



2019

Annual Report

Peace Child International

Helping disadvantaged young people to secure a livelihood.



Peace Child International
empowering young people

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Letter from Chair

I'd like to take this opportunity to say a huge "Thank you!" for all your support this year. It's been an exciting year for Peace Child: thanks to supporters like Charity Aid Foundation, DFID, Hertfordshire Community Foundation, Lowell Giving, Souters, Tesco Bags of Help, and some amazing individuals, we have this year helped 3,769 marginalised young people in the UK and Africa permanently to escape poverty and secure an income of their own.

That is quite simply amazing!

I am incredibly proud of the results we have achieved through our employability programme here in the UK where we are working hard to support disadvantaged young people to gain employment and ease the school-to-work transition. This year we worked with a team of educational experts and young people to improve the programme which has successfully supported hundreds of young people across in Hertfordshire and Greater London. We have had also the honour to work with some amazing young students, helping them to understand their inherent potential. Peace Child International remains committed to supporting youth in the UK to avoid a future of unemployment (– a particularly testing challenge at this time of writing as we enter lockdown due to the 2020 Coronavirus crisis.)

I want to pay particular tribute this year to Adriana Pogia, the CEO who has charted Peace Child's course so successfully this last five years. The results achieved, as you will read in this report, are extraordinary but it is when you get to the Financial Statement that you will get a true sense of her skills: the cost-effectiveness of PCI's current programmes – the impact we achieve with every pound – never fails to amaze me! What would pass for a rounding-up error in the accounts of most major development agencies has transformed the lives of thousands of young people, both in the UK and West Africa.

In West Africa, what is particularly striking is that our training has not only increased these young women's income but also their dignity, self-confidence and the respect they command in their wider community.

One girl called Bintu, 25 and a widow since her husband died from Ebola, told us: "I never dreamed it would be possible for me to learn about business without being able to read and write." She has two children and, though she has never been to school or had any kind of training or support, after taking part in the Peace Child training, she told us that, for the first time since her husband died, she no longer relies on handouts. She can pay for food and medicine and send her eldest child to school.



I also want to thank my loyal team of trustees – who have met at consistent intervals to review the successes and challenges faced. One thing completed this year is the Peace Child “History and How to...” website www.peacechildthemusical.com – which enables groups everywhere to review our extraordinary history and produce our remarkable variety of Peace Child musicals. We then recruited a couple of talented interns through the summer to prepare a website to enable schools and community groups around the world to use Peace Child materials to mark the UN’s 75th Anniversary in 2020 – and review progress on the implementation of the UN’s Sustainable Development Goals. This enabled us to re-connect with Peace Child groups around the world and support the UN’s Global Conversation – designed to canvass the views of “We the People...” on how to re-invent the UN for the 21st Century.

Together we must build on the progress we’ve made in 2019 and help to build a future where, in the words of the UN’s new Youth2030 Strategy, we shall: “establish a world in which the human rights of every young person are realized; where every young person is empowered to achieve their full potential; and where young people’s agency, resilience and positive contributions as agents of change are recognized.”

On behalf of everyone at Peace Child International, I thank you once again for your continuing support.

Best wishes

David Woollcombe.
Chair Trustees

Trustees

- David Woollcombe
- Peter Steen
- Fei Fei Porter
- Fayyadh Sham
- Selina Gerard-Sharp
- Viji Underwood
- Hortense Julienne

Rosey Simonds – Secretary to the Board

Purpose

Introduction

Peace Child International exists to empower young people to bring about change and achieve their full potential. We work with disadvantaged young people to ensure they have the skills, confidence and knowledge they need to escape a vicious cycle of poverty and become financially independent for life. Peace Child places young people at the core of everything it does. Young people highlight the issues that matter most to them, they develop and run the programmes and their feedback further shapes and improves the content, which is what makes them so effective.

Vision

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

Mission

Peace Child's mission is to provide young people with the self-confidence, skills and knowledge they need to fulfil their potential to secure a sustainable livelihood either through employment or entrepreneurship.

Values

Peace Child believes disadvantaged young people can escape poverty if given the right skills, tools and knowledge. We also believe that young people learn best when they learn from each other, and that our work should have a lasting benefit long after we have gone. That's why Peace Child provides peer-to-peer training to young people to give them the self-confidence and skills they need to become employable or start a business of their own. Peace Child trains young people who then train other young people.





Impact Sierra Leone 2019

Entrepreneurship, Sierra Leone

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.

This year we have focused on targeting illiterate young women in Sierra Leone, helping them to escape this vicious circle by creating 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.

Over the last five years, in collaboration with our local partners 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 and become financially independent for life.

Being image-based and tailored for young women 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.

Achievements

During 2019 we successfully trained 2,128 marginalised young women aged 18-30 in Kenema, Sierra Leone. The cost per beneficiary was just £60.12. We directly trained 2,128 young women and indirectly supported 5,958 vulnerable people, all of whom benefited from increased and more stable incomes of the targeted young women.



2,128 trained young women



5,958 indirectly supported



87% of these women could not read or write and had never been to school.

Only 9% had completed primary school, and **4%** had completed secondary school.

Training End:



16% of trainees were earning over \$50 a month compared to 0% at training start.

Post Training (6 months after):



21% of trainees were earning between \$50-\$100 a month compared to 0% at training start.

4% of women were earning \$100-\$150 Compared to 0% at training start.



Statistics from a previous project show that after just 12 months, participants' incomes will increase on average by \$125 per month. This is a 255% increase on their pre-training income of just \$49 per month.

Using this statistic alone, in 2019 we helped some of the world's poorest and most marginalised women to earn an additional \$3,192,000 a year and we expect their earning potential to continue to grow over their

lifetimes. This is an increase of over 20 times our initial investment.

We have found that developing the economic empowerment of these young women impacted far more than their actual incomes. It also had a substantial effect on their societies, with improved community inclusion and reports of reduced violence in the household. As highlighted by a community leader in Nekabo Village:

"Since the young women in this community completed the training we have seen drastic improvements within our community: businesses are improving, and social cohesion is higher as our young women are now working together and supporting each other. As a result, the whole community is benefiting."



100% of the women who completed the training felt confident or extremely confident in business management and their ability to start and grow a business compared to **0%** at training start.



100% of women felt confident in their ability to attract new customers compared to **0%** at training start.



99% of women felt confident in record keeping after the training compared to just **1%** at training start.



96% of women felt confident in their ability to access finance and the local services needed to grow their business compared to **4%** at training start.



87% of women felt extremely confident and **13%** confident on a personal level after the training compared to **98%** feeling not very confident or not confident at all at training start.



100% of women felt confident to talk during a public meeting compared to **0%** at training start.



Case Study

Massa Lahia, 29

Massa has been trying to run a business since she was a teenager but rarely made enough to cover basic needs. She found the issue of counting money particular difficult and she never understood the importance of market research. The training supported her to develop a system of counting that use symbols rather than numbers, and taught her vital business skills which have enabled her to grow her business significantly.

The result has been dramatic. Before the training she was earning an average \$0-\$50

per month. Post training statistics show she is now earning \$125 a month. The post training follow up survey showed how her confidence in her business and personal life has also significantly improved. She credits the training with the growth of her business and her income so she is now able to support her family:

“ The training changed my life. It helped me increase my profits and manage my finances better. I can now send my children to school and I no longer need to ask for help”.



Impact UK 2019

Employability Training, UK

Work the Change gives young students the skills, confidence and tools they need to become employable. It encourages them to take responsibility for building up their skills before leaving school – thus easing the school-to work-transition.

Students who have taken part in the training have reported that their self-esteem and self-confidence has increased dramatically: they have gained skills such as public speaking and time-management skills while gaining awareness of the skills and experience they already have. Crucially, the training is extremely empowering for marginalized young people who often start out feeling they have no skills to offer an employer and by the end realize that they actually do have a lot to offer. Moreover, they understand where their gaps are and how to gain even more skills and experience.

Achievements

During 2019 we successfully trained 1,641 young people aged 15-18 across Hertfordshire and West London. The cost per beneficiary was just £14.16.



1,641 trained young people

Statistics showed;



99.4% felt the topics worked on in the sessions will be useful or very useful when they come to apply for jobs.



80% of them said they had identified a key weakness to improve on.



84% felt it helped them to understand what they are capable of.



17-18 year old Sixth Form Ambassadors felt;

92% felt confident or very confident speaking in front of others compared to **39%** at training start. This is a **53%** increase in confidence.

88% felt the programme helped them become more confident giving presentations (a key skill for any job)

84% felt confident or very confident talking to people they don't know compared to just **26%** at training start. This is a **58%** increase in confidence.

80% felt it helped them understand how to come across in interviews. **80%** also felt in an interview with an employer it would be easy or very easy to talk about things they are good at compared to **35%** at training start. This is a **45%** increase in confidence.

15 year old year 10 students felt;

90.6% felt it helped them be more confident in giving presentations (a key skill for any job)

82.8% felt it helped them learn about body language and how important eye contact is (a key skill for both interviews and jobs)

81.3% felt it helped them understand how to come across in interviews

79.7% felt it helped them understand what they are capable of

Case Study

One of the 17 years olds we trained, Katie* (name changed to protect her identity), felt terrified at the idea of training the other young people. Her teachers explained that she was very shy and she had struggled with anxiety and standing up in front of others. Peace Child's experienced trainers guided and supported Katie to give her the confidence and skills she needed to present to her peers. When the day came, Katie amazed herself, her teachers and the Peace Child trainers by standing up in front of class after class of 15-year olds and delivering the training to them. She did an outstanding job. Katie explained to us afterwards that she had always

wanted to be a teacher but before she took part in the training she never thought she'd be able to as she felt she'd never be able to get up in front of people. After the training, Katie told us that she felt really proud of herself and felt that anything was possible. Since then, the Headteacher of the school has told us that because of the Peace Child training, Katie has decided that she now definitely wants to become a primary school teacher and she is currently arranging some work experience for herself. Katie is just one of the many young people whose life has been transformed by the Peace Child training this year.





Plans for 2020-2023

Peace Child aims to continue to keep its focus on employability and entrepreneurship training. This will allow the organisation to build on its experience and networks and remain an expert in the field.

The key organisational priority for Peace Child is to further strengthen our resilience and to ensure the long-term sustainability of the organisation, We will do this in several ways.

Peace Child will:

- Further strengthen the impact and quality of its programmes by continually developing and improving the programmes in collaboration with it's young beneficiaries and internal and external experts.
- Continue to ensure its vision, mission and values are deeply held among all its employees, volunteers and trustees.
- Prioritise fundraising and work to further diversify income streams.
- Further strengthen its capacity and infrastructure, improve its market positioning, raise its profile, be dynamic and stay up to date with digital trends.
- Concentrate on delivering highly impactful and innovative programmes in West Africa and UK.

Whilst our core programmes will remain in 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.

Peace Child International is proud to have ECOSOC status at the United Nations. We will be running events during 2020 to mark the 75th anniversary of the UN and explore its priorities and relevance to young people today.

Charity and Financial Information

	2019	2018
Incoming Resources		
Donations	24,179	19,445
Project Income (Grants)	146,560	195,768
Investment Income	109	124
Total Incoming Resources	170,848	215,337
Resources Expended		
Wages	58,937	103,743
Intern costs	4,350	4,200
Project costs	92,618	140,697
Travel & Subs	1,127	1,945
Management & Admin	11,490	11,027
Rent, Utilities & Supplies	1,020	3,400
Fundraising costs	1,168	5,944
Depreciation	0	133
Total Resources Expended	170,710	271,089
Gain / (Loss) for the Year	138	(55,752)
Analysis of Resources Expended		
On Generating Funds	23,597	80,177
On Charitable Activities	147,113	190,912
Total	170,710	271,089
Reconciliation of Reserves		
Opening Reserves	18,180	73,932
Gain / (Loss) for the Year	138	(55,752)
Closing Reserves	18,318	18,180

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 Poglea, Executive Director,
Peace Child International.**

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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.

- Allan Nesta Ferguson
- Allia
- Charity Aid Foundation
- DFID UK Aid
- Ground Works – Tesco Bags of Help
- Hertfordshire Community Fund
- Lowell - London Community Fund
- Patrick Rowland Foundation
- Souters Foundation
- The H.O.B 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 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