“We were all struck by the scope and reach of AfriKids and the exceptional work that’s quietly going on to improve the lives of people who would otherwise be forgotten.” Lucid Magazine
afrikids
BRINGING BIG SMILES TO LITTLE FACES
BOLGATANGA—GHANA
One of the first children AfriKids supported, Paul Apowida, has come a long way since Georgie Fienberg, AfriKids’ International Director met him 11 years ago when he was just 13 years old. He’s led an extraordinary life and has gone through amazing hurdles to get to where he is today. Paul was born in the village of Sirigu 24 years ago, tragically his father died shortly before his birth and his mother shortly after of an epidemic sweeping the area. Believing Paul was to blame, his father’s second wife arranged to have Paul killed as a ‘spirit’. Paul was rescued by Sr Jane, the indomitable lady who was our first ever partner in Ghana who ran a babies’ home nearby. He was cared for by her and later sent to one of the best schools in Accra under scholarship. By the age of 21 Paul had already done more than he had ever hoped with his life; completing school, excelling in art collage, raising over £30,000 for AfriKids in sales of his paintings and being surrogate father to the four younger boys AfriKids had supported to move to Accra. Four years on, Paul is now a Rifleman in the British army.
<table>
<thead>
<tr>
<th></th>
<th>UK Staff</th>
<th>Ghana Staff</th>
<th>Beneficiaries</th>
<th>Total Income</th>
<th>AfriKids UK</th>
<th>AfriKids Ghana</th>
<th>Total Expenditure</th>
<th>Project</th>
<th>Fundraising</th>
<th>Administration</th>
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<td>160</td>
<td>114,663</td>
<td>£1,183,678</td>
<td>£125,385</td>
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<td></td>
<td>83%</td>
<td>14%</td>
<td>3%</td>
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REFLECTIONS
LISTEN EMPOWER SUSTAIN
Reflections from the International Director
Georgie Fienberg

With what you’re about to read, it may be easy to forget for a moment that 2009 was perhaps the most difficult year financially in the past 30. Yet once again, AfriKids goes from strength to strength, clocking up another record year in terms of income, delivery and impact. I therefore think it's more important than ever not to let this success pass off as another notch on a smooth upward curve; but rather to pause for a moment and consider what drives such remarkable success through adverse conditions.

I’ll start with the easiest observation, and that is the single-minded determination and commitment of a large number of people in London and in Ghana. For an object lesson in how to manage expenditure in a recession, look no further than AfriKids Ghana. If ever there was an office that might wish to protect their budget even in bad times, this is surely one. However, when our funding pipeline slowed down mid-year, the management team made immediate and painful cuts which the team bore personally; motorbike sharing, cutting personal allowances and even extending to our staff making personal contributions towards some of our own and other locally run initiatives.

For their part, as well as making dramatic mid-year UK budget cuts, the team in London put their heart, soul, bitter autumn mornings, and thousands of national rail miles into securing our biggest partnership to date - being chosen as one of the two Deutsche Bank UK Charities of the Year for 2010 alongside The Marine Conservation Society (MCS). This is a huge personal achievement for all involved, as well as a great endorsement of our organisation, and looks set to help ensure that our upward trajectory is maintained throughout 2010.

But hard work and commitment will only ever get you so far. I think what makes our teams unique is the way that they leverage that commitment through effective partnerships. This produces so much more bang for our buck, so much more impact, and such effective results.

Partnership comes in all shapes and sizes, and you find it everywhere you look within AfriKids. AfriKids Ghana is increasingly a part of the social and political fabric of northern Ghana. The management teams are equally likely to be meeting representatives of a district assembly as a group of beneficiaries. The results of this partnership are demonstrated by projects such as the community school we helped establish and support in Zuarungu. This thriving centre will soon be designated a 'beacon' school of the region, and receives government support and funding. What AfriKids starts, the government or local communities will often take forward; and for an organisation working to make its fundraising office redundant, that's very important. Likewise, having purchased the sleepy but pleasant Bolgatanga health clinic,
AfriKids has equipped and greatly expanded the facility, which now receives support from the Ghana Health Service as a designated hospital; and via Nick Eastcott’s national Vodafone World of Difference Award, is now on the verge of being partnered with Southampton University Hospitals NHS Trust to share expertise, resources and best practice.

Whilst these are big headlines, partnership starts off with much more humble beginnings. For example, sitting down to a durbar with local chiefs and elders in a rural compound - because there is little we can achieve without the support of the local communities - and our fieldworkers taking time to visit and listen to the families whom our projects benefit. Partnership means our own projects working together, for example Mama Laadi’s Foster Home and the Next Generation Home, which provide childcare for different ends of the need spectrum, and as a result many children will pass through both on a route to rehabilitation. And partnership can start young too, as my 8 month old son Josh discovered when he was dragged by his ear and left leg by Mercy on the way to a communal lunch at Laadi’s house.

Throughout this year, both the UK and the Ghana teams have been offering ad-hoc bespoke voluntary consultancy advice to a huge variety of individuals and organisations across the sector. We consider sharing the successes and lessons learned of what we do to be both a moral obligation and a privilege and we have labelled this section of our work AfriKids Squared to reflect the multiplication effect of the organisation’s achievements in the UK and Ghana. The challenge lies in ensuring that we don’t impact the delivery of our projects and our capacity to fundraise, structuring this carefully is something we’re working on! You can read more about AfriKids Squared later in the report.

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No-one who has ever visited Ghana (or indeed West Hampstead) could fail to leave with the impression that they are talking not to administrators, but owners.

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In all of these ways, our people and teams really do produce far more than the sum of their parts, and it’s years like these when the results are clear for all to see. The spirit of partnership is driven because everyone has a personal stake in our projects and goals - and no-one who has ever visited Ghana (or indeed West Hampstead) could fail to leave with the impression that they are talking not to administrators, but owners.

One thing I am personally delighted about is that we have managed to extend this spirit of partnership and ownership to our donors - to the extent that ‘donor’ really is a misnomer for most of the people and organisations who support us. In 2009 we made further strides in developing a true model of partnership where our supporters felt direct ownership and involvement with the individuals, causes and programmes to whom they were linked. It’s an immensely gratifying and effective way of working; it gives AfriKids the freedom to deliver in ways I believe are industry leading, and I hope that in return it provides a sense of impact and achievement that cannot be matched.

For all this support and for the continued generosity of our partners in a tough year, I extend 114,663 heartfelt thanks. Enjoy reading the extraordinary results of your help and support in 2009.
Reflections from the Ghana Director
Nich Kuma

2009 has been mixed; we went through major challenges but also chalked some great successes which soothed our hearts. It’s going through the difficult times when you have to pull together that you really remember to appreciate the people around you. So the entire Ghana team wishes to extend sincere gratitude to our partners, Trustees and staff in the UK for the hard work and commitment they have exhibited to keep funds flowing through the recession for the delivery of projects. To the Ghana Team – Trustees, Senior Management Team, project managers, field staff, support staff, I also want to say ‘Ye Tuma Tuma’, congratulations and thank you for your hard work. Your selfless dedication to AfriKids has seen us through the years and has given hope to people who hitherto had lost it.

The financial challenges of the economic recession did not leave us untouched; in the Upper East, charities and businesses were all hit. This pushed us to temporarily reduce the running costs of staff, slashing their fuel and communication allowances and even their pay, all at a time when a 25% inflation rate was crippling us personally and fuel prices increased by 30%. They did not see reduced resources as a reason to relax or a demotivating factor, but as a challenge to adapt. There were times staff had to walk long miles to do their job and to ensure no child was left behind or felt abandoned. There was great fear in the region as people realised charities and businesses were vulnerable and could fail, so we had to be visible and positive in our communities more than ever to reassure our beneficiaries.

However, with the hard working staff of AfriKids UK and our many wonderful supporters things turned around and we can now run our projects more comfortably. Since then we have seen some major achievements. Our final objective for every child is to see them resettled with well founded hope for the future. So we were happy to resettle the first group of the Operation Fresh Start beneficiaries in 2009. Nine out of the ten pioneers have completed training and are working on the various trades happily. Some of the second group of beneficiaries who were due to qualify in 2011 have managed to pass their exams early and are also working independently; some are even training up the next generation!

We have also been recognised for this success and 2009 seemed to be a year of awards for AfriKids. We won a number of accolades both internationally and locally, with the STARS Impact Award being the first international award given to AfriKids Ghana directly; fantastic recognition for us as an African NGO.

As we move into 2010 our focus is on the introduction of our area programmes. Over the years AfriKids has delivered our work through a project structure in several districts of the Upper East and Northern Regions. We are now looking to consolidate our work and align it more closely with the district institutions. We will take a multifaceted approach to dealing with child related issues in each of the following areas; the Talensi Nabdam, Bolga Bongo and Kasena Nankana Districts.

AfriKids has grown organically over the years with our main strategy being empowerment and delivering direct services to our beneficiaries. This has worked successfully due to the commitment of our staff. They have worked from the grass roots up with very little or no systems in place other than the ones they have created for the organisation and they have achieved tremendous results that have now made AfriKids a household name.

As a developing organisation the way forward for us is to build on the effective systems and methods we have created to reach many more people. Our vision therefore is to go beyond service delivery and focus our attention also on attitudinal and behavioural change in the lives of the people in our catchment area. Services are vital but people need the courage and understanding to make the most of them. For example, through our daily interaction with the members of the communities we realise that people are prepared to use earnings from the whole year’s harvest to perform funerals or pay soothsayers to tell them the cause of misfortune in their family, but the same cannot be said for the education of their children.

For us at AfriKids therefore, to make our work sustainable is to collaborate with our key stakeholders – the Ghana Education Service, Municipal and District Assemblies, Chiefs and Opinion Leaders, the Department of Social Welfare, to cause our target communities to see education as the only way forward to break the vicious cycle of poverty.
“AfriKids’ visibility is everywhere. It’s different from any other NGO that has come to this municipality”

Honourable Epsona Ayamga, Municipal Chief Executive of Bolgatanga, Upper East Region, Ghana
WHO WE ARE
LISTEN EMPOWER SUSTAIN
A huge thank you goes to AfriKids’ Trustees and Patrons

AfriKids Ghana Board of Directors
The very rev. Father Moses Akebule (Chairman)
Christopher Y Babooroh
Joseph Whittal
Dr Agnes Apusiga
Francis Yizura Akofo

AfriKids (UK) Board of Trustees
John Hickman (Chairman)
Hugh Taylor
Anna-Maria Kennedy
Nick Fry
David Atugiya
New Members
Duncan Spencer
Vedrana Bilanovic

Patrons
The Rt. Hon. Baroness Chalker of Wallasey
Dr Gunther Faber
AfriKids’ Purpose

Our Shared Mission

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

Our Shared Philosophy

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

Our 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

Our Shared Mission

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

Our Shared Philosophy

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

Our 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.
Northern Ghana is an isolated part of the world. It is mainly rural, with a sparse network of paved roads, intermittent electricity and water supplies. The economy is agrarian, with most people surviving on subsistence agriculture and petty trades they can ply in the dry season. There is only one short wet season between May and October which is becoming increasingly erratic; causing floods some years and drought in others. Most people are poor; the last time it was officially measured, the number of people living on less than one dollar a day in the Upper East was 70%.

Within Ghana the region is extremely disadvantaged; in the capital Accra only 11% live in extreme poverty. Being 800km north of the ports and most centres of industry, the Upper East Region is isolated from political power broking and economic activity and is too often forgotten. Doctors posted to the region refuse to go, healthy adults flood down south in search of brighter futures and children do not have the support they need to grow into adulthood.

So northern Ghana shares many of the social, economic and environmental challenges that confront other parts of the world, although often these are expressed in unique and complex ways when experienced through the web of local culture and beliefs. As this report demonstrates, northern Ghana also has the people, the skills and the commitment to work its way out of these challenges and onto a more sure and independent footing.

There is a huge international industry ‘doing development’ out there which aims to help people achieve just this.

Where does AfriKids fit?

As this report demonstrates, northern Ghana also has the people, the skills and the commitment to work its way out of these challenges and onto a more sure and independent footing.
In Context

A Global Perspective

In 2009 Ghana was 152 out of 182 in the United Nations’ Human Development Index*, just one of the plethora of international statistics that places Ghana in the group of countries the international development community aims to empower. The United Nations Millennium Development Goals** are arguably the strongest mandate the international community has for doing this and AfriKids is helping to reach many of these in our corner of Africa. Pages 23 to 41 give some examples of how this is being done.

A National Perspective

There is a growing recognition of the north-south divide in Ghana at a national level and acknowledgement of the need to address this. Ghana’s Poverty Reduction Strategy states that “Ghana has experienced growing and deepening poverty and evidence of intensification of vulnerability and exclusion among some groups and in some areas, especially in the north of the country.”*** AfriKids’ work takes place only in the northern regions of Ghana and focuses on the most vulnerable. AfriKids is making the kind of long-term focused investment needed to address the deep set national divide. We always work in collaboration with local government and institutions to ensure we are not replicating, but complimenting work that falls under their mandates.

A Local Perspective

AfriKids’ work in Ghana is defined, designed and delivered by a team of local people who work for AfriKids Ghana in such a way that it addresses localised problems with localised methodologies. It is increasingly delivered through strong institutional partnerships, examples of which can be found on page 42.

**www.un.org/millenniumgoals/

Regional Municipalities

The majority of AfriKids’ work is in the Upper East regional districts of Bolgatanga, Bongo, Talaensi Nabdam and Kasena Nankana, although operations are also featured in the Sawla-Tuna-Kalba district of the Northern Region.
AfriKids’ staff members from Ghana and the UK
AfriKids is made up of two partnering organisations: AfriKids UK and AfriKids Ghana. While AfriKids Ghana carry out all of the organisation’s service delivery to over 100,000 beneficiaries each year, the role of AfriKids (UK) is to provide financial and strategic support.

Led by International Director and Founder, Georgie Fienberg, AfriKids is managed by three Directors across the UK and Ghana. AfriKids Ghana’s Country Director, Nicholas Kumah, heads up a staff of over 160 local Ghanaians. AfriKids (UK), in comparison, has an intentionally small staff of just nine under the Directorship of Sally Eastcott and Andy Thornton.

The UK’s two main functions, financial support and strategic support, are managed by Sally and Andy respectively. In 2010 we welcome Gareth Brisbane, Katie Arnold, Nick Eastcott, Ama Atteen and Charlie Hay (formerly an intern) onto our team.

**AfriKids Ghana**

- **Director**
  - Nicholas Kumah

- **Senior Managers**
  - DPM Representative on the SMT
    - Cletus Ansaay

- **Managers**
  - DPM
    - Talensi
      - Nabdam
        - Richard Amoah
  - DPM
    - Kassena
      - Nankana
        - Joe Asakibeem
  - DPM
    - Bongo
      - Bolga
        - Cletus Ansaay

- **External Affair Manager**
  - Raymond Ayine

- **Internal Affairs Manager**
  - Lena Nassi

- **AfriKids ICT Academy**
  - Daniel Khapaty

- **Head of MF & Sustainability**
  - Dilies Asamoore

- **Head of Finance**
  - Solomon Ali Baba

- **Head of IT**
  - Sebastian Ayalba

- **Head of Partner Projects**
  - David Powula

- **AfriKids ICT Projects**
  - Daniel Khapaty

**AfriKids UK**

- **International Director**
  - Georgie Fienberg

- **Directors**
  - Sally Eastcott
  - Andy Thornton

- **Senior Managers**
  - **Programmes and Finance Manager**
    - Gareth Brisbane
  - **Healthcare Project Manager**
    - Nick Eastcott

- **Managers**
  - **UK Operations Manager**
    - Liam Nolan
  - **Communications & Events Manager**
    - Lissa Wallington

- **Support Staff and Interns**
  - **Intern**
    - Joanna Stewart

- **General Staff**
  - **Ethical Trade Officer**
    - Charlotte Hay
  - **UK Operations Assistant**
    - Ama Atteen
  - **Assistant to the International Director**
    - Katie Arnold
  - **Intern**
    - Nick Eastcott
Laura, Sebastian and Sally visiting Operation Sunlight

Solo and Didas in the UK

Sister Jane and Mama Laadi

The AfriKids Medical Centre

Nich and Linda on a project visit

Andy presents Bea with an award

Georgie and Bingo

Raymond

Nich dancing with a micro-finance group

Mama Laadi and Julie
A selection of our beneficiaries
2009
Institute of Fundraising
2010 – Sally Eastcott shortlisted for the Fundraiser of the Year Award (awaiting results)

Charity Times Awards
2008 – Winner of Outstanding Individual Achievement
2008 – Runners Up for Charity of the Year and Charity Principal of the Year

STARS Impact Awards
2008 - Shortlisted for the awards for Best Practices in Child Protection
2009 - Winners of the award for Best Practice in Education

International Service
2007 - Winners of the award for the Defence of the Human Rights of Children
2008 - Runners up for the Defence of Human Rights of Women

Ghanaian Government - Ministry of Manpower, Youth and Employment
2008 – Outstanding contribution towards Elimination of Child labour in Ghana

Ghanaian Government - Ministry of Women and Children
2010 – Outstanding contribution towards Child Protection in Ghana

Third Sector Excellence Awards
2007 - Winners of the award for Accountability and Transparency
2007 - Finalists for the award of Small Charity Big Achiever

Third Sector Awards
2008 - Shortlisted for the Third Sector Award for Most Innovative Charity of the Year

The Beacon Fellowship
2007 - Short listed for The Beacon Prize for New initiatives
2006 - Highly Commended for The Beacon Prize for Leadership
2003,4,5 - Shortlisted for The Beacon Prize for Young Philanthropist

Clarins & YOU Magazine
2005 - Runner up for the award of Women of the Year

Ghana Professional Achievers Awards
2004 - Winners of the award for Most Outstanding Contribution to Ghana
Fundraising Overview

AfriKids raised £1,183,678 in 2009, the first year in the organisation’s history that income exceeded a million pounds

This came from 740 individuals and organisations

482 of these donors gave to AfriKids for the first time in 2009

92% of long term donors who gave in 2008 gave again in 2009

The donor groups broke down like this:

- **Foundations**: 47%
- **Events**: 14%
- **General Individuals**: 22%
- **Regular Giving**: 6%
- **Merchandise**: 1%
- **External Fundraising**: 3%
- **Gifts in Kind**: 8%

2009 was AfriKids’ most successful fundraising year to date; it was also our most difficult. We knew as we entered 2009 that times may get tough and were delighted with the response from our ‘family tree’ appeal we sent out with our 2008 annual report. This boosted income early in the year but as the recession deepened we did feel the impact. Never before have we had to tell our partners in Ghana we are unable to meet our commitments to them as we did when we temporarily cut budgets midyear. This is not an experience anyone in the fundraising team wants to repeat and it is not one we intend to.

In less than three months things had turned around so dramatically that we were able not only to reinstate budgets but to confirm the fantastic support of ICAP Charity Day in December and of Deutsche Bank for all of 2010. Everyone had their part to play in this turn around; from our determined and talented fundraisers, to our generous new donors, to the 740 of you who gave. Many of you have been with AfriKids for years and many of you gave again in spite of personal difficulty and financial insecurity. AfriKids is our supporters, everything we do is down to you- thank you for making 2009 an amazing step forward and ensuring 2010 will top it.
In 2009 there were 18 active AfriKids projects in the Upper East and Northern Regions of Ghana. Each project is different with its own unique history, locally designed methodologies and purpose; project case studies can be seen on our website and throughout this report.

### Core Projects
- Operation Sunlight
- Operation Sirigu
- Health Fund
- Education Fund
- Operation Fresh Start
- School of Night Rabbits
- Creative Minds
- Young Entrepreneurs
- AfriKids ITC Academy

### Partner Projects
- Operation Mango Tree
- Operation Bolgatanga
- Operation Zuarungu
- Operation SINGh
- Operation Smiles
- Federation of Muslim Women

### Sustainability Projects
- AfriKids Ethical Trade
- AfriKids Medical Centre
- AfriKids Eco Village

All these projects have four things in common:
1. They ultimately improve the child rights situation in their community
2. They are designed in such a way that each service delivered can become sustainable
3. They fall into one of three categories;
   - Partner projects which were established independently of AfriKids
   - Core projects which were designed and delivered by AfriKids to meet an extreme need
   - Sustainability projects which are owned and run by AfriKids to make a profit and fund their work
4. The projects’ activities fall within AfriKids Ghana’s service areas which, taken together, are helping AfriKids achieve our mission

“NGOs have come and gone, but this AfriKids has come to stay. If I were to vote to choose who will lead my community in the next elections and AfriKids were a candidate, I can say without doubt that each vote will go for AfriKids. They are so committed and very different from others we have worked with.”

Lydia Adamu, tailoring master trainer for Operation Sunlight, Pelungu
Service Areas

All of AfriKids’ work in 2009 fell into six service areas - Education, Healthcare, Childcare, Sustainability, Community Education on Child Rights and Family Income Generation

About our beneficiary numbers

AfriKids considers every individual who receives goods or services from AfriKids as a beneficiary. Many beneficiaries are carried across years due to the long-term commitments AfriKids puts in place. The figures under service areas may contain some duplications because many individuals benefit from AfriKids’ work in several ways.

About the cost of service areas

The total cost figures are full cost recovered, to include core support expenditure that goes on to make the services possible. They also appear to vary significantly in terms of cost efficiency, for example roughly speaking it has cost £1.89 per healthcare beneficiary in 2009 whereas it has cost on average £1,740 per childcare beneficiary. This is because the way in which AfriKids helps depends very much on the nature of each individuals’ needs, according to our ‘one child at a time’ policy. A child at Mama Laadi’s Foster Home for example is supported through complete residential care, whereas a family in need of support to improve their healthcare can all be covered under the national health insurance scheme for a total cost of £8. AfriKids always encourages our partners and supporters to look behind the figures and explore how our work is delivered and the quality of the support given, as well as the quantity.

“AfriKids have a special way of infecting you with the desire to serve, to support a cause, not only with your money but your time and energy. I’m delighted to be part of the warm AfriKids family as a volunteer.”

Aligebam Seno-Rita Senawo, AfriKids Ghana finance volunteer
In 2010, AfriKids' Service Areas will

Making the ‘project model’ sustainable

Andy Thornton, AfriKids (UK)’s Director of Programmes explains the move from projects to area programmes

Thanks to the generosity of our donors, AfriKids has been able to develop projects dynamically to meet the needs of the people in northern Ghana as they change and develop. As we close down in the UK this flow of support will end but AfriKids Ghana will be needed in the Upper East far into the future. AfriKids Ghana therefore needs a structure that will give it the flexibility to continue responding to the changing needs of people in the region.

The answer to creating this flexibility is moving from core projects to area programmes.

When a project cycle ends, there is a danger that the integration we have with the community and its structures is lost. Several of our core projects are coming to an end in 2010 and we want to make sure their strengths are taken forward in a logical and sustainable structure: the Area Programme Model.

The Area Programme Model will more closely align our work with local government structures. Each programme will focus on one or two administrative districts. Districts are the lowest unitary structure of the Ghana Government and as such key service providers and partners of AfriKids such as Ghana Health Services and Ghana Education Services are organised into geographical Districts. Existing core projects that run within any particular District will now be managed by an area programme office and associated management team. There will be consistency in relationships with communities and partners, applied learning from projects that are winding up and the opportunity to expand on our successes by taking on new beneficiaries to address issues identified by communities, in partnership with the government and other NGOs.
be rolled out of Area Programmes

In 2010 AfriKids is launching its first three Area Programmes:

The new beneficiaries that we are taking on this year will be a pilot for the new Area Programme Model and in a development derived from evaluating our existing projects, will be identified in greater collaboration with Ghana Education Services; they will therefore become a key stakeholder in their monitoring going forward.

How our existing projects fit into the new Area Programmes

<table>
<thead>
<tr>
<th>Area Programme</th>
<th>New Beneficiaries</th>
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<tbody>
<tr>
<td>Talensi Nabdam</td>
<td>Operation Sunlight&lt;br&gt;New Beneficiaries</td>
</tr>
<tr>
<td>Bolga Bongo</td>
<td>Operation Fresh Start&lt;br&gt;School of Night Rabbits&lt;br&gt;Creative Minds&lt;br&gt;Young Entrepreneurs&lt;br&gt;AfriKids ITC Academy&lt;br&gt;New Beneficiaries</td>
</tr>
<tr>
<td>Kasena Nankana</td>
<td>Operation Sirigu&lt;br&gt;New Beneficiaries</td>
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</table>
Total number of beneficiaries - 114,663
Total number of child beneficiaries - 60,468
Total number of adult beneficiaries - 54,195
Education

Education is at the heart of what AfriKids does, it is where most money and time is spent. Acquiring and being able to make the most from education is the most fundamental step for any child in changing the quality of their life in childhood, and the prospects for their adult life. In northern Ghana there is every reason for a child to be able to attend school; the government provides universal free primary education, schooling is respected and valued by most of society and prized most highly by children themselves. However, with the hidden costs of schooling including compulsory uniforms, textbooks and exam fees, with the pressure to remain home and work the farm or earn for the family, and with the standard of teaching often extremely low, the system is not working as well as it should.

AfriKids’ education strategy acknowledges this and aims to work within and around the Ghana Education Services’ (GES) system to improve access to and the quality of education. We have been commended by the International Labour Organisation for our development of transitional education on Operation Sunlight, we are working with GES to establish a beacon school for the region in rural Zuarungu and we have developed curriculum enhancing services including child rights clubs and IT tuition that has benefitted thousands of local school children. One example of the practical and complimentary approach AfriKids takes to education is the School of Night Rabbits.

We have been commended by the International Labour Organisation for our development of transitional education on Operation Sunlight, we are working with GES to establish a beacon school for the region in rural Zuarungu and we have developed curriculum enhancing services including child rights clubs and IT tuition that has benefitted thousands of local school children.
The School of Night Rabbits runs two nights a week in Bolgatanga. After schools have closed and the street children’s last chance of work has left with the travelling market they make their way to their classes next to the AfriKids Academy. They learn English and Maths, they learn about the environment around them, the society they live in and their rights in their vernacular language, Fra Fra. Once a week they play games and they always receive food, water to wash and recognition of their hard work. Every child who attends classes consecutively three months in a row receives an AfriKids t-shirt.

Practical skills and small recognitions changes life for these children. Their lives on the street have taught them to beg, to steal, to live outside of society. The School of Night Rabbits gives them dignity, a sense of self worth and a chance at a life beyond subsistence.

Any child with the capacity and commitment to do well in school is supported to take on full-time education. Older children ready to move into work or vocational training are assisted and mentored. 100 children a year go through the school, 100 lives are transformed.

In late 2009 the school took on a new group of children for whom it has an even more ambitious agenda than in the past. These children are very young, mostly under 15, and are all living rough. The project aims to resettle at least 50% of them in family homes and full-time education during the course of 2010. The School of Night Rabbits will be given more support by AfriKids Ghana be being integrated with new core service areas which aim to share the methods and resources of the larger resettlement programmes with smaller transitional projects such as the School of Night Rabbits.
Sunday Asampana
A case study through the eyes of Sally Eastcott, Director

Sunday Asampana lives in the village of Zuarungu with his parents and four younger sisters. They are a farming family by which I mean they live in a mud compound home and own the small portion of land around it in which they grow their basic foodstuffs including millet, ground nuts and chillies.

The family’s oldest son, Kwame, lives in Bolgatanga, the regional capital and is training to be a mechanic. When Kwame was younger there was no schooling provision but the family were determined to make something of their first son and so pooled their resources to get him into training. Sunday and the younger girls were unlikely to be so lucky because of the family’s poverty but fortunately when they reached school age AfriKids had established Operation Zuarungu and free school places were available.

Sunday is now in form two of Junior Secondary School at the AfriKids funded school. He is a school prefect, star of the football team, and the brightest in his class. Sunday always wears an immaculately ironed uniform and is one of those kids who just exudes a sense that he knows who he is, where he is going and what you can make of life. At weekends he and his oldest sister, Lamisi walk the 20km to Mama Laadi’s Foster Home which they heard about and went to explore first in 2007 because ‘we are all AfriKids’. Now firm friends with Mama Laadi’s family, Sunday also moonlights for the self named ‘Foster Parrots’ football team.

AfriKids has done a lot to help the family; free schooling, uniform and text books has made education possible, micro-finance for their mother has brought more cash into the home through her shea butter processing and the whole family are enrolled on national health insurance which means they receive healthcare free of charge. That does not mean that it has been easy for them; twice their home has been destroyed completely in floods and it is not uncommon for the children to go hungry in the dry season when their food stores run out. You would never know this to meet Sunday, you only see a bright, well presented, hard working boy full of humour.
Childcare

There is a trend in development thinking that says children are best off in their own homes, being raised by relatives, and kept away from institutional care. AfriKids concurs with this, and that is why 99% of the children we help are supported to stay in or return to their family homes. However in any society, and even more so in one of extreme poverty, there are always some children for whom full-time residential care is required.

AfriKids has established four child rights centres in northern Ghana which have the capacity for residential care; the Next Generation Home in Bolgatanga, Mama Laadi’s Foster Home also in Bolgatanga, the Angus Child Rights Centre in Sirigu and the Operation Smiles centre in Nakuaabi. With the exception of Mama Laadi’s Foster Home where the most vulnerable children are cared for from birth to adulthood, all of the centres are transitional. Sister Jane Naaglosegme and the Operation Smiles centre are a great example of how this approach to childcare works.

AfriKids started because of the work of the sister of Sister Jane Naaglosegme. She is a gentle, humble woman with an extraordinary sense of determination. She is a Catholic nun and has trained both in nursing and midwifery and when AfriKids’ founder Georgie Fienberg first met her in 1997 she was putting her skills to use at a babies’ home she established for ‘spirit children’. The belief that some children are sub human, born to bring bad luck to their families is still prevalent and used as a justification for infanticide in the remote rural communities of northern Ghana. Sister Jane had developed a simple method for disproving this; if a child was accused of being a spirit she would take them in, nurse them through their infancy and build bridges with their relatives. She took in the children’s mothers or close relatives if they were orphaned to learn parenting skills and eventually reintegrated the ‘spirit children’ with their families. It was her results and resourcefulness that inspired Georgie to begin fundraising and eventually register a charity. Everything achieved since then all stems from that one woman’s simple determination. Her legacy in Sirigu lives on in the shape of the award winning Operation Sirigu and the many ‘spirit children’ living happy and productive lives back with their families.

Since 2005 we have been able to support Sister Jane in a new venture; Operation Smiles. Having been posted by the Diocese to the village of Nakwabi, a very remote outpost four hours drive west of AfriKids Ghana’s base, Sister Jane is working with the communities around her to help the most vulnerable women and children. There are an unusually high number of young single mothers due to male out-migration, poverty which makes dowries impossible to attain and traditional festivals and practices which expose young girls to sexual abuse. Much as it was at the babies’ home, Sister Jane’s focus is to help families live together and find a sustainable means of living, rather than just removing vulnerable children from their homes. Sister Jane has established a good working system for vulnerable young mothers and orphans. She takes in the child and a family member who is committed to caring for them, feeds, houses and supports them and passes on parenting skills for three months, then resettles them at home and monitors them closely.

“I want to thank AfriKids for their wisdom in supporting Operation Smiles’ work, today I have discovered my heart’s desire and I think if not for the assistance, encouragement and support of AfriKids these children would have passed away in the cold as happened to their mother. Please AfriKids, continue to support Operation Smiles to help save the lives of several children around this part of the world. God Bless AfriKids.”

Sister Jane Naalosegme- Operation Smiles Manager
20th December 2009 has become a remarkable day in the life of Operation Smiles. On this day a woman from Gurubu, one of the project’s communities which is situated close to the banks of the Red Volta river and about 62 Km away from Sawla the district capital, went into labour at about 6.30 am. Due to the absence of passable roads, vehicles, clinics and health personnel within the community, the people had no option but to rely on traditional practices to assist the woman. After a very prolonged and complicated labour the poor woman finally managed in pain to deliver twins; a boy and a girl, at 11pm.

After delivery the woman bled profusely and sadly passed away at about 4am with the babies still attached to her. The volunteers who were assisting the woman concentrated their efforts on her to the neglect of the babies. If not for the intervention of a local man who, on the death of the mother, cycled to Operation Smiles to ask for assistance the babies would have also perished. At the point of rescue, the babies were having difficulty in breathing because they were left to swim in their late mother’s blood for six hours in the open. The father and other family members who were around when the incident occurred were very skeptical as to whether the babies could survive and felt the Operation Smiles team were wasting their time on the dying babies.

Barely two months into their new lives, the babies’ father who had not believed they could survive visited the centre and became a happy man in the community. Although he has lost his wife, he finds consolation in the fact that his children are alive. He visited the project recently and hopes that when they are stronger he will take his children home.

Several sleepless nights passed with Sister Jane boiling hot water in her bedroom to maintain the babies’ temperature and constantly administering all sorts of medication through infusions and vaccines. I’m pleased to say, three months on the babies; Francis and Francisca, as they are now known are very healthy and alive.

Barely two months into their new lives, the babies’ father who had not believed they could survive visited the centre and became a happy man in the community. Although he has lost his wife, he finds consolation in the fact that his children are alive. He visited the project recently and hopes that when they are stronger he will take his children home.
Ensuring families can generate enough income to meet their basic needs is one of the key steps to empowerment. AfriKids’ support for family income generation takes many forms depending on the needs of the individuals and what makes most sense for them in their context. Sometimes support is given at the level of the family unit and is linked to a specific objective such as earning enough by the end of a project to fund a child’s educational needs. Sometimes we work with wider groups who are organised to work co-operatively. The AfriKids’ Daughters were the first and remain the largest women’s co-operative AfriKids works with. These women are the backbone of their community and their story is a demonstration of how rich life can be in the world’s poorest communities.

The ‘Daughters’ consist of a network of women’s groups across the Sirigu area of the rural Kassena Nankana District, with a membership of 150. The women tend to be farmers, living in mud hut compounds served by well distributed bore holes and dirt tracks. Many are heads of their households and care for family members from across several generations. Thanks to the rural clinics (several of which AfriKids built) and Ghana’s National Health Insurance Scheme most have access to basic healthcare, although malaria prevention is difficult and children are often still born at home without assistance. Family planning and ante natal support is reasonably accessible (within several hours’ walk) thanks to the Ghana Health Service’s pioneering CHP health programme. However birth rates are still high as the under five mortality rate is one in ten and boys are valued for the promise of income and status they bring to a family. In general each family has a small stretch of land and subsistence farming provides the household’s basic foodstuffs, but has to be supplemented through the dry season by income generation. Running market stalls, weaving baskets and producing shea butter are some of the most common activities among the group that help to bring cash into the home. This is used for food and healthcare and for the cost of supporting children in school.

The community is close knit with church, traditional ceremonies, durbar celebrations and market days bringing people together in music, song and celebration. Similarly the network of rural schools gives children the opportunity to be part of football teams and child rights clubs. At both a practical and social level for women, co-operative work can be enriching. The AfriKids Daughters help each other out with harvesting, the laborious job of food storage, basket weaving and the management of shared resources such as their newly acquired electric grinding mill. They also save collectively and help to act as each others’ social and financial safety net.

This lifestyle is delicate and can be disrupted by the frequent floods, droughts and out migration of young men. AfriKids has worked with the women over the past five years to make the relatively modest inputs needed to help boost their income generation and put them on a more stable footing. This has included capital for a rotating micro-finance loan which women access in three cycles before passing the funds on to help a new member. One of the great successes of 2009 is that AfriKids has not had to invest more funds in this as repayment rates are at 100%. Rather, the Operation Sirigu team and Didas Azanore who manages micro-finance have offered a repayment and disbursal service and offered business advice and training. Also in 2009 AfriKids helped the women house and electrify the grinding mill they secured a grant for from an agricultural NGO. This now speeds up the processing of millet and is used in the international export orders for shea butter AfriKids secures for the group.

One of the great successes of 2009 is that AfriKids has not had to invest more funds in this as repayment rates are at 100%.

Family Income
These women are the backbone of their community and their story is a demonstration of how rich life can be in the world’s poorest communities.
Community Education
on Child Rights

AfriKids operates in very rural and remote communities. Often people don’t make use of services, or let their children fall into the trap of street life, because they are not aware of the options available to them. AfriKids is committed to providing people with this information so that they can make informed decisions about health, education and family planning.

Operation Fresh Start pioneered a method for community education on child rights which is now used by many projects. One evening a month the project team drive out to an isolated community with a generator and large screen. There they play MTV music to gather a crowd and enjoy a dance. Eventually when enough people are gathered and in an attentive mood a presentation begins about street life in Ghana’s southern cities and pitfalls of indentured slavery, prostitution and crime that young people often fall into. There follows a Q & A and discussion around how to make life more appealing for young people at home and to avoid this drain of the young and able from the region.

In 2009 this methodology was extended to senior secondary schools and used to raise awareness of the spirit child phenomenon and child labour, as well as street life and migration. In 2010 there are plans to increase the focus on how to access education, to compliment AfriKids’ networks of child rights clubs, and how to access IT education, to compliment the work of the AfriKids ICT Academy.

Baba Atinga

The young man pictured is called Baba. His father passed away a few years ago and traditionally in these situations his uncle would take care of him and his family. However following various disagreements, Baba’s mother took him and his two sisters to the streets of Kumasi in the hope that they could find a way to earn some money. They had no place to live so Baba would sleep under a shop veranda. They worked long hours as kaya-kaya pushers; transporting goods across the city on makeshift carts and washing dishes.

Baba was selected to be a part of Operation Fresh Start, he wasn’t comfortable moving back to live with his uncle so AfriKids rented a place in Bolgatanga for him and one of his sisters.

“They are a very good boy and works very hard, we haven’t regretted recruiting him. His life has really changed and he is so excited that he’s part of the project.”
Gabriel Ayine, Fieldworker for Operation Fresh Start

They had no place to live so Baba would sleep under a shop veranda. They worked long hours as kaya-kaya pushers; transporting goods across the city on makeshift carts and washing dishes.
Good health is one of the most fundamental needs for people to lead a full life and be able to care for themselves. With this most simple of rationales, AfriKids is committed to ensuring that our beneficiaries have every chance of receiving decent healthcare. Despite significant efforts and pro-active policies by the government there remain serious staff shortages, inadequate infrastructure and limited understanding of the benefits of modern medicine in the Upper East Region. One way in which AfriKids is working with the Ghana Health Service to address this situation, as well as make progress towards sustainability, is through the AfriKids Medical Centre.

The AfriKids Medical Centre

The AfriKids Medical Centre is AfriKids’ first and fastest growing sustainability project. The Centre was purchased by AfriKids in late 2007 from a retiring doctor who had built it up as a high quality private practice. At that time the Ghanaian Government had just launched its National Health Insurance Scheme (NHIS) which enables families to access healthcare free at the point of delivery from registered centres for a small or in some cases a free subscription. The AfriKids Medical Centre registered to become a provider and through this and some targeted investment in equipment, the patient numbers increased dramatically. 95% of the centre’s patients now come through NHIS and many of these would not have had access to healthcare otherwise and none would have received the quality of care which the centre can offer.

Since 2007 patient numbers have increased at the centre by 600%. August 2009 saw 7,428 patients walk through the doors as compared to 350 in the first month of operation (February 2007). As a business the Centre has also performed outstandingly. By the end of 2009 AfriKids had spent £204,100 on purchase and development of the Centre. It now generates over £40,000 in operating profit per year covering core activities at AfriKids Ghana. That’s an annual return on investment of 20%.

In 2009 the centre also moved up in status to be officially classified as a Primary Hospital. Alongside this we invested in major expansion of the inpatient and maternal health services. At the turn of the year construction of three new wards was underway.

“The lack of skilled staff is due to health professionals’ refusal to accept posting to the region as well as high migration of the few at post to the endowed southern regions due to unattractive conditions of service.”

Dr J Koku Awoonor- Williams, Director of Ghana Health Service Upper East Region
Sustainability

If it’s not sustainable, it’s not development.

Every action AfriKids takes has a follow on sustainability action; whether this is providing micro-finance to a family alongside putting their children in school or providing cement alongside food aid to help rebuild flood damaged homes for displaced people.

Reinforcing this micro-sustainability work are our macro-sustainability businesses; these are the big bold initiatives designed to generate the income needed to fund AfriKids Ghana’s work independently in the long term. AfriKids’ Ethical Trade has been in development for a couple of years now and in 2009 it really established itself as our third business alongside ecotourism and healthcare.

The AfriKids Eco Village

The AfriKids Eco Village will be the first development of its kind for the region. It will pioneer eco-tourism in northern Ghana opening up that part of the country to a new audience as well as catering for local business needs and providing hundreds of new training and employment opportunities for the young people AfriKids supports and their communities.

In 2009 much of the behind the scenes work needed to make the AfriKids Eco Village a beacon of entrepreneurship in northern Ghana took place.

Highlights included:

- Architecture for Humanity visiting Bolgatanga to finalise the drawings with our local partners
- Securing the first major contribution towards the project via the ICAP Charity Day - see page
- Piloting our work in tourism via Mama Laadi’s Guest House

Why can businesses work in Ghana?

Ghana has strong political stability, stable constitutional democracy with progressive business reforms and freedom of press.

The country has been an oasis of peace in an area of conflicts in the sub-region. It strives to build good relations with its neighbours and over the past 50 years the Republic has been involved in no fewer than 23 UN peacekeeping missions around the world.

Recognised for two years running as a ‘Top Ten Reformer’ by the world bank starting in 2007, Ghana bucked the global trend and posted an enviable economic growth rate of 7.3% in 2008.
Sustainability within AfriKids

Examples from right across the organisation

“In an ideal world, the best kind of aid, the best kind of development agency, will be focused on doing itself out of business.”

As one of the AfriKids Sustainability Projects, AfriKids Ethical Trade (AKET) is an income-generating initiative, promoting a wealth of natural resources and local expertise in Ghana to the local, national and international markets. AKET aims to enhance and develop local business, whilst together with other Sustainability Projects, financially secure the work of AfriKids Ghana.

Trade is a logical venture for AfriKids, capitalising on existing skills and resources and the advantage of the AfriKids infrastructure, for sustainable development through dignified income generation. This project yields not just a financial return, but social and promotional rewards to the producers, the organisation, and the communities in which we work, through a cycle of relative profit and appropriate reinvestment. AKET aims to be an exemplary trading body, advocating fair wages, healthy and safe working conditions, and 100% transparency and accountability in all operations.

AKET initiatives are meticulously reviewed against the criteria of our long term vision. Assessments are made from feasibility, through continuous monitoring to comprehensive evaluation. It is vital that each external partnership involves a common ethos for development through empowerment and sustainability, and that each project has a lasting, positive impact.

All AKET stakeholders - from artisans to external project partners - are engaged at every stage of a project, working together to achieve an equal and fair outcome. Traditional skill and creativity is combined with accessible design and quality for local and international audiences. The strategic goals of AKET prioritise sustainable entrepreneurial skills and experience, with a view to developing and maintaining a locally-led and managed competitive position on the global market.
2009
The Fresh Start Collection
This was an external partnership with Hong Kong-based retailer, Jimmi Jamms. The contract involved the collaborative development of an exclusive range of ‘ethical pyjamas’, handmade in Bolgatanga, Ghana.

The name for this range was inspired by AfriKids’ Operation Fresh Start, which has successfully resettled over 150 young people from the slums of southern Ghana to their northern homes. The project provides long-term support to its beneficiaries, including education and vocational training. The Fresh Start Collection is a testimony to the success of Operation Fresh Start; handmade by some of the beneficiaries of this life-changing programme.

The range featured in AKET’s first Christmas catalogue, was sold at Christmas markets in December and has featured on various websites.

In 2010 the range will feature at more events and pilot other new sales outlets as AKET expands its distribution network.

AKET plans to develop as a brand, driving on current projects while identifying new business opportunities, and maximising the potential of this engaging and multi-faceted project.

2010
2010 is set to be an exciting year for AfriKids Ethical Trade. A UK Ethical Trade Officer has now been appointed to implement a development strategy, and establish the viability of this project as a major revenue generator for the future.

AKET plans to develop as a brand, driving on current projects while identifying new business opportunities, and maximising the potential of this engaging and multi-faceted project.
“The true sign of success is not whether we are a source of perpetual aid that helps people scrape by— it’s whether we are partners in building the capacity for transformational change.”
Barack Obama to the Ghanaian parliament, July 2009
**Partnerships for Development**

Andy Thornton, AfriKids UK’s Director of Programmes, explains the importance of Partnerships to both AfriKids Teams

AfriKids’ geographic focus is quite narrow in order that we can make real and sustainable change to one region. To achieve this the changes must be embedded in local society and institutions. We are committed to also sharing what we have learned so that the methodologies can have a wider impact across the world. Key to achieving these two things are our Partnerships for Development. The AfriKids Medical Advisory Board is a great example of this.

Changes must be embedded in local society and institutions, and we are committed to also sharing what we have learned so that the methodologies can have a wider impact across the world.

The AfriKids Medical Centre Advisory Board (AMAB) has developed alongside the Centre itself. Started by a keen set of volunteers from the fields of Healthcare and Finance Management the board has expanded and been formalised to include medical professionals and IT specialists. The board’s role to date has been to work with Senior Managers within AfriKids UK and Ghana and the team at the AfriKids Medical Centre to draw up and oversee a phased development plan. Producing a plan that keeps pace with 600% growth, manages the balance of service provision and business priorities, in an environment of limited funds and recruitment options has been no easy task! It is one the board have helped manage us though and AfriKids are enormously grateful for their input and dedication.

The long term plan is for a parallel advisory board to be developed in Ghana and eventually take over the role as AfriKids UK is able to scale down the level of management support and input given.

By the end of the year an official partnership had been planned between Southampton University Hospitals NHS Trust, Ghana Health Service (Upper East Region) and AfriKids.

In 2009 the work of AMAB has led to even more exciting things for not only AfriKids but healthcare in the Upper East as a whole. By the end of the year an official partnership had been planned between Southampton University Hospitals NHS Trust, Ghana Health Service (Upper East Region) and AfriKids. This follows from the pioneering voluntary work of medical experts and elective students from Southampton that took place in 2009. Also, the partnership is lucky enough to have a full-time member of staff to oversee it’s development for 12 months; Nick Eastcott who used to be a manager at Southampton and is chair of AMAB won the Vodafone World of Difference prize to work for his charity of choice, AfriKids, for one year. By the end of 2009 a programme of training and skills sharing had been planned for the next two years. In this time training will be provided by visiting experts in the fields identified as priorities by AfriKids and the Ghana Health Service, likely to include Maternal Health, Child Health, Anaesthetics and Emergency Care and Diagnostic Services.
2009 was an incredible year for volunteers at AfriKids. In the UK we ran our first work experience week. Sophie Ruddock of St Paul’s Girls’ School who has supported AfriKids for several years championed our cause to become charity of the year there. She worked hard through the year to raise funds and followed this up with a week’s work in the office along with Alex Wilson and Leafy Arbuthnot of Wycombe Abbey School.

We have been extremely fortunate to have three superb medical elective students at the AfriKids Medical Centre, Chris Arrowsmith and Jenny Palfrey from Southampton University Hospital spent June and July working under Dr Nwosu and helping review our clinical procedures. Amanda Evans, pictured right, came all the way from the University of Auckland to live and work in Bolgatanga. All the students displayed passion, sensitivity and pragmatism, engaging enthusiastically and productively with the challenges of delivering healthcare in Ghana.

Extracts from “Too many patients, two times malaria and a million greetings” an AfriKids Medical Centre Elective report by Amanda Evans, and Amanda’s written feedback to AfriKids’ staff on her time at the AfMC

“Two months in Bolgatanga, in the Upper East Region of Ghana during the beautiful but mosquito ridden rainy season was an amazing opportunity. The work load is huge, and the pressure is a lot. The medical centre is a busy place. 350 people seen a day by six consultants, the ward is always full to the brim. I want to commend the workers of the medical centre, everyone is very stretched and busy but they also remain positive and people will always have time to greet you, which has remained an inspiration to me. In regards to how busy it is, it actually amazes me how much we can get through on a day. It runs very smoothly all things considered. ”

AfriKids would like to congratulate Amanda on both gaining a distinction for her elective placement work and in her medical degree overall. Amanda’s full report is available on the AfriKids website.

The medical support AfriKids received has also come in the form of highly skilled training placements. Dr Jo Fairhurst and Jane Spring, again both from Southampton University Hospital both visited Bolgatanga to train AfriKids and Ghana Health Service staff in imaging. Jo and Jane are very much the pioneers of what has become a larger, formalised training linkage with Southampton, Ghana Health Services and AfriKids.

The AfriKids Medical Centre is a hugely complex operation and not only have we been supported in its clinical delivery but also in its managerial and financial operations (see partnerships for development on page 40). Nick Eastcott, Duncan Spencer and Dan Devonald sit on AfriKids UK’s Medical Advisory Board and they volunteer their skills in healthcare management, business delivery and financial operations to AfriKids. All three have been in Bolgatanga this year and their work both here and in the UK continues to have a major and tangible impact on our operations.

Last but by no means least we’d like to recognise the work of Josie Middleton who alongside the AfriKids UK and Ghana teams helped drive forward the business development of Mama Laadi’s Guest House.

AfriKids would like to thank all its volunteers; your work is critical to our success and you universally bring both exceptional zeal and incredible skills to our organisation.
VIEW FROM THE GROUND
LISTEN EMPOWER SUSTAIN
Raymond Ayinne or ‘Ray of Sunlight’ as he affectionately became known in his role as Operation Sunlight Manager has been promoted to External Affairs Manager at AfriKids Ghana. In this extract he recounts how he came to know about AfriKids’ work.

“As a person who worked in the media before AfriKids, the work of non-governmental organisations (NGOs) was not new to me, but it turned out the work of AfriKids really was.

In 2006 my sister was admitted to the Bolgatanga Regional Hospital. I was just on my way from Accra to visit her when my mother asked that I bring an additional basket of food to be prepared for a patient in an adjoining cubicle. I was not surprised because that was just like my mother, always wanting to feed and satisfy everybody. At the hospital with the second basket in my hands I went next door and what I saw glued me to the floor for minutes. Standing in the middle of the room was a girl barely 12 years old almost naked except for a pair of blue pants. The upper part of her body was badly burnt and was scarlet red, scarred all over. Her right arm stiff-curved and unable to straighten.

She had been burnt when the nylon dress she was wearing caught fire as she was preparing to cook the family meal. She and her mother had been in the hospital for months and required plastic surgery for her to recover, but because they could not afford even the cost of transporting her for treatment. I was powerless for the first time in many years- I tell you, being in this state doesn’t amuse me at all.

Later, I was told this girl was called Atingabono. I was also told that she was very lucky. I had mentioned the case to Fred, a friend who works with AfriKids, who told Nich who told Georgie and together Atingabono was visited at her bed. I was told in a matter of days this lucky girl who was left to rot was given access to the healthcare she needed.

When one day my dad phoned me about a job opportunity at this AfriKids, I was immediately interested.”
Elizabeth’s mother passed away leaving her and her four siblings behind. In desperation to find money to support her family she travelled to Kumasi and would sell oranges on the streets.

“In the container that she slept in Elizabeth was exposed to serious danger, she talks of stories of rape and nearly losing her life. But now, two years on she has performed brilliantly in her seamstressng exams and we’re about to set her up with her own business in which she plans to take on similar apprentices and extend the same helping hand.”

Gabriel Ayine, Operation Fresh Start fieldworker

“Many NGO’s promised to resettle those of us living in Kumasi, but I stopped trusting their promises as no one delivered, sometimes the government would take busloads of people home, but with no life or prospects they would just return and beg”

Elizabeth, Operation Fresh Start beneficiary
On Friday 16th October 2009 AfriKids Ghana held their fourth annual staff awards at the Catering Rest House in Bolgatanga. Over 300 people attended making it the biggest event yet. The Regional Minister, the Honourable Mark Wayongo attended and made a warm commendation of AfriKids’ work in the region.

As ever competition was fierce and winners were decided by a vote among the project staff. The whole community got behind the event, with local businesses donating all the prizes for the first time.

The Winners

Best quarterly report - AfriKids Academy
The most improved project - School of Night Rabbits
Best fieldworker - Elijah Agongo
Behind the Scenes- Mary Akuta - AfriKids Academy
Accountability and transparency – Mama Laadi’s Foster Home - Operation Mango Tree
Community impact - Operation Smiles
Partner project staff who works the hardest - Frank Adabre
Most impressive partner project – Mama Laadi’s Foster Home - Operation Mango Tree
Best new member of staff - Lena Naaso
Member of staff who achieves the most - Sandra Dordaa
Above and beyond the call of duty - Didas Azanoore
Member of staff who represents AfriKids the best - David Pwalua
Core project staff who works the hardest - Richard Amoah
Most impressive core project - Operation Sirigu

Sustainability Projects

Above and beyond the call of duty - Bismark Awuni
Member of staff who works the hardest - Dr Nwosu Dike
Best team - Medical Centre Laboratory
Best hospital procedures - In Patients department
The STARS Foundation Impact Award for Education

AfriKids Ghana win their first international award independent from the UK.

Two extra surprise achievements were celebrated at the awards evening. First was Ghana winning the Junior World Football Cup just moments before the presentation started; the crowd went wild.

Second was a local presentation of the STARS Impact Award for Education. The STARS Foundation presents annual awards to local NGOs across the developing world who are committed to achieving excellence in the provision of services to disadvantaged children and encourage the replication of effective approaches and practices. This award carries US$100,000 in prize money and in October Richard Amoah was flown to the UK to the presentation ceremony. This is the first award given directly to AfriKids Ghana since their inception, and it also signifies one of the largest grants secured locally to date.

The event took place at The Wallace Collection, in London, on Wednesday, 16th October 2009.

The STARS Foundation which received well over 300 applications from various NGOs across 30 African countries said its choice of Afrikids was based on their commitment to ensuring the personal well-being of their beneficiaries and they believed it made AfriKids stand out.

The Foundation said: "Not only does this create an incredible link between AfriKids Ghana and its beneficiaries, it demonstrates an ongoing awareness of the needs of the people the organisation is serving, and an acute awareness of the impact it is having."

The chief executive of STARS, Muna Wehbe added: "We are delighted to announce the 2009 recipients. They have all demonstrated extraordinary commitment and found inspirational solutions to the challenges facing children in their communities."

"Not only does this create an incredible link between AfriKids Ghana and its beneficiaries, it demonstrates an ongoing awareness of the needs of the people the organisation is serving, and an acute awareness of the impact it is having."
Asamane Agumah

My abiding memory of August 2004 is the day I left Bolgatanga, early in the morning to catch a plane home. I popped by the House of Restoration, predecessor to the Next Generation Home, to say goodbye to the boys I’d spent the last two weeks with. Everyone was there; Clement with his warm open smile, Peter talking a hundred to the dozen and the other boys full of attitude but polite enough to say their goodbyes. The only one I could not say good bye to was little Asamane. Sound asleep on the floor of the dormitory, there was no waking him; he’d had a full dinner and a dry night which at that stage was something of an achievement.

In the years since, Asamane’s complicated story has gone back, forth, and come full circle. Now 11 years old and in his fourth year of primary school Asamane is as he should be; safe, healthy and surrounded by people who care for him. It has not been an easy process to get him this far and there a difficult few years ahead.

Asamane came into AfriKids’ care because at the age of six he found himself alone living on the street, begging scraps from a school’s kitchen and eating dirt from the ground in order to try and keep himself nourished. The boys at the House of Restoration found him and brought him into Nich and Felix’s care.

He had been abandoned by his father’s family who had in turn received Asamane from his mother. At the time of her pregnancy she split from Asamane’s father and was sent back to her parents’ home to give birth. The family were extremely poor and due to a serious hearing defect Asamane’s mother could not work. As a baby she simply couldn’t afford to care for him and feed him as he needed so he was taken to his paternal grandmother. He was not accepted at his father’s home and that is how he came to be on the streets alone by the age of six, so stunted in growth he looked like he was about two years old.

Between 2004 - 2005 Asamane was the smallest boy in the Next Generation Home and had the funny combination of being treated as everyone’s youngest brother but also having to grow up early and make friends quickly. Between 2005 - 2007 the size of the home increased significantly. He learned to live and play with children of his own age and he quickly caught up to where he should be in height, health, academic achievement and confidence.
Throughout this period at the NGH it turned out his mother had been visiting him in secret, checking he was ok and well cared for. Meanwhile in her own life things had changed drastically, she had been reunited with her husband and had two daughters. So by 2007 it seemed Asamane was in a good position to be reunited with his family and that summer he moved home. Sadly after a few months of peace problems began. Asamane’s father was absent from the home for long periods working as a labourer and when he returned he favoured his daughters, allowing Asamane to go hungry and beating him when he complained. After many attempts at counselling the family by Felix and a worsening attendance at school for Asamane he was brought back to the NGH.

Asamane started school in September 2009 at his old school and has been there every day since. The relief and confidence he is experiencing at being back with his friends is evident, but he speaks with sadness about his mother and sisters and the few visits he is able to make home.

The purpose of the NGH is transitional education for street children, the end goal is well rounded hard working children at home with their families, in school and with a bright future ahead. This will be the case for Asamane, once he is older and more able to fend for himself he is determined to go home and take care of his mother and sisters. His story is not a failure of the NGH but one of its very greatest successes. It is one that demonstrates that to AfriKids Ghana the welfare of the children they work with is paramount. Their work is not done when a child is off the streets, their work is not done when a child is in school, their work is not done when a child is back home with their family. They only consider their work done when every single child is a stable, independent adult ready to complete the cycle and contribute to their community as those that cared for them have done.

It will be hard to leave Bolga again this year and know Asamane is here among the countless children with difficult and complex challenges, driven to the extreme by poverty. But I know he is strong and the people around him will never give up on him so I will leave in peace knowing this.
FUNDRAISING
LISTEN EMPOWER SUSTAIN
Fundraising in the UK

Liam Nolan, UK Fundraising and Operations Manager reviews the highlights of Fundraising in 2009

Burns Night Supper

January 2009 saw AfriKids working with the Angus Lawson Memorial Trust (ALMT) for the second year in a row on a glitzy Burns Night celebration. Held at London Zoo, guests were treated to Champagne while they mingled in the Bugs’ House before a traditional sit-down Burns Night supper of haggis. A fantastic auction and raffle meant the evening raised over £40,000 which went towards the guest house bought to generate a sustainable income for Mama Laadi’s Foster Home. The ALMT have been supporters of AfriKids since 2007 and the annual Burns Night Supper is now a firm fixture on the AfriKids calendar.

Schools

One of the schools who supported us this year, Wycombe Abbey School, chose AfriKids as their Charity of the Year for 2009 – 10. With numerous activities throughout the year, from a Bonfire to a Jazz concert, the students raised over £4,000 in 2009 alone. AfriKids Ghana staff member, Richard Amoah, visited the school in October and was on hand to answer pupils’ questions about exactly where their funds were making a difference.

Star 100

Star 100 is a network of Ghanaian and non-Ghanaian professionals in the Diaspora with an interest in Ghana. Celebrating their 5th anniversary as an organisation was a great opportunity to raise funds for a great Ghanaian charity, AfriKids. A celebratory dinner dance with Ghanaian food and dancing raised over £1,000. This was put towards the AfriKids Investment Club.

Pub Quiz

Due to the popularity of AfriKids’ now legendary annual Christmas pub quizzes, Goldman Sachs Community Teamworks volunteers helped AfriKids coordinate a quiz in May at Westbourne Studios. This raised over £2,100. A second quiz was held in December which raised over £1,500. Pub quizzes are a really easy way to fundraise - if you have a welcoming local and a group of friends or colleagues, AfriKids can help by providing questions and fundraising support.

Investment Club

With the innovative support of two committed partners, AfriKids launched its first ever Social Investment Club in 2009. Bringing business and charity closer together when looking for funds to invest in a new ward at the AfriKids Medical Centre, the Club took financial donations and pledged its donors feedback and updates at a high level. The Club brings to the fore AfriKids’ commitment to accountability and was a great way to raise funds. Below is an extract from Georgie Fienberg, AfriKids’ International Director’s speech:

“Within AfriKids, sustainability works at all levels, and we started small. Goats have paid school fees in Zuarungu. Micro-finance loans for the women of Busongu have generated lasting enterprise and have been repaid many times over, Shea butter producers in Sirigu have become international exporters. We then ventured further; a guest house will soon make Mama Laadi’s Foster Home self sufficient, and we are working to achieve the same result for the Next Generation Home by way of a farm...We’re here tonight to take this concept to the next level, and in particular we’re focusing on the higher end of the sustainability food chain, because that is what generates the greatest return, and that is where our donors are telling us they want to be.

I think, and I hope you do too, that the AfriKids Social Investment Club is a genuinely exciting initiative; individuals will buy one or more shares of £1,000 in the Medical Centre and come together as a syndicate. They have feedback on how their investment performs and are directly involved in where the resultant profits are channelled...For donors struggling to find a way to genuinely make a difference, to have more than a passive say in how their funding is used, and to generate measurable social and financial return, I want this to be a way forward.”
Fundraising Events throughout 2009

Bupa 10k run

The Call 2

Social investment club

“...you write some seriously good prose - talk about inclusive - maybe it’s not brand new rocket science, perhaps it’s been done before but to a much lesser degree but why hasn’t anyone made me feel like this about a charity before? Fabulous, you are stars, every single one of you - the results tells us that so give yourselves a right old clap on the back!”

Ali Tovey, dedicated AfriKids supporter
ICAP Charity Day
£250,000 raised for AfriKids

2009 ended with a bang in the form of ICAP Charity Day on 9th December. ICAP is the largest interdealer broker in the world and is renowned for its annual charity day. AfriKids has been working towards being selected as a beneficiary for five years.

On ICAP Charity Day all revenues and commissions globally are given to a selection of charities. Staff at ICAP around the world dress up and celebrities are invited in to encourage trading. This was AfriKids’ first big event involving celebrities and it was a huge challenge for us but we managed to generate some wonderful support.

A big thank you to our celebs; Victor Ubogu, Dave Brown aka Bollo from the Mighty Boosh, Louise Minchin (pictured below), Daniella Denby Ashe, Kate Walsh and Adam Rayner.

They helped us secure our biggest ever single donation (to be presented in 2010) for the ICAP Eco Tourism and Training Centre; a component of the Eco Village.

“It has been a great pleasure working with AfriKids as this charity truly stands out from the crowd. The fundraising team work very efficiently and more importantly effectively, you won’t find a more professional team who really believe in the causes they support and the issues they work to mitigate.

Sustainability as we all know is key to most charitable projects but even more so in developing countries, AfriKids certainly has the correct sustainability formula with all the projects they touch, a huge credit to this relatively small yet powerful charity.”

Nikki Studt, Global Charity Co-ordinator, ICAP
Deutsche Bank Charity of the Year 2010

Many of you have followed and contributed to AfriKids’ campaign to become Deutsche Bank Charity of the Year. Nick Lawson, founder of the Angus Lawson Memorial Trust and one of AfriKids’ most committed supporters nominated us for the partnership in June and since then we have worked through a competitive process of short listing and finally a staff vote conducted across the UK over two weeks.

This partnership signals the biggest fundraising opportunity AfriKids has had to date and gives us the chance to drive forward AfriKids Ghana’s work in education whilst they progress towards sustainability. Along with the Marine Conservation Society we will be working throughout 2010 to generate enthusiasm, involvement and generosity across Deutsche Bank UK. The whole AfriKids family put in their all; from Joe and Gifty at Mama Laadi’s learning new English words to film a special appeal, to Rebekah our intern who found herself outside Deutsche Bank offices in Birmingham and Liverpool at 6am in her first week and to the many of you who encouraged friends and family at Deutsche Bank to chose AfriKids.

Following a three round selection process, 3042 employees voted for their top two charities; AfriKids came second in the final round by 5 votes!

A very special thank you to all those who promoted AfriKids to their colleagues within Deutsche Bank, especially Paul Ruddock and Stuart Roden.

"Deutsche Bank prides itself on running a fair and democratic process when selecting its Charities of the Year. Our employees chose Afrikids because they were convinced by their cause. We congratulate Afrikids on their success and look forward to a productive partnership."

John Willis, Chairman of Deutsche Bank Charity of the Year
How you can help

Get involved

AfriKids UK fundraises to support the work of AfriKids Ghana. While our long term aim is for our role as fundraisers in the UK to become redundant, we need the support of generous donors here and now to make this possible. There are so many ways that you can help and get involved.

Organise or attend events

We run events throughout the year that are a great way to fundraise and socialise. From pub quizzes, to glitzy dinners, simply email the office and ask to be added to our email newsletter list and you’ll be kept up to date with all that’s planned. Or get in touch and we can support you in setting up your own event.

Do a sponsored challenge

If you want to climb the world’s tallest mountain, run a marathon, or simply stay silent for 24 hours, you can get sponsorship from friends, family and work colleagues. Many companies run a ‘matched giving’ scheme where they will match any funds you raise; a great way to double your efforts.

Help build partnerships

AfriKids works in partnership with so many individuals, organisations and companies. If you are able to make any introductions that would be beneficial to both parties, who knows where it could lead? You could start by ‘tweeting’ about us or befriending AfriKids on Facebook. Mention AfriKids at work or in church and see how we can get involved.

Set up a standing order

A regular donation through a standing order is such a great way to support us. A small amount each month accumulates over the year to make a significant annual donation that makes a huge difference to our work. The regularity of the gift helps us plan organisational spending.

Shopping

AfriKids Ethical Trade is a growing branch of our work in the UK and a great way to support AfriKids while doing what you already do regularly; shop. Our products make fantastic gifts and not least because the producers, crafts people and artisans in Ghana are earning a living from them in Ghana.

If these or any other ideas strike a chord, contact AfriKids on +44 (0) 207 443 5110 or info@afrikids.org and ask for the fundraising team.

“I just wanted to say that we were all so impressed by your report. Clear, concise and hugely motivating for everyone at Exotix. Thank you so much for all your efforts - you have put a number of other charities to shame - and I’m tempted to circulate yours as an example of best practice.

It makes all our soul-searching over choosing which charities to support feel really worth it when we can read reports like yours and feel very confident that the funding is going where it needs to go and making a difference.”

Annabel James, Magenta Projects - Adviser to Exotix Ltd
Alistair Turner a renowned Leadership Coach who led a team of senior executives up Mount Toubkal in 2008 raising over £150,000 for AfriKids, visited Bolgatanga in October 2009. On his return Alistair wrote a paper on leadership which is available on request, below is an extract from it:

“Some of the sights were shocking: a 7 year old boy high from drinking petrol is not a sight that I ever want to see again. However this was not typical, overwhelmingly the experience was positive and my memories are laden with images of people making a difference, taking responsibility for themselves, caring deeply and passionately for others and building a future for their families and the community. As a human being I was deeply touched by what I saw. As a leadership coach I was intrigued by how AfriKids seemed to achieve so much.”
“AfriKids is mind-blowing. They are truly concerned about the children’s welfare. They work as a team to bring relief to children and mothers who they believe are suffering. They initiate business ventures to aid their funding and to also serve as charity support to the needy in Bolgatanga and its environs. To the best of my knowledge, I think AfriKids is an amazing centre.”

Mfon Bassey Okposin, Child Welfare Officer, SSNCEF
2009 was a fantastic year for publicity at AfriKids with coverage in the UK’s national press, on the BBC World Service and most notably a significant increase in our coverage in Ghana. We’re really pleased to have developed partnerships with journalists from Insight News TV and Lucid Magazine. These organisations are committed to investigative journalism and take the time to get behind issues and give constructive messages to those who read, watch or listen to their coverage. For AfriKids press coverage is not just communicating problems it’s about sharing solutions.

Lucid Magazine team visited AfriKids Ghana in early 2009 and wrote three inspirational articles off the back of their trip

Extracts from ‘On the Dusty Road to Empowerment’

“En route to Obuasi we stopped to visit a small village school. We had been invited to chair and adjudicate a debate on child labour between the local school, Gbane, and its neighbour, Shega. We arrived to a packed classroom of students getting into the spirit of the debate with a rousing chant of ‘yes to education, no to child labour!’

The passion and quality of the speakers’ words made judging hard; the level of research and detail, the interest and fixation from the floor a reflection of the importance placed on the subject matter. The home team won and the announcement sent the crowd into rapturous applause that lasted several minutes. The home cheers combined with the devastation on the faces of the visiting team highlighted how much these students believe in what they were debating about and the effort they had put into it.

The session was part of a programme developed by AfriKids to educate children on the dangers of child labour and their own rights as children. The children became ambassadors for their cause and the enthusiasm with which they believed in it was evident at the debate in Gbane. The whole exercise was a lesson in the power of education and a positive, home grown addition to the fight against child labour.”
AfriKids Squared

Bespoke Consultancy, Shared Documentation and Key-note Speaking
Sharing Everything we Have and Everything we Do

AfriKids’ work started in 1997 in a part of the world that had been neglected by the big aid agencies and with people and problems that had been overlooked. There was no pool of funds to draw on and no template to follow, so since day one it has been a matter of finding out what works locally and empowering indigenous people to make it happen.

Our belief has always been that an individual or group who lives and breathes an issue in their society and passionately wants to change it is the most powerful advocate of development. Fully empowered and resourced both financially and with relevant skills and partnerships, they can not only turn around entire communities but their innovative ideas and methods can have ripple effects internationally.

AfriKids finds these people, puts the whole organisation behind them to achieve their goals and then, perhaps most importantly, shares these successful methodologies and lessons learned as widely as possible. From tackling the ingrained practice of infanticide from the bottom up to the ambitious agenda to do the UK fundraising office out of business by 2018, AfriKids has been a pioneer. We’re proud of our people, proud of their successes and because of the nature of our organisation’s growth, understand how important it is to share information and learn from others. As we work towards the total sustainability of AfriKids Ghana we are committed to pass on lessons learned, spread methodologies that work and continue learning from others.

The activities of AfriKids² include bespoke consultancy and evaluation for NGOs and individual donors in Europe and Africa, documentation of our methods in film and text, participation in action and peer learning sets and workshops or speeches at larger conventions or events.

Joseph Asakibeem pictured above, lives in a compound house in the rural, isolated village of Sirigu, northern Ghana. As project manager for AfriKids’ Operation Sirigu, he has lead his team to almost eradicate the Spirit Child phenomenon, an extremely complex, centuries old ancestral belief in which babies lives are taken when they are thought to bring bad luck to the family. In 2008 Joe’s unique approach was recognised internationally when his project won the International Service Award for the Defence of Children’s Rights at the House of Lords and elements of his work are being replicated across the continent.

The activities of AfriKids² include bespoke consultancy and evaluation for NGOs and individual donors in Europe and Africa, documentation of our methods in film and text, participation in action and peer learning sets and workshops or speeches at larger conventions or events. This is by no means limited to the Third Sector, leadership and distribution workshops at corporate events are extremely well received because despite the different context and environment there are a surprising number of parallels to be drawn.

“AfriKids has a long way to go to reach full sustainability; the team continue to be stretched in all directions to raise the funds needed for AfriKids Ghana’s projects and to tackle the complex and evolving challenges facing children in northern Ghana. However, there is so much to be gained by sharing what we experience and we are determined to ensure that what we’ve worked hard to achieve is not limited by our own funds or geography.”

Georgie Fienberg, AfriKids International Director
Freddie Branson - Amantani

"The week I spent with Afrikids in February was indescribably helpful. The learning was in three parts. One was strengthening ideas that I already had, another was concepts and methods that were completely new to me and the third part, which I think was the biggest, was pure inspiration! At first, I was just in awe and slightly overwhelmed by the 'distance' between our two charities but I left feeling very inspired and excited by the task in hand and with a head full of ideas.

I am keen to take the lessons learnt and apply them to Amantani UK; I really can’t wait to see the results. The whole team were all so generous with their time, of which they have very little, and also with their expertise, of which they have an abundance!"

Examples of AfriKids Squared, past present and future

AfriKids Financial Summary
Consolidated Statement of Financial Activity | Year ended 31st December 2009

<table>
<thead>
<tr>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
<th>Total Year to 31st December 2009</th>
<th>Total Year to 31st December 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incoming Resources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations &amp; Legacies</td>
<td>532,353</td>
<td>651,316</td>
<td>1,183,669</td>
</tr>
<tr>
<td>Investment Income</td>
<td>9</td>
<td>-</td>
<td>9</td>
</tr>
<tr>
<td>Total Incoming Resources</td>
<td>532,362</td>
<td>651,316</td>
<td>1,183,678</td>
</tr>
</tbody>
</table>

Resources Expended

Cost of Generating Funds

Cost of generating donations & legacies 142,440 - 142,440 202,410

Net Incoming Resources Available 389,922 651,316 1,041,238 783,965

Charitable Activities

Ghana Projects 385,059 514,903 899,962 847,190

Total resources expended 527,499 514,903 1,042,402 1,049,600

Net income/(expenditure) for the year/Net movement in funds

4,863 136,413 141,276 (63,225)

Fund Balances at 1 January 2009 50,751 47,871 98,622 161,847

Fund Balances at 31 December 2009 55,614 184,284 239,898 98,622

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 31st March 2010 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.

Arram Berlyn Gardner, 30 City Road, London, EC1Y 2AB
# AfriKids Financial Summary

## Balance sheet | As at 31st December 2009

<table>
<thead>
<tr>
<th></th>
<th>Year to Dec 2009</th>
<th>Year to Dec 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fixed Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible Assets</td>
<td>13,728</td>
<td>13,764</td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>71,966</td>
<td>7,767</td>
</tr>
<tr>
<td>Cash at bank and in hand</td>
<td>195,159.00</td>
<td>82,500</td>
</tr>
<tr>
<td></td>
<td>267,125</td>
<td>90,267</td>
</tr>
<tr>
<td><strong>Creditors: amounts falling due within one year</strong></td>
<td>(40,955)</td>
<td>(5,409)</td>
</tr>
<tr>
<td><strong>Net Current Assets</strong></td>
<td>226,170</td>
<td>84,858</td>
</tr>
<tr>
<td><strong>Total Assets less current liabilities</strong></td>
<td>239,898</td>
<td>98,622</td>
</tr>
</tbody>
</table>

## Income Funds

<table>
<thead>
<tr>
<th></th>
<th>Year to Dec 2009</th>
<th>Year to Dec 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Funds</td>
<td>184284</td>
<td>47871</td>
</tr>
<tr>
<td>Unrestricted Funds</td>
<td>55614</td>
<td>50751</td>
</tr>
<tr>
<td></td>
<td>239,898</td>
<td>98,622</td>
</tr>
</tbody>
</table>

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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 2009 and staff training opportunities. 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

Year 8 Income Distribution

Foundations
General Individuals
Events
Gifts in Kind
Regular Giving
External Fundraising
Schools & University
Merchandise
Community
Miscellaneous
Donations Direct to Ghana

$0 $200,000 $400,000 $600,000 $800,000 $1,000,000 $1,200,000 $1,400,000

Year
Yr 1 Yr 2 Yr 3 Yr 4 Yr 5 (Extrapolated) Yr 6 Yr 7 Yr 8
AfriKids Ghana Income Generation

AfriKids Ghana's goal is to be financially and managerially independent of AfriKids in the UK by 2018. This means raising at least £500,000 each year from 2018 onwards, a significant challenge. The strategy to achieve this has two streams. Firstly, AfriKids Ghana operates Sustainability businesses; these employ local people, provide key services, give training opportunities to our beneficiaries and help build the local economy. The principle objective of these businesses is to provide sufficient funds to give AfriKids Ghana the flexibility to operate in the areas and in the manner that their beneficiaries choose and best serve their beneficiary's needs. One of the major problems grassroots organisations face is that some donor agencies can be restrictive with their funds in order to meet their specific development agendas. With the sustainability businesses in place AfriKids Ghana will be able to choose the funding they accept to ensure the best results for their specific beneficiaries rather than being dependent on accepting potentially inappropriate funding to survive. By having access to money that is generated locally, AfriKids Ghana will not be dependent on western aid after 2018. The second stream of funding AfriKids Ghana receives is from organisations that support their work directly rather than passing the funds through AfriKids in the UK.

2009 was a strong year for AfriKids Ghana’s income generation - £125,385 is over 20% of the total needed in country

Income fundraised directly by AfriKids Ghana - £77,334

Income generated by AfriKids Ghana from sustainability businesses - £48,051

Total - £125,385
How this report has been developed and funded

As with almost all AfriKids’ fundraising material, this annual report was designed in-house. Unless otherwise stated, 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. 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 2010. The printing and postage costs have been fully sponsored by The Pears Foundation.

In 2009 our supporters generously provided the following pro bono services:

- Free office space provided by The Pears Foundation
- Free media support by Nick Coombes
- Discounted IT support provided by Fred Cohen
- Free Legal advice provided free of charge by Reed Smith (special thanks to Chris Marshall)
- Free PR Advice provided by Taylor Herring Public Relations
- Accounts audited and payroll managed free of charge by Arram Berlyn Gardner
- Air Miles for flights to and from Ghana, provided by Paul Ruddock and Chris Thornton
- HR training funded by Business Link
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Please recycle this report

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With special thanks to
The Pears Foundation