

The



AfriKids

How we do things
around here

Way

The AfriKids Way

How we do things around here.

As a team member, supporter, partner or project participant, you are part of the AfriKids family. And as part of our family, it's important you know what AfriKids stands for and how we do things around here.

Since 2002, we have been working hard to give children in Ghana stronger starts and brighter futures. Everyone in our family has an important part to play, and working well together, we achieve so much more.

This is why our global team developed "The AfriKids Way". The core values and principles that we commit to being at the heart of everything we do. That make it clear what's important to us, and the behaviour we can all expect of each other.

Staff are reviewed for how well they are upholding The AfriKids Way in their appraisals, and have the opportunity to provide feedback on how we are doing overall in our annual "Your Say" climate survey.

Don't think we're living up to The AfriKids Way?

If you do not feel we're honouring the commitments of the The AfriKids Way, we encourage you to speak to your line manager, or any member of leadership. Anyone can report a concern anonymously online via this link: <https://forms.office.com/e/Mz8Sm11fbt>



Our values

What we stand for.

INTEGRITY

We do the right thing.

We are a force for good, committed to excellence and accountability for everything we do to support children.

UNITY

We thrive together.

We stand with disadvantaged children and their communities, fostering a diverse and thriving movement of stakeholders that achieve more together and are kind and respectful to everyone, always.

IMPACT

We make a difference.

We are passionately driven and work effectively to make the biggest difference we can for children.

VALUE STATEMENT:

We are a force for good, committed to excellence and accountability for everything we do to support children.

KEY TRAITS:

Trustworthy, ethical, accountable.

CORE HABIT:

We do the right thing.

WE KNOW WE ARE WORKING WITH INTEGRITY WHEN:

Our colleagues, partners and the children we support trust us to always do the right thing.



INTEGRITY

We do the right thing.

Working with integrity means we do the right thing, even and especially when it's not the easy thing. Every action and decision we take is based on what is best for the children we support. We take responsibility for our actions, and are honest when things go wrong, always looking for ways we can learn and do better next time.

IN PRACTICE:

- **EXCELLENCE.** We hold ourselves accountable to the highest standards of ethics, good practice and quality.
- **CHILD-FOCUSED.** What's best for the children we support is at the heart of every decision we make, and we do everything we can to ensure no person's safety, wellbeing or dignity is compromised by the pursuit of our mission.
- **ACCOUNTABLE.** We are trustworthy and reliable; we set clear goals and systematically account for them, including when things go wrong.
- **HUMBLE.** We show humility, ownership and responsibility through the highs and lows, focusing on what we can learn and how we can improve.
- **UNCOMPROMISING.** We do the right thing, even and especially when it's not the easy thing, including addressing bad behaviour swiftly and responsibly.

VALUE STATEMENT:

We stand with disadvantaged children and their communities, fostering a diverse and thriving movement of stakeholders that achieve more together and are kind and respectful to everyone, always.

KEY TRAITS:

Collaborative, compassionate, respectful.

CORE HABIT:

We thrive together.

WE KNOW WE ARE WORKING WITH
UNITY WHEN:

We can look around and see everyone in our community is thriving together.

UNITY*We thrive together.*

It takes lots of different people to make a difference for children. Our value of unity means we make everyone welcome and are kind and respectful to everyone, always. Everyone can feel safe and supported to be themselves here, whatever their similarities or differences. We understand that not everyone has had the same opportunities in life or been treated fairly, and we want to help change this. We call out unfairness or discrimination of any kind, even if it feels small, even if it was "just a joke", even if no one else is speaking up. We make the effort to work together and involve everyone. We may not always agree, but we listen to everyone's views and ideas and support each other to stay well, feel happy, feel valued and to grow and fulfil our potential.

IN PRACTICE:

- **INCLUSIVE.** Everyone has a part to play in our mission; we make everyone feel welcome, and are kind and respectful to everyone, always.
- **COLLABORATIVE.** We are team players who appreciate each other, celebrate difference and are stronger together; we proactively collaborate, are open to having our minds changed and welcome diverse views, ideas and feedback as an opportunity to learn and do better.
- **MINDFUL.** We show up for each other, doing what we say we will and being mindful of the impact we have on each other.
- **ANTI-RACIST.** We recognise and share power, promoting diversity, equity and inclusion and being actively anti-racist, helping to dismantle systemic discrimination and stand with those affected.
- **NURTURING.** We encourage everyone to continuously learn, grow and fulfil their potential, feeling safe and supported to try new things without fear of failure.
- **HAPPY.** We have fun and promote positivity and joy, celebrating and compassionately supporting each other to stay happy and well.

VALUE STATEMENT:

We are passionately driven and work effectively to make the biggest difference we can for children.

KEY TRAITS:

Determined, brave, results-focused.

CORE HABIT:

We make a difference.

WE KNOW WE ARE WORKING WITH UNITY WHEN:

We can see the difference we've made.



IMPACT

We make a difference.

At AfriKids we are passionate about building brighter futures for children. Everything we do, every day is to help make this dream come true. We are known for big smiles, and have fun along the journey, never losing hope that a better future is possible, even when there are obstacles in our way. We know that together, we will overcome them. We know our creative thinking and bravery, will always find a way. We will take risks when we need to, and sometimes we will fail, but every time we do, we tried, and we learned how to do better next time. We look at what we've done before and the world around us, to find new and better ways to make a difference for children. We spend our time and money well and can trust each other to do what we say we will, and always do our best.

IN PRACTICE:

- **AMBITIOUS.** We set ambitious but realistic goals, clear about the results we want to see, and do everything we reasonably can to achieve them.
- **AGILE.** Goal-focused, we always find a way; quick and ready to adapt our approach when there's a better way to achieve the best results.
- **RISK-TAKING.** We are bold, creative and innovative, taking measured risks to try new things, fail without fear and expand our horizons.
- **SMART.** We are a high-performing team who work smartly, managing time and resources effectively to get the best results in an environment where it feels safe to challenge and change the way we do things for the better.
- **INFORMED.** We look inwards and outwards at credible data to meaningfully monitor results, learn, draw inspiration and continuously improve ("prove and improve").
- **RESILIENT.** We are passionate about our mission and embrace the adventure, knowing we will overcome any obstacles in our way. Together we celebrate the highs and share the lows.

OUR VALUES IN LEADERSHIP

Specific behaviours expected of our leaders.

INTEGRITY

We humbly serve, without ego or personal interest, to ensure the continuing strength and success of AfriKids, working hard to deserve the ongoing trust and confidence of our staff, stakeholders and the children we exist to serve.

IN PRACTICE, OUR LEADERS WILL:

- hold ourselves accountable to the highest standards of ethics and good practice
- take full responsibility for AfriKids' performance, especially when things go wrong
- put children first in all of our decision making
- are reliable, doing what we say we will and addressing unacceptable behaviour
- proactively seek feedback, openly listen with intent to understand, and take action to improve
- give recognition, share credit and celebrate success with the team
- recognise we always have more to learn and make time to do so
- hold up a mirror when things go wrong, asking ourselves what we personally can do better next time
- set up successors for great success to protect the future of AfriKids
- draw attention and credit to AfriKids, not ourselves

UNITY

We do everything in our power to build equity, diversity and inclusion into the DNA of AfriKids, supporting staff and stakeholders to fulfil their potential and deliver the best possible results for children.

IN PRACTICE, OUR LEADERS WILL:

- be authentically committed to building an equitable, diverse and inclusive community of staff and stakeholders, where everyone feels welcome and supported to thrive
- look after our staff and support their wellbeing
- ensure exciting career pathways with opportunities to learn, develop and progress
- push decisions down and enable staff to take ownership and responsibility, with training and support to do so
- consult staff when making decisions that affect them
- ensure everyone knows how their success is measured and how they make a difference
- not blame or shame, but constructively address challenges
- do everything we can to ensure fairness and respect for all, recognising this is an ongoing task and more can and must always be done to learn and improve
- encourage people to think differently, bring new ideas and try new things, without fear of failure

IMPACT

We propel AfriKids forward to an ambitious and exciting future for children, undeterred by the obstacles we face along the way.

IN PRACTICE, OUR LEADERS WILL:

- provide clear direction with inspiring goals, and systematically report our results
- take managed risks, embracing failure in the pursuit of improvement and innovation
- embrace change and manage it well
- look out of the window to seek new opportunities and give credit
- be agile in navigating challenges; working skilfully to overcome and learn from them

Our principles

The rules we never break.

1. *We keep children safe and do not discriminate.*

2. *We say no to pity.*

3. *We are locally-led.*

4. *We listen.*

5. *We empower.*

6. *We sustain.*

7. *We are transparent and accountable.*

8. *We share and collaborate.*

9. *We respect people and planet.*

10. *We always want to do better.*

Our principles. *The rules we never break.*

1. WE KEEP CHILDREN SAFE AND DO NOT DISCRIMINATE

Ensuring the protection of all children and their rights is the reason AfriKids exists and our up most priority. We have robust measures in place to protect people, particularly children and vulnerable adults, from any harm that may be caused by AfriKids' work or people involved with it. We are also actively inclusive and work to dismantle systemic discrimination, fostering a thriving, diverse community of stakeholders than can achieve more together.

2. WE SAY NO TO PITY

We will not trivialise the injustice of poverty or compromise the dignity of anyone we work with through 'pity advertising' or by using inappropriate images or language when discussing sensitive issues. We hope sharing the positive stories of how our work is making a difference will inspire people to help us do more.

3. WE ARE LOCALLY-LED

Our team of local staff in Ghana design and run all of our life-changing programmes from start to finish. Qualified, experienced professionals, they have a deep, personal commitment to improving life for children in their communities and being known and trusted by the communities they work in is what makes them so effective, especially with some of our most complex work changing harmful traditional beliefs and practices. Fundraising and donor due diligence is led from the UK, but all to support local people delivering the right solutions in their own communities.

4. WE LISTEN

Our programmes are developed by listening to what local people tell us they really need. Our exceptional stakeholder consultation gives every level of society a say on what we do and gives us a clear view on what the government and other actors are doing. This ensures our projects are always truly needed, wanted and bought into by everyone it takes to make them work.

5. WE EMPOWER

Our approach is always to help children, families and communities help themselves. Our projects bring people together, equip them with knowledge and show them how to make and demand the changes needed for all children to have a better life in northern Ghana.

6. WE SUSTAIN

If it's not sustainable, it's not development. For us, this means two things:

- Addressing the root causes of issues as well as the symptoms. As well as providing direct support to children at risk now, we are also driving systemic change, to stop suffering in the first place, and improve every child's start in life.
- Creating changes that are sustainable without ongoing aid. All of our projects create change by educating local people and empowering them to make changes themselves. This way the changes we help make with each new project become permanently embedded and continue to benefit children long after our involvement ends. While there is a lot of work to be done and making permanent changes take time, our projects will evolve and move, rather than create a dependence on us and aid for changes to be sustained.

7. WE ARE TRANSPARENT AND ACCOUNTABLE

We are fiercely committed to 100% accountability for all of the money we receive and spend in the UK and Ghana. We maintain robust governance policies and procedures including regular internal and external audits to ensure this. We publish independently audited accounts annually and encourage donors to ask us anything, anytime.

8. WE SHARE AND COLLABORATE

By working with others, we can have a greater impact. We collaborate with partners across the NGO, public and private sectors to maximise the reach and impact of our projects. We continuously develop our knowledge and skills by working with and learning from others, sharing what we know so that they too can learn from us.

9. WE RESPECT PEOPLE AND PLANET

We work together with communities to end harmful traditional practices and protect children, while respecting local culture, heritage and environment. We are conscious to minimise the impact of our operations on the environment.

10. WE ALWAYS WANT TO DO BETTER

An ethos of learning and improving is ingrained in everything we do, from continuous staff training to robust Monitoring, Evaluation and Learning tools that measure our impact and show us how we can do better. We actively invite feedback from all of our stakeholders.

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