

2018

Annual Report

Making disadvantaged young
people employable



Peace Child International
empowering young people

Letter from our Chair

This year saw the completion of our final NORAD (Norwegian Agency for Development) contract which has supported our work in West Africa since 2014, transforming the lives of 9,623 young women and their families. We are so incredibly proud of the results and thankful to NORAD for helping develop an effective programme which will continue to support marginalised young women for years to come.

We are delighted to announce new contracts from the Charities Aid Foundation, London Community Foundation and Hertfordshire Community Trust which will ensure we can continue to deliver trainings and support vulnerable young people across the UK and West Africa in 2019.

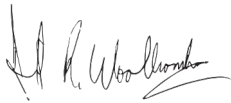
This year has been one of investment as we seek to diversify our income and further strengthen our programmes. Charlotte Wilson joined our team as Director of Fundraising and she brings with her a wealth of experience to drive our fundraising efforts. This investment in fundraising is invaluable to Peace Child and we are excited about the future possibilities.

With thanks to all the kind donations and support given to Peace Child this year:

- 2,927 vulnerable, illiterate young women across Liberia and Sierra Leone are now able to feed themselves and their children, afford medicine and send their children to school. Your donations have helped to train the young women how to escape poverty, create their own sustainable business and become financially independent for life.
- 610 young people from disadvantaged backgrounds in the UK now have the self-confidence, skills and experience they need to become employable. Your support has meant that these young people can escape a vicious cycle of unemployment and poverty.

There are thousands of wonderful stories about how donors have changed the lives of these vulnerable young people, I hope you will enjoy reading a few of these stories on Pg 12 & Pg 13.

So on behalf everyone at Peace Child please accept my gratitude for helping to change the lives of so many young people - forever.



David Woollcombe
Chair of Trustees



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Introduction

Peace Child International exists to empower young people to bring about change and achieve their full potential. We work with marginalised young people to ensure they have the skills and confidence needed to escape a vicious cycle of poverty and become financially independent for life.

For over 35 years, our programmes have been shaped and driven by young people, and that is what makes them so effective.

Our Mission

Empowering Young People to find work / employment

Peace Child's mission is to give disadvantaged young people the self-confidence, skills, knowledge and opportunity they need to fulfil their potential and secure a sustainable livelihood for themselves.

Vision

Peace Child's vision is a world where all young people are empowered to fulfil their potential.





Values

At Peace Child, we believe that all young people deserve the right to fulfil their potential, regardless of their background. We believe disadvantaged young people can escape poverty if given the right skills, tools and knowledge. We believe that young people learn best when they learn from each other. We also believe that our

work should have a lasting benefit long after we have gone. That's why we provide peer-to-peer training to young people to give them the support, self-confidence and skills they need to become employable. We train young people who then train other young people. As such, the work of the charity is highly effective and sustainable.

1

Youth-led

We value the ideas, voices and goals of youth. We actively engage with and listen to young people from around the world. This outlines our strategy and helps us develop effective programmes, youth solutions and advocacy.

2

Sustainability

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

3

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.

4

Education / Capacity building

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 by training and education.

5

Partnership

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

Delivering a greater impact

Business Support Training West Africa

Overview of programme

We have been working with local partners in **Liberia and Sierra Leone** to improve the livelihoods of disadvantaged young women by supporting them to start and grow their own businesses. Since the launch of this programme in 2014 we have trained 9,623 young women, providing them with the knowledge and skills they need to become financially independent for life.

The young women trained develop vital business skills; These include learning how to generate business ideas, undertake market research and analyse that information to define viable business strategies, including marketing, environmental impact, budgeting and finance.

The project has three core elements:

1. Providing business training
2. Training of saving and loan groups
3. Linking meetings with local service providers
- both financial and non-financial.

Trainings have been specifically designed using images and games to educate some of the world's most marginalised young women; women who have never been to school and are often excluded from traditional literacy-based business training. This programme is proven to have a significant long-term impact and transform the lives of these women and their families forever. It provides all the skills and knowledge needed to grow their own businesses, to increase their incomes and improve their livelihoods, empowering them to break out of the poverty trap themselves.

The effects of young women's economic empowerment is far reaching and long term as it will impact all aspects of their life. They gain: improved self-esteem, more influence in household decisions and in the wider community and an average increase of 355% higher income in the first 6 months, thereby making it easier to cover their consumption, medical and other needs without going into debt or depending on others.





Activities Completed 2018

During 2018 we focused on implementing and strengthening the training activities for the NORAD project which provided business support trainings to 2,924 young illiterate women in rural villages across Kenema, Sierra Leone and Painesville, Liberia

We identified a need to increase our support of local savings groups to ensure access to affordable finance as the women expand their businesses. Working with trainees we have designed bespoke training tools to improve transparency and strengthen the management systems to build trust. This management training was delivered in Liberia and Sierra Leone to 68 groups.

We ran workshops and supported the formation of 108 new entrepreneur networks. The idea of these networks is to provide an informal space where each participant can access support, advice and services which will help them to grow their businesses sustainably over the long-term, and long after our support to them has finished. For example, by forming a network and grouping together, they can increase their purchasing power and lower their ongoing costs such as transportation.

We successfully built a working prototype Business Support App for illiterate entrepreneurs allowing women to track their business expenditure and income. The aim of the application is to develop an innovative and cost-efficient means of providing management support to disadvantaged illiterate young women.

Peer-to-peer employability training UK

Overview of programme

Peace Child International continues its work of empowering and educating young people about the challenges they face in their lifetimes and how to deal with work pressures.

Work the Change is a two day training programme which is based on insights from young people themselves who told us that they engage with peer-to-peer trainings far more than they do with adult-led trainings. For this reason, we train sixth formers who then train the year 10 students. This ensures that pupils engage fully with the project, thereby increasing the impact on the school in the long term.

The aims of the project are:

- To provide the young people with an understanding of the school to work transition
- To provide young people with the tools to improve their self-esteem and self-awareness
- To help young people understand their own strengths and weaknesses
- To provide young people with a rigorous understanding of how to fill gaps in their own skills and experience
- To provide young people with an understanding of what employers look for





By working with educational experts, we have developed the project in such a way that it enhances the national curriculum and meets national targets including:

- **The KS3/4 National Curriculum:** “Every state-funded school must offer a curriculum which is balanced and broadly based and which: prepares pupils at the school for the opportunities, responsibilities and experiences of later life”.Government’s Requirements for Career Guidance in Schools: Providing access to a range of activities that inspire young people to develop the character and confidence needed to build a successful career. “A clear focus on the enterprise skills, experience and qualifications that employers want can support preparation for work. Schools should help pupils gain the confidence to compete in the labour market by providing opportunities to gain the practical know-how and attributes that are relevant for employment.”
- **OFSTED Framework:** “Inspectors will make a judgement on the personal development, behaviour and welfare of students by evaluating the extent to which the provision is successfully promoting and supporting children’s and other learners:
- **Pride in achievement and commitment to learning,** supported by a positive culture across the whole provider.
- **Self-confidence, self-awareness** and understanding of how to be a successful learner.
- **Employability skills** so that they are well prepared for the next stage of their education, employment, self-employment or training.
- **Personal development,** so that they are well prepared to respect others and contribute to wider society and life in Britain”.
- **EEF Meta-cognition and Self-regulation:** Sometimes known as ‘learning to learn’ approaches, helping learners to think about their own learning more explicitly. This is usually by teaching pupils specific strategies to set goals, and monitor and evaluate their own academic development. Self-regulation means managing one’s own motivation towards learning. The intention is often to give pupils a repertoire of strategies to choose from during learning activities.

Activities Completed 2018 in UK

With thanks to the Patrick Rowland Foundation and the Hertfordshire Community Fund we were able to support 653 young people across Hertfordshire and Suffolk. In Suffolk we trained 391 pupils from Farlingaye High School and in Stevenage we trained 262 students at the Nobel School.

Outcomes

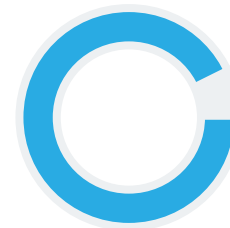
Upon successful completion of the training, the young people were able to:

- Understand how to improve their self-esteem and self-confidence
- Identify what their strengths and weaknesses are
- Know how to build on the strengths they already have
- Recognise where they need to improve and learn how to set goals for themselves
- Understand the importance of developing their communication skills
- Understand how to come across in interviews
- Know how to write a CV tailored to their unique skill set
- Know how to develop core skills and work experience so that they have a good skills set that would be valuable to any employer
- Have an understanding of where to get resources to support lifelong learning and self-improvement

The impact for the young people was dramatic:



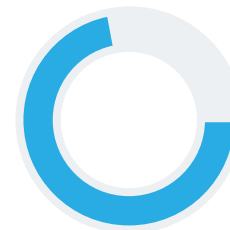
100% of VI form students at the end of training said they felt confident giving presentations to other people compared to just 7.7% of students at the start of trainings.



92.8% of the same students said they felt confident or very confident speaking in front of other people at the end of the programme, this is a massive 62% increase in confidence levels.



72% of students at training end said they would find it easy in an interview with an employer to talk about things they are good at. 21.4% said they would find it very easy compared to 0% feeling this way at the start of trainings.



72% felt the programme helped them understand what they are able to do.

Building Awareness

We remain committed to building and representing our network members in all aspects of our work. We currently have an online community of over **47,000 people**.

Global Coalition for Youth Employment:

Peace Child International, in partnership with the Parliamentary Network for the World Bank and IMF and the Commonwealth Secretariat, successfully lobbied governments and Bretton Woods agencies to adopt a Systems Approach to Youth Job Creation. On the www.youthjobcreation.org website, we published a series of ideas and studies for the most effective policies for youth job creation.

PCI published The Case for Urgent Action on Youth Employment

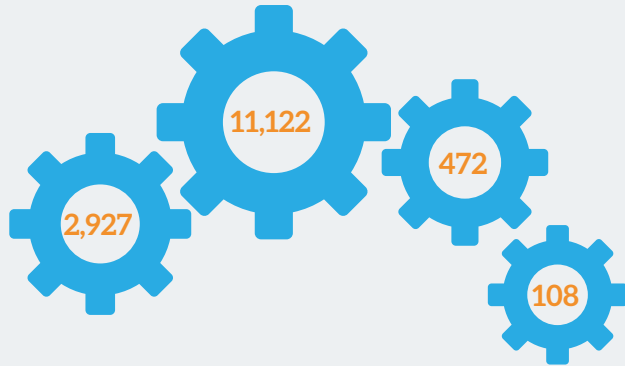
A compendium of essays by distinguished practitioners and policy makers from government, the private sector and the Third (NGO) sector which was distributed at the World Bank Spring Meetings and at the Commonwealth Heads of Government Meeting in London. Building on its recommendations, the Final Communiqué of the CHOGM Meeting stated:



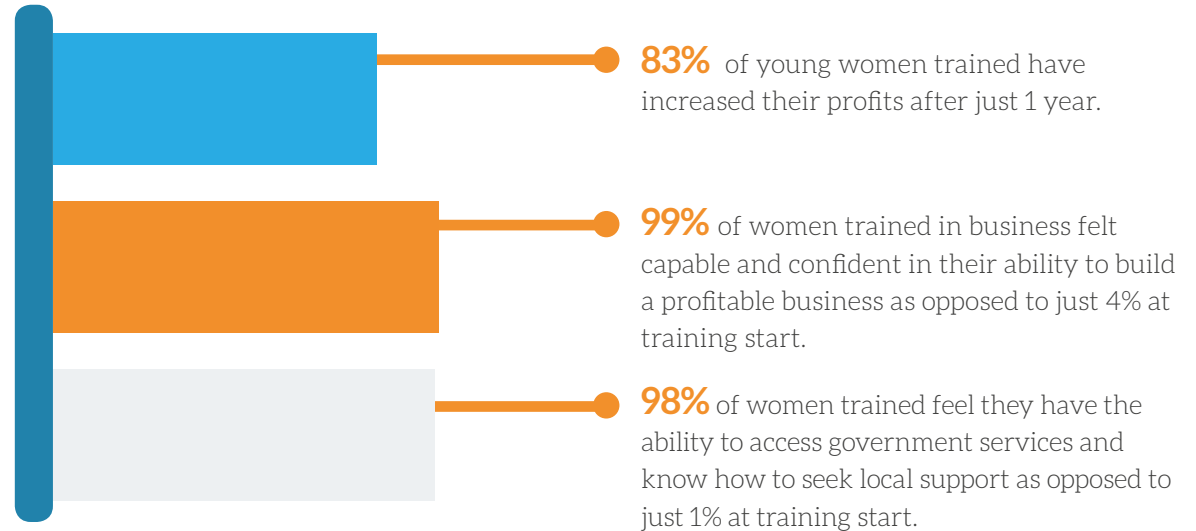
“Heads stressed the importance of investing in a systems approach to create meaningful employment opportunities for the Commonwealth’s growing youth populations including through skills-building, entrepreneurship, apprenticeships, and the need for better data to target interventions effectively.”

Commonwealth Heads of Government Meeting, Final Communiqué, London, April 2018

Achievements



- **2,927** vulnerable, illiterate **young women** across Liberia and Sierra Leone are now financially independent, able to feed themselves and their children, afford medicine and send their children to school. Indirectly **supporting 11,122 people**.
- Business women trained are now employing an additional **472 employees**.
- **108 new entrepreneur** networks established to support business women.



Driving Innovation; Developed and tested prototype business application for illiterate entrepreneurs

653 young people from disadvantaged backgrounds in the UK now have the self-confidence, skills and experience they need to become employable. They have learned to develop new skills while still at school helping them to raise their aspirational levels and able to progress to further training/employment.

47,179 Peace Child network members and followers.



Changing young lives forever

African Case study

Abaibiuta lives in Sierra Leone in an area of high deprivation where there are simply not enough jobs. One of the best ways for people to escape poverty there is for them to start a business of their own. When we met Abaibiuta, she lived in poverty and didn't have any work or any way to make money. She had tried to help herself in the past by starting her own business. However, as she didn't have any skills or experience in doing that, the business had failed. She believed her family were ashamed of her for this. After taking part in the Peace Child BTCA training, she is now a successful and proud businesswoman, managing four profitable farming businesses and earning 1.5m leons (approximately £150) per week.

Here is what Abaibiuta said about how this support helped to change her life:

"The training changed my life totally in every way and helped me to be the woman I am today. It helped me to support my family, but also I have now been able to help my sister and younger brother, by teaching them what I was taught. I am now able to support them to make sure they are on the right track."

Abaibiuta



Changing young lives forever

UK Case study

We continue to receive excellent feedback from students, teachers and parents. Here is a selection of some of the feedback we have received regarding the impact of the training:



"Just wanted to quickly email and say a massive thanks for the last 2 days - [all the young people] got so much out of it. We have had great feedback from staff, students and parents which is fab."

Teacher



"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"

Student



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

Student



Building a better future

Our plans for 2019

To diversify our income streams, making our funding sustainable, grow our capacity and resources ensure a strong future for the organisation.

We will work to further raise the profile of the charity locally, nationally and internationally by looking for opportunities to promote our work

To continue to develop strategic partnerships with individuals and organisations who can help us achieve our goals and further support youth

To engage young people and educational experts to further develop and introduce new innovations within our training materials

Employability

United Kingdom

- We will continue to provide excellent and inspirational peer-to-peer training to 14 to 18-year olds from areas of high deprivation to give them the self-confidence and skills they need to become employable.
- We will focus on delivering training to young people in areas of high deprivation in Kingston, Hertfordshire and Suffolk.
- Where funding is available, we will continue to run the programme in areas where it is currently running. This will further strengthen the relationships in those areas and will also save considerable time and resources.
- We will look for opportunities to advertise/market the UK programme in publications for teachers to create a waiting list of schools where we could run the programme. We will then seek funding for those areas.
- We will further improve our training materials. We will update materials regularly in collaboration with experts in the field. We will run focus groups with young people to ensure the effectiveness of the materials.





Entrepreneurship

West Africa

- We will continue to strengthen and improve our West Africa programme. We will focus on delivering training in Sierra Leone.
- We will continue to work with young women who have received limited or no formal education and are illiterate or have low literacy in areas which were affected by Ebola.
- We will deliver excellence in all areas of the programme. We will review the programme quarterly and take on board feedback from beneficiaries. We will further improve the training materials in line with feedback to ensure an exceptional experience for the beneficiaries and will work with service providers to ensure women have the connections and support needed to grow and evolve their businesses throughout their lifetime. We will also look to strengthen access to affordable and sustainable finance.
- We will work with external monitoring and evaluation experts to further strengthen our understanding of the programme's impact. This will enable us to measure some of the wider gender empowerment aspects and allows the legacy comparison over time.
- We will work closely with in-country partner AWISH to ensure best-practice and adherence to all child protection and vulnerable adult policies. We will ensure all staff are thoroughly trained in safeguarding and have excellent awareness of equality, diversity and disability considerations in the development and delivery of the programme.
- We will continue to innovate by further exploring opportunities for developing digital tools for illiterate entrepreneurs through the Ishango app created by Peace Child using voice and images to record business transactions.

Charity and Financial Information

	2018	2017
Incoming Resources		
Donations	19,445	24,789
Project Income (Grants)	195,768	159,622
Investment Income	124	53
Total Incoming Resources	215,337	184,464
Resources Expended		
Wages	103,743	80,822
Intern costs	4,200	3,930
Project costs	140,697	131,966
Travel & Subs	1,945	3,726
Management & Admin	11,027	13,686
Rent, Utilities & Supplies	3,400	0
Fundraising costs	5,944	82
Depreciation	133	273
Total Resources Expended	271,089	234,485
Gain / (Loss) for the Year	(55,752)	(50,021)
Analysis of Resources Expended		
On Generating Funds	80,177	67,550
On Charitable Activities	190,912	166,935
Total	271,089	234,485
Reconciliation of Reserves		
Opening Reserves	73,932	123,953
Gain / (Loss) for the Year	(55,752)	(50,021)
Closing Reserves	18,180	73,932

These summarised accounts are extracted from the Independent Examiner's Report on our FY 2018 accounts which was approved by the Trustees at their meeting on 22 June 2019 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 Poglia, 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.

- NORAD
- Hertfordshire Community Fund
- Lowell - London Community Fund
- Charity Aid Foundation
- Scott Bader
- Patrick Rowland Foundation
- Experimental Cocktail Group
- Henrietta Hotel
- Chad Harrison
- Allia

And to our dedicated and hard-working partners for delivering our entrepreneurial training programme to such a high standard.

- AWISH
- YCWL



Trustees

- Eirwen Harbottle, President Emeritus
- David Woollcombe, Chairman of the Board
- Christine Losecaat
- Rajiv Thiruchelvarajah
- Peter Steen
- Fei Fei Porter
- Violet Nell Michell
- Vijayalaxmi Underwood
- Selina Gerald-Sharp
- Fayyadh Sham
- Dr Neelam Parmar
- Rosey Simonds, Secretary to the Board.

Team

- Adriana Poglia - CEO
- David Calver - Accountant
- Rob Giddings - Technical Adviser & Programme Development
- Fred Fenwick - Programme Manager
- Francesca Cartila - Communications



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 Safe Guarding Officer immediately

Contact	Rosey Simonds
Email	rosey@peacechild.org



About Peace Child

Peace Child International's programmes are shaped, driven and run by young people and that's what makes them so effective.

We harness the energy, creativity and skills of young people throughout the world to solve some of our most pressing problems. This has involved us in peace-building during the Cold War and in other conflict arenas, promoting sustainable development and the need to tackle climate change and now the challenge of youth unemployment – both in developing and developed countries.

We are working to close the skills gap by helping young people learn how to create their own jobs through entrepreneurship as well as develop their own employability skills.

We do this by providing training programmes tailored to reach the most disadvantaged youth.

PCI has ECOSOC status with the United Nations. Taking into account the numbers of participants, staff, audience members and readers, over the past 35 years, our projects have reached more than 10 million people worldwide

PEACECHILD.ORG

Contact

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Private Limited Company (No. 4472212)