



# Annual Report 2016



Peace Child International  
empowering young people



# Introduction

2016 was a year of new beginnings as well as one of consolidation. The new beginnings started in March when we moved our office from the White House in Buntingford, where it had been for 23 years, to the Future Business Centre in the Cambridge Science Park, where we received office space as part of an EU funding social enterprise incubator programme. In April, we were delighted to hire a Programme Development Manager and Technical Advisor, Rob Giddings, to lead innovation in all our programming. The two long-serving international interns responsible for design, digital and social media moved to New York and are now working virtually.

Peace Child International celebrated its 35th Anniversary at the end of October and the Gates Foundation hosted a Birthday reception at their offices in Victoria. One of our key supporters, Jeremy Lefroy, UK MP for Stafford and Chair of the Parliamentary Network for the World Bank(PNWB), was the keynote speaker.

Over 2016, PCI secured further funding from NORAD for our successful Be The Change Academy West Africa Network project, enabling our business development support activities to continue. The 2013 – 2016 Ebola epidemic caused economic devastation, and we are proud to be supporting the post-Ebola recovery efforts in Guinea, Sierra Leone and Liberia, by supporting vulnerable young women to grow their own businesses and increase their incomes.

In partnership with the PNWB, we published the 3rd Edition of the Youth Job Creation Policy Primer. This successful series has enabled PCI to highlight innovative policy solutions to the global youth unemployment crisis. 2016 also saw the end of our successful Work the Change project, increasing employability skills of at risk schools pupils in the UK.

The year saw significant mobilisation of unrestricted funding, enabling us to cover our costs and add to our organisational reserves. This was achieved through individual donations, a fundraising partnership with Informa and their Walk the World event and a legacy donation.

We aim to build on our 2016 achievements in 2017. Our plans include continuing the innovation in the Be the Change Academy programme, particularly in investigating ways of utilising new technology opportunities of smartphone and tablets. In addition we are planning to engage, and work better, with our global youth network through an online platform that enables us to reach out to even more young people in need of support.



**David Woollcombe - Chair of Trustees**

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## About Us

### Peace Child International

PCI believes in the power of young people. Through our peer-to peer learning, employability and entrepreneurial trainings we work to improve the livelihoods for thousands of young people around the world. We encourage them to get informed and give them all the tools and support they need to create positive change.

### Our Mission: Empowering Young People

Our mission is to drive positive system change for young people; improving how the political, environmental, economic and social systems of society function to determine the opportunities young people have. Creating a network of well informed young global citizens who are equipped with the skills, confidence and opportunity to gain employment or start 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.

PCI's internship scheme has provided work experience over the past 20 years to over 320 young people



### 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 necessary as something new but new uses of traditional things.

### 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

### What We Do

We believe the opportunities of young people are defined by the systems in which they live and work, and hence their abilities to thrive are determined by how these systems function. 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.





## Our Work Internationally

Sponsored by  
NORAD

### 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 skills in business development and management.

By managing 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 a stronger voice in the community, leading to increased influence over local

policies and increased access to natural resources.

### Activities Completed 2016

2016 saw the wrap up of the 2013 -2015 NORAD grant. In addition it saw the end of activities of the NORAD extension grant for activities in Liberia where training was continued by our partner Youth Crime Watch Liberia, in communities in and around Paynesville, Liberia. In total 68 young women were trained, leading to 31 business plans created. The training was conducted within three local high schools in the Paynesville district of Liberia. These schools have been partners and taken part in the BTCA



programme in the past and all requested that the training be brought back to the school, after finding positive outcomes and changes in the previous year as a result of the training. We saw this as very positive step forward towards building the strength of the programme and the ability of local actors to engage in, and direct the course of, the training and its future.

The project wrap up was a period of evaluation and learning for PCI, enabling us to reflect on what we had achieved – to identify the positive results and discuss possible improvements to the programme. This prompted a re-imagining of the BTCA training modules, recognising that the majority of our target group are illiterate

and that therefore traditional written training methods were not effective. We also took the time to analyse and re-think how we can support young entrepreneurs to access start-up funding; the expansion of the local micro-finance market and opportunities for mobile money banking provide many more options for entrepreneurs to access capital. These developments offer a more sustainable model for future enterprise growth than a “BTCA Bank” can offer. So we shall target future programmes on more effective recruitment of the bottom-of-the-pyramid young women who are most in need of the support offered by the BTCA programme.

Based on the strength of the impact of the 2013-2015 BTCA programme and the learning gained, NORAD invited PCI to submit a proposal for 7 months of extension funding, from September 2016 to April 2017. This proposal, incorporating activities in Sierra Leone and Guinea, was funded, and enabled PCI to revise and field-test some of the ideas and innovations we are looking to implement within the BTCA programme.

The new step-by-step approach was designed, using image-based interactive tools and games, to support the target group to go through each stage of the business development process:

- Step 1  
Generating Business Ideas;
- Step 2  
Undertaking Market Research;
- Step 3  
Developing Business Strategies;
- Step 4  
Developing your business plan.

In collaboration with an illustrator, the training tools were designed and drawn.

A simple business plan format was established, summarising the key points and the key financial plans of the business. Post-training support focused around the rotating savings groups was also integrated into the approach. These groups can provide financial and peer-to-peer mentoring support.

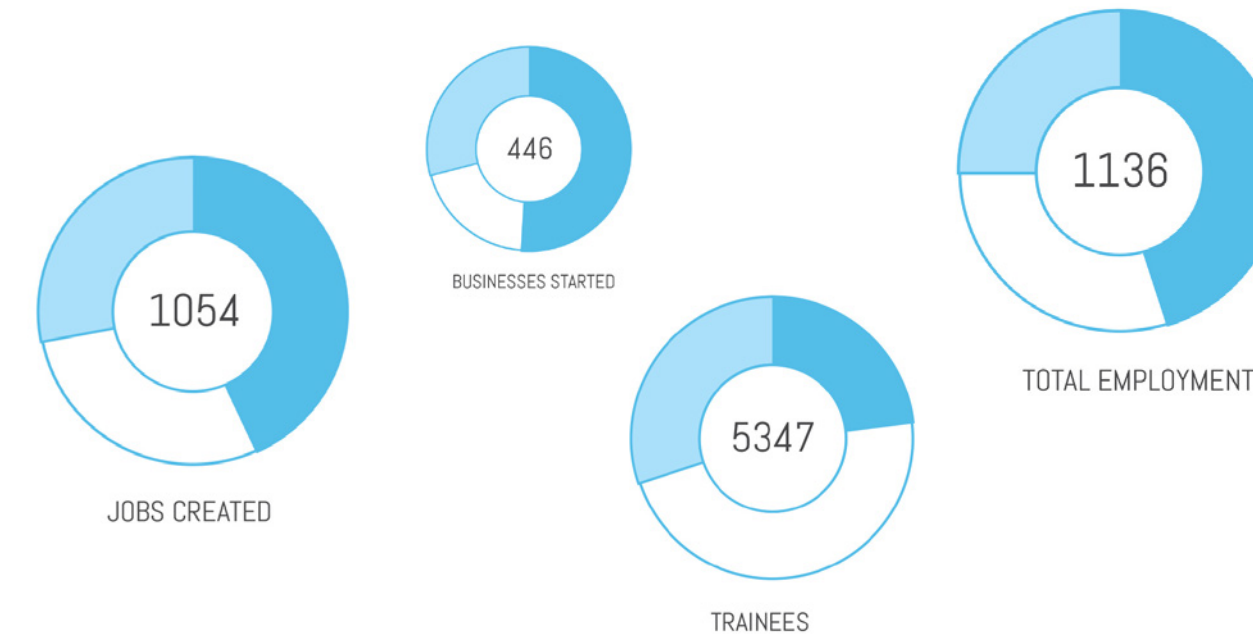
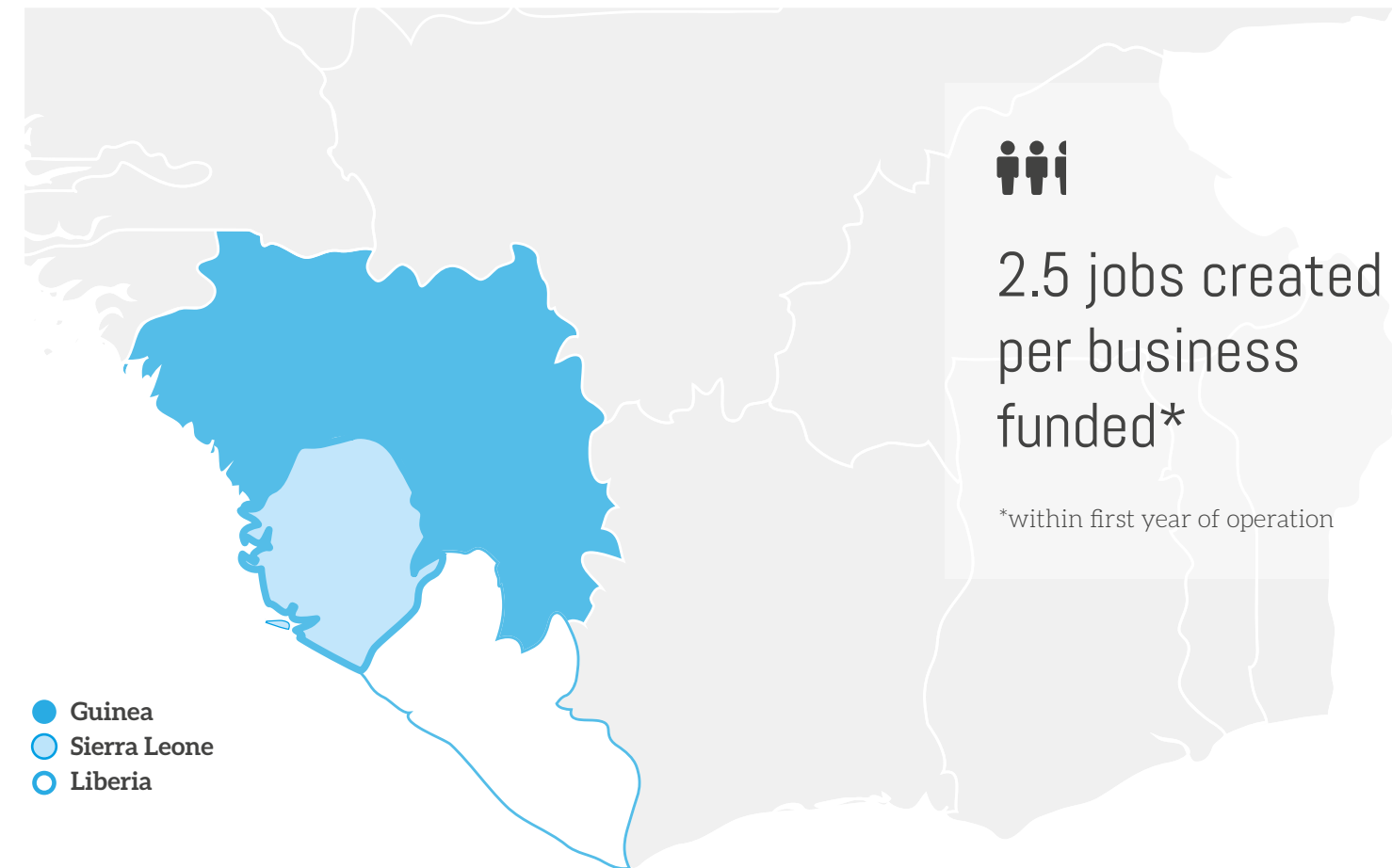
Towards the end of the year and in collaboration with our partners, Jatropha in Guinea and A World Institute for Sustainable Humanity (AWISH) in Sierra Leone, the target communities were identified, the project promoted and young women signed up for the training.

## Case Study - RAFI GUINEE



Aicha Diaby enrolled in the BTCA in 2014, without a fixed idea of a business, but she was always interested in beauty products. She was struggling to earn money and was reliant on family members to support her. During the training she identified shea butter products as a really good locally made cosmetic product that has a high local demand. Through a family connection, she knew she could purchase high quality shea butter, from the interior of Guinea and through her market research, she knew where to purchase good packaging and access labelling services to ensure her product was well received in her target market. She came up with a name, created a logo and launched the business. Now several years has passed, her business continues to grow and she is now financially independent and able to support her family members when they are going through tough times, in the same way they previously supported her. She recently decided to create a Facebook page and use social media to promote her business, where she is now active in promoting women's health issues, see (<https://www.facebook.com/rafiguinee/>).

# Impact of our Programme



## INCOME

Don't Know Under \$50/mo \$50-\$100/mo Over \$100/mo



## Activities Planned in 2017

Activities of the NORAD 2016/17 continuation grant will continue, with a target of training 600 young women in communities in Conakry, Guinea and around Kenema, Sierra Leone. The new BTCA training methodology will be field tested during the training activities.

In addition there will be activities to support young women to join or create savings groups giving sustainable access. These groups need to be supported to ensure they provide quality services and are managed transparently.

We will also continually seek new funding opportunities and to develop new partnerships to increase the scope and scale of our work.





## Our Work in the UK

Sponsored by  
The Paul Hamlyn  
Foundation

### Work the Change Programme

For the past five years the Paul Hamlyn Foundation (PHF) has sponsored our peer-to-peer educational programmes in the UK building confidence and developing employability skills to better prepare students for the world of work. Working closely with schools and employers we developed a unique peer to peer training programme encouraging youth to take responsibility for building up their skills before leaving school – thus easing the school-to work transition.

2016 represented the PHF grant wrap up period of a successful two year project where we supported over 2,000 young people to

discover their own strengths, to better position themselves to get a job - preparing them for the opportunities, responsibilities and experiences of later life. Despite significant effort in fundraising, no major grants were received, however towards the end of the year a private donation for our UK work was received that will enable us to restart work in schools. We are also seeking to develop and mobilise new partnerships with other organisations to strengthen our position and offer to donors.

New funding opportunities are present due to the increased acknowledgement of mental health and the links between mental health, confidence and employment. In 2017 PCI plan

to see how to adapt our work to exploit these possible new opportunities.



## Impact of our Programme



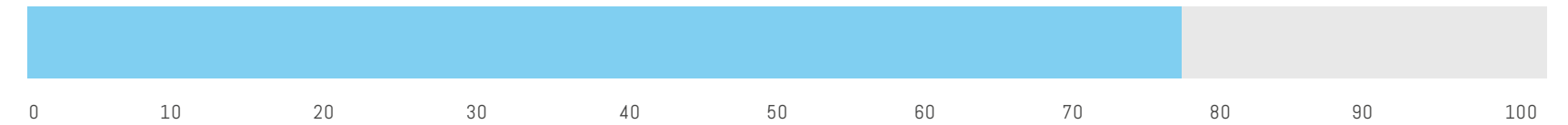
Overall **95%** of VI form students said the programme helped them to be more confident when presenting.



**83.3%** of VI form students said the programme helped them understand what they are capable of.



**84.3%** of VI form students said the programme helped them understand how to come across in interviews.



Overall, **76%** of Year 10 students showed an increase between initial base line indicators and the final evaluation of what they had learned from the programme.



**100%** of mentored students said the programme helped them to seek out opportunities to gain more experience.



**100%** of mentored students said the programme helped them understand how to come across in interviews.



**100%** of mentored students said the programme helped them learn how to write a CV.



**90%** of mentored students said the programme helped them learn how to set goals for themselves.



# Advocacy

PCI has a long reputation for advocating in favour of young people. Having pioneered the concept of Youth Agency in peace-building and the promotion of sustainable behaviours, it coined the phrase Youth-Led Development(YLD) in response to a desire expressed by the young leaders gathered at our 1st World Youth Congress to be seen as instruments in the delivery of development aid, not just passive beneficiaries of it. That idea has now been mainstreamed throughout the field of International Development.

In 2007, PCI launched the DFID-CSO

Youth Working Group which produced the research paper, “Putting Youth at the Heart of Development” – listing all the opportunities within DFID’s existing programme of work that could involve / should involve youth. We were pleased that in April of this year, DFID produced its own “Agenda for Youth Development” called, again: “Putting Youth at the Heart of Development.” PCI has promoted this document widely and urged other Development Ministries to follow DFID’s lead.

PCI has continued to work with the Parliamentary Network for the World Bank

(PNWB) to produce a 3rd Edition of the Youth Job Creation Policy Primer. This was released in April at the World Bank Spring Meetings in Washington DC and proved so popular, the PNWB commissioned a follow-up 4th Edition to be designed with an accompanying website. PCI invited other NGOs Plan International,IYF, YBI and Rockstar Mentors + and Institutions, such as the World Bank, DFID, ILO, to work alongside a youth Editorial Team to shape the content and recommendations of the Primer. PCI continues to be the lead author, and co-publisher of the booklet.



Yatta, Sierra Leone

“Before we could barely speak in public, now we’re talking on TV to the entire Nation.”



# Looking Ahead

PCI will continue to challenge the way international development programmes are designed to ensure the world's most vulnerable youth can benefit from the programmes we design.

## Expanding our Programmes

We are excited by the launch of Peace Child Hawaii and working hard to see the World Youth Congress return to Hawaii in 2017. The theme will likely be promoting sustainable livelihoods and giving young people the opportunity to help develop tangible implementation guides to the ambitious SDGs, launched earlier this year.

### Be The Change Academy, West Africa

PCI plan to continue to develop and create new visual aids and games to help improve success in rural areas. We are committed to supporting and promoting the importance of creating development programmes which are relevant to the most vulnerable in youth society, including those with no or little education.

Due to the uptake and increased availability of technology to the mass market in our target regions of West Africa PCI are also keen to

investigate the new opportunities that are opening up in support of digital technology. We believe that the new adaptations of our training materials, which are highly image based, provide an opportunity to develop an interactive training course applications for tablets or mobile phones. This could enable us to reach far greater number of participants at a much lower cost per intervention.

### Work The Change, UK

PCI continues to invest in improving our brand visibility within UK school networks and are working to revise our offering to fit closely with the national curriculum, however we recognise Enterprise/Entrepreneurial education is struggling to find a place on the curriculum so we are looking to form partnerships and evolve the modules into a broader offering.

Our research shows that the Work the Change (WTC) offer is of an appropriate quality and is priced reasonably for the market. To get traction we intend to:

- Offer it at a heavily subsidised price initially in order to de-risk purchase as it is an unknown entity for schools.

- Put dedicated resources behind selling it and raising awareness.

### International Youth Network

In order to ensure we keep youth at the heart of everything we do, we plan to strengthen our online offering, expanding our global network of well-informed young leaders and ensuring they are equipped with the right tools and support to tackle the global youth unemployment crisis in their countries and communities. Our international youth network will continue to guide our policies and programmes and to provide insights and research into youth policies and opinions.

### World Youth Congress;

The 7th World Youth Congress will take place in Hawaii, June 2017, driven by our partner organisation, Peace Child Hawaii.

As the world embarks on a new and vital journey guided by 17 Sustainable Development Goals (SDGs) 150 young leaders from around the world will get the unique opportunity to come together to discuss and investigate solutions to building more sustainable communities and livelihoods.



J Kallon, Sierra Leone

"I tell the girls about all the things I learnt about running a business and financial management at the BTCA"





### Trustees

Eirwen Harbottle, President Emeritus  
 David Woollcombe, Chairman of the Board  
 David Burns  
 Christine Losecaat  
 Wendy Wilder  
 Rajiv Thiruchelvarajah  
 Shelley Collins  
 Stephanie Taylor  
 Peter Steen  
 Fei Fei Porter (joined May 2016)  
 Violet Nell Michell (joined September 2016)  
 Rosey Simonds, Secretary to the Board.

### Management Team

Adriana Pogia became PCI's CEO at the beginning of the year.  
 David Calver - Accountant  
 Fred Fenwick - Programme Manager  
 Rob Giddings - Technical Adviser and Programme Development  
 Liz Weiner - Social Media  
 Robbie Noble - Website/Designer

### Funders



# Accounts

These summarised accounts are extracted from the Independent Examiner's Report on our FY 2016 accounts which was approved by the Trustees at their meeting on 17 June 2017 and subsequently submitted to the Charity Commission and Companies House. The full accounts, together with the Independent Examiner's Report prepared by Nilesh Savjani FCA, Wagstaffs Chartered Accountants, Stevenage Hertfordshire, can be obtained from: Adriana Pogia, Executive Director, Peace Child International. email [adriana@peacechild.org](mailto:adriana@peacechild.org) or telephone +44 (0)1223 782092.

Signed on behalf of the Trustees

Fei Porter

Incoming Resources	2016 (£)	2015 (£)
Donations and Grants	187,607	176,561
Investment Income	137	238
<b>Total Incoming Resources</b>	<b>187,744</b>	<b>176,799</b>

Resources Expended		
Wages	74,485	58,054
Intern costs	7,640	12,522
Project costs	40,398	136,106
Travel & Subs	2,154	2,442
Management & Admin	1,970	14,107
Rent, Utilities & Supplies	1,369	15,316
Fundraising costs	4,476	19,070
Depreciation	353	467
<b>Total Resources Expended</b>	<b>132,845</b>	<b>258,084</b>
Gain / (Loss) for the Year	54,899	(81,285)

Reconciliation of Funds		
Total Funds Brought Forward from Previous Financial Year	69,054	150,339
<b>Total Funds Taken Forward from Next Financial Year</b>	<b>123,953</b>	<b>69,054</b>

Analysis of Resources Expended		
On Generating Funds	21,127	38,565
On Charitable Activities	111,718	219,519
<b>Total</b>	<b>132,845</b>	<b>258,084</b>



## About Peace Child

Peace Child International's programmes have been shaped, driven and run by young people for the past 35 years 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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