

2021

Annual Report

Helping young people to
achieve their full potential.



Peace Child International
empowering young people

Contents

Letter from the Chair	2
The Power of Youth	4
Guiding Principles	5
Impact Report 2021	6
Entrepreneurship Training	8
Employability Training	10
Sustainability Pilot - Luton	12
Intergenerational Dialogues	14
Plans for 2022	16
Financial Information	17
Thank You	18

Letter from the Chair

On Saturday 30th October this year, Peace Child marked the 40th Anniversary of its premiere performance at London's Royal Albert Hall. A late-comer said that stepping into the performance that night was like "stepping into a glass of champagne, fizzing with creativity, joy and positivity..." The original Peace Child show imagined a world in 2020, in which poverty and war were distant memories, the environment was on the mend, nuclear weapons were removed from the face of the earth, and human beings had learned to be kind to each other and to the natural world. Unfortunately, all these issues are still with us and we are a long way off such aspirations.

Peace Child recognises that we have an important role to play in challenging young people to define the world that they want to see and in empowering them to gain the knowledge and skills needed to bring about change, at a personal, community and international level. In planning our activities we are always conscious of the UN Sustainable Development Goals (SDGs) and how our programmes work to this end.

To mark our 40th Anniversary, we featured a handful of the thousands of people Peace Child has touched in its 40 years on our website home page and we started to think about what we might do differently as an organisation in order to thrive and to increase our impact over the next 40 years.

To that end, we have held a succession of online events to bring together young people and elders in inter-generational dialogues to discuss what they see as priorities for young people. Our youth employment and well-being programmes in West Africa and here in the UK continue to prosper and grow, and several new initiatives in global education were launched this year, despite the continuing constraints of the pandemic.

The leadership of our CEO, Adriana Poggia, remains exemplary, supported by a new intake of young trustees who are shaping the future trajectory of our charity. We hope that you enjoy learning more about our work and the impact that we had in 2021 on the coming pages. We are forever grateful to the support of our funders, young volunteers and our dedicated team who have made all this possible.

David Woollcombe, Founder and Chair of Trustees
Peace Child International

THANK YOU to our trustees for all their the time, commitment and support over the last year.

- Rory Copeland
- Olivia Hutchinson
- Hortense Julienne
- Joanna Mobed
- Rosey Simonds - Secretary
- Vinod Tailor
- Viji Underwood - Treasurer
- David Woollcombe - Chair

The Power of Youth

Peace Child is a youth-driven educational charity. Our vision is a future where young people play a key role in society, empowered to claim their rights and take action on issues affecting their future.

We recognise that education is fundamental to empowering young people to take control of their futures and to bringing about long term change, which is why all our programmes have been developed to be inclusive and accessible to all. They are proven to build self-confidence and life long skills such as communication, negotiation and teamwork which are vital for all aspects of life, especially employment.

We do this through highly innovative and dynamic peer-to-peer training, mentoring and global education programmes which have been designed to empower young people to take control of their lives and their future.

Our mission is to empower young people to achieve their full potential.

Helping them gain the skills and self-confidence they need to bring about social, economic and environmental change.



Peace Child continues to champion youth-led development in all we do and where possible we train young people to deliver our trainings to their peers, ensuring our work extends far beyond our programmes to create a catalyst for change for years to come.

Our theory of change requires that young people first inform themselves in detail about the challenges they face, then take action to resolve them.

Guiding Principles

Peace Child's programmes have been proven to be highly effective, improving young people's earning potential and transforming their lives for ever. We know that when given the right skills, tools and knowledge young people will thrive. Therefore, with every programme we undertake and every pound spent, we follow these core guiding principles:



1. Youth-Driven:

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 to develop effective programmes, youth solutions and advocacy. Whenever possible, we seek to co-manage projects, ensuring young people feel ownership of the projects on which they are engaged.

2. Sustainability:

This drives all our work. We don't do anything unless we are convinced that it is sustainable.

3. Innovation:

We seek improvement and innovation in all our work.

4. Collaboration:

We work in partnership at all levels, from engaging with some of the most powerful international organisations, to small grassroots organisations and individuals from all around the world.

5. UN Sustainable Development Goals:

Our programmes support the achievement of Sustainable Development Goals; specifically, Goal 1 (No Poverty), Goal 4 (Ensure inclusive and equitable quality education and promote lifelong learning), Goal 8 (Decent Work and Economic Growth) and Goal 13 (Climate Action).

In the last two years alone, Peace Child has supported over 8,000 socially and economically disadvantaged young people to create long term change in their own lives and within their community.

Impact Report 2021

Peace Child is a small charity, which makes a huge impact, maximising the social return on every penny invested. We recognise that education is the key to improving self-confidence and resilience. For the past 40 years, Peace Child has been working with young people around the world to develop innovative and highly-effective programmes, which make young people believe in themselves and empower them to build the knowledge and skills that they need to address the most pressing challenges. All of our programmes are about young people taking control of their lives and their future.

Our Programmes cover in two key areas:

1) **Training and mentorship:**

- **Entrepreneurship:** an innovative, image-based training developed to empower illiterate young women living in Kenema, Sierra Leone to build sustainable livelihoods. Ensuring that they have the skills and connections needed to recognise new opportunities and to adapt their businesses to the changing environment for years to come.
- **Employability:** a peer-to-peer training programme encouraging students in areas of high deprivation across the UK to take responsibility for building their employability skills before leaving school and helping them to identify potential career paths.

2) **Global Education:**

- **School sustainability workshops:** educating young people in the UK about the UN SDGs, what they mean and how their achievement would lead to a better and more sustainable future for all. Young people then develop local solutions-based projects to help achieve those goals.
- **Intergenerational dialogues:** connecting young people with experts and activists of all ages to discuss common concerns that affect young people at a global and community level.



Training and Mentorship



Entrepreneurship – Sierra Leone

2021 saw the continuation of our 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.

This year we trained 1,138 illiterate young women in Kenema, Sierra Leone. 86% of these women could not read or write and had never been to school. Only 13% had completed primary school, and 1% had completed secondary school. As a consequence, we indirectly supported over 5,500 vulnerable people.

2021 gave us an opportunity to redefine and further develop our savings group methodology which has proven to be highly successful, helping women to deepen their financial understanding and hold leaders to account.

As with previous years, our overall objective was to help young women in the region to increase their earning potential through a better understanding of business management and finance, but the impact of these trainings goes far beyond increase in income. We found improvements in participants 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 and their families for years to come, ensuring the long-term sustainability of this project.

Impact – Sierra Leone

Isatu, 32, is illiterate and never had the opportunity to go to school. She runs a business selling cooked food. In the past she was discouraged from running a business, as she had always lost money. She has a husband who is a farm hand and five children. Isatu credits the BTCA training as being transformational for her business and as a result her family. She is very proud to say she is now the head of the household. She told us:

“The training really helped me to understand how to finance my business, to ensure that I can make a living from my business, I now understand that you need to base your business on the amount of money that you have available to you, as otherwise your business will not be sustainable”.

Since completing the training Isatu has seen her business turnover increase from 8,000 SLL (£0.66) to 60,000 SLL per day (£5.00). This increase has been transformative. She told us:

“Not only have I been able to repay the money I owed, in fact now I can provide for my family and now even give my husband loans to buy materials he needs to farm”.

Finally, she also credits the creation of savings groups which were established through the project, as supporting her for the first time in her life to save money:

I try to split my profits in half and give half to my savings group and then the other half I use to support my children. The savings group has given me peace of mind. I know now that in case of any emergencies in my life or business, I can access my savings to support me through it.



Pre Training

- Average income pre training 15,000 SLL per day (£1.25 per day)
- 88% reported that few of their customers buy on a regular basis from them
- 63% very unconfident and 30% unconfident that they have the skills to start and run a successful business
- 60% of Participants not a member of a savings group
- 85% of those that are members of a savings group are very unconfident in the management of their group

Training End

- Average income increased to 88,000 SLL per day (£7.33)
- 77% expanded their business, adding at least one new product
- 98% report that most of their customers now buy from them regularly
- 100% now have more customers than before the training started
- 77% are very confident and 22% are confident they have the skills to start and run a successful business
- Over 30 entrepreneurship networks established
- 90% of participants now belong to saving group
- 18% are very confident and 73% are confident in the management of their savings group

Training and Mentorship



Employability Training - UK

Due to the effects of Covid-19, we pivoted and re-developed our employability trainings into an online mentorship program. We are extremely proud of the outcomes and, in 2021, Peace Child successfully tested, delivered, and validated the digital employability trainings.

Young people, particularly those from disadvantaged backgrounds, already face significant challenges when they leave full-time education. With an increasingly challenging jobs market for young people, particularly post-pandemic, securing a job will become even harder. Our tailored employability training programme addresses this challenge. Working with experienced, highly-trained facilitators, Peace Child supports young students to gain the skills, confidence and tools that they need to become employable, and empowers them to take responsibility for building up their skills before leaving school, thereby easing the school-to-work transition.

Overall, we were able to work with 209 young people in East London, Cambridge and Berkshire.

The new training uses a combination of Zoom and an interactive online presentation software MentiMetor to ensure that our project is able to engage, communicate, with and receive live feedback from participants during the session. The training delivery method varied from school to school, but all students completed the six training sessions: (1) Know yourself, (2) Communication, (3) Decision making, (4) Inspiration, passion, and values, (5) Pathways / Career choices and (6) CV & Personal Statement.

Impact – UK

We provide space and freedom to enable young people to discuss, think and self-analyse. Below is just one young person's journey through our project, which highlights the value of our approach: The young person in question was neither confident nor attentive at school and stated that they felt rather demotivated, because they saw little value in what they were learning and how it would translate into a job or career that they care about.

Whilst going through the project they were able to identify that they had a passion for Formula One racing. As a result of this, they realised that through studying mechanics at school, attending races in their spare time, and looking at a part-time/Saturday job at the local rally park, they could possibly one day get a job that involved cars.

We spoke about the importance of saving their pocket money so that they could be able to complete driving lessons; a vital skill to learn, if they are to have a future career in the car industry. In line with our project's impact, we saw this person's confidence and skills increase when they had identified a clear possible career pathway for themselves. They became motivated and focussed throughout the project and are now far more driven in their education because they see the reasons to be at school.

Student: **“The lesson was engaging, and informative. I found out how to pursue my ideal job.”**

Teacher: **“Absolutely fantastic- content very useful for students to help them think about their career choices and develop their CV/ personal statement skills.”**

“Excellent for children who feel uncomfortable about their feelings and future”

- 209 young people now have a road map to employment.
- 209 young people gained vital skills that will enable them to have a brighter future.
- 66% of those young people felt more aware of their personal strengths because of the project.
- 92% of those young people felt that the training will be useful when applying for jobs.
- 62% of those young people now felt they had a better understanding of possible career or future educational pathways.
- 77% of those young people increased in confidence as a result of the project.

We are extremely proud of the outcomes and feedback that we have received and we are delighted to say that the Work the Change project was nominated for The Advice and Guidance Award at the Children and Young People Now Awards 2021. We believe that this highlights the incredible work that we are achieving.

Global Education

Sustainability Pilot - Luton

Research shows that before the pandemic, over a third of children in Luton were growing up in poverty. This project was designed to build confidence and empower young people to have a voice in their future and enabled them to develop vital transferable skills which will help them to overcome the challenges of sustainability and to help them realise their full potential.

The project was highly successful and created opportunities for hundreds of students from four schools (Denbigh High, Putteridge, Barnfield and Denbigh Primary), Youthscape and the Next Generation Youth Theatre to engage in activities which addressed the challenge of Sustainability – and Luton’s ambitious target to be Carbon Neutral by 2040.

Through Peace Child’s international network, Luton students were able to take part in workshops with young leaders from other countries to discuss different ideas for action, building on their experience and successes. They also learned about the UN’s Sustainable Development Goals and developed local solutions to the challenges that they had identified. They presented their ideas to a high level Panel of MPs, Council representatives and educators. Each member of the panel was effusive in their praise of the young Lutonians for taking positive action at a local level to realise the SDGs in their own lives in ways that directly impact their schools and communities.



Impact - Luton

Teaching staff told us:

“The project enabled the children to develop the link between their actions and its impact on a local and global level. They understood that they had a part to play in the fight against the climate crisis and what they will start doing from today onwards. The project empowered the children to take the lead in designing, implementing, and evaluating the impact of their own projects. They gained many skills through the project including presentation skills, team work to creative development, research, budgeting and financial management of their business concept. The children were very proud to be part of this project and as young leaders were acting as role models for others. Importantly, the hands-on approach and the real-life link made it more accessible to some of our children with behaviour and additional needs. Every child was able to be part of this”.

During the project teachers reported a marked improvement in the students engagement and in their self-confidence. One teacher told us:

“It was great to see the students working on a project they could relate to and they were so passionate about. A couple of the students at the school had very little confidence and rarely participated in school discussions before the project, due to English being a second language. The Peace Child Sustainability Project encouraged them to take ownership of the project. It was wonderful to see they had become so proud of the project they were able to confidently stand up and present to a number of strangers including 2 MPs, the Luton high Sheriff and 2 of the biggest CEO’s in Luton. They then went onto present to the entire year group which was a big achievement”.

- Pupils gained many new skills including creative thinking, presentation skills and business/financial management.
- Pupils improved their confidence, as they were empowered to take responsibility.
- Pupils improved their knowledge and understanding of world issues, such as the climate crisis. At the start of the project, most pupils were aware of the need to recycle but were not able to articulate the impact of plastic on the environment. By the end of the project, every pupil was able to come up with three things that they will change immediately to support the climate crisis, and every pupil identified people who they would discuss climate issues with, while also encouraging meaningful change.
- Pupils were able to meet with local business leaders and to hear how businesses are making changes to support climate crisis.
- Pupils gained an understanding that their voice is important and that they do have the ability to make changes.

Global Education



Inter-generational Dialogues

Following our successful October 2020 Online UN75th Anniversary Festival, Peace Child has piloted several innovative approaches to Global Education this year, including:

Model Citizens Assemblies:

Developed to empower young people to get informed about some of the largest challenges of their generation, opening dialogues with experts and giving them a platform to have their voices heard in the community. The youth-led assemblies take place in a single evening, online or in person, with high-profile jury members, are fully inclusive, and open to the whole community. During the year, we held three assemblies, reaching a combined audience of over 500 young people in 23 countries. Subjects included Nuclear Weapons and Climate Emergency.



The agreements made were put to the Global Citizens Assembly funded by the UK and Scottish governments to run in parallel with the Glasgow Climate Summit (COP26).

Global Education

Estonia Youth Conference

Young leaders from the Model Citizens Assembly were invited to take part in an Intergenerational Dialogue in Estonia. The dialogue was arranged in partnership with the Sillamäe Society for Child Welfare to discuss the results of Peace Child's UN's 75th Anniversary Global Conversation and the Our Common Agenda initiative that the UN Secretary General produced from it. Peace Child agreed Guiding Principles for the UN Day programme which we hope to produce for UN Day 2022. This will answer a question put forward by several young delegates: "How bad is the State of our Planet?".

COP26, Glasgow

With thanks to our UN consultative status, Peace Child were proud to take a delegation of young people to Glasgow COP26, exposing delegates to a fantastic exhibition of new approaches to sustainability, and inspirational discussions.

Climate Café

Post COP26, the young delegates who went to Glasgow were keen to share their learnings with local audiences. This resulted in us launching Climate Cafés, which followed the Conversation Café / Round Table format that Peace Child pioneered at its World Youth Conferences. Cafés were held in Buntingford and Luton. We hosted two cafés reaching a total of 120 people.



Plans for 2022

As part of our 40th year we have been reflecting on some of our biggest achievements and drawing learnings from the success of past programmes. In 2022, we will continue to focus on building leading, youth-driven educational programmes, which support young people – especially, those who are socially and economically disadvantaged - to build vital skills, knowledge, and self-confidence. Thereby empowering them to have a say in their future and to bring about long-term change.

Educational Training Programmes

- We will continue to build and develop our flagship entrepreneurship and employability training courses in UK and West Africa. We will strengthen those courses and ensure that they continue to transform young lives.
- We will help young people to build vital skills and access opportunities, which will ensure that they are able to realise their full potential and provide examples of best-practice in the sector.
- In West Africa, we hope to expand our project to support illiterate young women living in and around the Gola rainforest; helping them to build a viable business and build awareness of alternative income generation activities, which will not encroach on the rainforests natural reserves.
- A Youth Forum is planned, involving High School students from eight Luton Schools, who will present their ideas on how to bring the UN's Sustainable Development Goals to life in their town. Thereby, building the knowledge and confidence needed to bring about long term change.

Global Education

- UN Day State of the Planet Programme will be launched.
- By creating a youth-hosted, public-facing programme every year on UN Day (October 24th), Peace Child will empower young people to learn about the challenges that we face and to recognise what needs to be done to secure a sustainable future. This will be updated every year, with emphasis on all of the positive steps that have been taken by individuals, corporations, and governments.
- Inter-generational Dialogues. The format of the youth and elders engaging in discussion to arrive at shared plans of action is self-evidently a good one. Consequently, in 2022, we shall look into new ways to build upon it and to inspire further action.

Green Job Creation

We have identified a gap in provision of job creation trainings that prepares youth for Green Jobs in the fast-emerging Green Economies. Peace Child is looking to build a consortium of partner organisations with years of experience in school-to-work transitions, enterprise creation, employability mentorship etc. to develop a new programmatic offering that will deliver specific training for the new Green Job Market – something that the youth in our network are urging us to do.

Financial Information

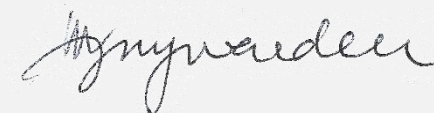
	2021	2020
Incoming Resources		
Donations	23,001	17,087
Project Income (Grants)	93,409	127,388
Investment Income	2	69
Covid19 - Furlough Claims	0	3,782
Total Incoming Resources	116,412	148,326
Resources Expended		
Wages	42,263	51,924
Intern costs	0	0
Project costs	60,270	74,019
Travel & Subs	132	336
Management & Admin	13,884	12,858
Rent, Utilities & Supplies	420	360
Fundraising costs	3,200	1,779
Depreciation	0	0
Total Resources Expended	120,169	141,276
Gain / (Loss) for the Year	(3,757)	7,050
Analysis of Resources Expended		
On Generating Funds	26,750	13,860
On Charitable Activities	93,419	127,416
Total	120,169	141,276
Reconciliation of Reserves		
Opening Reserves	25,368	18,318
Gain / (Loss) for the Year	(3,757)	7,050
Closing Reserves	21,611	25,368

These summarised accounts are extracted from the Independent Examiner's Report on our FY 2021 accounts which was approved by the Trustees at their meeting on 2nd July 2022, 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 Poggia, 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:

- Casey Trust
- Charity Aid Foundation
- Englefield Trust
- Grace Trust
- Groundworks
- Hilden Charitable Fund
- Longmores Solicitors
- Miss Lawrence Trust
- Patrick Rowland Foundation
- Robert Clutterbuck Charitable Trust
- SOHCJ
- Sovereign Housing
- The H.O.B Trust
- Wixamtree Trust

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 we recognise our responsibility to safeguard the welfare of all children and young people, by a commitment to a practice that 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, communication needs or other issues.
- Working in partnership with children, young people, their parents, carers and their agencies is essential to 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

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