In Liberia, Guinea and Sierra Leone, our Be the Change Academies (BTCAs) have provided business creation training to 1,394 disadvantaged young women who were keen to start or develop small businesses. 108 of these trainees have each received loans of between $100 and $500. Fred Fenwick, Director of the BTCA programme, has been instrumental in the success of the trainings and is committed to maintaining momentum throughout the Ebola crisis that has enabled us to continue the development of our outreach in West Africa.

Here in the UK, Work the Change, a peer-to-peer programme building employability skills, was implemented in six schools to encourage students to develop demonstrable skills while still at school. Particular attention was on pupils who rarely volunteer or put themselves forward. We also continued to run our Enterprise YOU! entrepreneurship trainings in the UK and elsewhere in Europe.

Within the PCI charity this year we have been sad to see the departure of our long-standing trustees, chair Tom Burke and Matt Robinson, who both spent time in their teens as volunteers at PCI. We thank them for the immense support, clarity and encouragement that they have given throughout, particularly during this challenging transition period. We welcome the new trustees and thank our staff, volunteers and partners from around the world for their huge efforts and enthusiasm in generating the change they want to see in the world. It has been inspiring to hear from so many of our ex-volunteers and alumni with their feedback and vision. And finally, we thank our sponsors who have generously made our work possible.

We look forward to a dynamic and positive 2015 where we will continue to shift as we restructure the organisation, re-focus our office and strive to build a new sustainable future for Peace Child International.

In 2014, PCI reached more than 2,000 young people aged 11 to 30.
Mission
We’re a youth-led education NGO that is focused on improving jobs and livelihoods. We provide employability and entrepreneurship programmes both in the developed and developing world.

Vision
Our vision of the future is one in which young people have an equal role in public life and are equipped with the right skills, confidence and opportunities to access decent work and to take a proactive role in improving their own circumstances.

Values
We value the ideas, voices and goals of youth. We bring young people together and support them to develop youth-led solutions to global challenges.

How We Operate
Our work is guided by what young people tell us are their primary concerns. We work together with young people to enable them to tackle issues most important to them through educational programmes and platforms. We are headquartered in Hertfordshire in the UK where our experienced team work alongside international interns to develop and implement programmes which are effective and relevant to the challenges faced by youth today.

What We Do and Who We Benefit
Our work benefits young people aged 15 to 30 in both the developed and developing world. We refer to the Charity Commission’s general guidance on public benefit when delivering our aims and objectives. In particular, the trustees and management team consider how the various projects and programmes fit within the aims and objectives of our charitable objectives. Our current programmes include trainings on entrepreneurship, developing employability skills and organising our World Youth Congress (WYC) series.

In 2014, the Work the Change in-school employability programme built up the skills and confidence of secondary school students in six schools in the UK. In mainland Europe, the Enterprise YOU! entrepreneurial training programme reached hundreds of Europeans from the Netherlands to Romania.

In West Africa, the BTCA programme trained 1,394 young women across Liberia, Guinea and Sierra Leone in entrepreneurial skills.

We continued our work in advocacy in 2014 as well, attending events and creating publications to spread awareness of youth unemployment solutions. Our Task Force, a group of young people from all over the world, helps to develop job creation policies and educational programmes.

Our Work the Change in-school employability programme reached more than 1,000 secondary school students.

Our History
PCI was founded in 1981 as an educational charity promoting peace and understanding between the young people of the USA and USSR through performances of the Peace Child musical. It was in the vanguard of the citizen diplomacy activities during the Cold War.

PCI then turned its attention to educating young people about sustainable development. PCI produced the immensely successful children’s edition of the Rio Earth Summit’s Agenda 21, Peace Makers; Planet Safe, which sold over a million copies in 23 languages. PCI followed this up with many other publications, teaching packs and educational programmes.

In 1999, PCI organised the Millennium Young People’s Congress, an event designed as a young people’s Earth summit to promote youth-led sustainable development. The success of this first WYC in Hawaii led to five more editions in Morocco, Scotland, Canada, Turkey and Brazil with the focus shifting from a variety of community action projects to the youth unemployment crisis: the major concern currently expressed by youth in the PCI Network.

The educational work continued with more publications, and three major peer-to-peer teaching programmes on sustainable behaviours, conflict resolution and employability skills.

About Us
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The educational work continued with more publications, and three major peer-to-peer teaching programmes on sustainable behaviours, conflict resolution and employability skills.
Objectives
• To empower young people, especially young women, to create sustainable and profitable self-employment
• To provide business creation and entrepreneurship training to help young people develop the skills they need to start and operate a business
• To enable young people to have access to affordable credit to start a business through our in-house revolving loan fund

Programme Vision
We believe that every young person in the developing world has the potential to create jobs for themselves and for other young people. We believe that if young people are provided with education in business management and entrepreneurship, access to affordable capital and mentorship in starting an enterprise, young people across the world can be turned from job seekers into job creators.

Trainings
The BTCA training is offered in two forms: a two-week intensive course for more experienced participants and a five- to ten-week training for entry level participants with two to four lessons each week and a flexible closure process to give students time to reflect and possibly change their business. Each lesson is offered at various times of day to suit the busy schedules of women who are married and/or looking after children or household enterprise. Young local and international volunteers, trained by PCI staff and mentored through the process of training, loan delivery and mentorship, deliver the trainings.

The lesson plans, which are adaptable to local conditions and requirements, cover market research, business plan development, life skills and professionalism, customer service, marketing, pricing, business ethics and law, accounting, the digital and green economies as well as literacy, numeracy and IT.

Loans and Mentorship
The BTCA offers low interest loans to the best businesswomen and best business plans that result from the training. To determine which businesses deserve a loan, an independent panel of business people reviews pitches from the trainees. Once the panel has made their selection, our internal loan fund awards loans at 10% interest. So far, we have advanced 108 loans to young women across the West Africa region.

Each BTCA also recruits mentors who help with financial management and accounts, customer relations and marketing, product development and pricing, etc. In this way, the new business managers receive support throughout the early days of their operation. They also have the ongoing encouragement of the BTCA staff trainers and their fellow loanees.

Ebola
During 2014, the biggest challenge faced by PCI and its West African BTCA network was the outbreak of the Ebola virus. Our programmes in Sierra Leone and Guinea continued to train young women throughout the crisis, incorporating Ebola awareness and prevention workshops into the classes. In Liberia, a government-ordered school shut-down caused our BTCA in Paynesville to close, so our team and our partner Youth Crime Watch of Liberia devoted huge amounts of time and resources to create a community awareness campaign. These efforts helped inform local people of the dangers of Ebola.

We are proud of our local partners for their work on Ebola prevention and the effort that this had in the communities in which we operate. However, we are now waiting to look beyond the containment of this disease to the vital work of post-Ebola economic reconstruction. The BTCA network, given its experience, is well-placed to aid in the reconstruction of small- and medium-sized enterprises in this most economically-devastated area.

Be the Change Academy Network
Liberia
Zoe Taylor Executive Director, Youth Crime Watch of Liberia Amber Tracy Manager, Be The Change Academy Paynesville Thomas Barlue Program Officer, YCWL/BTCA Assistant Manager Paynesville Sarah M. Flomo BTCA Trainer Precious Dabieh BTCA Trainer

Sierra Leone
Alpha Beratay Executive Director, A.W.S.H/BTCA Kenema Manager Hinga Demby Assistant Manager, BTCA Kenema Ake Beratay BTCA Trainer June Joseph Afron BTCA Trainer Osman Mansaray Lead Officer

Annual Report 2014 for the Change Academy Network
The BTCAs work to rectify the data gap within the youth job creation field by conducting rigorous pre- and post-training evaluations, six-months after and one- and two-years after training repeat evaluations. These evaluations measure not only changes in employment and income status but also quality of life indicators. These measures are gathered, for the most part, in face-to-face interviews. The results for Guinea, Liberia and Sierra Leone have been most promising.

GUINEA

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LIBERIA

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SIERRA LEONE

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<tr>
<td>Value Added Trainers</td>
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* Trainees were asked to assess their Confidence, business plan writing, Bookkeeping, Customer service skills, Professionalism, ICT skills, Sales ability and Understanding of green economy.

Matee’s Story

Matee Freeman, 26, is a hair stylist. She discovered her skill when she started braiding people’s hair in the Ivory Coast, where she was living during the war in Liberia. When she returned home, she kept braiding hair, and as more and more people came to her, she became quite skilled at it. She decided to start charging for her services.

“Sometimes people would call me to their house to braid their hair or ask me to help them at salons, so I learnt how to braid other types of hair and learnt more about business.”

In 2003, with the help of her mother, Matee set up a business in front of her house. She had a lot of competition at first, but once her loyal clientele spread the word about her skills, her customers increased.

Matee attended the BTCA while continuing to run her business. The classes taught her about customer service, how to beat competitors and about business ethics, like trust.

“When you have trust within your business, your business can move forward. Trust is very important.”

As Matee learnt all these lessons, she started to apply them to her business, and immediately noticed an improvement.

“The BTCA will give you more knowledge about your business. There are some people that are just doing business, but they don’t know the details. If you had a trainer that teaches them how to run their business, how to save money, how to open an account to save money, they will improve their business. Before I never thought of saving, and whatever profit I used to make, I spent. I learnt how to save, and that if I saved, I would be able to profit more.”

Be the Change Academy Network

Impact

The BTCAs work to rectify the data gap within the youth job creation field by conducting rigorous pre- and post-training evaluations, six months after and one- and two-years after training repeat evaluations. These evaluations measure not only changes in employment and income status but also quality of life indicators. These measures are gathered, for the most part, in face-to-face interviews. The results for Guinea, Liberia, and Sierra Leone have been most promising.
Work the Change (WTC) is our employability training programme for UK students aged 15 to 18. It is designed to ease the school-to-work transition by helping students have a clearer understanding of what employers are looking for and how to assess their own skills and experiences.

Objectives

• To give young people confidence
• To help them discover their interests and passions
• To impress upon them the importance of extra-curricular activity to their futures
• To improve their chances in a highly competitive job market.

Programme Vision

Work the Change believes that every young person is capable of professional success regardless of academic performance if they have confidence and pursue activities they find engaging.

Trainings

WTC runs a variety of trainings. We run a one-day training for sixth formers, which teaches them how to deliver workshops.

“Year 10s can relate to VI formers far more than teachers. The ambassadors were passionate and enthusiastic and they connected with the Year 10s.”

- Teacher

Impact

In 2014, WTC reached a total of 1,200 students across six schools in the Southeast of England. We trained 104 ambassadors, who delivered a total of 132 workshops to 980 of their Year 10 (15-year-old) peers.

Over periods of ten to twelve weeks, we mentored 120 young people, providing advice and workshops on how to gain experience for their CV, how to do a job interview, how to plan a project and how to write a CV. At the conclusion of this mentorship, the students completed a project of their own, leading assemblies and workshops and arranging charity events for their younger peers.

The top three areas in which ambassadors said they had improved were:

• Communication
• Leadership
• Confidence

The top three areas in which Year 10 students said they had improved were:

• CV Development
• Interviewing
• Employability

The top three areas in which mentored students said they had improved were:

• Communication
• Leadership
• CV Development

“Work the Change believes that every young person is capable of professional success regardless of academic performance if they have confidence and pursue activities they find engaging.”

- Teacher

“It helped me reflect about myself - a greater ability to stand up in front of others and a better understanding of how to build and maximise my own strengths.”

- Ambassador
Enterprise YOU! is our enterprise skills training programme. Developed with six international organisations from the UK, Romania, Bulgaria and the Netherlands as part of the EU programme ‘Best Practices in Non-formal Youth-led Green Job Creation’, Enterprise YOU! was delivered in 17 two-day sessions throughout Europe to young people aged 16 to 30 until its conclusion in 2014.

Objectives

- To give young people the confidence and inspiration to start up their own enterprise
- To educate them in basic business skills
- To help them articulate their vision for their enterprises and their futures.

Programme Vision

Enterprise YOU! believes that every young person is capable of entrepreneurial success if provided with the proper motivation, ambition and tools. We delivered trainings to university students, dropouts of mainstream education and beneficiaries of Jobcentre Plus and local NGOs.

Sustainability is also one of Enterprise YOU! core concepts, and we encouraged participants to develop socially innovative business models.

Trainings

Enterprise YOU! trainings involve intensive, two-day sessions. The first day of the training helps participants develop their ideas into coherent business models, and the second day contains modules such as market research, marketing and leadership. The training finishes with a ‘Dragon’s Den’ style business pitch and the creation of a to-do list.

Impact

During 2014, the programme saw eleven deliveries in the UK, Slovenia, Italy, The Netherlands, Poland and Denmark to a total of 126 participants of 20 different nationalities and backgrounds.

The metrics were collected through written evaluations completed at the time of training and follow-up mentorship.

“The Enterprise YOU! believes that every young person is capable of entrepreneurial success if provided with the proper motivation, ambition and tools.”

“At least 25 people took steps towards the realisation of their enterprise within 3 months of completing Enterprise YOU!”

“68% of the participants said the programme gave them a clearer vision of where they wanted to go, careerwise.”

The participants gave the Enterprise YOU! training an average score of 8 out of 10

“At least 25 people took steps towards the realisation of their enterprise within 3 months of completing Enterprise YOU!”

“Enterprise YOU! believes that every young person is capable of entrepreneurial success if provided with the proper motivation, ambition and tools.”

“The metrics were collected through written evaluations completed at the time of training and follow-up mentorship.”

“I have now clearly formulated my idea. I feel energised, motivated and inspired, but most importantly I know the steps I need to take.”

- Lotte

- Anna
In addition to our programmes, we also worked to spread awareness about the seriousness of the youth unemployment crisis and the solutions governments, organisations and communities can take to create more opportunities for young people. In 2014, we created three publications to achieve this goal.

**The Effective Practice Guide (EPG) to Youth-Led Green Job Creation in Europe**

This combination print and online publication was a vital element of the EU programme ‘Best Practices in Non-formal Youth-led Green Job Creation’. The EPG is a resource for those who want to help tackle the youth unemployment crisis, who are eager to start their own job creation initiative or who want to learn more about employability, entrepreneurship, training and mentoring options in Europe.

**Youth Job Creation: A Policy Primer**

This booklet was commissioned by MP Jeremy LeFroy for the Parliamentary Network on the World Bank and IMF for an ongoing research project to disseminate best practice in the field of youth job creation. Written and designed by our staff, the policy primer describes the problems and solutions to the youth unemployment crisis and provides examples of effective job creation initiatives.

**The Conakry Commitment: A Road Map to Full Youth Employment by 2030**

Originally created to accompany the 7th World Youth Congress in Guinea (which was postponed due to Ebola), the Conakry Commitment presents policy ideas, practices and a timeline for solving the youth unemployment crisis. It also has a companion document adding a gender dimension to its policies. Our staff composed the Conakry Commitment with input from a Task Force of about 100 young people. The final version will be presented to a high-level panel of government leaders and other dignitaries at the next World Youth Congress.

“...we also worked to spread awareness about the seriousness of the youth unemployment crisis and the solutions governments, organisations and communities can take to create more opportunities for young people.”

“The Conakry Commitment presents policy ideas, practices and a timeline for solving the youth unemployment crisis.”
Peace Child International

The organisation will enter a new era in 2015. After 30 years of running the organisation, PCI’s founders will be replaced by new leadership. Though the legacy of these decades will never be lost, the organisation will be driven by a new vision, new ideas and new projects. Also, PCI will move ahead with the registration of a new US-based 501(c)(3) organisation which will assist in the management of the World Youth Congress series. Our work will now focus on the expansion of our existing successful projects.

Be the Change Academy Network

Impeded by Ebola in 2014, PCI will expand its network of BTCAs in Guinea, Liberia and Sierra Leone to rise to the challenge of post-Ebola economic reconstruction in 2015. PCI will seek to expand its revolving loan funds by registering our Guinean partner, the Jatropha Micro Finance Institution (MFI), in Sierra Leone and Liberia. We also aim to find funds to open up BTCAs in Asia and Latin America, and we will develop a new strategy to create 60,000 new entrepreneurs over the next five years.

Work the Change

Thanks to the Paul Hamlyn Foundation grant, we will continue to deliver our Work the Change programme in UK schools and seek funding and support to expand the model of peer-to-peer employability training and mentorship to areas where it is really needed, like the northeast of England.

The World Youth Congress Series

The 7th World Youth Congress (WYC) was scheduled for November 2014 in Conakry, Guinea but, due to the Ebola outbreak, was postponed. The Forum des Jeunes in Morocco, which hosted our 2nd Congress in 2003, has offered to host a high-level session to consider the Conakry Commitment, which was originally developed for the 2014 WYC. This session, thanks to the High Patronage of His Majesty, King Mohammed VI, will occur in 2015 as a prelude to the 7th WYC, which we hope will be held in Guinea in 2016. The 8th WYC is planned for 2017 in Hawaii.

Looking Ahead

 PCI has always addressed the concerns of young people around the world. Currently, young people need decent work, and we will expand our projects in that field. As we reach out and strengthen our international network, we will continue our guidance and direction from youth about the new projects that they would like to see PCI pursue. With the planned opening of our new office in Hawaii, new potential partnerships will emerge, such as with the Obama Legacy Centre, which is planning a focus on youth. Youth will continue to drive the projects of PCI, ensuring that it will remain, as one UK commentator described it, “one of the most exciting and innovative NGOs working in our world today.”
Trustees and Permanent Staff

At the end of 2014, we had a board of five trustees who are ultimately responsible for the organisation’s vision, mission and management as well as the budgeting and monitoring of its projects.

Interns

The full-time, residential internship programme has been a core element of our work for decades. Interns gain new skills and valuable experience through the extensive responsibility they are given in all departments of our operations.

“It was a great experience. PCI gave me more responsibility than I would have got in another internship role. I felt like I really had a chance to make a difference because my ideas were really valued here.”

– Jessica Littlewood, Intern

PCI’s internship scheme has provided work experience over the past 20 years to over 320 people both at the international headquarters and in West Africa and India.
These summarised accounts are extracted from the Independent Examiner’s Report on our FY 2014 accounts which was approved by the Trustees at their meeting on 22 April 2014 and subsequently submitted to the Charity Commission and Companies House.

The full accounts, together with the Independent Examiner’s Report prepared by Nilesh Savjani FCA, Wagstaffs Chartered Accountants, Stevenage Hertfordshire, can be obtained from: Rosey Simonds, Executive Director, Peace Child International, The White House, 46 High Street, Buntingford, Hertfordshire SG9 9AH or email rosey@peacechild.org. 

Signed on behalf of the Trustees

Rajiv Thiruchelvarajah

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<td><strong>Total Resources Expended on Charitable Activities</strong></td>
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<td>20,635 (7%)</td>
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<td><strong>Total Resources Expended</strong></td>
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<td>Total Funds brought forward to the next Financial Year</td>
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Thank You to Our Sponsors

Peace Child International is a UK registered charity (No. 1095189) and a Private Limited Company (No. 4472212)