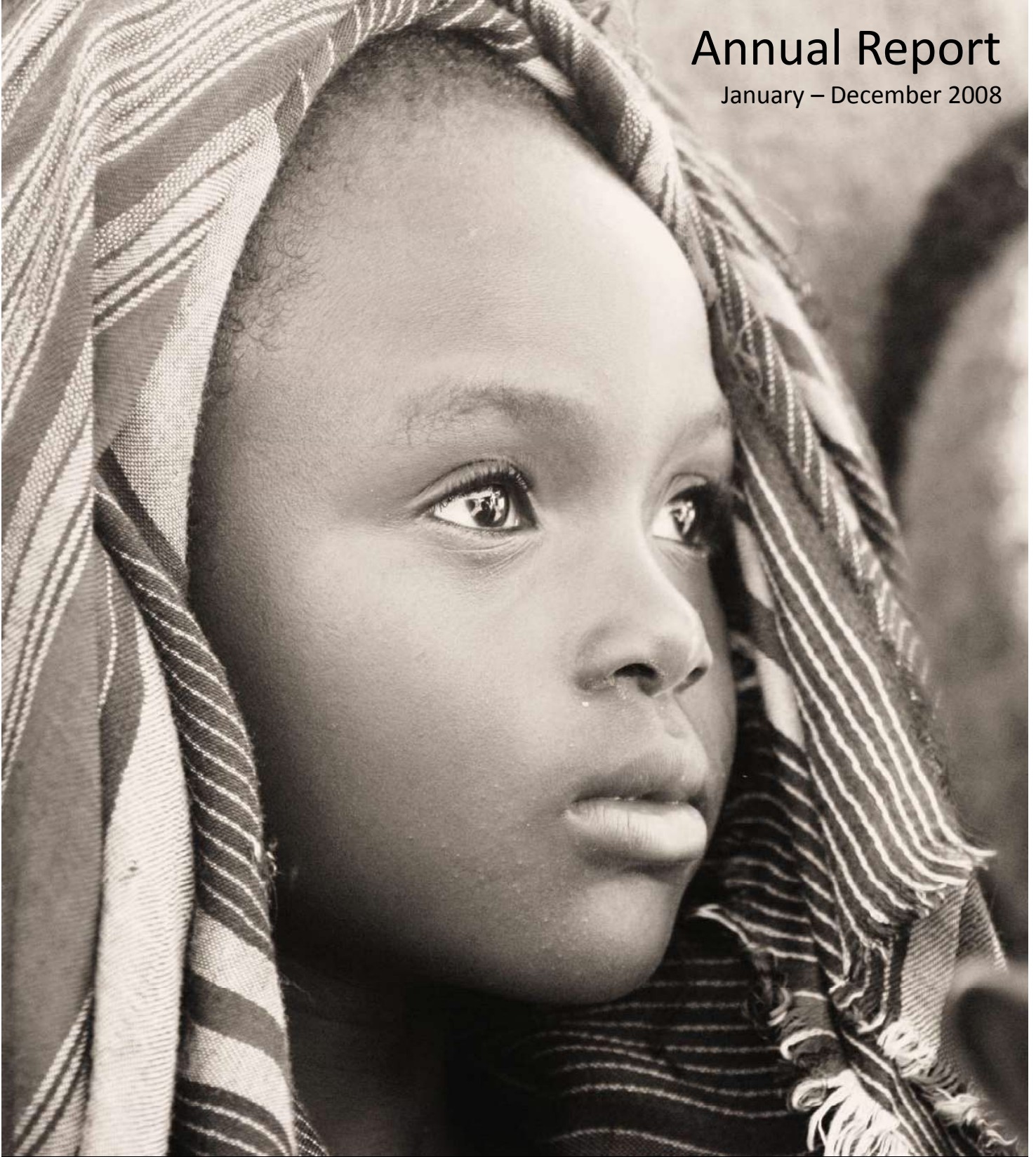


Annual Report

January – December 2008



"AfriKids is genuinely transformational for Ghana; a model for perhaps how all aid will one day be conducted; locally led, effective and sustainable."

Dan Salmons, Head of Innovation, Barclaycard

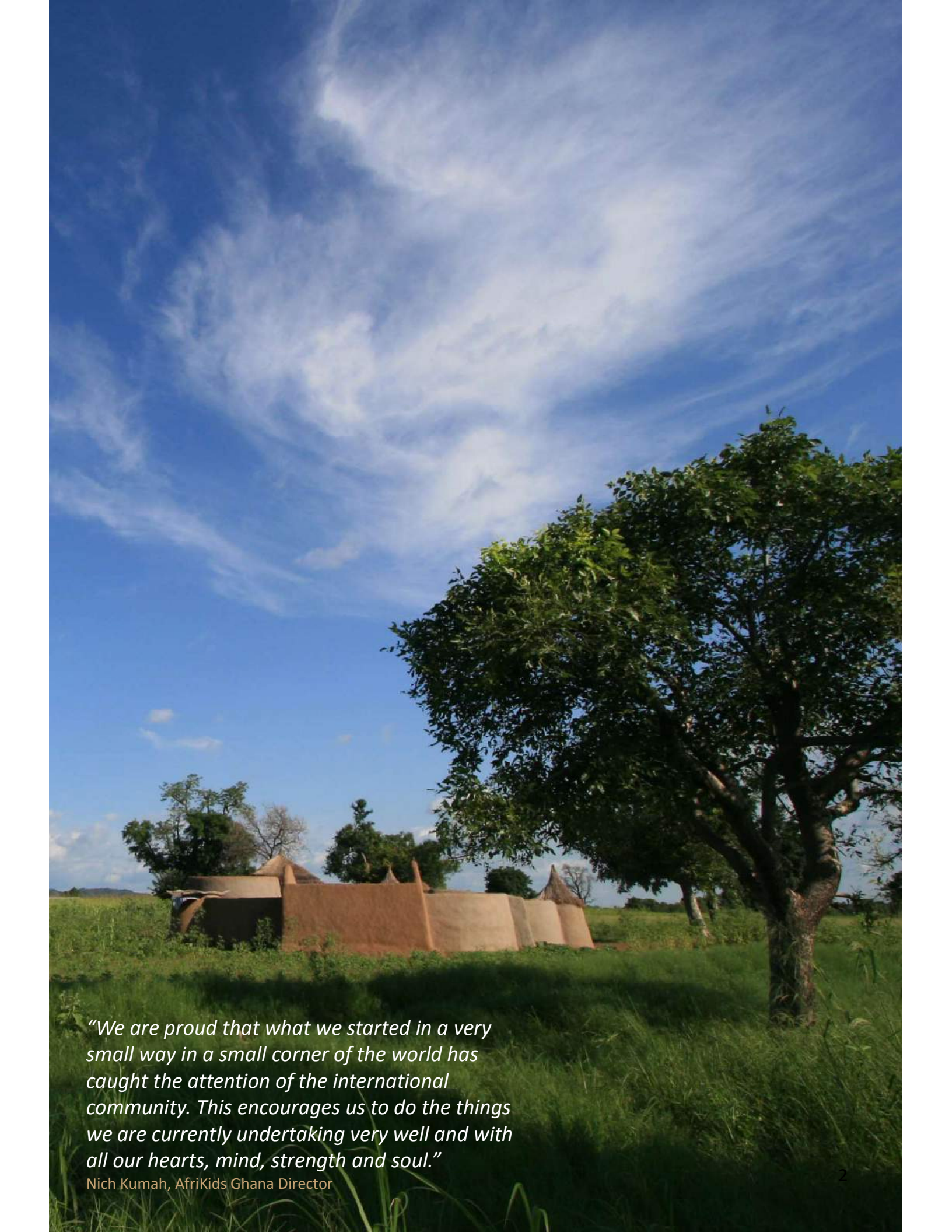
afrikids 
BRINGING BIG SMILES TO LITTLE FACES

www.afrikids.org

AfriKids (UK) Registered Charity Number 1093624
AfriKids Ghana Registered Charity Number SWD/3024

Haskell House, 152 West End Lane, London, NW6 1SD



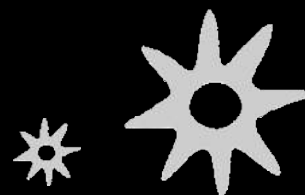


"We are proud that what we started in a very small way in a small corner of the world has caught the attention of the international community. This encourages us to do the things we are currently undertaking very well and with all our hearts, mind, strength and soul."

Nich Kumah, AfriKids Ghana Director

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"From its origins until the present, AfriKids has responded to needs on the ground, always staying in close contact with the grassroots, designing projects according to need rather than to set formulas or theories."

Martina Odonkor, Freelance Development Consultant

Reflections from the International Director

For many I suspect the best thing about 2008 is that it's over! In common with just about every other business or NGO, it's been a uniquely challenging year for AfriKids. However, it's times like this when you find out most about the people and organisation around you. 2008 was successful and challenging in many ways but **from my perspective it is the response to financial adversity that has been the highlight of the year.**

We have benefited both from the solid foundations laid in previous years, and from the (once again) extraordinary efforts of our small team in the UK, ensuring an impressive stability of income. The response of AfriKids Ghana has been stoic and effective. They have a remarkable determination to continue delivering quality projects, regardless of funding constraints. For example fieldworkers have been sharing motorbikes and monitoring other projects' children where they are closer, to make efficiencies. Their selfless commitments to this end bear testimony to the deep personal attachment they have to their work.

But if lean times tell us anything about how to run an NGO like AfriKids, I think it reinforces further our deep commitment to sustainability. **In the short term, sustainability means that when the taps start to run dry in the UK, the impact on our core operations in Ghana is mitigated. In the long term it will mean there is no dependency whatsoever by any AfriKids project on western aid; this is our vision and by 2018 we will get there.** We made impressive strides in that direction this year. Profits from the Medical Centre are now enough to cover over 10% of AfriKids Ghana's committed budgets in 2009 and we are well on the way to creating an exceptional, state-of-the-art facility. See page 28 for more details.



Sister Jane on her rounds as Project Manager for Operation Smiles

Planning also continues apace for our flagship sustainability initiative, the AfriKids Eco-Lodge. Such programmes will be very challenging in the current climate but, as we are already demonstrating, will constitute significant progress towards our goal of complete sustainability. On a smaller scale, the winner of the award for best AfriKids sustainability initiative at the AfriKids Ghana awards ceremony in October was Sister Jane, whose groundnut farming has been a small scale, but undeniable triumph. **Sister Jane's efforts were the first ever supported by AfriKids, and she received a standing ovation from the 300 attendees.**

We are immensely grateful to those who continue to back our sustainability initiatives. It's sometimes a little more 'difficult to give' in this way but that foresight and support is reaping great rewards for our projects and beneficiaries, and in the years to come will regenerate dividends many times greater than the initial contributions.



Of course, thanks are due more than ever to all our supporters. Tough times make charitable donations a greater sacrifice, and 2009 is undoubtedly going to be difficult. Whilst I look forward to the time when we will be asking you to cancel your standing orders and close your cheque books, **right now your help is more important than ever before.**

During the year I was lucky to be in Ghana when the **Storyhouse team, headed by the eminent journalist Sorious Samura, investigated our projects** and scrutinised our claim that AfriKids Ghana will be genuinely self sufficient in ten years time. He lived, ate and worked with our staff and questioned just how deep seated their commitment to fund themselves really was again and again. If you've watched 'How to Make a Difference in Africa' you'll know the answer; if you haven't I suggest that you do!



Mama Laadi being interviewed by Sorious in her boys' dormitory

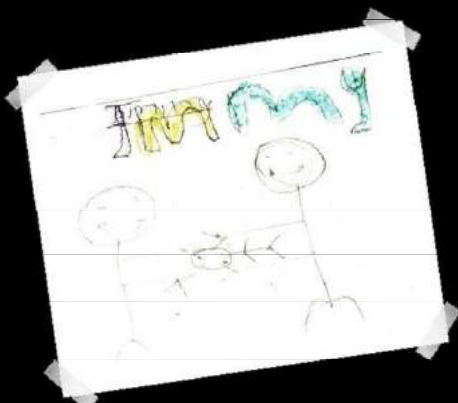


Nich and Georgie welcome Dr Gunther Faber and his wife Pam to the launch of 'How to Make a Difference in Africa'

In the middle of 2008, Liam Nolan, Lissa Wallington and Katya Hokkanen joined our UK team bringing with them a buzz of enthusiasm and determination. As an employer, AfriKids is demanding in every sense of the word; in addition to the long hours, you have to love Africa and her children, learn to manage malaria and work diligently towards losing your job in ten years time! Our new members have embraced all of this.

In December, Andy Thornton and Sally Eastcott (who have cumulatively been involved in AfriKids for seven years) were promoted to Directors and are running the show in my absence. They, and AfriKids Ghana's Director, Nich Kumah are the reason that I have been able to take a substantial maternity leave and those who know me know that you have more chance of getting a good return on Icelandic savings than getting me to take a step back from AfriKids, so it was bold of them to accept the new roles!

The unsung heroes of AfriKids are many but I would particularly like to recognise the trustees of AfriKids in the UK and Ghana headed up by John Hickman and Father Moses Akebule respectively. **Without a doubt all of our board members go well beyond the call of duty, and the way in which they and their families get so personally involved in the projects and businesses is valued by us all.**




Thank you to all those who sent kind messages of congratulations when Nick's and my son Joshua arrived, late and large (!) on December 8th. Mama Laadi's children have named him Atanga (meaning rock or foundation) and he is now known affectionately as AJ. For me the highlight of 2009 will be introducing him to his very large extended Ghanaian family! I don't think I have a photograph which quite sums up our new family life as well as this picture by Jimmy from Operation Mango Tree.

I am always keen to hear your feedback and welcome your thoughts and ideas on our work and how we can improve upon it; please keep them coming!

A final huge thank you for your ongoing support. We look forward to using it over the coming year to run projects, build businesses and achieve outcomes which we firmly believe are leaders in their field.

Georgie Junberg

A photograph of two young women sitting on a wooden bench. They are both wearing red short-sleeved shirts with white checkered collars and matching red and white checkered skirts. The woman on the left is laughing, with her hand near her face. The woman on the right is smiling and looking towards the camera. She is holding a small white object in her hands. In the bottom left corner, a hand is holding a small blue and white packet labeled 'Menthol GUM'. The background is a wooden wall with a window.

"I am so happy to be in training now. Besides the training I am benefitting a lot from the project. I know that I will forever smile."

Teni Atubga, Operation Fresh Start beneficiary

Reflections from Ghana's Director

As I went round with my family during the Christmas festivities, **everywhere I went people kept referring to me as AfriKids**, even my closest friends. I started to wonder 'how come AfriKids has become a household name?' My initial response was that it must be the uniqueness of our philosophy;

Listen to what the community knows it needs
aEmpower them to make the necessary changes
 Ensure **absolute sustainability**

However, I've come to realise that it is also what's behind our philosophy that makes us what we are: **the commitment, flexibility and ingenuity of our staff and stakeholders**, who make those words more than just rhetoric.



Our focus for 2008 was to continue the implementation of our 21 projects and also work on our objective of becoming sustainable. Gladly in 2008 we have seen great progress in respect to these two major objectives. AfriKids continues to transform the lives of children in the three Northern Regions through our projects, and in our quest to be sustainable, we have not only empowered individuals but have also enhanced the local economy. **This report is testimony to the year's hard work and many victories large and small that have changed lives for the better.**

The work has certainly kept us on our toes and I have been reminded time and again that just as we master one area, new challenges arise and we must turn to the passion that drives our team onwards once again. From Didas, Linda and I holding a meeting with seamstresses to explain measurements and designs for the Humankind range of clothes we produced for Topshop; to Richard lobbying to get placement in a teacher training college for Julie, a beneficiary of Operation fresh start who was brought from the streets of Kumasi; **to Joe and Elijah in Sirigu persuading the mother of Apalabono, a 'spirit child' with hydracephalus, not to give up hope on him**; to Frank having to leave his family and stay with Esther, a little girl he helped through Operation SINGh, for almost a month in Accra, 830 kilometers away, to seek medical treatment; to Mama Laadi feeding and taking care of Mercy through repeated bouts of malaria and missing her awards at our annual ceremony to be by her side in hospital. The list goes on and on.

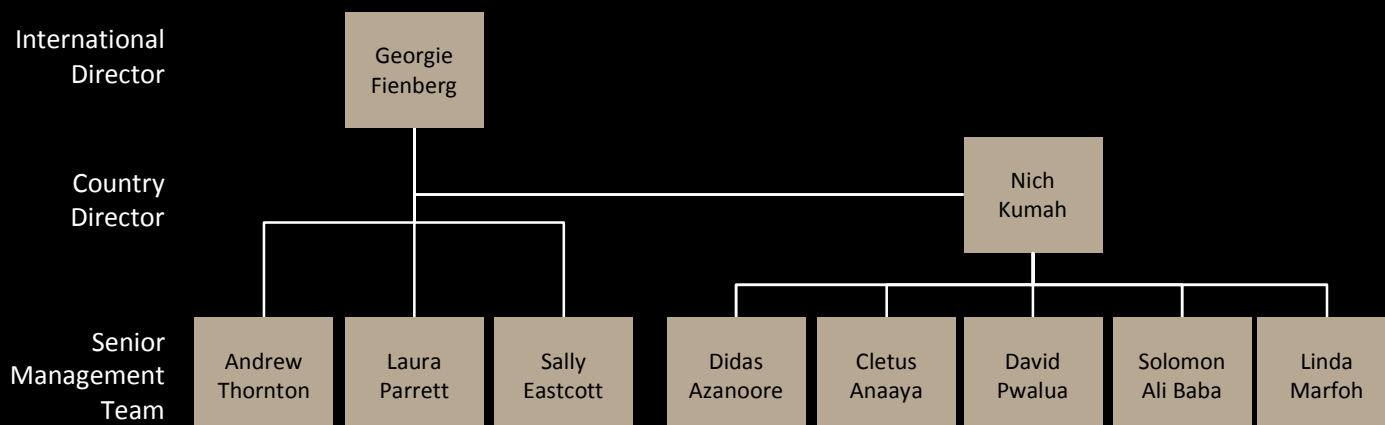


Every single member of the AfriKids team played a key part for us to reach where we are today.

As we enter into 2009, my vision is to groom all of our team to engage in good organisational citizenship, constantly acknowledging the contribution and role of every stakeholder, building the capacity of staff to deliver in a more professional and ethical manner and above all to **let beneficiaries adopt this 'can do' spirit.**

In conclusion, I would like to wish all staff of AfriKids in the UK and AfriKids Ghana, donors, boards of trustees and all stakeholders a prosperous and refreshing year.

AfriKids' senior staff structure



Georgie Fienberg - International Director

AfriKids Ghana

Nich Kumah
 Ghana Director
Didas Azanoore
 Microfinance & Sustainability Manager
Cletus Anaaya
 Head of Core Projects
David Pwalua
 Head of Partner Projects
Solomon Ali Baba
 Finance Manager
Linda Marfoh
 External Affairs & Human Resources Manager

AfriKids (UK)

Andrew Thornton
 Head of Programmes & Strategy, promoted to
 Country Director
Sally Eastcott
 Head of Fundraising, promoted to Country Director
Laura Parrett
 Head of Finance and Administration

AfriKids Ghana Board of Trustees

The very Rev. Father Moses Akebule (Chairman)
Christopher Y Babooroh
Joseph Jesse Panin
Samera Adwoah Ghanem
Apambila David Aberimah

AfriKids would like to thank all of the above who completed their term of office in 2008

AfriKids (UK) Board of Trustees

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





"All staff do an incredible job and are so passionate about AfriKids. I don't think I could single out anyone as they all made a huge impression."

Joanne Grimshaw,
dedicated AfriKids supporter



AfriKids' purpose

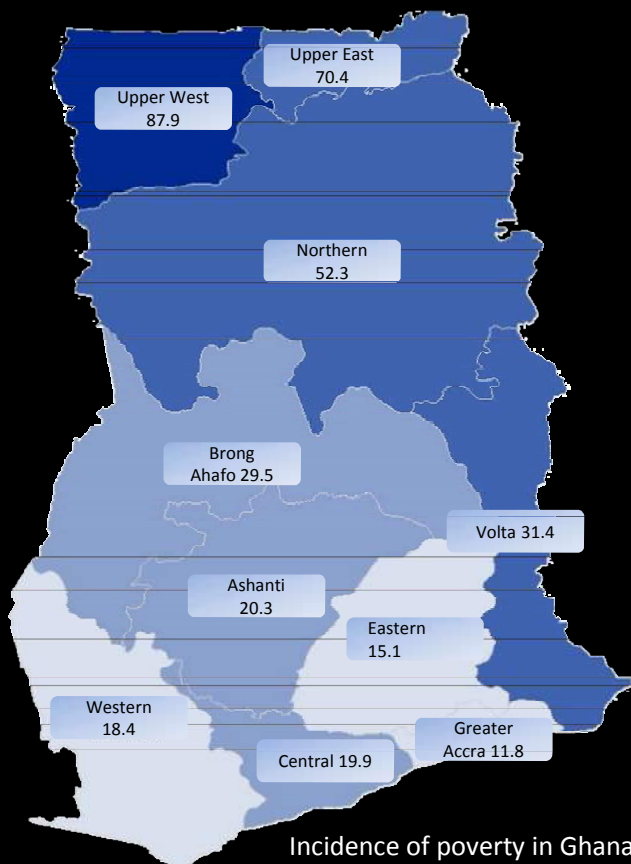
Our mission

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

Our philosophy

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

In the eleven years we have been active in northern Ghana, we have been lucky enough to see major progress in the country's development and prosperity. Between 1990 and 2005, poverty in Ghana fell by almost half (from 52% to 28%). If this trend continues Ghana will be among the first African countries to have achieved the Millennium Development Goal (MDG 1) of halving poverty. However, in the Upper East Region where we are based, although there has been progress, 70% of people still officially live in poverty and in some of the rural areas this is closer to 100%.



Incidence of poverty in Ghana
Ghana Living Standards Survey 2005/06



Why is AfriKids unique?





We focus on one region

AfriKids Ghana is based in Bolgatanga, the capital of the Upper East Region. The projects spread across the Upper East and into neighbouring regions.

Rather than spreading our work across a continent or focusing on a single 'headline' issue, AfriKids has invested time and resources in making real and fundamental change to the society and economy of one region. By doing this AfriKids has uncovered the extraordinary passion and ability of the local people there and is achieving something unique: genuine sustainability.



We go where others don't

We specifically target the most neglected people, places and issues. We work in remote areas of Ghana; most projects are as far as 800km north of the capital, Accra.

Many of our projects fit within the traditional development spheres of education and health but our unique successes lie in applying these to more challenging issues such as child labour, child streetism, and harmful cultural beliefs.

Winners of the Most Outstanding Contribution to Ghana 2004
Ghana Professional Achievers Awards





How we help is as important as who we help

In an area where up to 9 out of 10 people live below the poverty line, children's rights are constantly at risk. **The problems are complex and are exacerbated by poverty, ancestral tradition and external exploitation.**

The situations faced have many comparisons with those faced across the developing world but arise in a unique cultural and social situation.

We only employ indigenous staff in Ghana. They work with their own communities, who both understand their problems and how to address them.



Communities that understand their problems, own their solutions.



"AfriKids are the people and the people are AfriKids."

Cletus Anaaya, Head of Core Projects

Winners of the Defence of the rights of children 2007

Finalists for the Defence of the Rights of Women 2008

International Service Human Rights Award



We never work alone

Partnerships are critical to our success. We work with governments, Non Governmental Organisations, communities, subject experts and donors to develop, finance and refine our projects.

The results of our work are then shared with everyone involved, through workshops, documentaries and the distribution of practical resources. **If we are successful we want others to be successful too.**



"AfriKids is an excellent NGO delivering tangible benefits for a crucial and vulnerable community."

Nicholas Westcott, British High Commissioner, Ghana



Finalists for Charity of the Year 2008
Charity Times Awards

We care about lasting change

Every individual has a different experience of a problem and needs tailored support. We help these individuals but we also help the communities to ensure the problems don't reoccur.

Before we start any work we ensure that its impact can carry on without our support in the future.

Change must not breed reliance; if the solution is not sustainable then it's not development.



"This is sustainability, not as a buzzword but for real."

Sorious Samura, BAFTA and EMMY award winning journalist

Winners of the Outstanding Individual Achievement Award 2008

Charity Times Awards

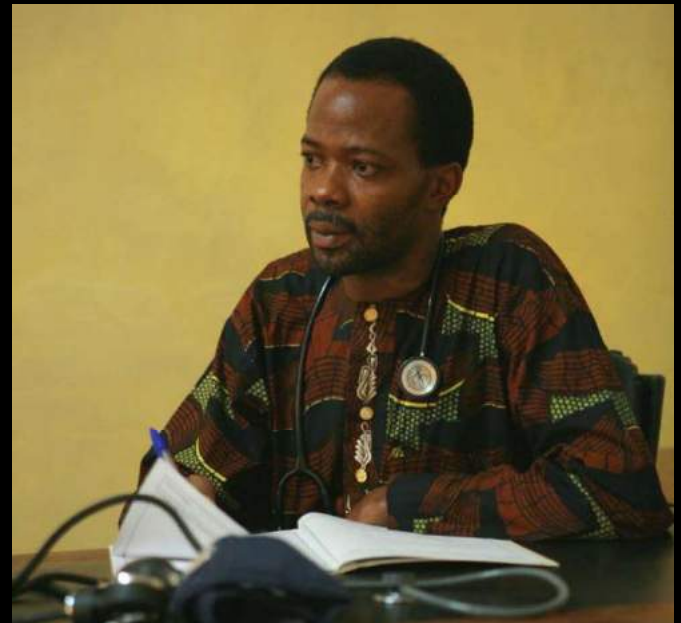


We operate as a business

We pride ourselves on being proactive, results driven and efficient. We constantly strive to develop and improve.

Last year nearly 90p in every pound donated to us went directly to our projects.

Our monitoring and evaluation, our financial diligence and our donor feedback are cornerstones of our organisation.



"It is widely recognised in the development community that AfriKids, a small but highly focused and lean organisation, punches well above its weight."

Nick Eastcott, Chair of the AfriKids Medical Advisory Board

Winners of the Accountability and Transparency Award 2007

Third Sector Excellence Awards

We aim to close our UK office by 2018

Development is not reliance, whether that be on money or skills. Currently our UK office of 6 people fundraises for and facilitates our Ghana team's work, **but by 2018 the Ghana team will be generating the £750,000 needed to run their projects and operate independently.**

Local businesses that drive money and jobs into the economy are already generating profits to fund the ongoing project work. We have a ten year plan of investment and business development that will ensure that by 2018 all of the money needed by AfriKids Ghana will be generated through these businesses.



Finalists for Most Innovative Charity of the Year 2008

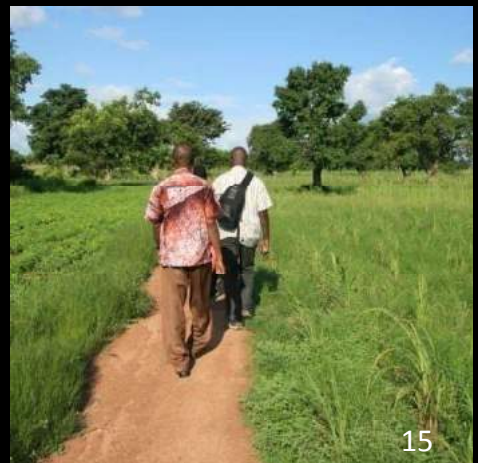
Britain's Most Admired Charity Awards

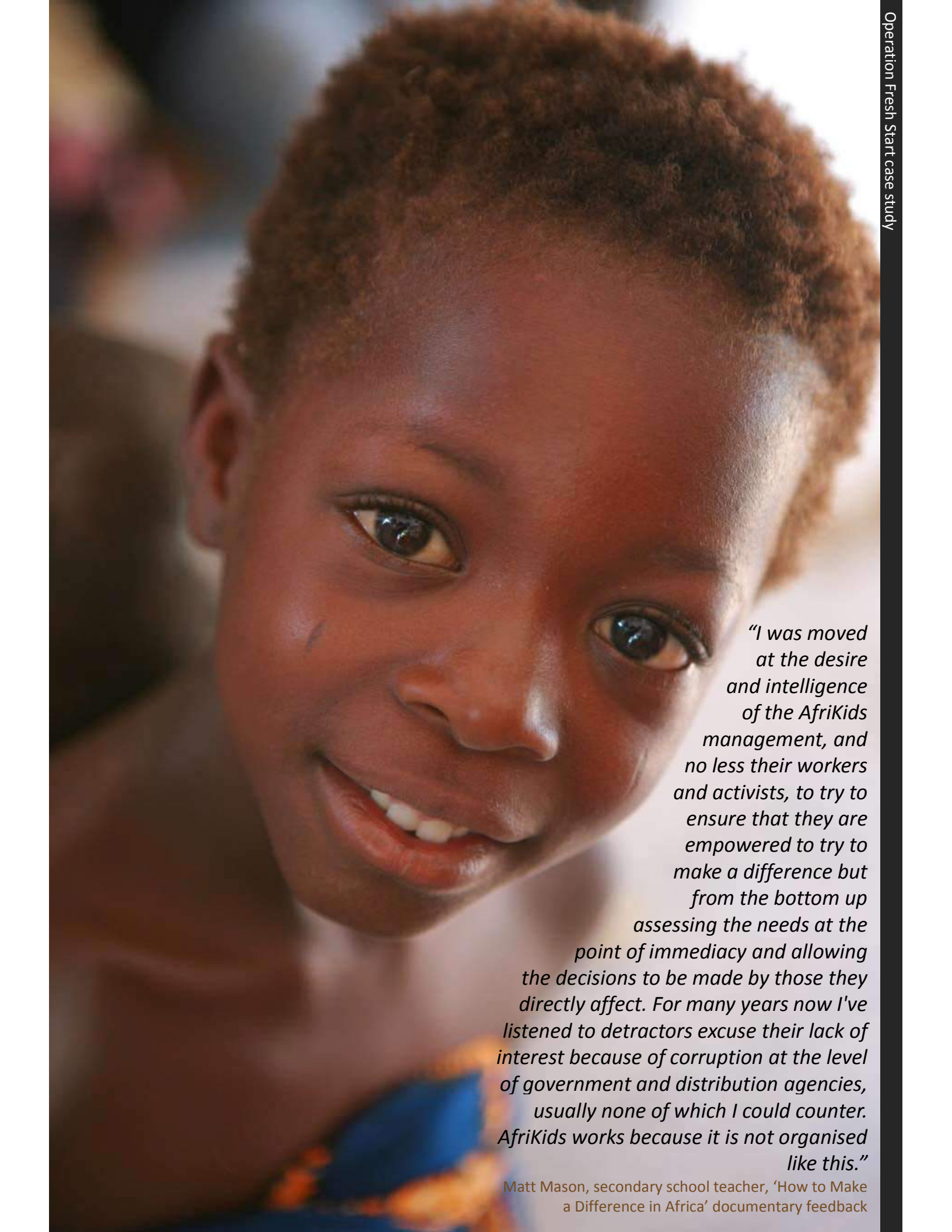


Rose Aduko was in school until her mid teens when her mother fell ill and her father suffered a stroke. Both parents were unable to work and realising that *"I had no future and nobody to support me"* Rose migrated to Kumasi where she worked on the streets to support herself and her family. **Rose came back to Bolgatanga with Operation Fresh Start in 2007 and is now training to be a seamstress.** She is feisty and still fighting for her family. When their house collapsed in floods she persuaded the community to help rebuild her home and AfriKids to pay for the roofing sheets from the Emergency Relief fund. **Thanks to Operation Fresh Start and Rose's determination, she has an independent future ahead.**



Rose (above) with Richard Amoah, Project Manager of Operation Fresh Start and (below) with her parents





"I was moved at the desire and intelligence of the AfriKids management, and no less their workers and activists, to try to ensure that they are empowered to try to make a difference but from the bottom up assessing the needs at the point of immediacy and allowing the decisions to be made by those they directly affect. For many years now I've listened to detractors excuse their lack of interest because of corruption at the level of government and distribution agencies, usually none of which I could counter. AfriKids works because it is not organised like this."

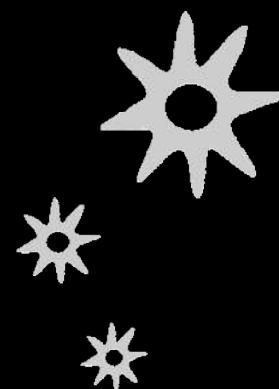
Matt Mason, secondary school teacher, 'How to Make a Difference in Africa' documentary feedback

An overview of AfriKids' work in 2008

AfriKids' project work ranges from the more traditional children's projects, including foster homes, schools and street child centres, to more groundbreaking initiatives that tackle complex cultural issues including child trafficking, child labour and the spirit child phenomenon. Our work is always **demand driven and holistic**; by this we mean we only work where local people are asking for our support, and we always address a problem from all angles. This means it is not easy to fit AfriKids' work in to a neat box. The two ways in which we differentiate and evaluate our work are by **service areas and project types**.

By service areas we mean the kind of services our work delivers to the community, for example, education. We have six key service areas which can be seen down the left hand column of the table below and more detail is given on these in the following pages. By project types we mean how a project is designed and what its purpose is. We have three types of projects: core, partner and sustainability. Core projects are those that have been designed by AfriKids Ghana to address a child rights issue. Partner projects are those where we support an initiative already being carried out by a local individual or group. Sustainability projects are the businesses we are developing to make AfriKids Ghana sustainable. The top row of the table below shows how the 21 projects which were operational in 2008 are divided among these project types.

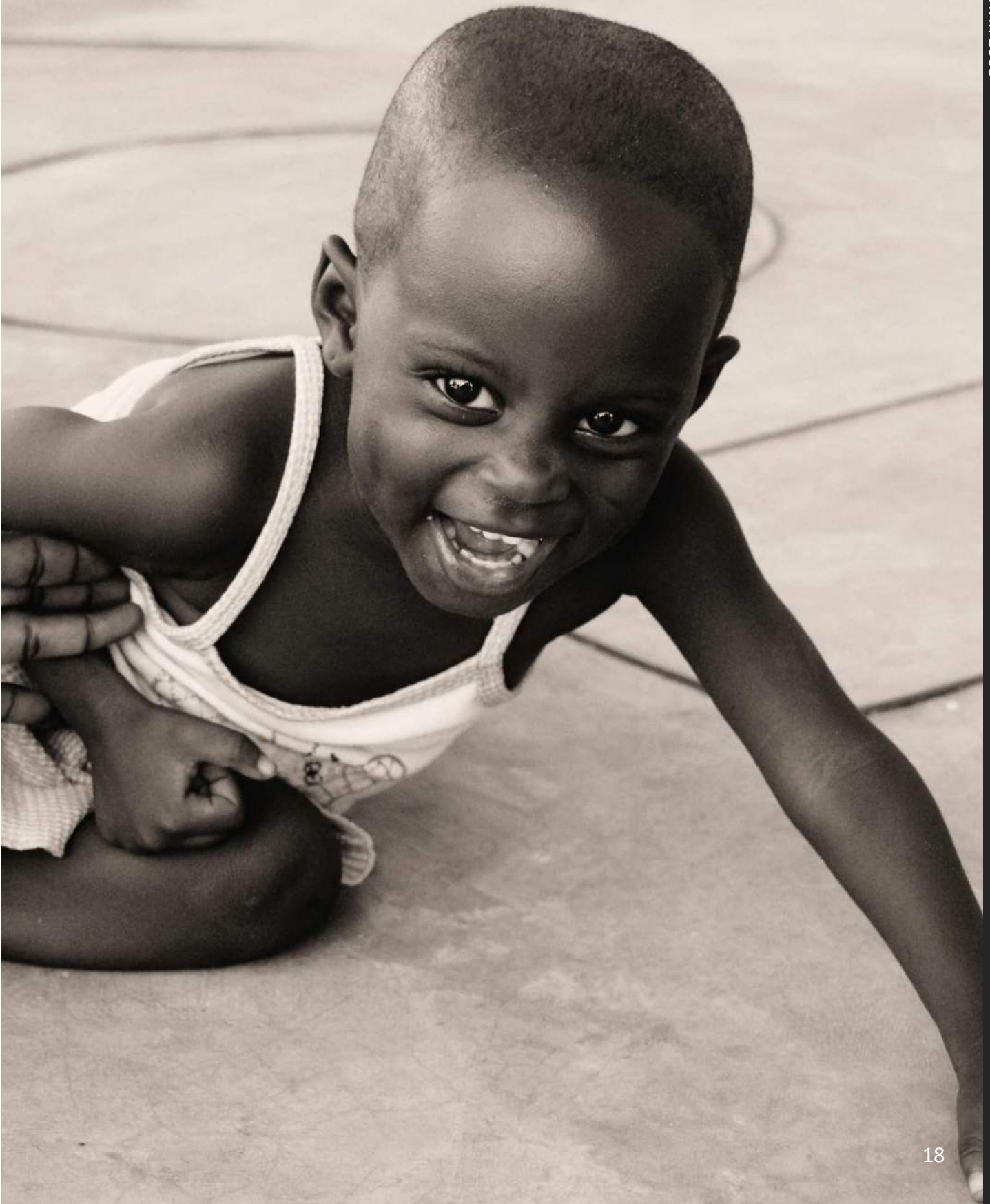
The table also shows how many people benefited from AfriKids' work in 2008, how they break down across projects and which service areas each project is active in.



		Core Projects										Partner Projects								Sustainability			
		Operation Sunlight	Operation Fresh Start	Operation Sirigu	AfriKids Academy	Creative Minds	AfriKids Emergency Relief	Medical Fund	Educational fund	School of Night Rabbits	Young Entrepreneurs	Operation Smiles	Operation SINGH	Operation Bolgatanga	Bright Academy	Operation Mango Tree	Operation Zuarungu	Street Child Development Programme	Federation of Muslim Women	AfriKids Medical Centre	Ethical Trade Initiatives	AfriKids Eco-Lodge	
Total Beneficiary Figures		13650	13710	9560	800	110	1000	60	60	215	5	2610	1825	5157	574	140	4719	13780	220	30000	3348	2000	
Total child beneficiaries		900	960	1710	700	50	500	10	10	65	5	155	1075	1107	175	90	1824	13780	100	6000	1530	1000	
Total family and community member beneficiaries		12750	12750	7850	100	60	500	50	50	150		2455	750	4050	399	50	2895		120	24000	1818	1000	
Family Income Generation	Microfinance																						
	Small ruminant rearing																						
	Business grants																						
	House rebuilding																						
	School rebuilding																						
Childcare	Residential care (long term)																						
	Residential care (short term)																						
	Resettling children with families																						
	Setting up young adults in independent lives																						
	Supporting children who live on the street																						
Healthcare	Supporting disabled and sick children																						
	Supporting child and family access to healthcare																						
Education	Direct provision of education																						
	Supporting children to access state education																						
	Supporting children to access vocational training																						
	Providing remedial classes																						
	Providing IT education for children																						
	Providing IT education for adults																						
	Training teachers to deliver IT education																						
Child Rights Education	Community education on child rights issues																						
	Supporting youth clubs																						
Sustainability	Profit generation																						
	Livelihood creation																						

Child beneficiaries in 2008 - 31,746

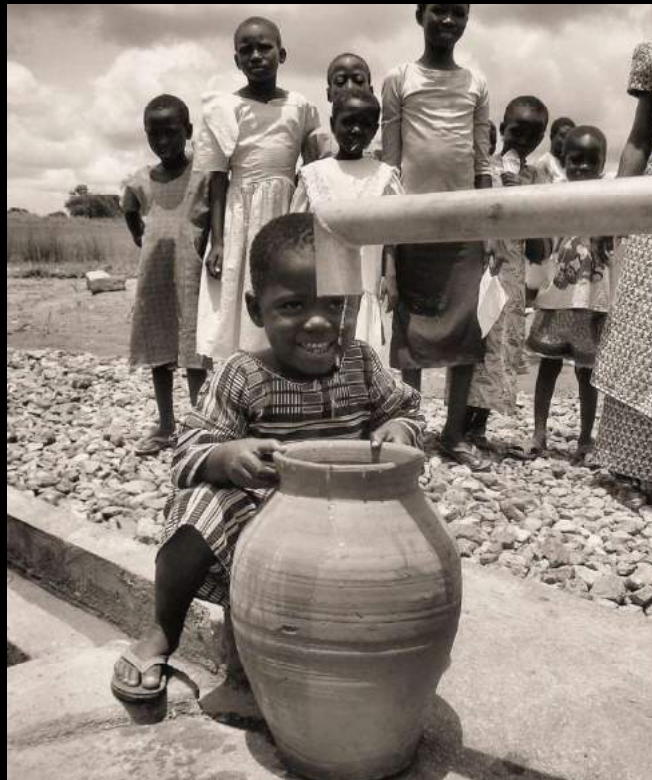
Total beneficiaries in 2008 - 103,543



AfriKids' service areas in 2008

AfriKids does not work to abstract targets based on beneficiary numbers or externally identified priorities. We are not tasked, nor do we claim to have ambitions to solve the world's problems, or even all of northern Ghana's problems. **The geographical scope of our work is limited and it is mostly privately funded; this gives us the luxury of exploring and investing in local solutions to local problems.**

Sadly, due to the scale of the developing world's challenges and the damage that corruption and mismanagement has caused, our situation is unusual; much of the aid industry is beholden to often inappropriate and unrealistic targets and measures of so called accountability.



This is not to dismiss the importance of transparency and accountability; **AfriKids is accountable to our stakeholders among whom we count every donor, beneficiary and entity we collaborate with.**

We work hard to ensure that all our stakeholders are informed of our work, are able to scrutinise what we do and have input to improve it. In fact we depend on that input and good examples of it can be found in this report including the work of Martina Odonkor on page 33 and Nina and Duncan Spencer on page 35.

What is different about AfriKids' processes of accountability and transparency is that they are voluntary, embedded in the culture of the organisation and essential to its functioning. This ensures they are appropriate for the areas in which we work and understandable for our stakeholders which, with the best will in the world, is rarely the case when processes are externally imposed.

The figures you see on the previous page and the description of service areas on the following pages may strike you as typical of a development organisation; measureable, relevant to aid industry targets, such as the Millennium Development Goals, and reflective of systematic efforts to 'fix' the problems of the developing world. They are, and it is this record of relevance and success that drives donors such as the International Labour Organisation (ILO) to seek partnerships with us.



What is different though is that they are the outcome of locally designed initiatives and a tool for analysis, rather than a structure that projects are held to. Looking at our work in terms of service areas helps AfriKids Ghana to see where their impact has been and where they are likely to be needed in the future. It also helps to simplify what is a necessarily complex organisational structure and project design, and makes our work more easily comparable with other organisations and parts of the world. The descriptions over the next few pages help expand on AfriKids' definition of service areas.

Education

With all of our work we apply a 'one child at a time' policy, meaning that every child we care for is treated as an individual and their unique needs addressed accordingly. We know that blanket cover-all solutions don't work, and so we look at what we can do for each child individually to turn their lives around, from one in which they have suffered abuse of their rights, to one in which they are equipped to enjoy childhood and are ready for a productive and secure adult life. Invariably this involves the provision of education, be it through formal schooling, vocational training, transitional education or provision for special needs.



In 2008 we have continued to provide full time education to all children who live in or are supported by our child rights centres including Mama Laadi's Foster Home and the Next Generation Home. We have continued to directly provide full time education at the Zuarungu Children's Centre as well as complementary education for street children at the School of Night Rabbits, transitional education for children leaving the mines in Operation Sunlight and literacy and numeracy training for former street workers under Operation Fresh Start. In addition hundreds of young people have been supported through vocational training in skilled trades. Rose Aduko's story is one example of this and is illustrated on page 15. Added to this the AfriKids Academy is fast establishing itself as one of the top IT centres in the region and it now offers training to all middle school leavers in the Bolgatanga district in basic IT for free.

2008 was something of a watershed for AfriKids in education. Ten years of collaboration with the Ghana Education Service paid off through significant agreements being put in place including the mainstreaming and extending of the Zuarungu Children's Centre school into Junior Secondary Education, and the commitment to build a state school in one of the Operation Sunlight mining communities. We also saw some of our first children reach tertiary education in preparation for professional life including students of accountancy, hospitality and teacher training.



Childcare

Being community driven, AfriKids is always focused on ensuring that children grow up with their own families, in safe, nurturing environments.

Our work with childcare helps ensure this happens. In a minority of cases when children are either not in, or are not able to return to, their natural family environments, AfriKids works to reintegrate children with their families and communities or house children while alternatives are found. Less than 0.2% of our child beneficiaries are housed in AfriKids projects long term; this is always closely followed by young adult community integration programmes.



An example of this in 2008 was the 'Young Entrepreneurs Fund' set up to help young adults move on from full time care at Mama Laadi's Foster Home. Assibi, Kwame, Nicho and Gifty who are the first beneficiaries of the fund now live in Bolgatanga in shared houses, they are in vocational training and their new mentor at AfriKids is David Pwalua, Head of Partner Projects. All five are still very much a part of Mama Laadi's family but are learning to fend for themselves and run their own homes and careers.

"I always remember that I am here because someone held on; it is not too much to ask that we do the same for others."

Richard Amoah, Project Manager, Operation Fresh Start

Gifty is pictured here with Sunday from Mama Laadi's Foster Home and her daughter Pretty

Healthcare

As with education, healthcare is a pre-condition to achieving a fulfilling, sustainable life and as such it pervades all of our work. Ghana's recently introduced National Health Insurance Scheme (NHIS), which enables families to access healthcare for an annual fee, has helped us make strides in healthcare delivery.



In 2008 we achieved universal coverage of our beneficiaries with NHIS by assisting those entitled to free membership. We managed this through the application process, by direct sponsorship and by counselling families we assist with microfinance on the importance of NHIS membership. Through the investment we have made in health infrastructure for the use of the Ghana Health Service, we enabled access to healthcare by thousands of people in the villages of the Kassena Nankana district. Through the AfriKids Medical Centre we directly treated over 39,000 people.



AfriKids Medical Centre's waiting area was extended in 2008 to accommodate the massive increase in patients



Family Income Generation

Every service AfriKids Ghana delivers is designed to be sustainable, both financially and socially. Our work in Family Income Generation helps ensure financial sustainability. For example, if AfriKids pays directly for a service the family will need to fund in the long term, such as school uniform or NHIS membership, then it is given alongside a microfinance loan to invest in the family business or livestock for rearing if the family has appropriate farm land. By first consulting with the family on what kind of income generation support would help them, accompanying it with relevant training and following up with regular monitoring visits, AfriKids achieves extremely high repayment rates with families following through on commitments to using the extra income as intended. In 2008, with the introduction of Didas Azanoore, an expert on microfinance, to the Senior Management Team, as well as the replication of successful microfinance schemes between projects, family income generation has become a central plank of our work. Examples include Operation SINGh which, having achieved such good repayments with the 20 women it planned to help, has been able to enter partnerships with local banks to extend the support to over 100 extra women.



A beneficiary of Operation Sunlight's microfinance scheme

The shea butter export initiative which you can see photos of on page 26 was possible because AfriKids had been working through microfinance and business planning programmes with these women since 2005.

Most Family Income Generation work is delivered through AfriKids' core and partner projects but at the end of 2007 AfriKids also established the 'Emergency Relief Fund' in response to the devastating floods that hit west Africa and destroyed thousands of homes. This fund was a temporary project in its own right which, in addition to helping people rebuild their homes and schools, invested in their income generation through the provision of guinea fowl for rearing, so that in future years they had a stream of income that could be used to reinforce their mud structure homes.



Sustainability



Photographs show beneficiaries of Operation Fresh Start

As the Family Income Generation and Community Education services show, AfriKids takes a holistic view of sustainability which runs right through our work. Cementing all of this is the **long term goal for AfriKids Ghana to become managerially and financially sustainable, and for the UK office to close by 2018.**

Any initiative working towards this goal falls into our Sustainability service area. The focus is profitable businesses including the AfriKids Medical Centre, Ethical Trade Initiatives and the AfriKids Eco-Lodge. These businesses also serve to stimulate local economic growth and have social goals such as livelihood improvements for women, but fundamentally AfriKids pursues them to ensure that it will be able to raise all its own funds and maintain that independence that allows it to respond to local demand in locally appropriate ways.



"I believe in the power of self initiative. Out of the many charitable organisations I have known, it is only AfriKids that has cultivated the culture of not remaining dependent on foreign donors and is striving to make itself sustainable."

24

Richard Amoah , Project Manager, Operation Fresh Start

Community Education on Child Rights

Financial sustainability is essential for any initiative to continue after funding ends. So too is community support and ownership, and this requires an understanding of the rights and solutions at stake. **Community Education has been integral to AfriKids' work from day one. All of the work has been started by local people, but often against the grain of local opinion and understanding.** Examples are Operation Sirigu, which campaigns against the belief in spirit children, Mama Laadi, who takes in children who have been rejected by their communities, and Operation Fresh Start, which helps to stem the flow of young people from north to south and to overturn the belief in 'streets made of gold' in southern Ghana. **Throughout 2008 community education happened at every level of our work; from the network of fieldworkers who spent their days visiting the most cut off families and communities to counsel and talk to them about their situation, to the village meetings that openly debated spirit children, to the regional conferences held every six months to discuss with all stakeholders how to deliver effective support for children.**

The focus of Community Education is three fold; firstly to stimulate open debate about abuse of child rights, secondly to inform people of the advances in services available to them such as medical care and education, and thirdly to help them access those services through advocacy and practical help with applications and transportation etc.

Practical insights into how community education has been delivered in 2008 can be seen throughout this report, for example in Bea's account of her work as a fieldworker on page 34 and the focus on Operation Sirigu on page 32.

"I think you are a truly wonderful organisation - making new lives and opportunities for such needy children. Seeing children taken away from the deprivation of those gold mines and other situations, given schooling and training and most importantly support and hope for a brighter future - what exceptional work from such a dedicated team. I'm so proud of all of you."

Cathy Newsam, dedicated AfriKids supporter





Sustainability projects 2008

"In October shea butter took over! Thanks to our first two tonne commercial order from Violet Reid (Sheamooti) in the UK we were able to provide 115 women in Sirigu and Zuarungu with extra work and income to put away for the dry season. This was real, earned income which will keep them and their families in foodstuffs, school materials and new sacks of shea nuts for processing through the lean times. We are working on strategic partnerships to improve the efficiency of shea butter production and our own international export in 2009."

Didas Azanoore, Head of Microfinance and Sustainability





afrikids
BRINGING BIG SMILES TO LITTLE FACES

AFRIKIDS

MEDICAL CENTRE

2008 figures

In 2008 the AfriKids Medical Centre saw a 300% increase in income and patient numbers.

The AfriKids Medical Centre has now shown more than a 100% return on investment in the cost of buying the business.

Underlying its medical achievements is the Medical Centre's impressive performance as a business. The profits generated in 2008 are enough to fund more than 10% of AfriKids Ghana's running costs for the year. This is a proven, tangible step towards long term sustainability.

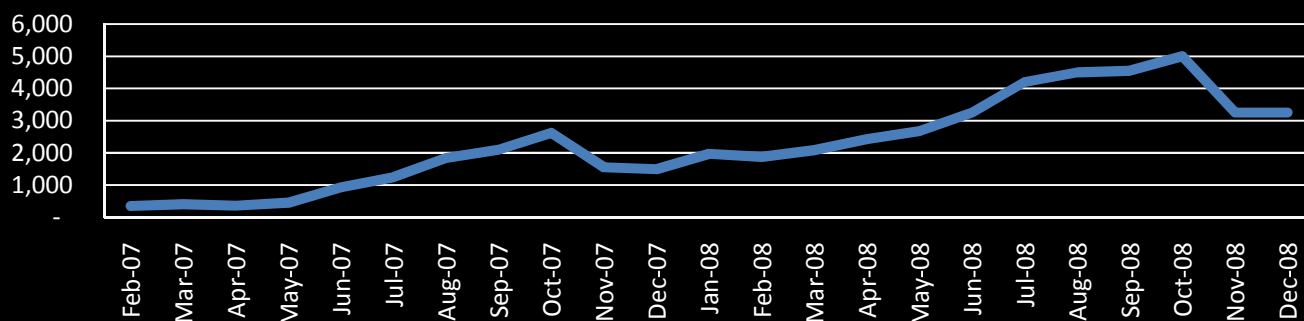
The AfriKids Medical Centre in 2008

2008 was the AfriKids Medical Centre's first full year of operation.

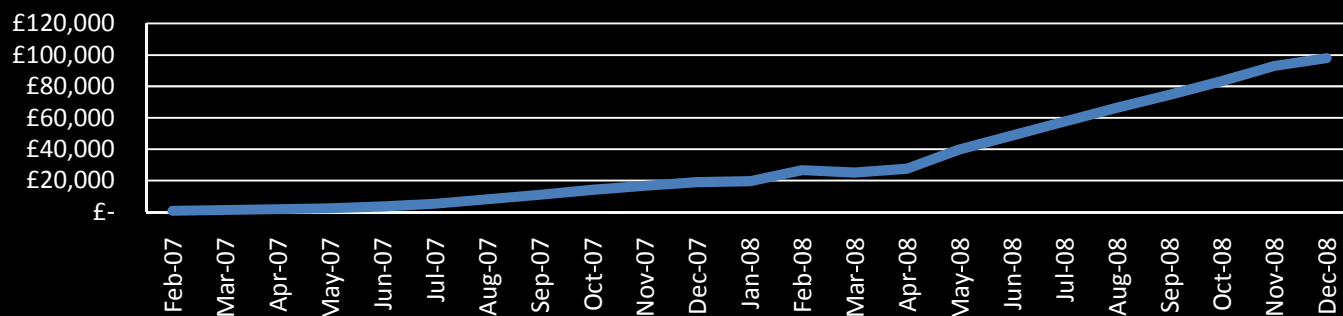
Having purchased the facility as an established private clinic running a basic service in 2007, **AfriKids has made major investments in equipment, buildings and personnel, transforming the centre into one of the best facilities in the region.** The centre is also now registered as a provider of National Health Insurance Care which accounts for over 90% of its business and means that thousands of people can access the centre's services which would previously have been beyond their financial means. Customers from Burkina Faso and ex-pats in the region also travel to the Centre to use its private facilities which range from malaria diagnosis to minor surgery. Having established one of the region's top laboratories the focus of investments in 2008 were an extension to the outpatients' department, theatre equipment, auxiliary staff and an expansion of ante natal services.



Monthly patient numbers



Cumulative profit



Ethical Trade Initiatives

2008 was a year of project development for Ethical Trade. AfriKids worked with S P Diffusion to produce the Humankind clothing range for Topshop. The range of beachwear was made by seamstresses who employ girls returning to Bolgatanga under Operation Fresh Start. The project proved that there is a UK market for northern Ghanaian products and that AfriKids Ghana can contribute to the textiles industry in a way that both benefits skilled local people at risk of losing their local market and makes a profit. The range uses Ghanaian cotton and prints, meaning it is also more environmentally sound for UK customers than clothing shipped from Asia.

The previous page also shows the work behind our first commercial order of shea butter, a natural resource for which there is huge international demand. The profits from 2008's ethical trade work is being channelled into microfinance and sustainability whilst AfriKids Ghana develop partnerships to scale up ethical trade and bring in external sources of revenue to help towards sustainability.



From Bolgatanga...



...to Oxford Street's Topshop, London



The AfriKids Eco-Lodge

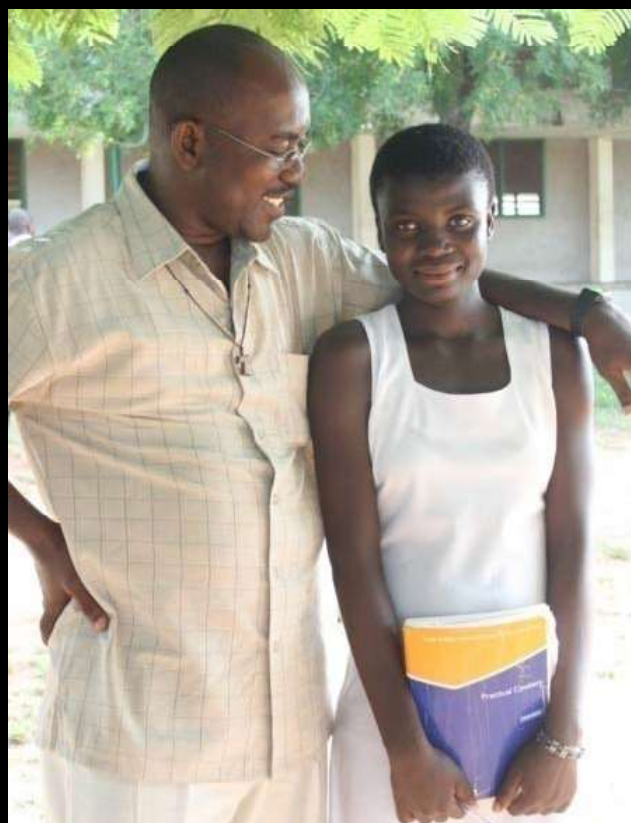


Having bought the land in late 2007, 2008 saw the plans for the AfriKids Eco-Lodge developed. The first phase of the Lodge will be a 36 room hotel located in a spacious stretch of tranquil savannah on the outskirts of Bolgatanga. The accommodation will range from basic long term stay rooms to luxury executive suites. The Lodge will incorporate a bar, restaurant, gardens and play area. It will cater to local custom as well as accommodate the growing demand for good quality accommodation by tourists and business travellers in northern Ghana. It will also:

- ✳ **Pioneer eco-tourism in northern Ghana** with input from experts in eco-friendly design: Architecture for Humanity and Engineers Without Borders;
- ✳ **Create over 100 local jobs and training** opportunities for young people at risk of migrating or being trafficked to Ghana's southern cities;
- ✳ **Generate a significant profit** which will be used to fund AfriKids Ghana's incredible child rights work; the Eco-Lodge has a projected 30% return on investment over 5 years based on local custom alone.

Rejoyce, pictured to the right, was found living and working on the streets of Bolgatanga in 2004 when she was 15 years old. Her father had died in 2000 and her mother's location was unknown. After being taken to live in the Next Generation Home (NGH), Rejoyce was supported by Felix, the Project Manager of Operation Bolgatanga, and was helped to get back on her feet and back into secondary school. In the last two years, Rejoyce has been resettled and now lives with her grandmother. Both of them are beneficiaries of an AfriKids microfinance loan, this means that her grandmother now has a means of income generation in order to support Rejoyce in the long term, and they have both received healthcare provision in the form of National Health Insurance (NHIS) registration. Now in her final year at secondary school, Rejoyce is studying home economics and is doing very well. Having found school a challenge initially, her determination and dedication to extra tuition means she is now top of her class.

Rejoyce's long term plans are to work for the AfriKids Eco-Lodge. She now has prospects and opportunities available to her that were previously out of reach.



Rejoyce and Felix, Project Manager of Operation Bolgatanga

AfriKids awards

Every October AfriKids Ghana holds an awards ceremony in Bolgatanga to recognise the work of its staff. 2008's awards ceremony was attended by over 250 guests, from all AfriKids' projects, including children, staff and community stakeholders as well representatives of local business and traditional and elected leaders.



Partner project staff member who works the hardest
Frank Adabre - Operation SINGh

Member of staff who represents AfriKids the best
Linda Marfoh - External Affairs and Human Resources Manager

Member of staff who achieves the most
Richard Amoah - Operation Fresh Start

Best Fieldworker
Silas Ayaaba - Operation Sunlight
Cecelia Awiah - Operation Fresh Start



Best Teacher
Stephen Digariba - Operation Zuarungu

Core project staff member who works the hardest
Raymond Ayinne - Operation Sunlight

Most impressive partner project
Operation SINGh

Community impact
AfriKids Academy

Most improved project
AfriKids Medical Centre

Accountability and transparency
Operation Sirigu

Best monthly reports
Operation Fresh Start

Most impressive core project
Operation Sunlight

Above and beyond the call of duty
Solomon Ali Baba - Finance Manager

Best new staff member
David Pwalua - Head of Partner Projects

Best sustainability achiever
Operation Smiles

Behind the scenes
Samuel - Head Office/AfriKids Academy Security
Cosmos - Head Office/AfriKids Academy Security
Martha - Operation Sirigu



"My manager, Ray of Sunlight works with a certain infectious devotion and compassion that has caught up with all of us at Operation Sunlight! No wonder we won the most impressive core project award this year among some of AfriKids' successful initiatives like Operation Sirigu and the Medical Centre."

Bea Abugumzio , Fieldworker, Operation Sunlight

Operation Sirigu 2008

A year in numbers for AfriKids' longest running project

✳️ Delivered **24 community talks** on the spirit child phenomenon

✳️ Organised **3 community durbars**, reaching 1,528 people

✳️ Organised a **28 team awareness raising football gala**

✳️ Ran **2 workshops** for Tindaana's and Clan Heads

✳️ Established **10 Child Rights Clubs** in schools

✳️ Funded **special medical assistance for 3 children** believed to be spirits

✳️ Recorded a **100% microfinance** loan recovery



This photo of a concoction man was taken by Joe Asakibeem. The man pictured was the first in the region to publicly disown the practice of infanticide and begin the campaign to end the spirit child phenomenon

Following 2007 and improving on a year in which Operation Sirigu won the International Service Award for Protection of the Rights of the Child was a difficult task for Joe Asakibeem, Elijah Adongo and Matthew Adagna; the team behind Operation Sirigu. Their response was hard work and a careful balance of small and large scale community awareness raising, child education, microfinance monitoring and direct assistance to Sirigu's children.

In 2008 Operation Sirigu was shortlisted for the STARS Impact Awards which aim to "support organisations committed to achieving excellence in the provision of services to disadvantaged children and encourage the replication of effective approaches and practices."

International recognition was twinned with local celebration as the Angus Child Rights Centre opened in May. The centre was built as the focal point for the project's work: it is a meeting venue for microfinance groups and concoction men; education point for local children, with a library and homework club; emergency care centre for spirit child cases and finally it provides the project's offices and houses visitors to Sirigu.

One of the visitors to Operation Sirigu in 2006/7 was Aaron Denham. Studying for his doctorate in Anthropology, the subject of Aaron's thesis was the 'The Spirit Child Phenomenon and the Nankani Sociocultural World'. Aaron lived and worked alongside the Operation Sirigu team and very much became part of the family. Aaron returned to Sirigu in December 2008 and is again collaborating with Operation Sirigu on a water and medical clinic initiative with Engineers Without Borders.

"The Panel felt that the strengths of your application were centred on your efforts to create other sources of income and long-term sustainability as well as a good collaborative approach both in delivering direct and indirect services. There was evidence of a strong community-led focus to your work which has enabled your organisation to successfully address important cultural problems engrained in society such as the spirit child phenomenon. There was also a clear focus on the protection of children, which the assessment team were particularly impressed with."

STARS Feedback Report following a visit to the field

"My relationship with AfriKids was essential, since they were able to connect me with key community members, including families with spirit children. AfriKids was also able to ensure that my research was relevant and responsive to the community. This collaborative relationship allowed me to begin my research immediately and quickly connect with community members. AfriKids had knowledge of all spirit children before me, and there was little opportunity for me to discover a spirit child independent of AfriKids."

Extract from Aaron Denham's thesis

Operation Sunlight 2008 - Establishing best practice

Operation Sunlight which tackles illegal child labour in the Galamsey gold mines of the Talensi Nabdam District was designed to be part of the International Labour Organisation's (ILO) Programme for the Elimination of the Worst Forms of Child Labour in Ghana. 2008 was its first full year of delivery and it has been formally evaluated by the ILO. The outcome was that **it was held up as the example of best practice for Ghana. Operation Sunlight was also given a national award for its achievement as part of the International Child Labour Day celebrations in June.**

"I came into contact with AfriKids as a consultant doing a study for the ILO. It was an eye-opener for me. First of all I never knew gold was being mined in that part of the country. Secondly, I had no idea that children were involved in such dangerous and harmful forms of labour in Ghana. I was shocked by the high accident and death rate, by the respiratory problems suffered by these children and generally by the conditions under which they work.

I really liked the design of Operation Sunlight as a project. It took children away from their appalling livelihood in gold mining and put them back in school by first providing them with 'catch-up classes.' Older children were assisted to begin vocational courses and provided with lunch money. I found it very poignant when a seamstress who was training one such child told me that this lunch money provided the girl with the only food she got every day because her family was so poor. The poverty is just overwhelming and such children face such a bleak future without help.



I was impressed with the management of Operation Sunlight. It was clearly demand-driven and responded well to local needs and realities. I found it remarkable that project staff had built a functional working relationship with the mining operators to enable the children to be withdrawn without conflict.

This was my introduction to AfriKids and it made me want to learn more about the organisation. I was quite fascinated to hear about the founding of it through Operation Sirigu. A mere month or so later I had the opportunity to visit the UK office and was amazed how young they all were! Dynamism is the first word that springs to mind for me where AfriKids is concerned. And the second is demand-driven. From its origins until the present, AfriKids has responded to needs on the ground, always staying in close contact with the grassroots, designing projects according to need rather than to set formulas or theories. I believe the organisation will retain its power and uniqueness as long as it continues to do that."

Martina Odonkor, Freelance development consultant

Bringing women forward

"My initial experience of work at AfriKids was as a volunteer during which I felt time and time again that this was a great place to work; the staff are purposeful, the environment is congenial and of course unlike most places I know, AfriKids has the full complement of women on its payroll. I can mention Linda, Vivian, Sandra, Cecilia, and yes, Georgie, Sally, Sarah, Laura. I was never intimidated by an overwhelming male pack.

Then an opening for a fieldworker for Operation Sunlight came up and I was fortunate to be made the offer. Still with the broad theories of development work fresh in my mind, I set out to contribute my quota to this team of passionate workers. My major task is to build up confidence and trust in the fifty children that I'm mentoring and I am determined to ensure personally that none of them ever go back to mining.

I look back with lots of nostalgia over what I have been able to achieve in the past year: having to learn how to ride a big motor cycle, riding over long distances sometimes through isolated, rough and tough terrain to work with the community through monitoring and collecting their microfinance repayments, treating their goats and providing advice on how to manage their economic empowerment schemes. It has been all fun. So much fun that looking back I often wonder what other than the desire to help my own people improve their opportunities could have kept me from the lures of the big cities where the few literate ladies of my generation are longing to go.

To wrap up let me say thumbs up to all the ladies at AfriKids, and to the men too!"

Bea Abugumzio, Fieldworker, Operation Sunlight



"I have tremendous interest in the provision of female role models in deprived areas where women face serious socio-cultural challenges in terms of status and power.

I think Bea with her youth, spirited and congenial disposition and local origins makes such a perfect role model and also her willingness to rise up to the challenges of her fieldwork with its difficulties of terrain and transport is a refreshing contrast to other examples I have come across in my work of female fieldworkers using all sorts of excuses to shirk their duties and ultimately, letting projects down and giving female job performance a bad name."

Martina Odonkor, Freelance Development Consultant

Bea, pictured top right, is a Fieldworker for Operation Fresh Start as is James, pictured top left, at a 'catch up class' and at the bottom a Child Rights Club perform a play about child labour

AfriKids volunteer placements

Nina and Duncan Spencer

Some couples honeymoon in Mauritius, others in Jamaica; Nina and Duncan Spencer, both top Management Consultants with Alpha FMC, spent 3 months volunteering with AfriKids in Bolgatanga.

"After a 4am start and a difficult journey we barely knew our own names when we arrived at Mama Laadi's Foster Home, where we will be laying our heads during our 10 weeks in Bolgatanga. However our spirits rose greatly when we were met by 35 screaming, smiling kids who rushed to greet us with hugs and handshakes, to carry our bags into the home and generally make a fantastic fuss of us. We had arrived!"

Taken from Nina and Duncan's blog

"Being Management Consultants in the UK, we have both worked in many different international organisations and businesses over the last 8 years, and with all honesty we can say that we have found the AfriKids Ghana staff to be among the most committed and dedicated team of people either of us have had the privilege of working with."

Before we arrived in Bolgatanga, AfriKids concept of complete sustainability was new to us; it seemed counter intuitive that AfriKids Ghana should want to become 100% self-sufficient from a funding and managerial perspective, and ultimately remove the need for the AfriKids UK office when their collaboration had been so successful. However, having discussed this idea at length with both the Ghana staff and the UK staff, we have come to understand the thinking and logic behind this very ambitious aim. Many NGOs preach the importance of empowering local people and investing not only in their skills development but in long-term initiatives to enable local sustainability. However, precious few have made it a core strategic objective as AfriKids have done. We wholeheartedly support AfriKids' long-term objectives around sustainability."

Generating the income required to finance an organisation of AfriKids' scale is difficult in any economic environment, but particularly so in a region where 90% of people cannot afford to eat 3 times a day. The Ghana staff's insatiable appetite for learning the new skills necessary to make this possible certainly kept us very busy, which has been both very rewarding and sometimes challenging."

Taken from Nina and Duncan's end of trip report



Since returning to the UK **Nina** has spearheaded a pioneering corporate social linkage between AfriKids and Alpha FMC to develop a training package in business management skills that will be delivered to AfriKids Ghana Senior Management Team members on intensive training visits to the UK.

Duncan is returning to Bolgatanga in February 2009. He will be working alongside AfriKids Ghana and UK staff to financially review AfriKids Medical Centre for 2008 and business plan for 2009/10.

AfriKids volunteer placements

James Ball and Sam Witney

James and Sam, both management and IT consultants with PA Consulting, came to Ghana for a short and focussed placement in April 2008. Working in close partnership with the AfriKids UK and Ghana teams they used their expertise in IT systems and process to scope and design a beneficiary database which dramatically improves the efficiency of AfriKids Ghana's monitoring oversight. Continuing their support for the project long after the trip itself James and Sam's work gives everyone from Fieldworkers to Directors instant access to detailed information about all the adults and children we work with.



Project visits

Nat Roden, October 2008

"It was an eye-opening experience that really put things into perspective for me, seeing firsthand all the poverty that still exists and the way that people lead their lives. However, at the same time, seeing all the amazing work that AfriKids does made it a lot more upbeat and positive than I thought. Seeing the smiles on the faces of the beneficiaries from Operation Fresh Start and all the families being helped out, seeing all the women from Operation Sirigu being taught about the danger and cruelty of belief in spirit children through song and dance and being given job opportunities and, finally, seeing all the children at Operation Zuarungu being given an education that they would never have dreamed of were it not for the Operation, was what really made the trip so inspirational and encouraging.

Seeing all the kids at Mama Laadi's Foster Home for the first time was a moment I will never ever forget. What shocked me the most was the way that all the children were so enthusiastic, warm, well mannered and loving given their backgrounds, some of which I found too hard to even listen to. What Mama Laadi has done to so many lives and how she mothers every single child is breathtaking. They are all special children and I have thought about all of them a lot since leaving.

I wish you all the best of luck with all the projects. The Medical Centre was just amazing and to see and the number of people that take advantage of it even more so. I really hope that the Eco-Lodge will be a success. It is a brilliant idea and I really, really hope and am sure that it will result in AfriKids Ghana becoming one major step closer to self-sustainability."



Simon Girling, October 2008

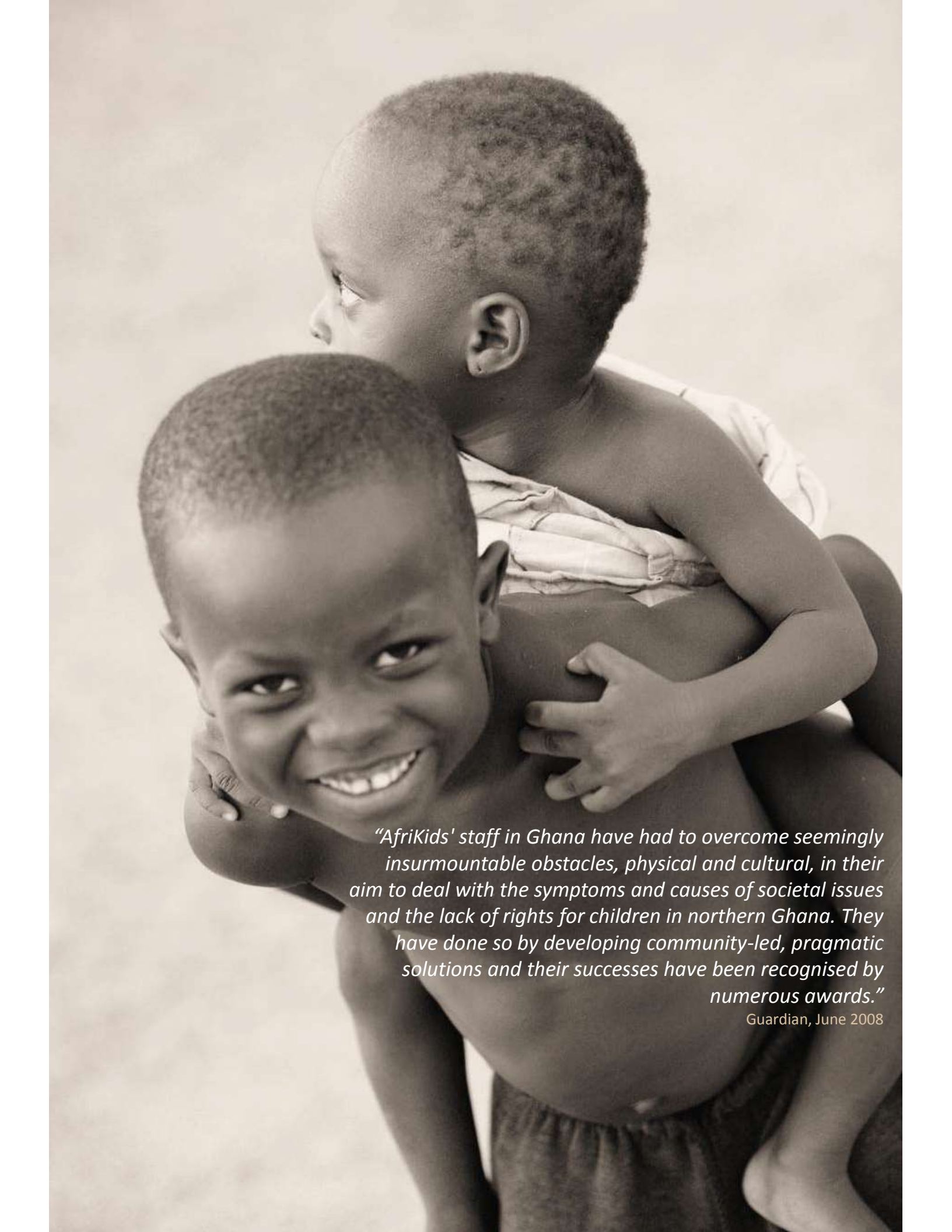
"I thought that the support that each project gets with regard to microfinance, goats, health insurance etc. was such a great idea. I could really feel that this was a sustainable achievement and was only going to snowball."



Father Peter Newsam, October 2008

"One of the things that surprised me in Ghana was the sheer scale of what AfriKids does.... I had never realised how many people work for AfriKids in Ghana nor how many they help. This was a great thing to see...I knew how good the UK staff were but meeting the Ghana staff was awesome. I was so impressed at their dedication, their professionalism and their quality."





"AfriKids' staff in Ghana have had to overcome seemingly insurmountable obstacles, physical and cultural, in their aim to deal with the symptoms and causes of societal issues and the lack of rights for children in northern Ghana. They have done so by developing community-led, pragmatic solutions and their successes have been recognised by numerous awards."

Guardian, June 2008

2008 has been a fantastic year for AfriKids. We've picked up two awards; been featured in the Guardian; our documentary 'How to Make a Difference in Africa' has been shown in four countries across the world; Humankind, our ethical trade clothing range, has been widely publicised featuring on Vogue.com and in the Guardian as a 'best buy' product; and Georgie was interviewed by BBC World News.

CHARITY TIMES AWARD WINNERS 2008

AfriKids

The charity is working towards operating without the support of western...

guardian.co.uk

The African aid charity intent on putting itself out of business

Georgie Feinberg, the founder of AfriKids in Ghana, claims the solution to making aid effective in Africa is making a commitment to walk away

guardian.co.uk, Friday June 20, 2008

BBC RADIO WORLD SERVICE

On Outlook

Wednesday 18th June

Sorious Samura

Even though Africa's had billions of dollars in aid it's still suffering from poverty, deprivation, drought and disease. This week the world's richest nations and African countries themselves were accused of failing to meet the promises made at a G8 summit three years ago. But are Africa's problems simply intractable? Outlook speaks to winning film maker Sorious Samura who's just released his new film 'How to Make a Difference in Africa' Outlook throws this important...

VOGUE.COM

A Topshop Collaboration

12 August 2008, 10:30 AM

TOPSHOP has teamed up with Humankind and AfriKids to create a six-piece summer collection to raise money for communities in Northern Ghana.

Launching in stores this month, the capsule range comprises wind-up dresses and camisoles inspired by traditional West African design. Each piece has been handcrafted on a Fairtrade basis and will go towards helping AfriKids set up an "eco-fledge" venture, which aims to transform the local economy by providing sustainable changes through jobs and increased tourism.

"Opening the AfriKids Lodge will mark AfriKids out as a new kind of NGO, one that genuinely aims to become indigenously run and sustained, eliminating the need for Western donors and putting itself at the centre of its local economy's development," says Georgie Feinberg, international director at AfriKids, which was founded in 2002.

Prices start at £25.

marie claire

Wednesday 24 January

AfriKids BEAUTY ACADEMY

IN ASSOCIATION WITH LANCOME PARIS

GEORGIE FEINBERG

AfriKids International Director

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What's On

Wed 18th Feb 2009

11:00 Beyond Boundaries

12:00 Adventure

12:25 2 Minute Wonder

12:30 East End Olympics

13:00 Premier City World Cup

full schedule

How to Make a Difference in Africa

Posted: 2009-01-30 14:00:00 Viewed: 1959 times

Details

In *How to Make a Difference in Africa* award winning journalist Sorious Samura reveals the failure of aid to help ordinary Africans in desperate need. Don't miss this compelling one hour documentary on Mon 2nd February @ 9 pm on Community Channel.

Comments

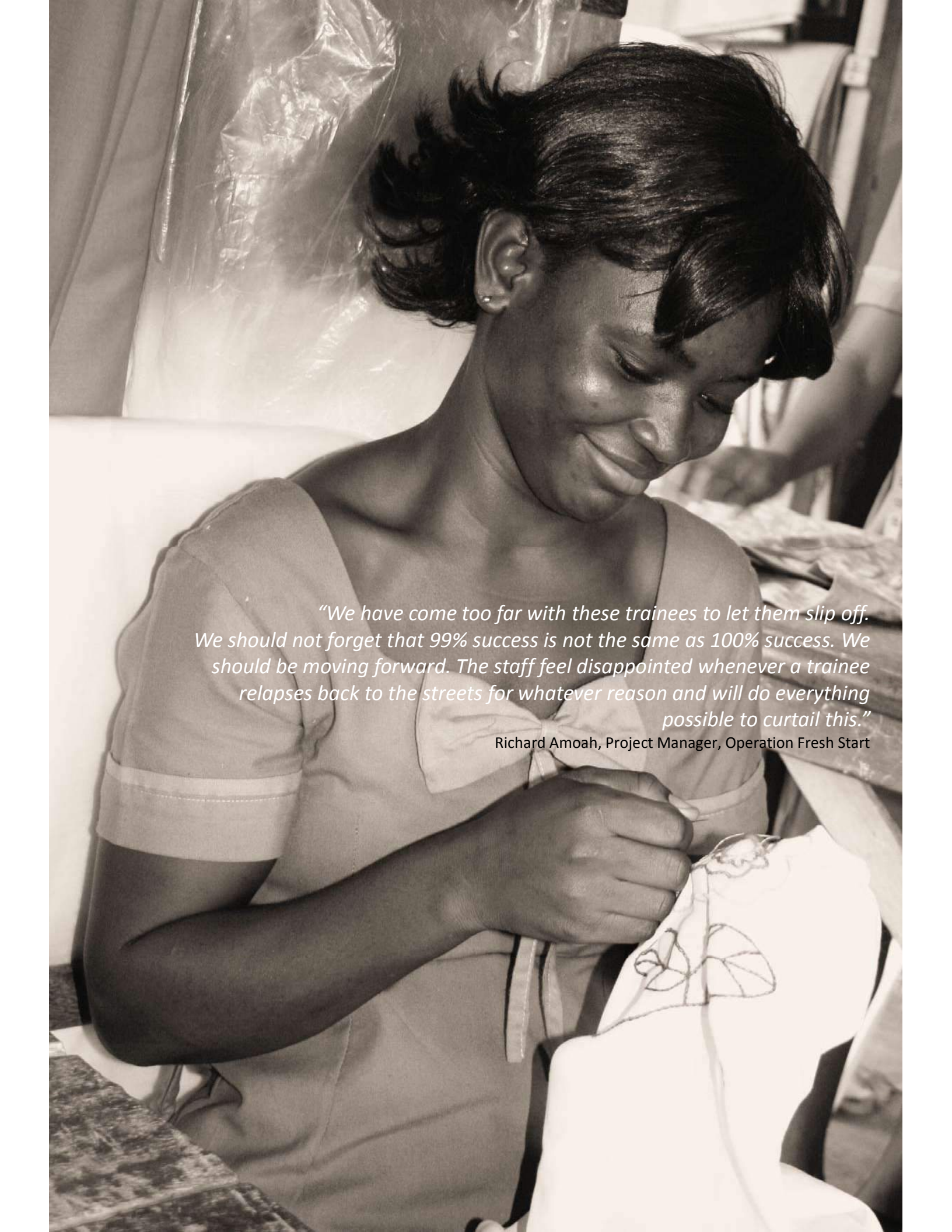
There are no comments currently... You must login to leave comments...

Tags

Africa aid children development ngs poverty

Related Features

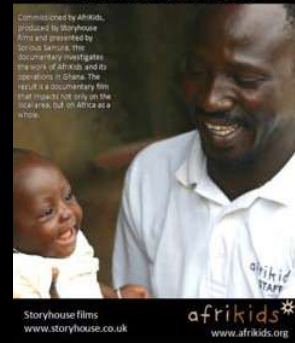
Coming up ... in February



"We have come too far with these trainees to let them slip off. We should not forget that 99% success is not the same as 100% success. We should be moving forward. The staff feel disappointed whenever a trainee relapses back to the streets for whatever reason and will do everything possible to curtail this."

Richard Amoah, Project Manager, Operation Fresh Start

'How to Make a Difference in Africa'



In February 2008, several strands of the AfriKids story wove together in a creative and exciting way to produce the film 'How to Make a Difference in Africa'.

Early in 2003 the Sir Halley Stewart Trust offered a boost to the fledgling AfriKids by providing a grant to cover the first salary costs in northern Ghana. Fast forward to the summer of 2007 and the end of the Sir Halley Stewart Trust's support for AfriKids. Having funded key salaries in Ghana and the UK that had driven the charity's development forward for four years, the Trust had gone beyond its funding remit and needed to end support. However, Bill Kirkman, one of the trustees there felt that there was some mileage in AfriKids producing a film that demonstrated how the organisation's methodology worked in northern Ghana, so that others could learn from it. The Trust felt that they could help with this one last project.

Cath Herring, Managing Director of Taylor Herring PR, on hearing about the film, offered her company's support for a fraction of their normal fee. Add to the mix Jim Rice, an enormously committed and generous donor to AfriKids, ArtVenture, a foundation interested in supporting the film to promote freedom of expression through the media, and Schrodgers, who were inspired to give at an after dinner speech by AfriKids' founder and International Director Georgie Fienberg, and you have the partnership behind 'How to Make a Difference in Africa'.

The documentary is an honest, balanced and uplifting film about the work of AfriKids, made possible by the hard work and commitment of Sorious Samura (BAFTA and Emmy award winning journalist) and Danny Bogado (the cameraman and editor), and the generosity of Ron McCullagh (the producer and director of Storyhouse Films and Insight News TV).

'How to Make a Difference in Africa' had two packed out launches in London in June 2008. At the Frontline Club premiere, over 150 representatives of the media and development world received the film with overwhelming positivity.

"I believe history will judge AfriKids as one of the few charities who manage to answer the million dollar question: how can we make aid work for Africa? The way they give in Ghana seems to me as the ultimate upgrade of aid in Africa." Sorious Samura, Journalist



The screening was followed by a lively debate with a panel including Nich Kumah, Baroness Lynda Chalker of Wallasey, Bill Kirkman and Sorious Samura. At Westbourne Studios over 350 of AfriKids supporters both old and new saw the film for the first time and reaffirmed their support for the organisation.

The film has been screened all over the UK at local film festivals, in company board rooms and to NGO staff. Internationally it has been commissioned by GTV in Ghana, Lisboa in Portugal, NHK in Japan and the Community Channel in the UK. In Ghana, as well as being screened regularly on the national TV station, the film was launched to over 150 representatives of the press, NGOs and community.

AfriKids' supporters

AfriKids is supported by so many individuals and organisations. We are overwhelmed each year at the lengths people will go to in order to raise money.



Greg Rusedski

Leo Poloniecki (pictured far left) was in luck for a smashing day when his brother bought him the chance to have a tennis lesson with Greg Rusedski. Greg put Leo through his paces at the National Tennis Centre with all proceeds going to AfriKids.

Burns Night Supper 2008

January saw AfriKids working in partnership with The Angus Lawson Memorial Trust (ALMT) and children's medical research charity Sparks in putting on a fantastic Burns Night Supper at the Waldorf Hilton Hotel. AfriKids received £115,000 from the night which was used to fund the Angus Child Rights Centre at the heart of Operation Sirigu and the new Angus dormitories at Mama Laadi's Foster Home.

Pub Quiz

The annual AfriKids Pub Quiz raised over £1,400 in December – the most ever raised at our quizzes! Teams were challenged, entertained, and made a significant contribution to the AfriKids Health Fund.

24-hour football

In November Robby Stribley and friends at Bradfield College, Berkshire, held a 24-hour football match in the school's sports hall to raise money for AfriKids. Selling AfriKids 'hoodies' in advance, the school raised over £10,000! A truly fantastic amount of money.



Robby Stribley (right) with fellow organiser Tom



"So far we have raised over £2,800 with some pledged donations still to come in. It has been great fun and to have raised some money for our favourite charity has been a massive driving force for us all on the cold dark wet climbs. We know that AfriKids will use the money in the most productive way and look forward to hearing more about the ongoing projects in Ghana."

Tom Faulkner, long term AfriKids supporter.

Tom, pictured left, completing the Three Peaks with fellow walkers

Celebrate 2008 The Mount Toubkal expedition

On the 9th October 2008 6 consultants; 5 managing directors; 3 entrepreneurs; directors of distribution, finance, fundraising, hospitality, marketing and innovation; a personal trainer; a doctor; and an ex marine reached the peak of Mount Toubkal. At **4,167 metres** this is **the highest place in north Africa**. Collectively the group had braved snow, ice and altitude sickness to raise to date an astonishing **£140,777 for AfriKids**.

The story of the expedition

Alistair Turner, a business leadership coach, decided that he would like to do something a little different to mark his 50th birthday. He wanted a challenge, but also, having lost both his parents to cancer he wanted to do something that would celebrate their lives as well as his own.



50 of AfriKids' beneficiary children walked up the highest peak in the historic Tongo Hills in northern Ghana on the same day as the Mount Toubkal walkers reached the summit, to mark the huge effort made on their behalf. These children worked, some for many years, in dangerous gold mines up to 80 metres underground endangering their health and excluding them from school. **This walk marked an important moment for them too**, because it was a celebration of their own success.

These children have been supported via AfriKids' Operation Sunlight to leave mining and begin either school or vocational training over the last year.



After two years of planning, preparation, endless rounds of emails and meetings, and a **fundraising effort that took on a life of its own**, Alistair had his team and in October they all made it to the top of the mountain.

Fundraising is never a straightforward matter, and it is thanks to hundreds of people raising money in every way imaginable that the team raised so much. From senior business executives competing in space hopper relays to school children 'turning a pound around' with mini enterprises, after dinner speeches, balls, auctions, fancy dress and the many friends, families, companies and colleagues giving in support of the walkers, the fundraising has been an outstanding success.



How you can help

While our long term goal is independence and self reliance for AfriKids Ghana, we currently rely heavily on the generosity of others for the funds it takes to run our work. As the last few pages show there are so many ways that you can help and contribute, be that personally or professionally, financially or otherwise, independently or as part of a company, school or organisation. If you are still looking for inspiration, here are a few more ideas:



Tell people about us

AfriKids' successes would not be possible without the support of a committed base of donors. If you feel AfriKids could be of interest to others please encourage them to find out more. Our monthly e-letter is one free and easy way to introduce people. You needn't dig deep to help, just be vocal in your support.

Gifts in kind

In 2008, AfriKids were fortunate enough to receive specialist equipment and services free of charge including accounting, PR and IT services, to the value of an incredible £127,231.80. If you think you have equipment or expertise we may need please get in touch.

Set up a regular gift

By setting up a regular gift you can significantly help AfriKids. Not only does a little each month from you soon add up for us, but regular income helps us plan better for the future. It is regular givers who keep us going on a day to day basis and form the backbone of what we do. We are able to process standing orders but check if your employer has a payroll giving scheme, many match gifts making your donations worth twice as much.



Sorious Samura

How To Make A Difference
afrikids 
STORYHOUSE FILMS



Screen our documentary

As you'll see on page 40, we now have a film that tells people about AfriKids in a way that is clear, concise and inspiring. It is also pertinent to anyone with an interest in international development or the aid industry. At under an hour long, this is perfect to screen at work in a lunch hour, at school, or in a place of worship. Let the documentary do the hard work of fundraising for you.

Donations in lieu of gifts

In 2008, AfriKids received thousands of pounds from donors in lieu of gifts. Be it a birthday, an anniversary, a wedding list, or Christmas; if you feel you already have enough, why not ask friends and family to donate to AfriKids instead of buying you a gift.

At work

Many companies have charity committees who we would be happy to come and talk to. As well as helping AfriKids, showing charitable support is a great way for companies to engage staff, customers and clients.

"There is a saying among my people in Ghana: one head alone is not enough to decide."

Kofi A. Annan,
Former UN Secretary General



AfriKids' financial summary



Consolidated statement of financial activities
For the period ended 31 December 2008

	Unrestricted Funds £	Restricted Funds £	Total Year to 31 Dec 2008 £	Total Year to 31 Dec 2007 £
<u>Incoming Resources</u>				
Donations and legacies	662,862	321,741	984,603	867,591
Investment income	1,772	-	1,772	3,227
Total Incoming Resources	664,634	321,741	986,375	870,818
<u>Resources Expended</u>				
Cost of Generating Funds				
Costs of generating donations and legacies	202,410	-	202,410	72,511
Net Incoming Resources Available	462,224	321,741	783,965	798,307
Charitable Activities				
Ghana projects	480,404	366,786	847,190	775,200
Total resources expended	682,814	366,786	1,049,600	847,711
Net income/(expenditure) for the year/ Net movement in funds	(18,180)	(45,045)	(63,225)	23,107
Fund Balances at 1 January 2008	68,931	92,916	161,847	138,740
Fund Balances at 31 December 2008	50,571	47,871	98,622	161,847



Trustee's Statement

These summarised accounts are not the statutory accounts, but are a summary of information relating to both the Statement of Financial Activities and the Balance Sheet. The statutory accounts have been audited by an external firm of Chartered Accountants, approved by the Trustees on 11th February 2009 and subsequently submitted to the Charity Commission. This summary may not contain sufficient information to allow a full understanding of the financial affairs of the charity.

For further information regarding the full accounts, the auditors' reports on those accounts and the Trustees' Annual Report should be consulted. These can be obtained from AfriKids, Haskell House, 152 West End Lane, London, NW6 1SD or downloaded from our website www.afrikids.org. Signed on behalf of the Trustees A Kennedy, Secretary and J Hickman, Chairman.

Independent Auditors' Statement to the members of AfriKids

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

AfriKids' financial summary

Balance sheet

As at 31 December 2008

	Year to 31 Dec 2008	Year to 31 Dec 2007
Fixed Assets		
Tangible Assets	13,764	15,489
Current Assets		
Debtors	7,767	15,710
Cash at bank and in hand	82,500	135,986
	<u>90,267</u>	<u>151,696</u>
Creditors: amounts falling due within one year	<u>(5,409)</u>	<u>(5,338)</u>
Net Current Assets	<u>84,858</u>	<u>146,358</u>
Total Assets less current liabilities	<u>98,622</u>	<u>161,847</u>
Income Funds		
Restricted Funds	47,871	92,916
Unrestricted Funds	50,751	68,931
	<u>98,622</u>	<u>161,847</u>

Expenditure Breakdown

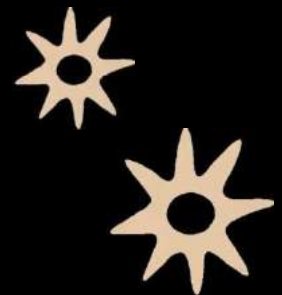
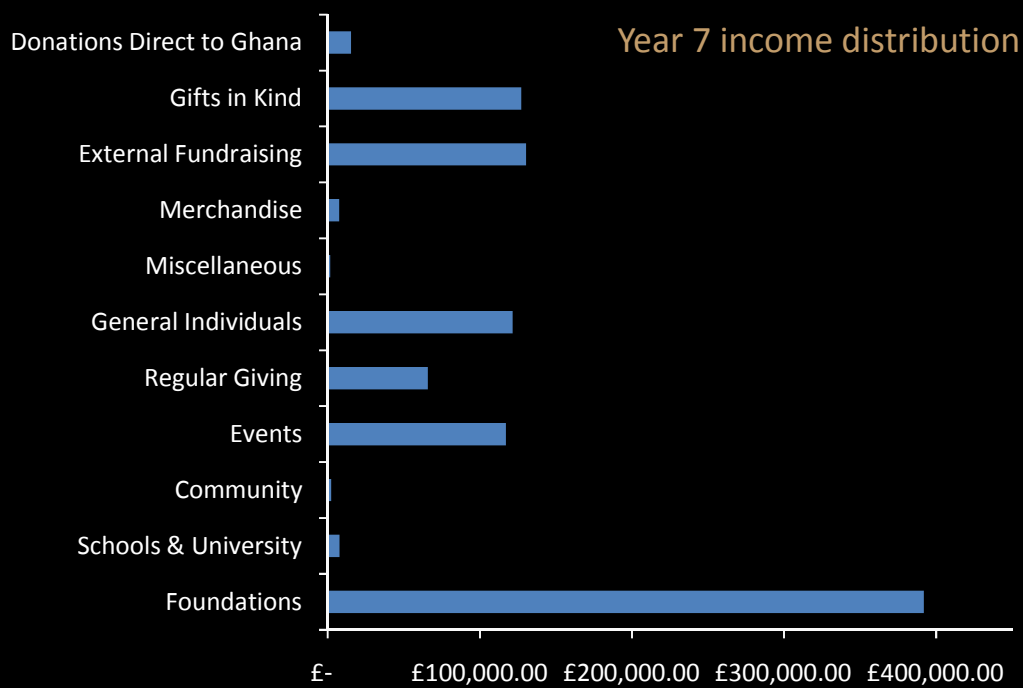
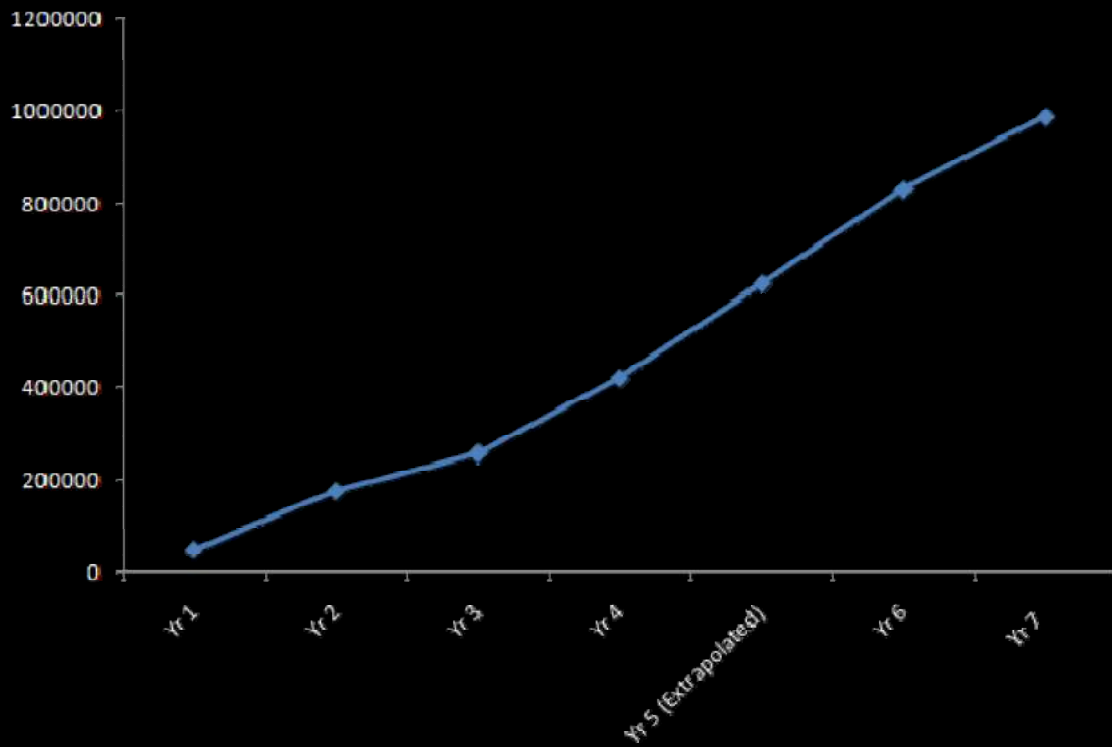


AfriKids aims to secure direct sponsorship and gifts in kind to cover as many costs as possible.

We also welcome contributions of skills or resources that we would not normally spend money on, but do add value to our work. Examples include PR support which we received for free in 2008 and the production of 'How to Make a Difference in Africa' which was directly sponsored outside our normal fundraising. Our income figure does reflect the value of this support but it is not included in this pie chart, which is a fair reflection of how general funds given to AfriKids are spent.



AfriKids' annual income to date



How this report has been developed and funded

As with almost all AfriKids' fundraising material, this annual report was designed in-house. Every single photo was taken by a member of AfriKids' staff or one of our supporters with permission from the person themselves or their guardian. We'd like to notably thank Sam Witney and Nick Eastcott, who's beautiful pictures are a prominent feature in this report. The design and structure are intended to give an informative overview of AfriKids' operations. It is intentional that it does not adhere to an academic report structure.

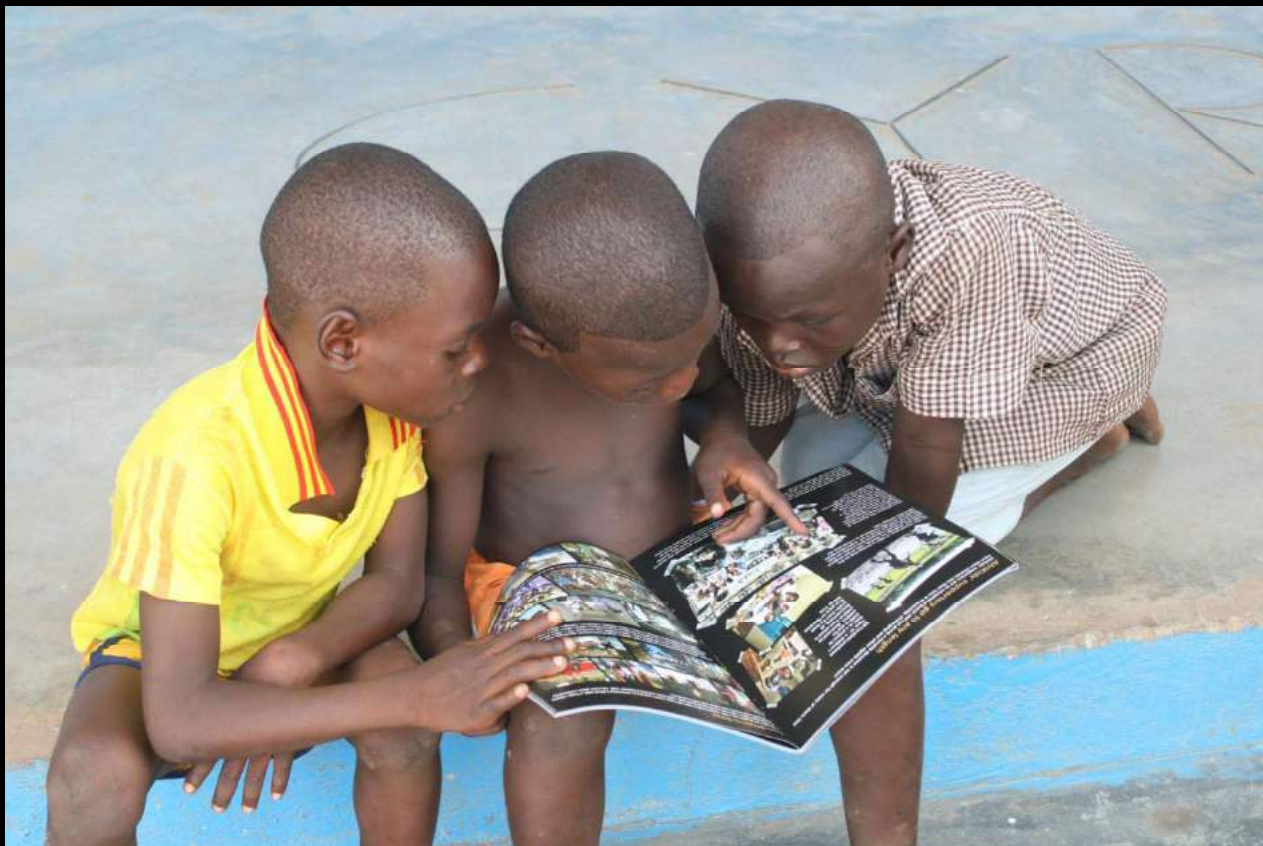
It is printed on 75% recycled paper to FSC standards and has been developed using organic inks. It is the only significant paper mailing AfriKids will send out in 2009. The printing and postage costs have been fully sponsored by the Pears Foundation.



In 2008 our supporters generously provided the following services free of charge:

- * Free office space, including rent, rates and telephone charges provided by The Pears Foundation
- * Free Web Design and Consultancy provided by The Group
- * Free Graphic Design provided by Susann Gruel
- * Free IT support provided by Fred Cohen and The Pears Foundation
- * Free Legal advice provided free of charge by Linklaters and DM Kisch Inc.
- * Free PR Advice provided by Taylor Herring Public Relations
- * Accounts audited and payroll managed free of charge by Arram Berlyn Gardner
- * Free printing of general fundraising materials provided by CLP Structured Finance
- * Air miles for flights to and from Ghana, provided by Michael Carroll, Paul Ruddock and Chris Thornton





"There is no trust more sacred than the one the world holds with children. There is no duty more important than ensuring that their rights are respected, that their welfare is protected, that their lives are free from fear and want and that they can grow up in peace."

Kofi A. Annan, Former UN Secretary General

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With special thanks to The
Pears Foundation



The Pears Foundation