTION

Operation Zuarungu is a model school funded by AfriKids to provide quality education to children in the remote rural community of Zuarungu

#### **BENEFICIARY NUMBERS FOR 2013**

410 pupils (240 in the primary school and 170 in the junior high school

#### PROJECT MANAGER'S HIGHLIGHT OF THE YEAR

The project saw a marked improvement in the school's performance in the year from 39% in the Basic Education Certificate Examination in 2012 to 72% in 2013.

30 Partner Projects Partner Projects 31

#### PROJECT NAME

### **Operation SINGh**

#### PROJECT DESCRIPTION

Operation SINGh is a community based project that focus on children and women with emphasis on providing educational, health and family income opportunities for the most rural people to reduce poverty and improve the lives at the rural poor.

#### **BENEFICIARY NUMBERS FOR 2013**

153 direct beneficiaries

#### PROJECT MANAGER'S HIGHLIGHT OF THE YEAR

The project has improved access to quality education, health, and family incomes in remote rural areas in northern Ghana through its school incentive packages, National Health Insurance subscriptions for children and microcredit schemes for their parents.

"Operation SINGh was able to impact significantly on the lives of the communities that they served."

David Pwalua Director of Programmes, AfriKids Ghana



32 Sustainability Projects Sustainability Projects 33

#### PROJECT NAME

### The AfriKids Medical Centre (AfMC)

#### PROJECT DESCRIPTION

The AfriKids Medical Centre, a registered primary hospital with National Health Insurance, delivers exceptional health care services in northern Ghana (97% free at the point of delivery) while generating revenue for AfriKids

#### **NET PROFIT GENERATED BY THE PROJECT IN 2013**

£36,543\*

#### **HOW THIS FITS WITHIN OUR PATH TO 2018**

The Centre is at the heart of a public-private partnership involving Ghana Health Services and the UK NHS to improve standards across the region, leverage resources and share skills. This stakeholder group is informing AfriKids' long-term strategic planning, ensuring integration with public health at the regional and national levels, leveraging international expertise in clinical capacity building and applying industry-leading experience to the planning and development of facilities and equipment. By 2018, the Medical Centre aims to continue to be self-sustaining and generate a surplus to support AfriKids Ghana's child rights programmes.

#### HIGHLIGHT OF 2013

Almost 60,000 patients directly benefiting from the services offered at the Medical Centre.

"The AfriKids Medical Centre has been providing excellent healthcare to the population of the Bolgatanga for the last six years. We are considering exciting plans for expansion."

Didas Azanoore Medical Centre Manager

\* Subject to Audit

#### PROJECT NAME

### **Energy for Life Initiative (EfLI)**

#### PROJECT DESCRIPTION

The Energy for Life Initiative is a reduced carbon cook stoves distributior programme, providing social, economic and environmental benefits to thousands of families all over northern Ghana.

#### **NET PROFIT GENERATED BY THE PROJECT IN 2013**

£7,66c

#### **HOW THIS FITS WITHIN OUR PATH TO 2018**

The Energy for Life Initiative is a profitable enterprise, generating revenue both from sales and a success fee for carbon emissions reductions that the business achieves. Its social benefit includes reducing the financial burden of fuel costs, reducing health and safety risks associated with traditional stoves and a significant reduction in unsustainable fuel consumption which is destroying the local environment. EfLI is a self-sufficient project which will run until 2022. It is a model that might be replicated with other sales and distribution businesses to further support AfriKids Ghana's financial sustainability.

#### HIGHLIGHT OF 2013

Over 30,000 beneficiaries directly benefitting from the world's most efficient charcoal stove.

"We use the stove because it doesn't use much charcoal. We don't waste much money buying too much Charcoal and it cooks fast. In a month our savings become big and we can continue to pay school fees."

Barbara

Cook stove owner

34 Sustainability Projects Sustainability Projects 35







A syndicate of supporters donate £15,000 to build a ward at the AfriKids Medical Centre



The ward treats children from all over AfriKids' projects and the local

Treating children and adults under National Health Insurance generates a profit for the centre





Some of the profit is used to register more families on National Health Insurance

This means they can attend the Medical Centre free of charge



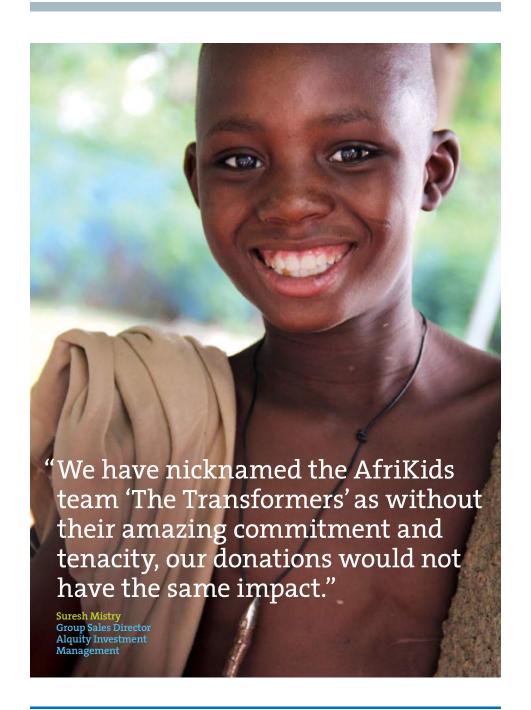
Some profit helps run AfriKids Ghana's projects



Some profit is reinvested in the care at the Medical Centre

available in the Medical Centre is improved which attracts more patient to the centre

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2013 STATISTICS: AFRIKIDS IN NUMBERS

UK Staff 12
Ghana Staff 180
Beneficiaries 130,409
of which 112,331 are children
Number of beneficiaries
since registration 786,423
Total UK income £1,851,737
Total Ghana income £166,720

AVERAGE % EXPENDITURE BREAKDOWN

Projects **77%**Fundraising **18%**Administration **5%** 

38 Fundraising in 2013 Fundraising in 2013

## Fundraising in 2013

AfriKids is working to make its child rights projects fully sustainable in Ghana, with businesses and local initiatives ultimately removing the need for a UK fundraising team. While this is our aim for 2018, we do currently rely on the support of so many people. 2013 was no exception.



#### INDIVIDITALS

Donations from individuals made up 15% of AfriKids' voluntary income for 2013. From the one-off donations, large and small, to the regular donors who gave monthly via standing orders or through their payroll, individual supporters are the life blood of AfriKids. Regular gifts help us plan our work securely and so a huge thanks to all who gave this way in 2013.

To find out more contact amaatteen@afrikids.org

#### **EVENTS**

Events play a huge part in AfriKids' fundraising – both as direct fundraisers and as a great way to spread the story of our work to new people and partners. In 2013 AfriKids organised our own regular pub quizzes and held a high profile book launch. We also supported other organisations like Allen & Overy and the IPFA host their events for AfriKids

To find out more contact beatabishopmccarthy@afrikids.org

#### **CORPORATE PARTNERS**

Our partnership with Allen & Overy was a key focus of our work in 2013. Successes meant that our initial two year fundraising target of £250,000 was tripled to a goal of £750,000 to be raised by May 2014! The year also saw us welcome visitors to Ghana from Alquity Investment Management and Reed Elsevier to visit our projects. We also took on a new Corporate Partnerships Manager.

To find out more contact emmamortoo@afrikids.org

#### TRUSTS AND FOUNDATIONS

AfriKids is lucky to have very good ongoing relationships with a number of key trusts and foundations. These relationships help us secure much needed costs directly for our projects, offering security for projects to plan to. AfriKids is always looking for introductions to new grant makers, so if you do have links then please do get in touch

To find out more contact liamnolan@afrikids.org

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## The AfriKids Blog

### afrikids.org/blog

In 2013 AfriKids launched a blog in order to have a one-stop-shop for the latest news and goings-on from across the organisation. Since launching we've had posts written by staff from the UK and Ghana and even the occasional guest post from visitors, volunteers and partners. To give you an idea of what you can read...

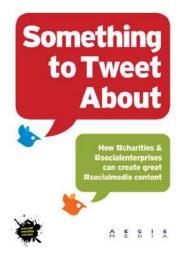
- We marked the G8 summit with a series of posts about how AfriKids' work related to the IF Campaign
- We gave updates on our Radio 4 Appeal and gave follow up case studies
- We shared a cute letter we received from two 6 year-old fundraisers
- We introduced our new Head of Fundraising, Amy
- We shared news of events like our quizzes and the world's first 'Mighty Boosh-A-Thon'
- We featured as an example of best practice in a guide produced by Social Misfits Media

To read these stories and more, head to afrikids.org/blog and click on the tag 'Annual Report 2013' in the right side bar. Be sure to follow us on Twitter and like us on Facebook to get notifications of new posts as and when they get posted.

afrikids.org/blog | @AfriKids | Facebook.com/AfriKids

"The AfriKids blog is an excellent example of a charity spending very little, yet creating a dynamic platform. It works because it brings AfriKids to life through the words of and the passion of their people."

Carlos Miranda Founder of Social Misfits Media







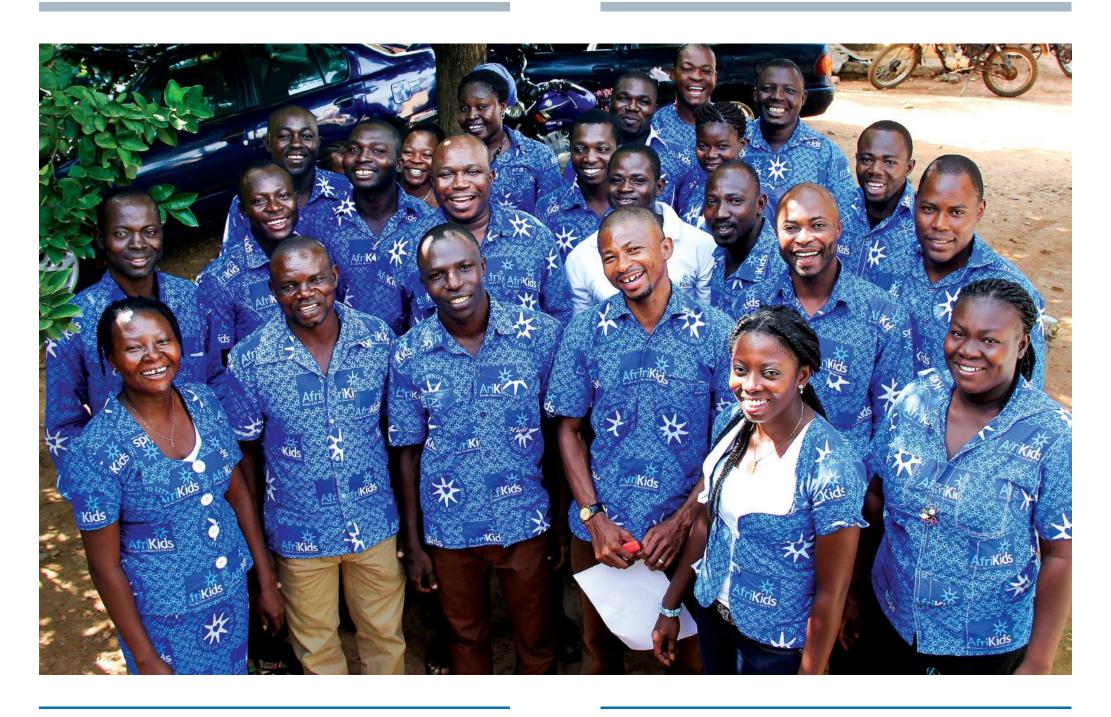








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## Financial Summary

Statement of Financial Activities including income and expenditure account, for the year ended 31 December 2013

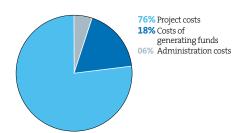
	UNRESTRICTED FUNDS £	RESTRICTED FUNDS £	TOTAL 2013	TOTAL 2012 £
INCOMING RESOURCES from generated funds:				
Voluntary income	669,699	640,194	1,309,893	1,423,834
Activities for generating funds				
- Events	54,792	13,000	67,792	250,947
- Sponsored external fundraising	42,585	-	42,585	61,472
- Donations from corporate partners	411,434	-	411,434	167,750
- Other	19,857	-	19,857	5,745
Investment income			•••••••••••••••••••••••••••••••••••••••	•••••••••••
- Bank interest	176	-	176	1,566
Other incoming resources:	797	-	797	797
TOTAL INCOMING RESOURCES	1,198,543	653,194	1,851,737	1,912,111
RESOURCES EXPENDED				
Costs of generating funds:				
- Costs of generating voluntary income	122,977	-	122,977	289,941
- Events	26,858	-	26,858	145,402
- Sponsored external fundraising	31,909	-	31,909	36,437
- Corporate sponsorships	96,511	-	96,511	42,459
- Other	43,391	_	43,391	26,977
TOTAL COSTS OF GENERATING FUNDS	321,646	-	321,646	541,216
GOVERNANCE COSTS	4,622	-	4,622	4,023
NET INCOMING RESOURCES AVAILABLE	872,275	653,194	1,525,469	1,366,872
CHARITABLE ACTIVITIES:				
- Education	310,862	231,339	542,201	591,013
- Healthcare	35,184	39,281	74,465	98,266
- Childcare	145,639	72,631	218,270	134,071
- Family incomes	32,371	28,532	60,903	44,193
- Child Rights education	23,480	74,313	97,793	139,001
- Sustainability	226,160	287,482	513,642	496,197
TOTAL RESOURCES EXPENDED	773,696	733,578	1,507,274	1,502,741
NET MOVEMENT IN FUNDS	98,579	(80,384)	18,195	(135,869)
Fund balances as at 1 January	77,146	414,397	491,543	627,412
FUND BALANCES AS AT 31 DECEMBER	175,725	334,013	509,738	491,543

A full copy of AfriKids' financial statements can be downloaded from afrikids.org

#### Balance Sheet, as at 31 December 2013

	31 DECEMBER 2013 £ £		31 DECEMBER 2012 £ £	
FIXED ASSETS				
Tangible Assets		10,918		10,442
CURRENT ASSETS				
Debtors	177,553		157,429	
Cash at bank and in hand	364,266		407,979	
TOTAL CURRENT ASSETS	541,819		565,408	
Creditors: Amounts Falling due within One Year	(42,999)		(84,307)	
NET CURRENT ASSETS		498,820		481,101
TOTAL ASSETS LESS CURRENT LIABILITIES		509,738		491,543
INCOME FUNDS				
Restricted funds		334,013		414,397
Unrestricted funds		175,725		77,146
TOTAL EQUITY		509,738		491,543

#### 2013 EXPENDITURE BREAKDOWN



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

Gifts in Kind are particularly valuable to the organisation because they enable us to operate in ways we would be unlikely to if it meant spending charitable funds. In 2013 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.

#### 2013 INCOME BREAKDOWN



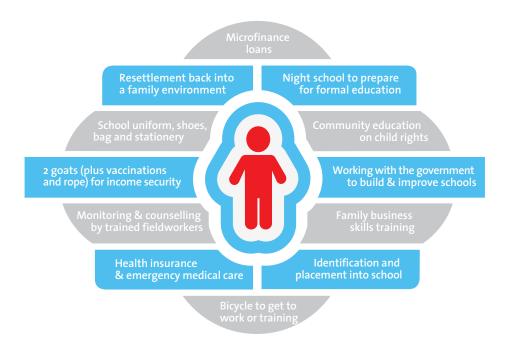
Directly sponsored costs are also extremely important as they allow us to reduce our risk in areas such as fundraising events. In 2013 we were able to benefit from large amount of direct sponsorship.

Both gifts in kind and direct sponsorship are accounted for in our Statement of Financial Activities, however they have been excluded from the cost allocation pie chart above, as they do not reflect the allocation of general donations as the chart above does. This means that for every £1 of a general donation, 76p goes straight to our project costs, 18p goes towards generating more funds, and 6p goes towards essential administration.

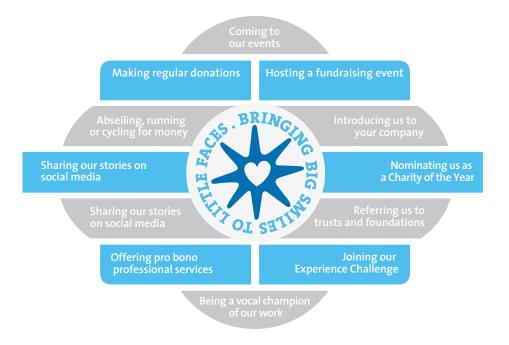
46 How you can support us How you can support us

# How you can support us

In order to ensure sustainable change in the lives of the children we work with in Ghana, AfriKids offers support in many different ways. These include:



In order for us to be able to do this, AfriKids in turn currently relies on the support of different individuals, companies and foundations – for this we are incredibly grateful. The many ways you can support us include:



Get in touch or find out more at afrikids.org/get-involved

## Thank You Allen & Overy

This report was kindly printed by our corporate partner Allen & Overy LLP (A&O). This is just one example of the myriad ways A&O has supported us during our two-year partnership, which was launched in May 2012.

We are proud and humbled that by the end of our partnership in May 2014, A&O will have raised over £780,000, trebling our initial financial targets. A&O will also have provided over 1,450 hours

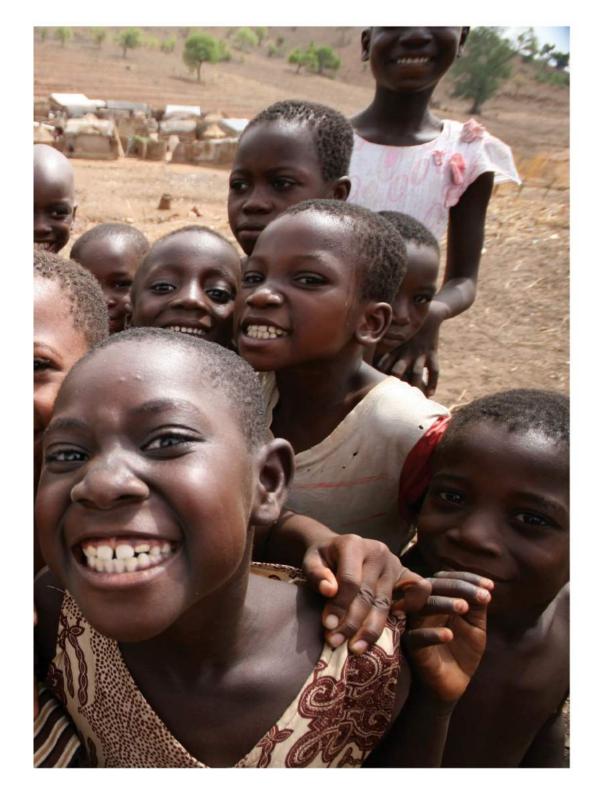
of pro bono advice – both legal and non-legal – on 35 key projects for AfriKids, and will have given AfriKids £31,000 worth of in-kind support, through events, design and printing. In addition, 75 of the firm's staff and partners from 22 offices globally will have visited our projects in the Upper East Region.

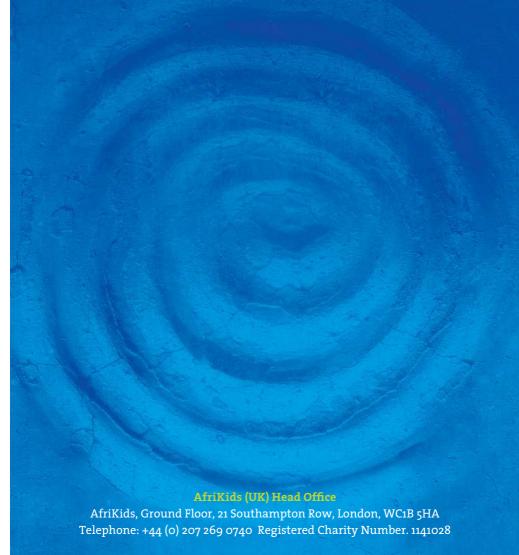
The partnership has wildly exceeded all of our expectations. A&O's sustained support has given AfriKids financial stability and allowed for deeper engagement during the relationship and therefore a higher impact.

So many individuals from Allen & Overy have helped make the partnership a success, starting with the Senior Partner and Managing Partner and continuing right through the organisation. To thank each individual would require a far larger document than this.

Thank you all.

## **ALLEN & OVERY**





#### 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

Facebook: www.facebook.com/afrikids Twitter: @AfriKids