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 utilizing new technology opportunities of smartphones 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
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.

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 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.

About Us

PCI’s internship scheme has provided work experience over the past 20 years to over 320 young people.
Our Work Internationally

Be the Change Academy Programme

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, also lead to a stronger voice in the community, and grow their own businesses. This is done through a dedicated training approach that increases skills in business development and management.

The project wrap-up was a period of evaluation and learning for PCI, enabling us to reflect on 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.

Activities Completed 2016

2016 saw the wrap-up of the 2013-2015 NORAD grant. In addition it saw the end of the activities of the NORAD-extension grant for activity 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 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:

1. Developing your business plan.
2. Undertaking Market Research.

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, and grow their own businesses. This is done through a dedicated training approach that increases skills in business development and management.

The project wrap-up was a period of evaluation and learning for PCI, enabling us to reflect on 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.

Activities Completed 2016

2016 saw the wrap-up of the 2013-2015 NORAD grant. In addition it saw the end of the activities of the NORAD-extension grant for activity 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 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:

1. Developing your business plan.
2. Undertaking Market Research.

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, and grow their own businesses. This is done through a dedicated training approach that increases skills in business development and management.

The project wrap-up was a period of evaluation and learning for PCI, enabling us to reflect on 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.

Activities Completed 2016

2016 saw the wrap-up of the 2013-2015 NORAD grant. In addition it saw the end of the activities of the NORAD-extension grant for activity 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 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:

1. Developing your business plan.
2. Undertaking Market Research.

Case Study - RAFI GUINEE

Aicha Diaby works in the BTCA in 2014, without any idea of a business, but she was always interested in natural beauty products. She was struggling to make ends meet and was reluctant to ask her friends to support her. During the training she identified shea butter products as a viable financially viable product that has high demand. Through a family connection, she knew she could purchase shea butter. She also knew that a group of women from Guinea and through her market research, she knew where to purchase good quality and accessible shea butter. She then received her grant and shea nut, which was then used to produce her product and received positive market response. She came up with a new, creative 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 the family members when they are going through tough times, in the same way she previously supported her. She recently decided to create a Facebook page and use social media to promote her business, which she in turn active in promoting women’s health issues (https://www.facebook.com/RafiqueGuine)
Impact of our Programme

2.5 jobs created per business funded*

*within first year of operation

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.
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.

Sponsored by
The Paul Hamlyn Foundation

Our Work in the UK

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

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.

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

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

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

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

Overall
90% of mentored students said the programme helped them learn how to write a CV.

Impact of our Programme
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, ILO and Bankster Memo + 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.

Advocacy

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

Yatta, Sierra Leone
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 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 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 review 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.

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.

Looking Ahead

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

J Kallon, Sierra Leone
Our Team

Trustees
- Eirwen Harbottle, President Emeritus
- David Woollcombe, Chairman of the Board
- David Burns
- Christine Lowcest
- Wendy Widler
- Rayo Thab/toolsa
- Shirley 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 Poglia 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
- Paul Hamlyn Foundation
- Bill & Melinda Gates Foundation
- Norad
- Erasmus+
- informa

Management Accountants
- On Generating Funds 21,127  38,565
- On Charitable Activities 111,718  219,519
- Total 132,845 258,084

Funders
- Total Funds Brought Forward from Previous Financial Year 89,054 150,339
- Total Funds Brought Forward from Next Financial Year 123,953 69,054

Reconciliation of Funds
- Income for the Year 132,845 258,084

Analysis of Resources Expended
- Donations and Grants 187,507 178,901
- Investment Income 1.17 2.28
- Total Income 187,744 178,789

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 Poglia, Executive Director, Peace Child International, email adriana@peacechild.org or telephone +44 (0)1223 782092.

Signed on behalf of the Trustees
- Fei Porter

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 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 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

Future Business Centre
Kings Hedges Rd
Cambridge CB4 2HY UK

+44 (0) 1223 782 092
info@peacechild.org

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