01 Introduction
02 About US
04 Global Youth Network
06 Our Work Internationally
08 Impact
10 Business Management Android Application
12 Our Work in the UK
14 Advocacy Thought Leadership
16 Our Team
17 Accounts
Introduction

2017 saw massive improvements in the outcomes from our training programmes in youth job and enterprise creation in West Africa. Our programme has successfully supported marginalised uneducated young women grow small businesses, empowering them to overcome poverty.

It also saw Peace Child International start working on developing a bespoke Android application for business management. This enables young uneducated women, with no or limited literacy and numeracy skills, to track business transactions and improve business decision making, with the aim of empowering them to grow their businesses and increase their income. The first exciting steps were taken in 2017, through a partnership with the Computer Science Department, University College London (UCL) and a first prototype will be ready by early 2018.

This is a breakthrough that we hope to build on as we move to digitize more of our core programme activity. The Peace Child International database of over 45,000 members has now been entirely cleaned, and our social media outreach continues with increasing popularity amongst young people worldwide. Our plan is to develop and enhance our online offering, to add value which will support and guide the thousands of young people who contact or visit our site monthly. We have appointed two new trustees with digital expertise, Neelam Parmer and Selina Goodhart, to assist us in this new direction we are charting for the charity.

We have continued and enhanced our thought leadership and advocacy role in the increasingly challenging field of youth job creation. With the world needing more than 6 million new jobs a month (a million a month in Sub-Saharan Africa alone) – just to keep pace with current employment rates, there are few thornier tasks facing the international development field. Peace Child International are proud to have partnered with the Parliamentary Network for the World Bank and IMF to produce a 4th edition of the Youth Job Creation Policy primer which advocates for a more holistic and comprehensive approach to Youth Job Creation, as well as highlighting successful projects and policies from around the world. This approach has now won broad acceptance across the development community and in the Bretton Woods institutions.

Meanwhile, we have continued and diversified our work in the UK. The Work-the-Change programme has been enhanced to include a component that seeks to increase young students’ awareness of, and resilience to, mental health problems. The Peace Child model for this approach has been tested with great success in several schools.

In addition, we have started to build a designated Peace Child musical website, charting the extraordinary history of the charity, and giving simple-to-follow instructions for schools everywhere to produce one of the three versions of the current Peace Child musicals. The primary school version, telling of how peace and the Sustainable Development Goals were achieved, was produced by Edwinstree Middle School in Buntingford in December. It was heart-warming for all of us to see how the music and energy of young children still carries the Peace Child message to audiences of all ages so effectively.

I thank all the staff and our trustees for their continuing commitment and hard work, and all our sponsors for their continuing support. We have could not do this without you.

David Woollcombe - Chair of Trustees
About Us

Peace Child International

At Peace Child International, we believe in empowering young people to overcome poverty and improve their lives.

Through our peer-to-peer learning, employability and entrepreneurial trainings we work to improve the livelihoods for thousands of young people around the world to get a job or build a business of their own. For over 35 years, our programmes have been shaped and driven by young people, and that is what makes them so effective, ensuring that we respond to their direct needs effectively.

Our Mission: Empowering Young People to find work

Our mission is to empower young people to help themselves, creating a community of well-informed young global citizens, equipped with the skills, confidence and opportunities to gain employment or build a business of their own.

Vision

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

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.

Sustainability
This drives all our work, 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 / 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.

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

What We Do

Our work is guided by what young people tell us are their primary concerns. We work together with young people to enable them to tackle issues most important to them through a mix of lobbying and unique and innovative educational programmes and platforms.

Our work benefits young people age 15 to 30 in both the developed and developing world. We refer to the Charity Commission’s general guidance on public benefit when delivering our aims and objectives. In particular, the trustees and management team consider how the various projects and programmes fit within the aims and objectives of our charitable objectives.
Global Youth Network

Youth engagement

We ensure young people are at the heart of everything we do. We work with our global network of over 45,000 young people to identify the issues that matter most to them. We then use this information to inform the work that we do. Together we can empower disadvantaged young people to succeed in the face of extreme adversity - improving their own lives and that of their entire community.

We are building a global community of young people, equipped with the skills and resources needed to gain employment or become entrepreneurs. We do this by:

- Promoting peer support and advice, guiding youth to the most up to date resources and tools online
- Training young people to build their confidence and to develop entrepreneurial and employability skills
- Inspiring and supporting young people to think about and plan their future, connecting them with opportunities, businesses and jobs

We are at an exciting phase in our history as we look to build on existing relationships and collaborate with other youth charities to provide interactive content, digital training and resources as well as career paths with jobs for the future.
2017 saw the 7th World Youth Congress return to its routes in Hawaii. Focusing on Sustainable futures it coincided with the return of the Hokule’a sailboat from a three year voyage around the world, using traditional natural resources to do so. The Hokule’a was promoting conservation and sustainable lifestyles and drew international attention to the islands of Hawaii. To celebrate we worked with a partner organisation, Peace Child Hawaii selected 150 of the world’s most influential and committed young citizens, bringing them together to discuss solutions to sustainable lifestyles. With representatives from 20 countries the young delegates had the unique opportunity to work together and find solutions to one of the most important issues ever facing the planet. As a result ‘Billion Trees of Aloha’ was launched in partnership with EcoOpps. The Global tree planting initiative encourages participants from across the globe to plant at least a billion native, food-bearing, and/or other desirable trees. Progress is now being tracked through EcoOpps Worldwide Tree-map.
Our Work Internationally

Be the Change Academy Programme Objectives

The objective of the programme is to improve the livelihoods of disadvantaged young women by supporting young women to start and grow their own businesses. This is done through a dedicated training approach that increases entrepreneurial skills.

By growing their own business young women can earn more income sustainably. Increased incomes can lead to higher investments in health, education and physical assets. It can also lead to increased confidence and standing within the community, upholding of their rights and increased influence over local policies.
2016 saw a strategic revision of the Be The Change Academy programme. New image-based training tools were developed and a new facilitation strategy was designed that focuses on empowerment. Participants gained a greater understanding of the key concepts of entrepreneurship through asking questions, considering options and devising their own individual strategies. This means they are now far more independent.

During 2017 initial tests of the image based training tools were completed thanks to a grant from NORAD, and PCI’s self-funded project in Liberia. In total 1,349 young women were trained in communities in Guinea, Sierra Leone and Liberia. In Guinea and Sierra Leone, PCI and our partners actively targeted disadvantaged young women who have never been to school, who have limited or no literacy skills. In Liberia the project targeted secondary school students, with an adapted training approach.

The pilot of the training tools, was highly successful. Across all three countries we saw a huge increase in participation and a huge reduction in dropout rates.

This demonstrated the success of the training tools in engaging young women, as they voted with their feet to stay in a training they thought was useful, inclusive, and created a safe and open environment for young women to flourish. During evaluation trips, PCI’s team were impressed at the ability of the young women to not only remember the key concepts but also apply them to their own lives and businesses.

Based on the successes of the 2016/17 Continuation Grant, NORAD accepted a proposal to extend and expand the project in Sierra Leone and Liberia until the end of 2018.
Impact

How Confident are you that you could start & run a successful business?

<table>
<thead>
<tr>
<th>Confidence Level</th>
<th>Training Start</th>
<th>Income</th>
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<tbody>
<tr>
<td>Extremely Confident</td>
<td>93%</td>
<td>49%</td>
</tr>
<tr>
<td>Confident</td>
<td>39%</td>
<td>7%</td>
</tr>
<tr>
<td>Neutral</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>Not Very Confident</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Not Very Confident At All</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

2018 Activities

Over 2018 we will be focused on implementing the training activities under the NORAD project

1. We will increase our support of local savings groups, especially in their management.

2. We will seek new ways of accessing financial services through creating new partnerships between saving groups and financial institutions.

3. We will help young women access local support to grow their businesses sustainably over the long-term, and long after our support to them has finished.
Musu Sheriff is a young woman from Mano Junction in Sierra Leone, who has three children and underwent our training in 2017. At the start of the training, she sold palm oil, however, due to the unstable supply of palm oil which is only produced during the rainy season (May-October). Musu struggled to make a consistent income across the year, as the product fluctuated significantly in the supply and price. Due to these issues she was unable to support her family and estimated that when she was able to sell she only made around 10,000 Sierra Leonean Leones a day (around $1.35 a day). After taking part in the training and applying the ideas to her context, she realised that within her village of Mano Junction there was no general provision store. In fact, people traveled as far as Kenema at times over eight miles away to buy specific products. She saw that this was an opportunity for a new business, which could provide a more stable income. Using the money that she has saved up within a local savings group, she rented a small store and purchased some essential items. She has continually used this approach to invest in her business, using local savings groups to finance the expansion of the business by adding more products to sell to her customers. Now she proudly states that she earns 30,000 Sierra Leonean Leones a day in profits and that this is consistent across the year. Whereas before she struggled to feed her family, now with her new stable income she is now able to feed them as well as contribute towards their school fees, clothing and medical costs.
In 2017 we started development of the new Ishango Android application aimed at improving the business management for illiterate and semi-literate entrepreneurs who struggle to keep dedicated accurate written business records.

During the summer of 2017, an initial design was completed and a business plan developed. In October 2017, a partnership was secured with the Computer Science Department of University College London (UCL). An initial prototype is being built, and will be completed in early 2018. This design uses several inbuilt functionalities common on all smartphones, such as voice recording, cameras and text-to-voice. In addition, our Programme Development Manager and Technical Advisor, were trained in User Experience and User Research by Akendi, a specialist app development company based in Cambridge.
During 2018 the team plan to conduct a range of user research, to better understand the needs of illiterate entrepreneurs to ensure that Ishango incorporates them. Further, we aim to test several visual data entry techniques, such as using an abacus. This can allow an illiterate user to enter numbers into the app, that can be used to perform calculations. The purpose of all this work is to build a second working prototype that can then be further field tested with real users in 2019.
Our Work in the UK

UK School Programmes

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. One of these is the massive increase in mental stress and illness amongst children – identified by many politicians and the focus of a campaign by Princes William and Harry. Peace Child International has developed a series of workshops on mental health issues called: Mind the Change. The first used forum theatre to look at possible incidents that could happen at school and work and what the characters could have done to help their peers to a positive outcome. Piloted at a middle school in Hertfordshire, it featured a series of rehearsed encounters, followed by an address from a former student who had “woken up one morning and found herself sick with depression.”

The second approach was tried out with sixth form students at Freman College. It focused on preparing yourself mentally for the transition from school to work – when and where to ask for help and how to support others.

The two approaches made a substantial impact on the students who said they had learned how to recognise the warning signs of themselves or someone else suffering from mental health issues, and more confident how to deal with and help in these situations.
Peace Child Musical

The charity re-wrote the Peace Child Musical for Edwinstree School in Hertfordshire. A cast of 30 children aged 8-12 helped Peace Child author, David Woollcombe, write and direct a new version of the play which imagined the son of a Yemeni diplomat being caught up in the war in that country, and the actions that the children then took to force a resolution to the situation and – at the same time – forcing the United Nations’ Sustainable Development Goals back to the top of the international agenda.

Peace Child International are now working on a new section of the www.peacechild.org website that records the remarkable history of the Peace Child musical, and places online all the scripts, scores, and production notes that will enable teachers, students and community groups all over the world to create and produce their own versions of their show. This website is scheduled to go live by Christmas 2018.
Advocacy & Thought Leadership

Programme Innovation

During 2017, PCI have proven that well designed image-based training methodologies, can effectively reach and build skills of some of the poorest and most marginalised young women, increasing the impact and transforming the way entrepreneurship is delivered. The training is based around a picture or game within which different components are used to build up understanding. The trainer directs participants to look at the different components one by one and then put them together to represent the concept or the idea behind the images. Once the concept is understood the trainer can lead a discussion about applying that concept into their everyday lives managing a business. This builds up understanding of concepts of business, it also supports them to applying them into their own specific contexts.

In addition, we are one of the first organisations to integrate digital solutions to target illiterate entrepreneurs in West Africa. Our Ishango business app demonstrates the life changing impact of making technology more accessible for some of the poorest, most disadvantaged women and most in need of support.
Leading the Youth Job Creation Policy Primer

The Charity has continued its partnership with the Parliamentary Network for the World Bank and IMF (PN Network), to provide thought leadership for the Youth Job Creation field. Jeremy Lefroy MP, chair of the PN Network, requested a new “game-changing” 4th edition of our Youth Job Creation Policy Primer – which we did by promoting for the first time in the series a “Systems Approach” which is what the consensus of expert opinion now feels it will take to achieve the UN’s Sustainable Development Goal 8, Target 5: “full employment for all young women and men by 2030....” Organisations like the World Bank and ILO have long argued that piecemeal approaches don’t work and that programmes that integrate multiple interventions are more likely to have a positive impact.

Our Policy Primer shows how this might operate in practice: it starts with a push from the Supply Side actors – schools, colleges, universities, vocational training institutions etc. giving practical enterprise and business plan creation training, but it combines with a simultaneous pull from the Demand Side – the private sector, finance institutions, government infrastructure projects etc. to grow through increased inward investment, creating more jobs and making it easier for youth to secure financing for their business ideas, and register their business.

This booklet, along with advocacy pursued by Jeremy Lefroy, other leaders of the PN Network and PCI’s own staff and leadership, has succeeded in raising the issue of youth job creation higher up the agenda of international development professionals. PCI’s task now is to secure funding equal to the scale of the challenge – to create the 6 million new jobs we need every month between now and 2030 to employ the youth who will emerge on to the world’s job markets.
Our Team

**Trustees**

Eirwen Harbottle, President
Emeritus
David Woollcombe, Chairman of the Board
Christine Losecaat
Wendy Wilder
Rajiv Thiruchelvarajah
Shelley Collins
Stephanie Taylor
Peter Steen
Fei Fei Porter
Violet Nell Michell
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 - Marketing Communications
Alex Howell - Designer & Art Director

**Partners**
Accounts

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<th>Incoming Resources</th>
<th>2017 (£)</th>
<th>2016 (£)</th>
<th>2015 (£)</th>
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<td>175,085</td>
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<td>Investment Income</td>
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<td>238</td>
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<td><strong>187,744</strong></td>
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<th>Resources Expended</th>
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<td>Intern costs</td>
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<td>7,640</td>
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<td>Rent, Utilities &amp; Supplies</td>
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<td>1,369</td>
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<td>Fundraising costs</td>
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<td>Depreciation</td>
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<td>353</td>
<td>467</td>
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<td><strong>Total Resources Expended</strong></td>
<td><strong>234,485</strong></td>
<td><strong>132,845</strong></td>
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<tr>
<td>(50,021)</td>
<td>54,899</td>
<td>(81,285)</td>
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<table>
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<tr>
<th>Analysis of Resources Expended</th>
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<tr>
<td>On Generating Funds</td>
<td>18,202</td>
<td>21,127</td>
<td>38,565</td>
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<td>On Charitable Activities</td>
<td>216,283</td>
<td>111,718</td>
<td>219,519</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>234,485</strong></td>
<td><strong>132,845</strong></td>
<td><strong>258,084</strong></td>
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<th>Reconciliation of Reserves</th>
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<tr>
<td>Opening Reserves</td>
<td>123,953</td>
<td>69,054</td>
<td>150,339</td>
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<tr>
<td>(50,021)</td>
<td>54,899</td>
<td>(81,285)</td>
<td></td>
</tr>
<tr>
<td><strong>Closing Reserves</strong></td>
<td><strong>73,932</strong></td>
<td><strong>123,863</strong></td>
<td><strong>69,054</strong></td>
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These summarised accounts are extracted from the Independent Examiner’s Report on our FY 2017 accounts which was approved by the Trustees at their meeting on 25 June 2018 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 or telephone +44 (0)1223 782092.

Signed on behalf of the Trustees

Fei Porter
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 currently 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.

Contact

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Peace Child International is a:
UK registered charity (No. 1095189)
Scottish Charity No. SC038494.
Private Limited Company (No. 4472212)