



2020

Annual Report

Helping young people to fulfil
their full potential.



Peace Child International
empowering young people

“The Peace Child training changed my life and helped me a lot. I can sell so much more now than before. I’m able to support my family, I feed my children every day buying them fruit and rice, I can also help with the school fees, I don’t need to depend on anyone. I feel proud”

Mabintu, 22. Kenema Sierra Leone.



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2020 Trustees

- David Woollcombe
- Viji Underwood
- Hortense Julienne
- Fayyadh Sham
- Antonia Williams
- Selina Goodheart
- Rosey Simonds – Secretary to the Board





Letter from the Chair

At the end of perhaps the strangest year in living memory, with tragedy reaching almost every country in the world, it is good to be able to report that the Peace Child family have survived intact and have had a busy and productive year.

The team continues to work hard to help young people achieve their full potential and bring about social, economic and environmental change. **This year we are proud to have helped 1,917 marginalised young women in Sierra Leone permanently escape poverty and secure an income of their own. We also engaged a further 4,419 people in open debates and workshops on how young people can help to build a more secure world, in celebration of the UN's 75th anniversary.**

I am incredibly proud of the team and how well we were able to adapt our work to meet the changing COVID world and support thousands of young people in these unsettling times to take control and build a brighter future for themselves. **Thanks to our kind supporters we were able to redesign our schools programme in the UK to offer an online mentorship programme, and we look to see how we can build and expand our existing programmes both in the UK and internationally.** In Sierra Leone, where many communities have limited access to water, relying on streams or wells, we were able to install wash stations so anyone entering or leaving the village could wash their hands and minimise the chance of spreading the virus. In addition to our standard trainings we also hosted COVID-19 information sessions and gave each of the trainees this year hygiene kits for their households.

This year it was really good to be back in touch with old colleagues from the UN and its agencies on the occasion of their 75th Anniversary. They marked it by launching a Global Conversation on “What kind of a United Nations do we need to build the future we want?” The ideas were gathered together in a UN75 Declaration which was agreed by all 193 UN member states: unsurprisingly, it repeated several of the Sustainable Development Goals but we were particularly pleased to see the inclusion of a commitment to “Listen to, and work with, young people – and seek meaningful engagement with them....”

That, of course, is what Peace Child International has sought to do these last 39 years and it is amazing to see that, finally, the member governments of the UN have seen fit to include it as one of its 12 commitments for its future.

We have a lot to be proud of this year and I hope this report will go some way towards highlighting the huge impact that can be made with a relatively small investment. Like many in the sector we are waiting anxiously to see what will happen when the UK government merges the Department for International Development (DFID) into the Foreign, Commonwealth & Development Office (FCDO). Hopefully UK leadership will continue along with its landmark commitment to spending 0.7% of government income on overseas aid. But there’s no escaping the feeling that this is going to impact millions of the world’s most vulnerable young people and children. Now is a challenging but exciting time for young people, and we must work together to ensure everyone has the opportunity, skills, knowledge and experience they need to fulfil their potential and bring about lasting change in their own lives and that of their community.

Finally, I would like to take this opportunity to thank our trustees for their steady guidance, our CEO Adriana for her extraordinary leadership and our kind supporters for believing in the power of youth. **With rising youth unemployment and a future of uncertainty, young people need our support now more than ever before and we could not do this without you.** Next year we will work hard to forge partnerships with key governments, corporations and funders to enable that “meaningful engagement” with young people which, in our experience, always delivers the best results.

David Woolcombe
Chair and Founder



The Power of Young People

Our vision is a future where young people play an equal role in society, and live in a world which enables them to thrive.

We have seen over and over again that young people have the power to transform society. Their participation in all aspects of society is crucial but too many young people are denied the opportunity to do so: many struggle to bring about change as they have limited or no access to decision-making processes. Crucially, many lack the skills, knowledge and confidence they need to fulfil their potential and bring about lasting change.

Our mission is to empower young people to gain the self-confidence, skills and knowledge they need to fulfil their potential and bring about social, economic and environmental change.

Peace Child International is a youth-led charity that empowers young people to gain the skills, knowledge and confidence they need to achieve their full potential and bring about social, economic and environmental change in their own lives and in the wider community. We do this through highly innovative and dynamic trainings, mentoring and global education programmes which have been designed to be scalable across the world.

Peace Child promotes youth participation by supporting young people to build their confidence and develop vital skills such as communication, negotiation and teamwork, all of which are essential in many aspects of their future, especially for employment.



Guiding Principles

Peace Child believes in young people. We know that when given the right skills, tools and knowledge young people will thrive. Therefore, with every programme we undertake, we seek to follow these guiding principles:

Youth-Inspired

We value the ideas, voices and goals of young people. We actively engage with and listen to young people from around the world. This informs our strategy and helps us develop effective programmes, youth solutions and advocacy. Whenever possible, we seek to co-manage projects, working together with young people to ensure that young people feel ownership of the projects in which they are engaged.

Sustainability

This drives all our work, as we don't do anything unless we are convinced it's sustainable.

Innovation

We seek improvement and innovation in all our work. We define innovation not necessarily as something new but employing new uses of traditional methods.

Education

We encourage young people around the world to get informed, and empower them to create positive change in their own lives, and that of their communities. We do this through training, mentoring and education.

Collaboration

We work in partnerships at all levels, engaging with some of the most powerful organisations internationally, as well as small grassroots organisations and individuals from all around the world.

Impact Report 2020

All our programmes have been developed working in close partnership with young people themselves. This is what makes them so effective. The common thread linking all our programmes is our passion for making young people believe in themselves and helping them to achieve their full potential. All our programmes are about young people taking control of their lives and their future.

Entrepreneurship Training Be The Change Academy



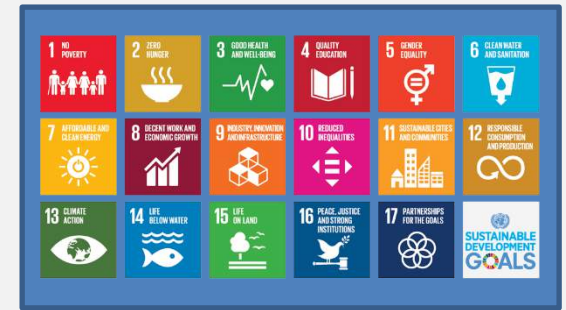
Empowering young people in Africa to build their own sustainable businesses and improving their livelihoods for the future

Employability Mentoring Work The Change



Leading young people across the UK to develop their skills, employability and confidence for a better future

Global Education UN75 Activities



Promoting and teaching the UN's Sustainable Development Goals to achieve a future where young people can thrive – the future we all need

Entrepreneurship Training

In parts of Africa, there simply aren't enough jobs; without a means of making money, vulnerable young people find themselves trapped in a vicious cycle of poverty. They are often unable to pay for food, medical costs or education. Our innovative entrepreneurship training programme targets illiterate young women in Sierra Leone, helping them to escape this vicious circle by creating and improving their own businesses and providing them with the skills and knowledge needed to generate a sustainable income. This means that they are finally able to feed themselves and their families, send their children to school and pay for vital medicine.

Since 2013, in collaboration with our local partner AWISH and the young women themselves, we have developed an effective image-based business training programme which empowers illiterate young women to build a sustainable business. Being image-based, and tailored specially for those with little or no formal education, our project fills a gap in existing provision. It is unique and provides an example of best practice in how to transform the lives of some of the world's most marginalised young people.

This year we trained 1,917 marginalised young women in Sierra Leone and indirectly supported over 11,500 vulnerable people. 86% of these women were either not very or not confident at all in reading, 69% had never been to school, only 27% had completed primary school, and 4% had completed secondary school.

Our overall objective was to help them increase their earning potential through a better understanding of business management and finances. However, the impact of these trainings went far beyond improvement in income. We are incredibly pleased to report that we found improvement to increased access to finance, ability to save more money, confidence, community engagement and evidence of reduced domestic violence and increased decision-making power. These changes will have a significant impact on the young women for years to come, ensuring the long-term sustainability of this project.





Outcome 1 – Increased income

- On average, 6 months after completing the training we found women had increased their income by 214,000 SLL per month (£15.07). This is a 137% increase on pre-training income of 156,000 SLL per month.

If these results were to be replicated across all trainees, this would give trainees an additional £346,753 per year (between them) and we expect their earning potential to continue to grow over their lifetimes. This is a significant increase from pre-training income and highlights that we have been able to create economic growth in one year on excess of the total cost of the trainings, which was £98,746 this year or just £51.51 per trainee.

Outcome 2 – Greater understanding of business management

- 90% of the young women have reported using the skills (market research, customer service etc) they were taught to create better business practices and more viable businesses.
- 88% of young women added a new product to their business.
- 84% of young women reported an increased customer base.

Outcome 3 – Increased Access to finance

- Supported the creation of 56 savings groups, that use Peace Child's bespoke and innovative management system, to enable all members irrespective of their education levels to understand how the groups' finances work and how they can access credit.
- 1,514 women are now members of savings groups, they can save and access informal credit within their own communities, with members saving on average 3,600 SLL per week.
- As a result, 100% of these women now have confidence in how their savings are managed.

Outcome 4 - Increased access to services

- 373 women linked to services, such as micro finance institutions, transportation and educational providers.
- 153 women have access to finance to grow their business, with a minimum loan of 500,000 SLL being provided.

Case Study – Sierra Leone

Before the project, 18-year-old Kadie was supporting her mother by selling products for her business. She was unable to run her own business as she lacked the self-confidence to talk with people outside her family as a result of having a speech impediment. Due to this lack of confidence and need for support she would only help when her mother was present at the business.

However, as a result of the Peace Child training, and in particular the image-based approach and the peer-to-peer facilitation techniques used, Kadie had the opportunity to learn for the first time and began to gain confidence from communicating, learning and applying her new knowledge.

Following the training, Kadie has established her own business, independent of her mother. She is selling staple food items such as rice and cooking oil in her village. Kadie is continuing to use the skills she gained from the training. She is already planning how to adapt her business for the changing weather. She told us: *“with the rainy season coming, I need to complete my market research and find what I will sell, my first idea is selling rain boots.”*

Her mother credits the training as having a transformative effect on Kadie, stating: *“She has gained independence; is running a business for herself. I am so proud of her and can now see her having a great future”.*



Learnings

This year we successfully piloted an innovative and highly effective record keeping methodology which allows illiterate women to understand and track the financial transactions of savings and loan groups. Feedback has shown that understanding group finances and being able to hold leaders to account has had a transformative impact on their lives.

Building on this insight, we will continue to refine our trainings thereby deepening the financial understanding of the illiterate young women we work with in Sierra Leone.

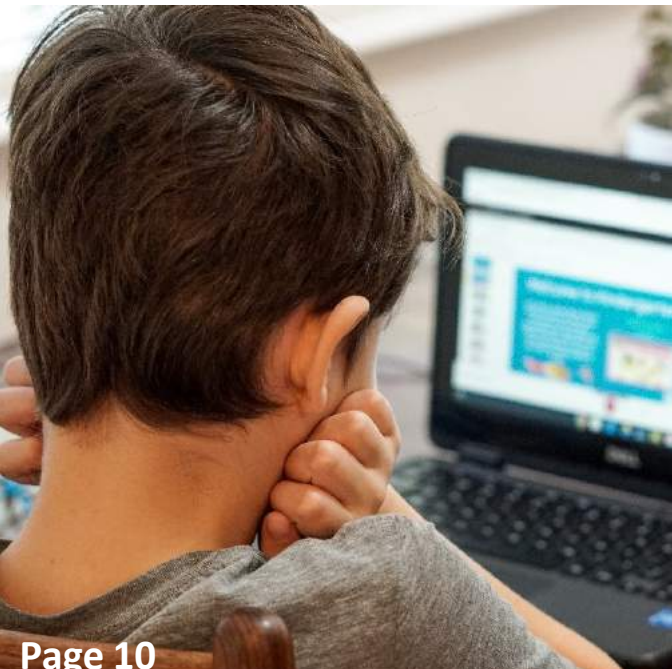
We will incorporate updated financial materials so that they are better able to track and record their finances. This will help ensure that they can access capital which is vital to the success of their businesses and their future inclusion within decision making.

Employability Mentoring

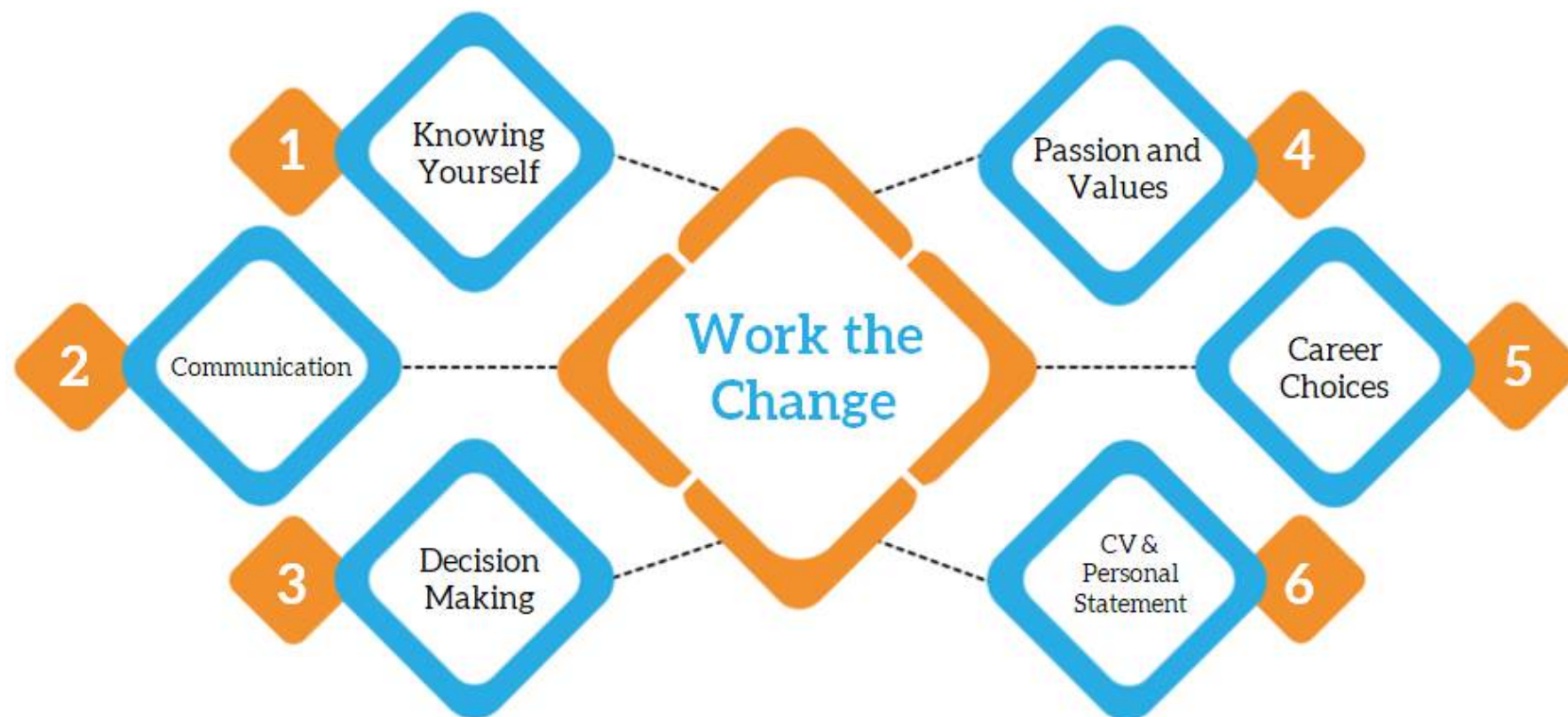
The pandemic has had a devastating impact on young people, with youth unemployment in the UK predicted to rise further in the coming years. Young people's life chances have been dramatically impacted by the school closures and the lack of opportunities for self-development this year. Young people, particularly those from disadvantaged backgrounds, already face significant challenges when they leave full-time education and securing a job will become harder and harder.

Our tailored peer-to-peer training programme addresses this challenge and has already empowered over 3,000 young people in the UK. Working with experienced, highly trained facilitators, Peace Child supports young students to gain the skills, confidence and tools they need to become employable, and encourages them to take responsibility for building up their skills before leaving school – thus easing the school-to-work-transition.

Given the new social distancing rules and the pressures schools currently face, Peace Child, in collaboration with young people themselves, redesigned the training to be virtual and mentor-based. This is an exciting development and means the programme can be highly tailored to the needs of each individual, helping them plan for their next future steps in education/ apprenticeships/ employment.



The programme covers **6 key areas:**



Our new and exciting online mentorship programme has been designed in collaboration with young people and educational experts. The programme is highly interactive and tailored to individuals, combining our peer to peer employability trainings with a mentorship programme we had previously run in schools targeted at vulnerable learners.

The purpose of this bespoke 6 week mentoring course is to empower young people to fulfil their potential. The training will include the ability to self-assess their own strengths and weaknesses as well as develop a rigorous understanding of how to fill gaps in their own skills and experience. Our first trainings will take place at a Cambridge school in January 2021. We are really excited to see the impact of this project.

Global Education - UN75 Activities

Following consultation with our youth network, a team of young volunteers helped prepare progress reports on the UN Sustainable Development Goals, which formed the ground-work for a year-long project of school and community programmes to mark the UN's 75th Anniversary.

An early event took place in Middlesbrough Town Hall on 30th January 2020. Children from every Tees Valley borough participated in a concert using songs from the original Peace Child musical, statements from Teeside Poets, and a presentation by Jess Maddison and some Red Rebels from Extinction Rebellion.

MP for Middlesbrough, **Andy McDonald**, saw the concert and wrote afterwards:

"This may have been the children's first experience of activism and that political education is so critical. They are the future leaders of our country and for them to be learning about climate change, human rights, the need for global peace and the battle to end poverty and oppression gave me hope for our future. A night like this reaffirms my faith that we will not stand idly by while poverty and climate change ravage our world. I was proud that Middlesbrough - a town built on immigration, with a proud history of welcoming new communities - hosted a celebration of how we are all citizens of the world. And I was proud to see our young people here in Middlesbrough stand up and raise their voices in support of the most vulnerable – to say they want to be heard and they want to change the world."



It was raised in our week-long online UN75 Festival, co-hosted with UNA-LASER and UNA-UK in October entitled: What next for the UN? Workshops on key security issues – health, environment, food, economics, peace and digital security – were followed by a concert celebrating the past, present and future of the UN – which climaxed in an intergenerational dialogue where the young authors of the Digital UN idea discussed their hopes for the UN with a panel of elders.

Plans are already in place for follow-up activities next year, with a conference planned to take place in Estonia 2021, and for a series of online Model Citizens Assemblies on existential threats to young people's future. We are also planning to launch a youth Sustainability Project in Luton, UK – involving all the schools in the town in a search for how the UN's Sustainable Development Goals can be achieved in a large, multi-cultural community with many different social and economic pressures.



CELEBRATE THE UN's 75TH ANNIVERSARY



ESTONIA CONFERENCE – FEBRUARY 2020



Other events included “Intergenerational Dialogues” between young people, who need an effective UN to secure their future, and professionals, who have long experience of the challenges faced by an organisation ruled by the governments of 193 sovereign nations. One was hosted by the United Nations Specialized Agencies (UNAs) of Harpenden and St Albans: a team of well-informed young Harpenden students asked challenging questions about the future of the UN with David Woollcombe of Peace Child, and Sir Richard Jolly, former deputy director of UNICEF, and Chair of UNA-UK. **Sir Richard** explained: *“There are three UNs: first – the government one – the main one which makes all the decisions; second – the Secretariat which has considerable freedom to develop new initiatives and make radical recommendations; third – NGOs, Civil Society – organisations like Peace Child which have special status with the UN and can participate in its meetings, making suggestions, researching policy options, and ensuring that the solutions implemented are effective.”*

To which one of the students, Lauren, pointed out: *“Surely, there's a fourth UN now: a digital UN which we can all be part of. This should be expanded so that we the people feel more ownership of decisions the UN is taking on our behalf.”*

This launched a major theme for further discussions, both at our UN75 Conference, with Peace Child's partner organisation in Tallinn, Estonia and a follow-up conference in Tunisia. It taps into the major focus of most of the NGO conferences and initiatives pursued through the UN's 75th Anniversary year: how to secure more citizen involvement in the UN.

Plans for 2021

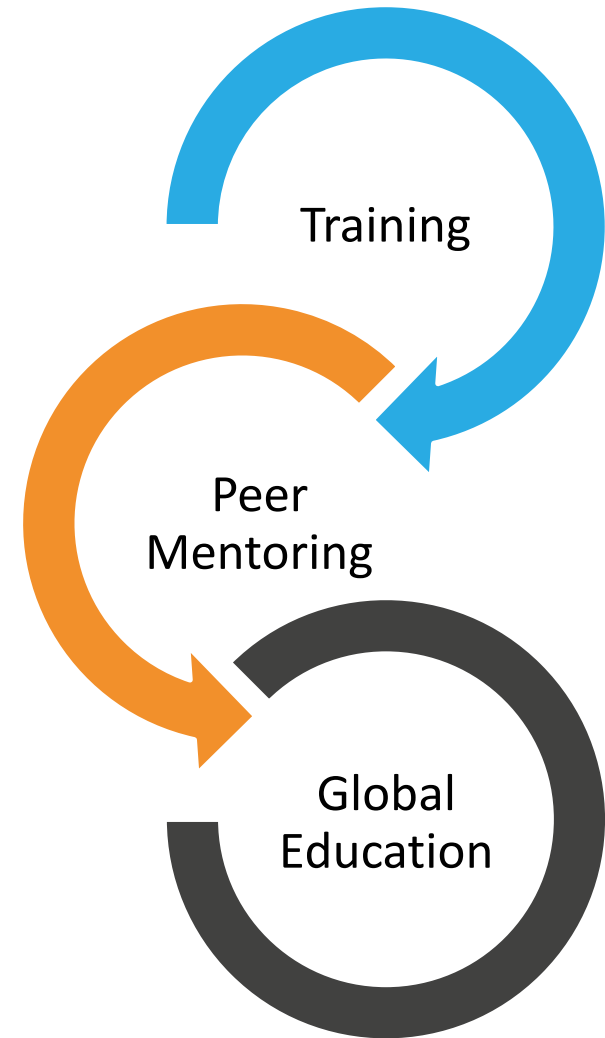
Peace Child will continue to empower young people to gain the skills, knowledge and confidence they need to achieve their full potential and bring about social, economic and environmental change in their own lives and those of the wider community. We will continue to build on learnings and will do this through our Training, Peer Mentoring and Global Education programmes:

Training : We will continue to support vulnerable young women in Sierra Leone to build a livelihood and we are excited to build on the learnings gained this year to help young women to further deepen their financial understanding and inclusion.

Peer Mentoring : We will work with young people and industry experts in the UK to adapt our employability programme and we hope to encompass digital mentorship for vulnerable learners in the UK.

Global Education : We will build on the success of our UN75 work and plan to launch a new sustainability programme which unites our international work with our work here in the UK, supporting young people to gain vital employability skills whilst empowering them to have a voice in their future and bring about sustainable change in their own communities.

Whilst our core programmes will remain in the UK and Sierra Leone, all of Peace Child's programmes have been designed so that they can be taken to any country in the world. This gives them unprecedented scalability. Peace Child will remain open to the possibility of expanding the programmes geographically if funding becomes available.



Charity and Financial Information

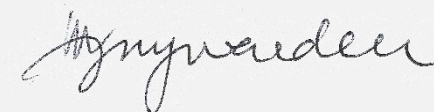
	2020	2019
Incoming Resources		
Donations	17,087	24,179
Project Income (Grants)	127,388	146,560
Investment Income	69	109
Covid19 - Furlough Claims	3,782	0
Total Incoming Resources	148,326	170,848
Resources Expended		
W ages	51,924	58,937
Intern costs	0	4,350
Project costs	74,019	92,618
Travel & Subs	336	1,127
Management & Admin	12,858	11,490
Rent, Utilities & Supplies	360	1,020
Fundraising costs	1,779	1,168
Depreciation	0	0
Total Resources Expended	141,276	170,710
Gain / (Loss) for the Year	7,050	138
Analysis of Resources Expended		
On Generating Funds	13,860	23,597
On Charitable Activities	127,416	147,113
Total	141,276	170,710
Reconciliation of Reserves		
Opening Reserves	138	0
Gain / (Loss) for the Year	7,050	138
Closing Reserves	7,188	138

These summarised accounts are extracted from the Independent Examiner's Report on our FY 2020 accounts which was approved by the Trustees at their meeting on 4th May 2021, 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:

Adriana Pogia, Executive Director,
Peace Child International.

- Email: adriana@peacechild.org
- Telephone: +44 (0)1223 782092.

Signed on behalf of the Trustees



Viji Underwood

Thank You

A huge thank you to all the individuals, institutions, organisations, trusts and foundations that have supported us this year:

- Cambridge Community Foundation
- Cambridge Healthcare
- Casey Trust
- Charity Aid Foundation
- Department for International Development (DFID)
- Englefield Trust
- Grace Trust
- Groundworks
- Longmores
- Patrick Rowland Foundation
- Scott Bader
- Souters
- Sovereign Housing
- The HOB Trust
- UNA-UK

And to our dedicated and hard-working partner AWISH Sierra Leone for delivering our entrepreneurial training programme in Kenema to such a high standard.

Safeguarding Statement

We believe that it is always unacceptable for a child or young person to experience abuse of any kind and recognise our responsibility to safeguard the welfare of all children and young people, by a commitment to practice which protects them.

We recognise that:

- The welfare of the child/young person is paramount, as enshrined in the Child Act 1989
- All children, regardless of age, disability, gender, racial heritage, religious belief, sexual orientation or identity, have the right to equal protection from all types of harm or abuse
- Some children are particularly vulnerable because of the impact of previous experiences, their level of dependency, communications needs or other issues
- Working in partnership with children, young people, their parents, carers and their agencies is essential in promoting young people's welfare

Peace Child International has zero tolerance to bullying, harassment, abuse and any exploitation, sexual or otherwise.

If you have any concerns please contact our designated Safeguarding Officer immediately:

Contact: **Rosey Simonds**

Email: **rosey@peacechild.org**