



Peace Child International
empowering young people

ANNUAL REPORT 2015

Executive Summary

2015 saw the final stage in our succession process as Adriana Poggia joined the team in September before taking over from Rosey Simonds as CEO when she retired at the end of December. We installed a new accounting system when Diane Byrne our long standing book keeper retired at the end of the year, developed a major promotional campaign and strategic focus to “create 60,000 Entrepreneurs by 2020” - a title that captures PCI’s main programmatic focus for the next five years as well as helping to support the ambitious and encouraging UN member state agreement to achieve SDG 8; “Full and productive employment for youth by 2030.”

The launch of our new website was supported by a vigorous social media push which has seen an increase to our online engagement and traffic. Following on from our policy in 2014 to strengthen our board we now have eight Trustees who bring with them a wealth of skills. Particular thanks should be given to Jane Grisewood who stepped down as Chair of Trustees at the end of the year having served on the Board for the past 12 years.

At the start of 2016 the office will move out of the White House, which has been Peace Child International’s home for the past 23 years. Without the White House and the capacity to house teams of international volunteers, we plan to have a small professional staff working at the Future Business Hub in Cambridge, engaging University and online volunteers to ensure we do not lose the youth-led element of our work.

During the year, we re-kindled our links with the team in Hawaii who helped us mount the first World Youth Congress in 1999. Following the postponement of the plan to hold the 7th Congress in Guinea due to the Ebola crisis, they have formed a Board and set up a Charitable organization to host the next Congress in Hawaii, in June / July 2017.

We were extremely proud of our our NORAD-funded Be the Change Academy network in Sierra Leone, Liberia and Guinea – the 3 countries worst-affected by Ebola who kept going, providing trainings and mentoring to disadvantaged young women, even managing to expand the programme to 10 other centres in Liberia. We learned that BTCA trainees survived better than most as their entrepreneurial skills enabled them to spot income-generating opportunities which others missed. In addition to this they led ebola awareness programmes and for every enterprise funded, 2.5 jobs we created.

Here in the UK we worked with 1,500 young people aged 15-18 over the course of the year helping them to identify and thus develop the skills and strengths that employers look for in potential employees.

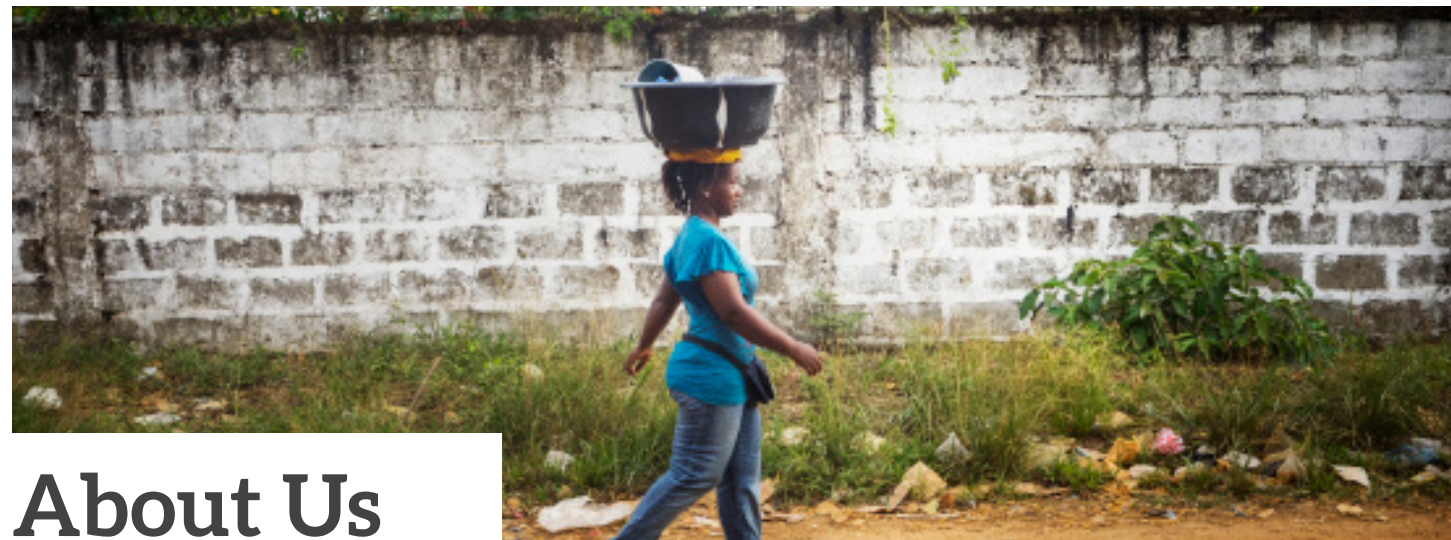
In September, we were fortunate to be asked by the Parliamentary Network for the World Bank and IMF to produce a Youth Job Creation Policy Primer to offer policy guidance and thought leadership to governments, development professionals and youth themselves on how to achieve this goal.

As we seek to grow the organisation, the UN Sustainable Development Goals (SDGs), agreed in September, offer a useful roadmap to guide our strategy. SDG Goal 8 is a hard goal to reach given the current high levels of youth unemployment around the world but I am confident that, working together as equal partners, our youth network and professional partners will find solutions to this challenge – as they have solved so many of the other challenges that PCI has thrown at them these last 34 years.

David Woollcombe - Chair of Trustees

Contents

- 04 About Us
- 06 Entrepreneurship West Africa
- 08 Employability UK
- 10 Entrepreneurial Ecosystems Europe
- 13 Website and Communications
- 14 Policy and Advocacy
- 16 Looking Ahead
- 18 Trustees and Management
- 19 Accounts



About Us

Mission

Our mission is to create a network of well-informed young global citizens who are equipped with the right tools and support to tackle the global youth unemployment crisis. Through peer-to-peer learning and employability and entrepreneurial trainings, we work to improve the livelihoods of 60,000 young people, helping them to get a job or run a business by 2020.

Vision

Our vision is a future in which every young person has the skills, confidence and opportunity to achieve decent work.

Values

We value the ideas, voices and goals of youth, understanding that young people want opportunities to take an active role in society.

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.

PCI believes in the power of youth-led



development. Through employability and entrepreneurship programmes, we work to improve jobs and livelihoods for thousands of young people around the world. We encourage them to get informed and give them all the tools and support they need to create positive change in their own lives and that of their communities.

In 2015, PCI ran three programmes. The Work the Change in-school employability programme built up the skills and confidence of 1,574 secondary school students in the UK, the Be the Change Academy programme trained 5,347 young women across West Africa in entrepreneurial skills and an Erasmus+ project let us participate in entrepreneurial ecosystem research with Maltese and Polish partners.



History

Over the past 30 years, we've tapped into the energy of millions of young people in 183 countries. From working with the US and Soviet administrations in 1986 (bringing about the first cultural exchange between Soviet and American youth) to selling half a million copies of a children's version of the UN's Agenda 21 in 1994, to running sustainable lifestyles programmes for 18,800 children from 2006 to 2009, we have always been at the forefront of youth movements, giving them opportunities to work on solutions to global issues. The programmes we have developed have been replicated in other countries.

In 2012, we officially shifted our focus to the



youth unemployment crisis. We launched our first Be the Change Academy in Kenya, followed by academies in Liberia, Sierra Leone and Guinea, producing thousands of young entrepreneurs. In 2013, we organised the first International Youth Job Creation Summit in London, attended by representatives from the European Commission, UK government, World Bank and more than 100 youth job-creation specialists, we also started our employability programme in UK schools.

Overall, we have achieved ECOSOC status at the United Nations, produced over 400 musical presentations and published more than 20 educational publications by young people, for young people. We have also held six World Youth Congresses, which have involved

thousands of young people. Taking into account the numbers of participants, staff, audience members and readers for all our projects over the years, we have reached more than 10 million people worldwide.

 1995 - 2015

PCI's internship scheme has provided work experience over the past 20 years to over 320 young people



Entrepreneurship West Africa

Sponsored by
NORAD

Objectives

Our Be the Change Academy programme objectives are:

- 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.

Values

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 and 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, or a five- to ten-week training 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 young 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 classes.

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 132 loans to young women across the West Africa region with a value of \$35,000 USD being extended to these businesses.

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 on-going encouragement of the BTCA staff trainers and their fellow loanees.

Impact

To date, the BTCA has trained 5,347 women, and every business that started as a result of the programme has gone on to create 2.5 jobs within six months.

We empowered the most needy. The young women we trained were from our target group: vulnerable, marginalised young women who possess the enthusiasm to transform their own lives through even the smallest opportunity. We also brought the programme into regions previously untouched by similar initiatives.

We built networks. Our strong network of community actors, institutions and stakeholders, at various levels in the region, gives us a broader understanding of the needs and drivers related to the kinds of services we are providing.

We built capacities in the training of trainers. The BTCA has not only been able to bring together and train young Africans but also provide job opportunities to more young people in the region and create experiences for international volunteers.

During the Ebola outbreak, the BTCA's knock-on effects were far greater than we could have foreseen. It managed to create jobs for young women at a time of rising unemployment and economic devastation. BTCA Liberia graduate Marie Deline told us, "Because of the BTCA, I gained self-confidence and made a plan so that I don't have to depend on my husband alone. The best lesson I learned was how to be creative, to find new ways to pick up and start again when things get bad".

Liberia Research Project

We conducted research on the Liberian job market, conducting qualitative and quantitative studies of Liberians' impressions about the issue of and solutions to creating jobs in their country. We received more than 150 responses to our surveys and conducted a forum in December 2015, which brought together representatives from both civil society and the private sector. The information and opinions we gathered are currently being correlated and evaluated. We will release our report of the Liberian jobs market in 2016.

Personal Stories

Many BTCA graduates not only go on to employ people in their community but become mentors and teachers to them, as well. One of the graduates from the Sierra Leone BTCA programme, for example, established a weaving school. She received \$240 and with this loan, she trains interested young women in weaving, sewing and bead work. Twenty-seven girls are currently learning the craft from her, but they are also gaining practical instruction in fundamental business concepts: all the cloth and garments produced at the weaving school are sold with the products going towards income and the purchase of more materials.

The woman who established the school says she finds the BTCA lessons truly beneficial to her business's success. "I tell the girls about all the things I learnt about running a business and financial management at the BTCA". As she goes on to help young women around her community, we see the significance, adaptability and life-changing potential of the trainings.

Partners

Jatropha Micro Finance – Guinea
A World's Institute for Sustainable Humanity (A.W.I.S.H) – Sierra Leone
Youth Crime Watch of Liberia (YCWL) – Liberia

Liberia

Zuo Taylor – Executive Director Youth Crime Watch of Liberia
Thomas Barlue – Program Officer YCWL/ BTCA Assistant Manger
Paynesville
Sarah M. Flomo – BTCA Trainer
Jacon Flahn – BTCA Trainer

Sierra Leone

Alpha Beretay – Executive Director A.W.I.S.H/ BTCA Kenema Manager
Hinga Demby – BTCA Kenema Assistant Manager
Alie Beretay – BTCA Trainer
Osman Mansaray – Loan Officer
Rob Boughen – International Volunteer Coordinator

Guinea

Djene Maggasouba – BTCA Manager
Alpha Bacar Barry – Jatropha Mirco Finance/ BTCA Assistant Manager
Mamadou Diallo – Trainer



Employability UK

Sponsored by
The Paul Hamlyn
Foundation

Objectives

Our Work the Change programme objectives are:

- To give young people confidence
- To help them discover their interests and passions and how to build on them
- To show them how important it is to develop their own qualities, values and skills while still at school

Values

Work the Change believes that every young person should be given encouragement on building up their personal strengths and skills while at school rather than be judged solely on

their academic performance. We believe that our peer-to-peer teaching module provides effective learning for both mentors and mentees.

Trainings

We run a one-day training for sixth formers (age 16 to 18), which teaches them how to deliver workshops on building employability skills to their younger peers in Year 10 (age 15). These sixth formers are dubbed ambassadors, and when their training is complete, they deliver the workshops, under our supervision, to the Year 10s. Following on from these workshops, we also provide up to ten mentorship sessions for those Year 10 students

requiring additional support in confidence-building and gaining vital skills.

Impact

The Paul Hamlyn Foundation grant for the Work the Change programme concluded in 2015. During this year, we trained 132 Sixth Formers (age 16 to 18), who delivered a total of 148 workshops to 1,377 of their Year 10 (age 15) peers.

Over periods of ten to twelve weeks, we also mentored 65 vulnerable Year 10 learners, 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 their CVs. 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.

Sixth Formers

- 95% said the programme helped them be more confident in giving presentations to other people
- 83.3% said the programme helped them understand what they are capable of
- 84.3% said the programme helped them understand how to come across in interviews

Year 10 Students

Overall, 76% of students showed an increase between initial base line indicators and the final evaluation of what they had learned from the programme.

Mentored Students

- 100% of students said the programme helped them to seek out opportunities to gain more experience
- 90% of students said the programme helped them learn how to set goals for themselves
- 100% of students said the programme helped them understand how to come across in interviews
- 100% of students said the programme helped them learn how to write a CV



"The resources are written in a really accessible and warm way that the students respond to. Many students said that the resources sounded 'true' and like they were written by people who understood their anxieties with practical solutions to their problems."

Teacher



"This has really helped me gain confidence in speaking in front of people and has helped me develop my skills in teamwork and communicating with other people. I really enjoyed today's sessions and yesterday cause I've learnt a lot."

Hannan Sharif Mentored student



"The last two days have helped me so much by getting a better understanding of employability skills and gaining more confidence by talking to others."

Asha Jama Mentored student



"This was very useful as I have built my confidence and have written my CV."

Sameer Farooq Mentored student



"I have gained a lot of confidence. (I have learnt) How to write my CV and how to work with other people."

Ayesha Azael Mentored student



"I really enjoyed it because it gave me key information not just with other students but in general."

George Mentored student



"I enjoyed the fact that we have been able to learn key information that will help us as well as the other students with our own personal statements and how it will help us in the future!"

Kiah Mentored student



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

Sixth Former

Entrepreneurial Ecosystems Europe

Sponsored by
The European
Commission

For this Erasmus+ project, PCI partnered with Global Entrepreneurship Week (GEW) Foundation, Poland (Fundacja Światowego Tygodnia Przedsiębiorczości), Youth Business Poland (Fundacja Inkubator Technologiczny), the University of Malta's Edward de Bono Institute to investigate entrepreneurship education in the three participating countries (UK, Poland and Malta) and make informed recommendations.

Objectives

The project's primary objectives were:

- To address the low levels of entrepreneurship among young Europeans, which contributes to unemployment, underemployment, and difficult school-to-work transitions,
- To promote entrepreneurship education and foster healthier entrepreneurial ecosystems in Europe.

International Meetings

Exploratory meetings in Poland, Malta, and the UK helped partners understand entrepreneurial ecosystems across borders and identify successful initiatives.

"We had unique opportunities to meet NGO, private sector and university representatives who not only do great work, but also eagerly cooperate with one another," said Justyna

Politańska, Founder and CEO of GEW Foundation Poland. PCI hosted its meeting in March, welcoming seven people from Poland and Malta to attend meetings with entrepreneurial programmes in Cambridge and London.

Publication

The final publication, "Best Practices in Teaching Entrepreneurship and Creating

Entrepreneurial Ecosystems in Europe", was a collaborative effort and translated into five languages. It covers in great detail the educational systems, opportunities to study entrepreneurship and entrepreneurial environments of each country.

It also includes a number of examples and ultimately makes key recommendations that state institutions, NGOs, and the private sector can implement to promote entrepreneurship.



Eight key recommendations

1. Include quality entrepreneurship education throughout all levels of education
2. Involve NGOs, entrepreneurs, and businesspeople in entrepreneurship education
3. Engage students in active learning through workshops and classroom study
4. Give teachers training, resources, and support to become entrepreneurship educators
5. Replicate practices already in use to teach entrepreneurship (publication has examples)
6. Ease transitions between graduation and entrepreneurship (i.e. university incubators)
7. Foster simple and legible entrepreneurial ecosystems (i.e. digitalisation)
8. Garner support for aspiring entrepreneurs from public, private, and NGO sectors (i.e. subsidies, mentoring, trainings, e-learning, incubators)



Policy and Advocacy

Peace Child International has a long reputation for thought-leadership on youth issues. It coined the phrase 'youth-led development' in response to a desire expressed by the young leaders gathered at our World Youth Congress series to be instruments in the delivery of development initiatives, not just passive beneficiaries of it.

This year, PCI has produced two editions of the Youth Job Creation Policy Primer – an initiative

of the Parliamentary Network for the World Bank and IMF which PCI implemented for the Network members. We share their belief that youth in work are key drivers of economic growth, where youth unemployment drives economic decline and instability. We have also worked with the network to drive innovative job creation policies within governments and institutions to ensure that youth job creation issue rises to the top of donor agendas.

For PCI's booklet proves that there are policy solutions that work: ensuring that entrepreneurship and enterprise are embedded in every child's school experience; easing youth access to capital, encouraging youth themselves to lead and find their own solutions to youth unemployment; bridging the digital divide so that many more young Africans can access outsourced online jobs; and looking at how the building of the green economy can grow new jobs for youth.



Yatta, Sierra Leone

"Before we could barely speak in public, now we're talking on TV to the entire Nation."

Looking Ahead

We are driven to create a network of well-informed young global citizens who are equipped with the right tools and support to tackle the global youth unemployment crisis, up-skilling 60,000 young people to get a job or run a business by 2020. Through this network, we aim to develop effective programmes and tools which can be used by local youth to bring about lasting change in their futures and their communities.

Our dream is to build a network that garners international recognition and credibility. We hope to help other international NGOs source individuals and local partners with confidence and provide research on youth policy and implementation. During 2016, our goal is to find a way to create a more sustainable Peace Child International, finding ways to strengthen our network and our membership offer.

Peace Child Hawaii

We are excited by the launch of Peace Child Hawaii and working hard to see the World Youth Congress return to Hawaii in

2017. The theme will likely be promoting sustainable livelihoods and giving young people the opportunity to help develop tangible implementation guides to the ambitious SDGs, launched earlier this year.

Entrepreneurial Trainings

We are committed to build upon the success of the BTCAs in West Africa, to support the post-Ebola economic reconstruction and to further develop the tools and materials for our network to be able to implement the trainings in their own regions.

Develop and test digital aids and games

With high levels of illiteracy amongst the women we reach, we are now looking to develop enhanced training aids to help trainers communicate more complex messages. Through the use of interactive games and digital aids, we hope to improve understanding and further engage our trainees with relevant and effective teaching materials.

Incorporate entrepreneurial training into the school curricula

With a growing number of youth entering into unwaged work, it is important that students leave school with more than an academic qualification, so we are keen to start working with more education officials and teachers to incorporate our business training programme into school curricula.

Employability Training

Peace Child International has more than 10 years of experience working within schools in the UK, and we have successfully piloted our business training programme in schools and vocational training colleges in West Africa and India. We aim to expand our schools programmes to include post-programme support networks with access to the PCI international community, creating opportunities for pupils to become international PCI ambassadors, representing PCI at international events and helping create lasting change in the schools.



J Kallon, Sierra Leone

"I tell the girls about all the things I learnt about running a business and financial management at the BTCA"



Trustees and Management

Trustees

Eirwen Harbottle, President Emeritus
David Woollcombe, Chairman of the Board
David Burns
Christine Losecaat
Wendy Wilder
Rajiv Thiruchelvarajah
Shelley Collins
Stephenie Taylor
Peter Steen

At the end of 2015, we had a board of eight company trustees who are ultimately responsible for the organisation’s vision, mission and management as well as the budgeting and

monitoring of its projects.

Management Team

Rosey Simonds served as PCI’s CEO until the end of 2015. Adriana Pogleia was taken on as Director of Development in August 2015. Diane Byrne also retired as PCI’s Financial Controller in that month and was replaced by David Calver.

Staff

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



departments of our operations.

Fred Fenwick (UK), Programme Manager from September 2014
Robbie Noble (UK), Digital Strategist from March 2014
Liz Weiner (USA), Communications Manager from March 2014
Jessica Littlewood (Australia), Work the Change Coordinator to February 2015
Lily Carlson (Canada), Work the Change Coordinator from March to December 2015
Kiana Salamian (UK), Part-time Administrative Assistant from 2012 to July 2015

Accounts

These summarised accounts are extracted from the Independent Examiner’s Report on our FY 2015 accounts which was approved by the Trustees at their meeting on 22 April 2016 and subsequently submitted to the Charity Commission and Companies House. The full accounts, together with the Independent

Examiner’s Report prepared by Nilesch Savjani FCA, Wagstaffs Chartered Accountants, Stevenage Hertfordshire, can be obtained from: Adriana Pogleia, Executive Director, Peace Child International. email adriana@peacechild.org or telephone +44 (0)1223 782092.

Signed on behalf of the Trustees

Rajiv Thiruchelvarajah

Incoming Resources	2015	2014
Donations and Grants	176561	253758
Investment Income	238	617
Total Incoming Resources	176799	254375
Resources Expended	2015	2014
Wages	58054	49841
Intern Expenses	12522	10746
Project Expenses	155176	120960
Travel and Sub	2442	3613
Management and Admin	14107	12287
Rent, Utilities and Supplies	15783	11022
Total Resources Expended on Generating Funds	38,565 (14.9%)	20,111 (8.8%)
Total Resources Expended on Charitable Activities	219519	208469
Total Resources Expended	258084	228580
Gains / Loss on the Year	(81285)	25795
Reconcillation of Funds	2015	2014
Total Funds Brought Forward from Previous Financial Year	150339	124544
Total Funds Taken Forward from Next Financial Year	69054	150339

About Peace Child

Peace Child International was founded in 1982. We harness the energy, creativity and skills of young people throughout the world to solve some of our most pressing problems - initially peace-building during the Cold War; then environmental degradation and the struggle for sustainable development, and now youth unemployment - both in developing and developed countries.

For more than 30 years, our programmes have been shaped, driven and run by young people, and that's what makes them so effective.

We are currently working to close the skills gap by improving youth employability, and we're helping young people create jobs through promoting entrepreneurship and supporting new business ventures.

We do this by providing education, training, mentorship and access to investment capital.

As an organisation in consultative status with the United Nations, we build strong partnerships through our biennial World Youth Congress to advise and advocate youth policy solutions to UN member states, as they make new global agreements on everything from climate change to conflict transformation and the Sustainable Development Goals.

Peace Child International is a UK registered charity (No. 1095189)