

# Annual **report**

2020



Help  a  
**CHILD**







Help a Child provides a future  
for children in need, their family  
and their entire community





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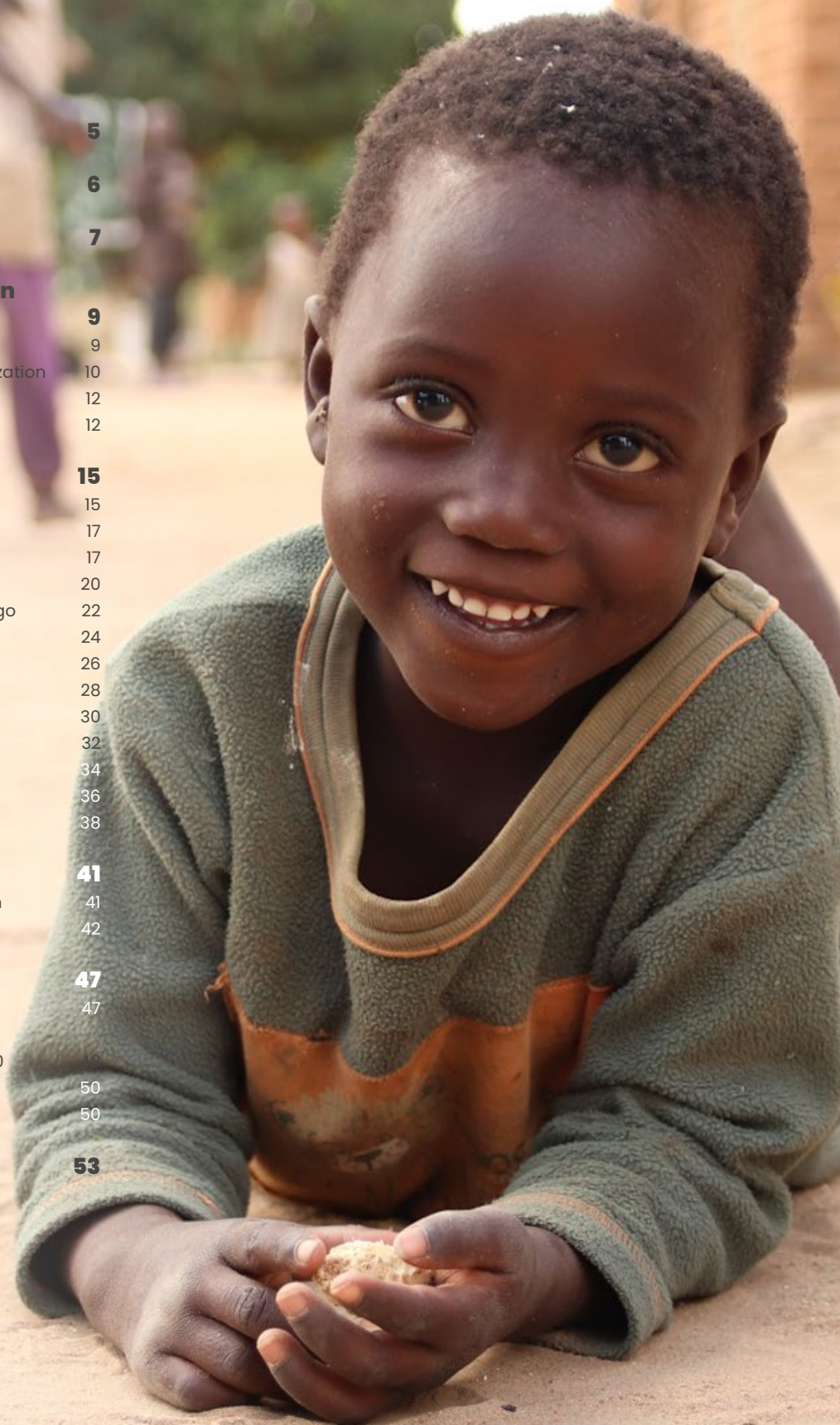
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# Foreword

What a year! In my mind I go back to the beginning of 2020. The time when our new annual plans were ready; we had made budgets, planned activities and were ready to get going. We had never heard the word Covid.

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I don't think I am going too far when I say that none of us could have foreseen what 2020 would look like. How a virus would cause a pandemic. How, week after week, we would become more worried not only about the situation in the Netherlands, but even more so in the countries where Help a Child is active. The moment when all our programmes came to a standstill.

But I also saw signs of resilience, signs of hope and trust. Some great initiatives originated within our programmes. Our field staff and partners turned out to be highly capable of dealing with major setbacks. Programmes were converted to awareness-raising efforts to check Covid-19. Disaster Response projects were set up with incredible speed and many of our staff learned to work with online platform Teams in record time. The flexibility and agility of our staff members worldwide was amazing!

The loyalty and trust of our supporters are something I experience as very special. Many organizations have seen a decline in their income. Amongst our donors, too, are people who have had fewer possibilities to support our work. But fortunately, there are many others who have wanted to give more! Because they have seen – just as we have – that the most vulnerable groups in this world have been hit the hardest. Thanks to them, more than ever before we have been able to help in acute emergency situations.

Despite the concerns and anxiety, I still often feel, what prevails is gratitude. God's ways are not always known to us, but we can be assured that He is there and that He reigns. The loyalty and support of our supporters make me feel very grateful and blessed. And I am very proud of the resilience and efforts of all the staff of Help a Child in the Netherlands and worldwide.

Andries Schuttinga  
CEO





# 2020 in brief a summary

In 2020 Help a Child received a total income of EUR 14,9 million and operated in ten countries. We see every child as a unique gift from God. To help children grow out of poverty and connect them with people in the Netherlands, our community programmes focus on children, families and the entire community.

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Our approach centres on cooperation in (self-help) groups, building knowledge and skills, linking up with other parties and strengthening local resilience. But we also spring into action in emergencies such as disasters and conflicts in order to provide children and families with basic needs, vital protection and recovery.

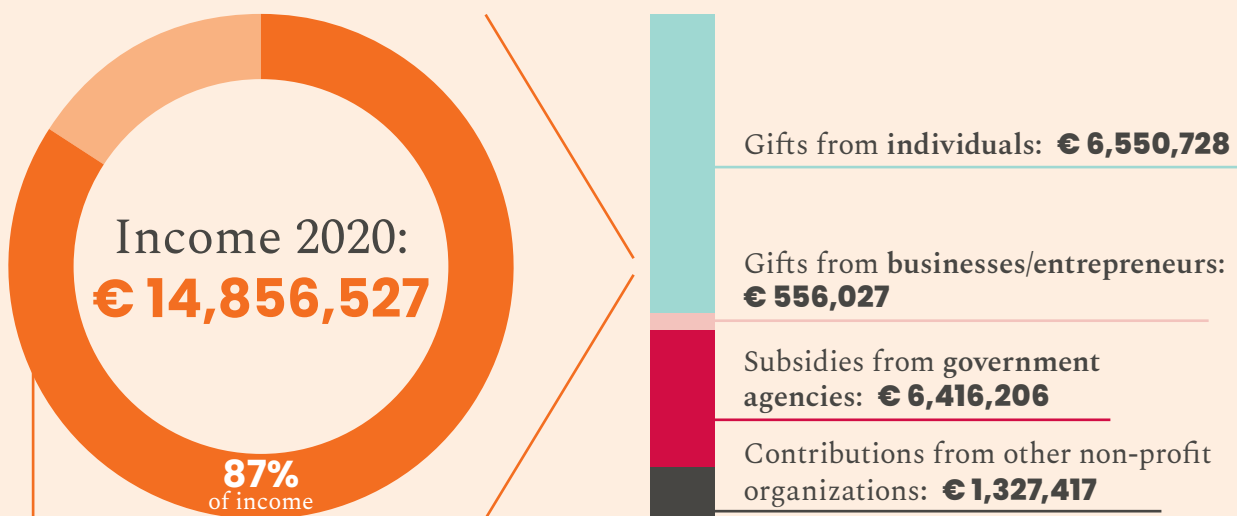
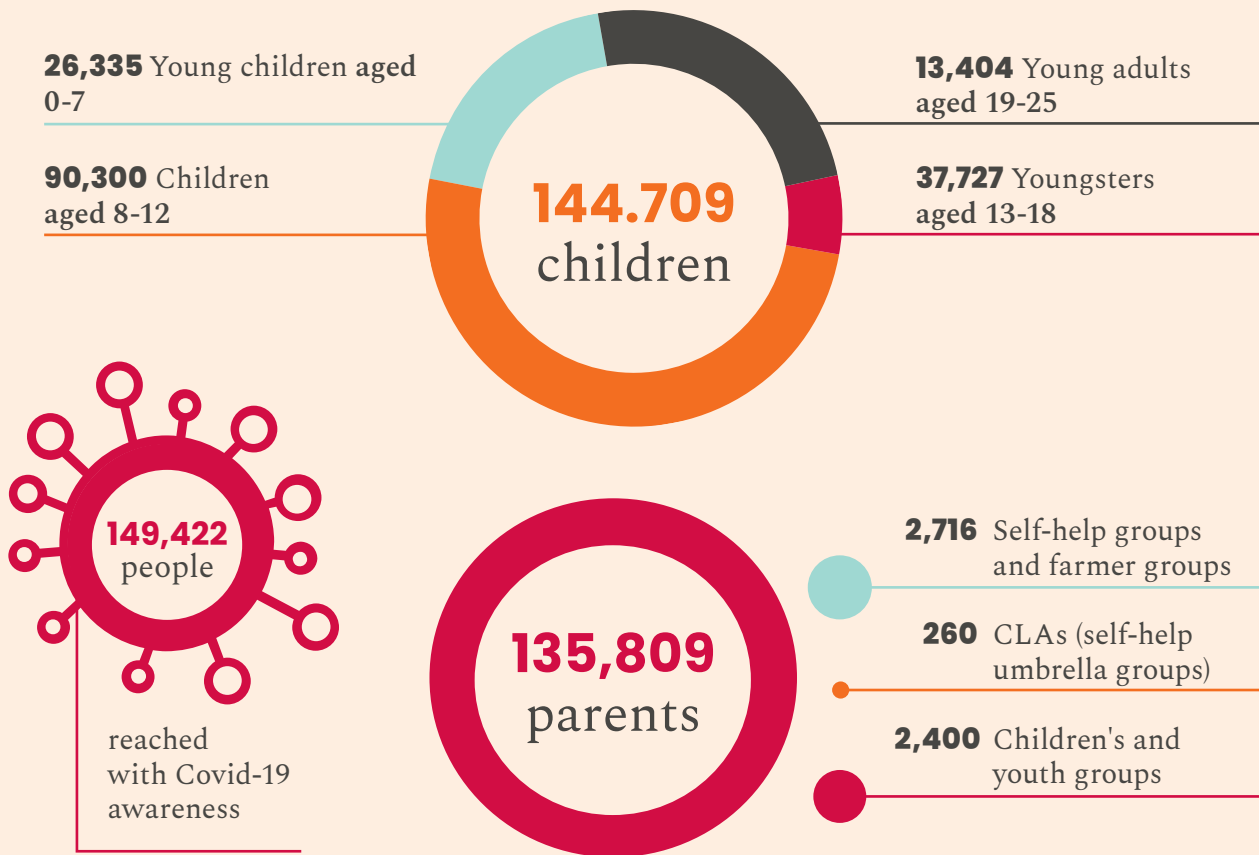
In 2020 we worked from our head office in the Netherlands, from our country offices in Burundi, the Democratic Republic of the Congo, Malawi, Kenya, Rwanda and South Sudan. And in India we worked with our sister organization Help a Child of India.

In the Netherlands almost 19,515 individuals, 566 churches, 238 schools, 194 businesses and 46 foundations make our work possible. Among their number are about 8,000 sponsors who keep in touch with a child or family from one of our programmes. We also received contributions from 34 bequests. Additional funding came from governments and charitable trusts.



# Results 2020

The people we helped (in numbers):





# CHAP. 1





# Help a Child: **mission, vision and strategy**

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## 1.1 Who we are and what we want

Help a Child is a Christian international aid organization that was set up in the Netherlands in 1968. Our mission is to create a future for children in need, their families and their entire community. By empowering vulnerable communities, we help them make sustainable improvements to their living conditions and unlock opportunities for the future.

Help a Child operates in regions where poverty is widespread and in

disaster or conflict-afflicted areas where children and families are especially vulnerable. Working in co-operation with various Dutch, international and local organizations, we are pursuing our mission in India, Kenya, Ethiopia, Malawi, Burundi, Rwanda, the Democratic Republic of the Congo, Somalia, South Sudan and Uganda.

Together with knowledge expert organizations, charitable trusts and institutional donors, Help a Child develops innovative programmes across fields as diverse as youth and work, early childhood development and child protection. Help a Child is supported

by a broad-based constituency comprising individuals, churches, charitable foundations, businesses and schools.

### **Our approach**

Creating a future for children in need. How do we achieve this? Through what we describe as our Theory of Change.

The illustrations on the next page depict the step-by-step logic in the Theory of Change behind Help a Child's fundamental goal: to improve the well-being of children in need in a sustainable way, so that they can lead a life of dignity, with love and a promising future.



### **WHAT WE BELIEVE**

Every child is a unique gift from God

### **WHAT WE WANT**

A promising future for every child

### **HOW WE WORK**

Children -  
families -  
the entire community





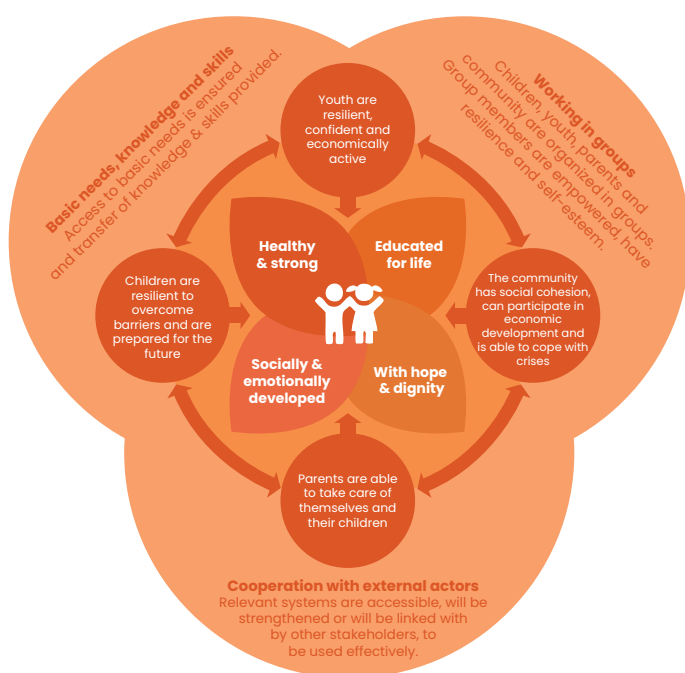
### Step 1: overall objective

Central to our Theory of Change is our overall objective: to improve the well-being of children in need so that they can live their lives in dignity and to the fullest.



### Step 2: holistic child development

Holistic child development is the core principle in our Theory of Change. It means that we consider all four dimensions of a child's well-being: physical, mental, emotional and spiritual.



### Step 4: our main strategies

Help a Child uses three main strategies to achieve the impact we envision: we set up and facilitate groups, we arrange access to basic needs together with the transfer of knowledge and skills and we partner with external actors as much as possible.



### Step 3: intended results

Specific results in four areas contribute towards holistic child development: children themselves, youth, parents and the wider community.

## 1.2 Help a Child as an expert organization

Help a Child is known as a professional, reliable and innovative organization with particularly strong expertise in early childhood development, youth & work and child protection. Whilst we are also active in many other domains,

such as education, the triple nexus and food security and livelihoods, we consider our expertise in those three as our unique selling points: early childhood development, youth & work and child protection. They are described in more detail below.

### Early childhood development

The development in a child's first years is the most essential for his or her well-being, not only then but also later in life. Early childhood development is therefore an obvi-





## Our mission

Help a Child creates a future for children in need, their families and their entire community.

## Our vision

As a Christian non-profit organization, we want all children – regardless of their origin, colour, race, creed or gender – to enjoy a life of dignity, love and opportunity.

## Our impact

Our work has great impact. We bring about many changes in communities and families. The results of each project are carefully monitored so that they can be made plain for all to see. It is extremely motivating to see how, within just a few years, people can overcome poverty and start building a good future for themselves and their communities.

ous top priority for an organization called Help a Child.

The first thousand days are crucial for a child's development. Good nutrition, hygiene, disease prevention and access to medical treatment are vital, but so too is a feeling of being protected, wanted and loved. Even after the toddler stage, a child needs parents who have the emotional desire and economic means to provide them with the necessary care.

Traditionally, knowledge about childrearing is passed on from one

generation to the next: mothers, aunts or grandmothers tell the expectant mother what she needs to know. And fathers, uncles and grandfathers show the new father how to provide for his family. This system normally works well. But when communities are afflicted by poverty, conflict, disease or death, family structures can rapidly fall apart. And that puts the age-old chain of learning under severe strain.

### Youth & work

Our youth & work activities are embedded in our broader community

development programmes, with a focus on work and income and on the promotion of social skills. Since most of this work takes place in a rural setting, our programming concentrates on bringing young people together in self-help groups, assisting them in starting their own agricultural enterprises and helping them connect with other economic drivers like value-chain development and access to capital and inputs. In addition, considerable time is set aside for the development of softs skills like collaborative working and for the discussion of sexual reproductive health themes



and how to become responsible parents. Support for vocational training whereby youngsters learn from local craftspeople continued throughout 2020. Farmers organizing in co-operatives and the teaching of modern agricultural techniques contributed significantly towards reducing poverty and hunger. And many young people received education in entrepreneurial skills and launching their own businesses.

Also during 2020, an "access to capital" pilot was initiated to assist young entrepreneurs with affordable capital injections for their businesses. In this project, revolving funds are rolled out in co-operation with local financial providers to enable young farmers to boost their businesses.

Reading the programme annual reports reveals that many of their beneficiaries are proud to have found self-esteem after being enrolled in our youth & work projects. They have gained hope and are happy to see their businesses achieving good results. Not only for themselves, but for their whole family.

### **Child protection**

Children have the right to be free from violence, including physical, emotional and sexual abuse. As Help a Child, we want to make sure that the protection of children is at the heart of our response. Our aim is to make sure that their rights are understood, safeguarded and upheld.

As Help a Child, we work in areas with a high incidence of poverty or where children and families are particularly vulnerable due to disasters or conflicts. In these contexts, communities are disrupted and that often has devastating effects on children's lives and their level of safety. They may be forced to flee

their homes and even be separated from their families. They may be exposed to exploitation, abuse or injury. Moreover, these situations lead to a high risk of psychosocial distress and mental issues for both the children and their parents.

Through our Child Protection programming, we aim to prevent and respond to these (and other) types of violence, exploitation, neglect and abuse. We do this by looking first at the structures which already exist within communities. Through close engagement with the children and their support networks, including their parents, teachers and relatives, we seek to strengthen those structures. And we involve everyone, for example by means of an approach in which members of a community are encouraged to identify the protection risks and opportunities within it. In this way, we aim to prevent and to respond to issues of children protection at the grassroots level.

## **1.3 Strategic policy plan**

Our strategic policy plan for 2016-2020, *The Power of Connecting*, came into effect in 2016.

This year was the last year of that policy period. We are very grateful that we could accomplish most of our goals for this policy plan period. Let's have a look at the main goals: Presence and profile

We have successfully opened country offices in five African countries and took on our role in coordinating our local programs, support our partners and start with local fundraising.

We have succeeded in choosing a clear profile by focusing on the themes early childhood development, youth and work, and child protection in fragile contexts. In most of

our countries we are now known as experts in these fields.

### **Fragility and funding**

We wanted to move to more fragile countries and we did by starting programs in South Sudan, DRC and Somalia. Also in Burundi we have focused more on working with returning refugees. By joining the Dutch Relief Alliance we were also able to acquire the necessary funds to support these programs financially.

Our new sponsorship model will be at the flagship of private fundraising.

For the first time since many years we have seen a growth in the number of sponsors joining our sponsorship model. More and more we convince supporters to stay and to join our child ambassador model. Effectiveness of our programs In the year 2018, on our 50th anniversary, we conducted a thorough impact evaluation. This impact evaluation shows that our programs are mostly effective. We have been working on improving ourselves based on the recommendations of that evaluation.

Since 2020 was the final year of this strategic period, we have now completed preparations for the next one: 2021-2024. Its theme is "More impact for more children". The illustration below depicts its main ambitions. For the strategy document itself see [www.redeenkind.nl/strategicplan](http://www.redeenkind.nl/strategicplan).

## **1.4 Covid-19**

Naturally, Covid-19 had consequences for Help a Child in 2020. Both the parent organization in the Netherlands and our country offices had to switch rapidly to working from home, which has proven a surprising success. Our IT infrastructure has been effective in

## MORE IMPACT **FOR MORE CHILDREN**

### Ambition

More **quality** and **impact**



### Ambition

**Strategic innovation**  
and **scale up**



### Ambition

Strong **positioning** and  
**collaboration** for **more resources**



### This means

**More climate smart programs**



**From ad hoc innovation to  
strategic innovation and scale up**



**Increase and diversify our  
(institutional) funding**



**Use best of both worlds in  
Development and Disaster  
Response**



**Be pro-active in innovation  
networks & alliances**



**Strengthen our local partners**



**Be part of system change**



**Accelerate our current  
approaches**



**Reach new constituencies**



**Make sure our programs are  
evidence based**



**Guard our role as international  
NGO and stay relevant**



facilitating this way of working, with new channels of communication such as video calling allowing us to continue our work with country offices as far afield as the Democratic Republic of the Congo and South Sudan.

In April 2020, the country offices worked hard with partner organizations to transform our ongoing programmes into emergency relief work so that we could keep supporting the most vulnerable members

of our target group. Additional funding was also raised to scale up our aid efforts. By the fourth quarter of 2020, lockdown measures were being relaxed in many locations and we could gradually return to normality whilst still ensuring that all necessary social distancing and hygiene requirements were integrated into the programmes.

At no time in 2020 did our fundraising activities suffer any adverse repercussions. Our appeal for extra

donations during this critical period produced a generous response from our extremely loyal constituents. We are most grateful to them!

Clearly, we have no precise idea what the future will bring. Initial scenario planning, however, indicates that we are sufficiently robust to survive a decline in income and to deal adequately with the consequences.



## CHAP. 2



# Our programmes

Help a Child has programmes in ten countries. We operate from our head office in the Netherlands and from seven country offices.

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## 2.1 Key programme strategies

Community empowerment with a focus on improving child well-being is Help a Child's core approach to making a difference in the communities we work. You can read more about that below, along with details of our other key programme strategies: community empowerment, disaster response and lobbying and advocacy.

### Community empowerment

One central element in the Help a Child approach involves building the knowledge and skills of children, their parents and entire communities, thus empowering them to look after themselves and each other on an enduring basis. The resources used in this context are awareness, training and the organization of collaborative, mutually supportive groups at community, local and regional level. The aim is to make villagers more conscious of their own talents, skills and resources and to show them what they can achieve by working together. To this end, we use participative methods and pay special attention to vulnerable groups such as the

poorest households, girls, women and children with a disability.

We do this by encouraging people to work together in self-help groups and cluster-level associations. As well as learning knowledge and skills together, they can also save and invest collectively. Our savings and loans system has great impact: the participants see an immediate and tangible difference in their own families. By encouraging groups to work together at community level, moreover, they are also often able to take initiatives to achieve structural changes such as improvements to roads and services. In this way, Help a Child is striving to develop sustainable local capability and leadership.

### Disaster response

The mission of Help a Child is to provide a future for children living in poverty and crisis. Children are always amongst the most vulnerable groups during disasters and conflicts, in need of lifesaving protection and basic needs when their own families are unable to provide them due to a crisis situation. In recent years, unfortunately, we have seen more and more countries where Help a Child is active become increasingly fragile due to conflicts or drought. In order to stay effective, relevant

and impactful under these circumstances, Help a Child implements disaster-response and disaster-risk reduction programmes and links its humanitarian expertise with its development programmes.

Our disaster-response programmes focus on:

1. protection;
2. food security and livelihood; and,
3. emergency education.

As Help a Child, we place the protection of children at the heart of our disaster-response programmes and are developing this as our core expertise. We work in areas with a high incidence of poverty or where children and families are particularly vulnerable due to disasters or conflicts. In these contexts, communities are disrupted and that often has devastating effects on children's lives. By focusing on child protection as an area of expertise, we want to shield children from further harm and ensure that their rights are understood, safeguarded and upheld.<sup>1</sup>

We are well aware that we cannot do this work on our own. For this reason, we continue to reinforce and expand our participation in existing collaborations such as the Dutch Relief Alliance, EU-CORD



and the Christian Emergency Relief Cluster, as well as seeking new relationships with local and international partners.

The quality of disaster-response programmes is of crucial importance. That is why we implement the Core Humanitarian Standard on Quality and Accountability (CHS). In 2020 we worked on implementing a self-assessment plan to further improve our programmes' performance against this standard.

Wherever possible, we work with local partners and build their capacity to strengthen their own organization. The underlying aim of this localization strategy is to keep improving and expanding disaster-response capability on the ground. In this way we are making our contribution to the commitments known as the Grand Bargain.

Under a partnership agreement entered into with Medair in 2018, we and our partners can make use of its network, knowledge and manpower in our disaster-response efforts, and vice versa. In 2020 this partnership facilitated a joint-response programme in Somalia, focusing on health care, nutrition, water and sanitation.

Through the Dutch Relief Alliance (DRA), in 2020 we were able to continue our emergency-relief programmes in the Democratic Republic of the Congo and South Sudan as well as initiate the new programme in Somalia.

Innovation is crucial if we are to continue to respond rapidly and effectively to the growing number of emergencies around the world. For this reason, we are constantly integrating innovative new approaches into our emergency-relief programmes. In 2020, for example, we successfully introduced a self-defence bracelet against

sexual violence in the Democratic Republic of the Congo and piloted our new protection-led approach to prevent sexual and gender-based violence. In South Sudan, an innovative new programme aimed at providing psychosocial support to vulnerable children began operating in collaboration with organizations such as TNO and ARC.

In addition to the programmes funded through the Dutch Relief Alliance and other institutional donors and foundations, Help a Child supported the disaster-response effort in Beirut, Lebanon, in co-operation with the Christian Emergency Relief Cluster in the Netherlands.

All Help a Child countries have been severely affected by the Covid-19 pandemic and the secondary effects caused by lockdowns and other containment measures. Everywhere we operate, extra activities have been implemented to prevent the spread of Covid-19, to create awareness, to provide personal protective equipment and to help people whose livelihoods have been destroyed. Thanks to our loyal constituency and various institutional donors, Help a Child was able to provide life-saving aid to tens of thousands of children and families in 2020, including food, water, toilets, psychosocial assistance and support to rebuild their food production.

### **Lobbying and advocacy – a voice for children**

The well-being of children depends on many different factors: nutritious food, safe families, a good start in life and education. The part played by parents is pivotal, of course, but governments also have a crucial role in ensuring that children can play, learn and make the most of their talents. Government agencies, leaders and institutions have the power and responsibility to give children access to all the services

they need. That is why Help a Child sees lobbying as an important tool in promoting children's rights and helping them stand up for those rights. In this way, we give children, parents and entire communities a stronger voice!

In 2020 our activities in the Netherlands to promote beneficial policies for children in developing countries included the following.

- Discussions with the policy committees of numerous Dutch political parties on how they might become children's rights champions in the 2021 general election.
- Our work featuring as exemplary practice for achieving SDG 1, poverty eradication, in the internationally acclaimed SDG Watch Europe report.
- Contributing to the UN Report on Dutch efforts in relation to the UN Convention on the Rights of the Child.
- Organizing a webinar for Dutch political youth organizations on the importance of youth participation in developing countries.

In our programme countries, we called attention to children in various ways. Examples include...

1. In Malawi, working with the Ministry of Health and Youth on a school curriculum for young children with a specific focus on the role of parents.
2. In India, successfully helping nomadic families with no land ownership, educational or voting rights to lobby the district government to let their children go to school and their adults register to vote.
3. In Rwanda, Kenya, Uganda and Malawi, training various partners in how to help local groups have their voice heard by government.

At the local level, Help a Child assisted groups in all the countries where we are active to strengthen their position towards government.

## 2.2 Measuring and improving

Our programmes give children and families better opportunities for the future. But how can we be so sure of this? For the simple reason that we regularly monitor and evaluate our projects. By looking at their current shape and progress, at what we have (and have not) achieved, we build a sound basis on which to continue to improve our projects themselves (learning) and to demonstrate our tangible results to the wider world (accountability).

### Monitoring and evaluation

We measure our results and impact using data supplied to us by the local field staff and partners who implement the programmes. They gather this using measurement tools tailored to the specific conditions of the programme and country. One crucial aspect here is that those tools give a voice to the children and communities with and for whom we carry out our projects. By using participatory methods and involving the children and families in the data-gathering process, they too obtain insight into the progress made within their community. Which dovetails perfectly with our philosophy of letting village communities play the leading role in improving their own living conditions and opportunities.

Of all the things we measure, two stand out as especially important in all programmes: the well-being of children and the social, economic and political empowerment of communities.

### Measuring the well-being of children

To make sure the information we gather about the development of

## Lobbying in times of Covid-19

Apart from a few network meetings during a period when Covid-19 restrictions were relaxed, since April 2020 all lobbying and advocacy activities have moved online. This has been a big challenge for our work. Fortunately, being bold proved an effective approach to L&A in this difficult year: we achieved a lot just by sending senior officials a polite e-mail in which we requested an online meet-up to discuss current policy or politics. And online L&A also offered unforeseen opportunities, such as organizing international youth webinars. This has greatly encouraged us to keep most of our lobbying and advocacy work digital in the coming year.

the well-being of children remains reliable across the years, we make use of the Child Status Index method. With this, every community programme measures the well-being of the children involved once every two years. Eleven subjects are discussed with groups of children and with self-help groups, with the help of a score sheet. In this way we are able to measure the current state of the children's well-being as well as track the progress made over the years. Importantly, the communities concerned receive the same information so that they also know how they are doing and can help us determine which aspects should be given more emphasis.

### Measuring community development

As already noted, our projects aim to empower village communities to play an active role in improving their own living conditions and opportunities. This factor forms such an important part of our work that we have developed our own Community Empowerment Scorecard to measure progress in this field year on year. The intention is that multiple groups in each village community measure and score the progress made on social, economic and political empowerment, make suggestions for improve-

ments and indicate the role they can play in this respect.

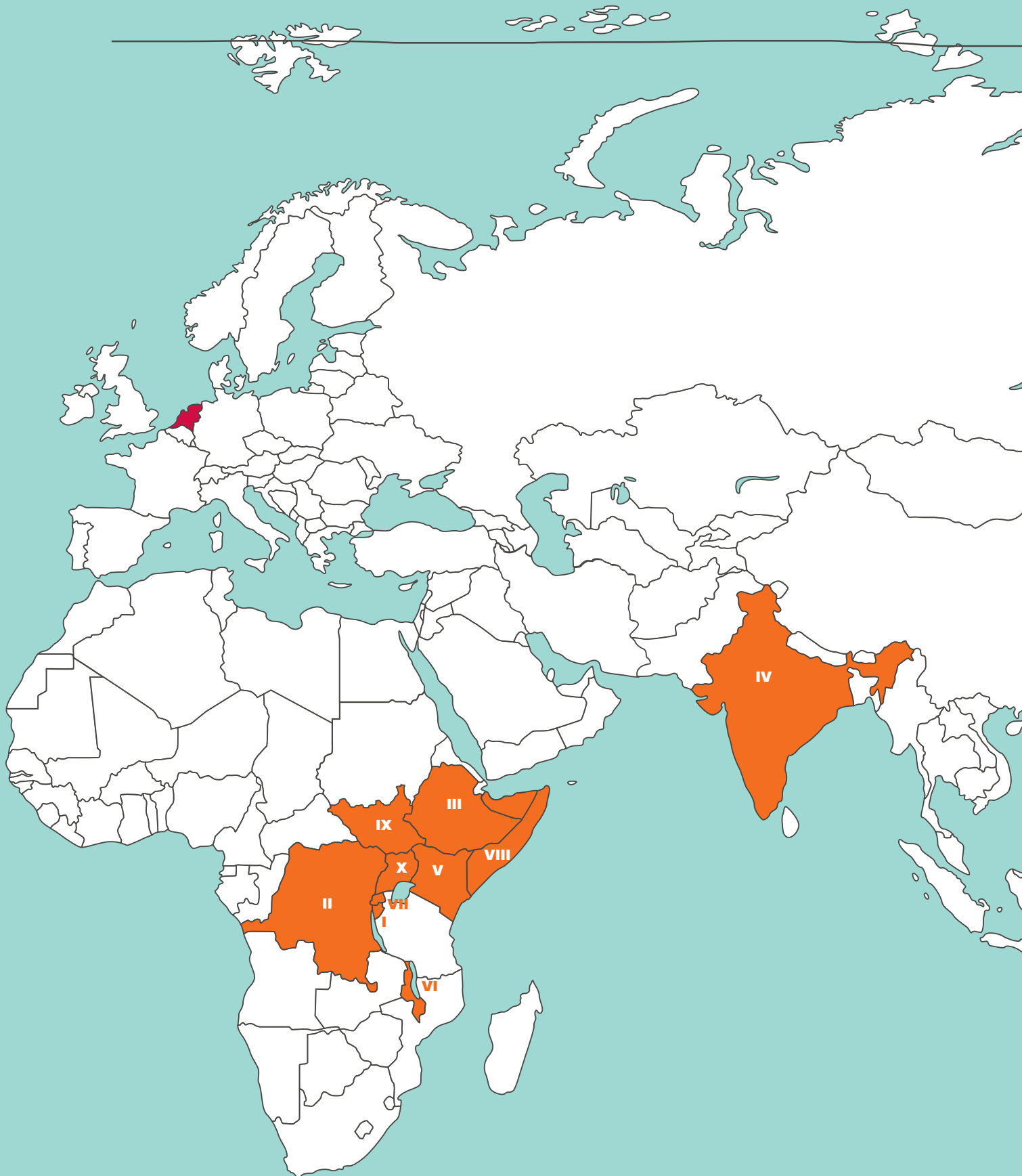
In 2020 we added some additional indicators to our standard measures in order to assess the activities and results of our programmes related to Covid-19.

## 2.3 Local presence

On the following pages we provide information on our programmes in each individual country, as well as their key results in 2020.

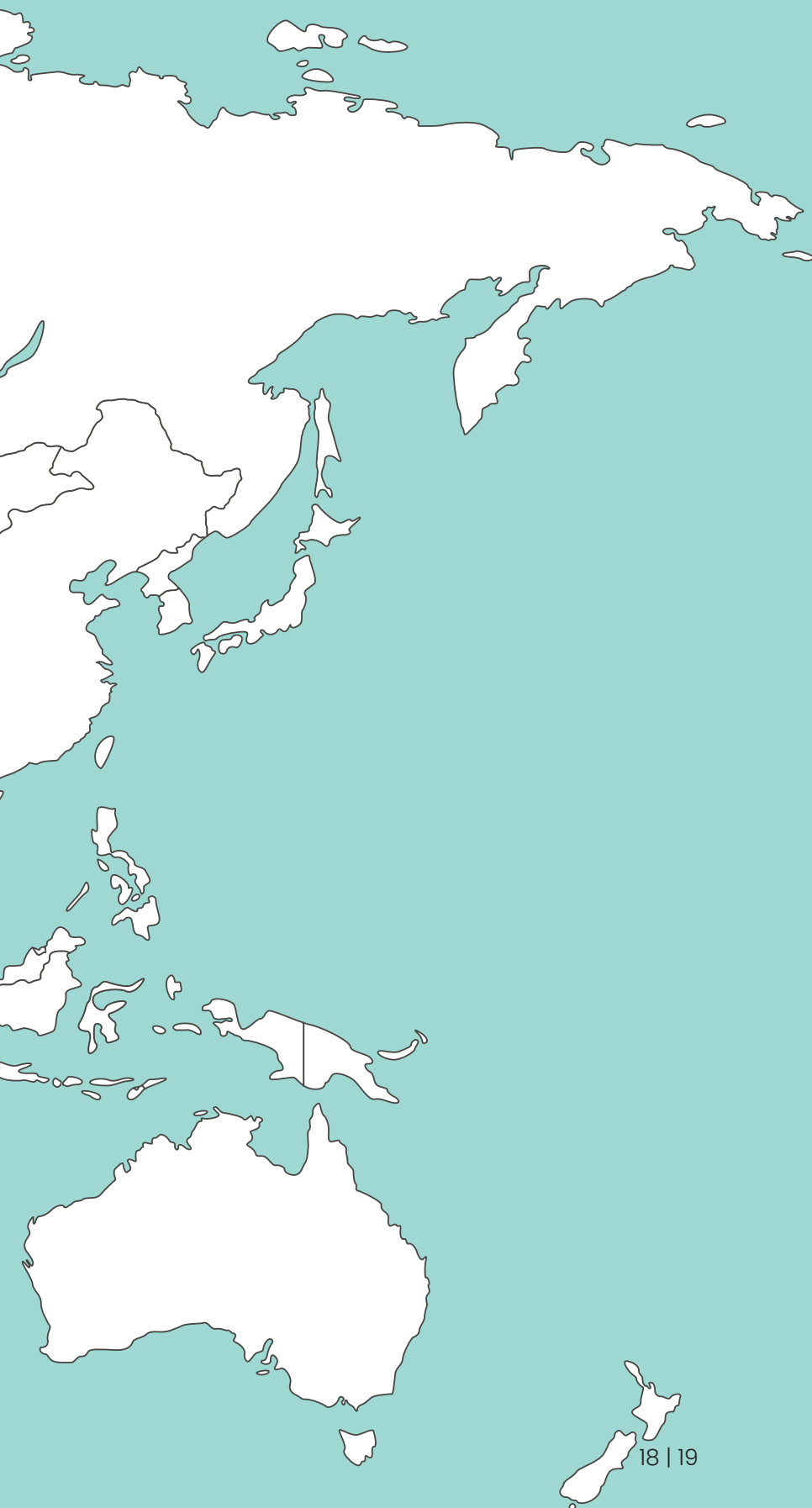


# The countries where



# we operate

and our **country offices**



## 2 | Our programmes

### Our local presence

- I Burundi:**  
20,283 children supported
- II Democratic Republic of the Congo:**  
30,444 children supported
- III Ethiopia:**  
2,168 children supported
- IV India:**  
21,253 children supported
- V Kenya:**  
14,850 children supported
- VI Malawi:**  
17,475 children supported
- VII Rwanda:**  
11,056 children supported
- VIII Somalia:**  
22,087 children supported
- IX South Sudan:**  
11,554 children supported
- X Uganda:**  
15,635 children supported

On the next pages we show information on our programmes in each individual country, as well as the most important results for 2020.

*The borders are approximations and do not represent a political position.*



# I Burundi

Together with local and international organizations, Help a Child Burundi was active in four programs: two community development programs, one disaster response program and 'Building Bridges in Burundi' or BBB. This program, funded by the Netherlands Ministry of Foreign Affairs is aimed at empowering young people and vulnerable communities.

## Locations:

- **Cibitoke, Kirundo, Bujumbura, Rutana, Makamba,** and **Bujumbura Mairie:** BBB programme, carried out by a consortium of 14 local and international organizations, coordinated by Help a Child (2016–2021).
- **Muyinga, Makamba, Rutana:** Returnees reintegration program in cooperation with IOM.
- **Kirundo:** community program in collaboration with Fecabu (2015–2022).
- **Cibitoke:** community programme in collaboration with Help Channel (2015–2021).
- **Bururi:** community program in collaboration with Help Channel (2011–2019).



## Main results 2020:

- The launch of the Humanitarian and Disaster Response Programme at Help a Child Burundi: for 2020 we have taken the opportunity to reintegrate Internally Displaced families by providing them with permanent shelter using cash for rent transfer, food aid and assisting them with micro-loans to start income generating activities so that they are able to support their children.
- The socio-economic reintegration of Burundian returnees in three provinces (Muyinga, Makamba and Rutana). We have rehabilitated community infrastructures, such as schools, waterpoints, local markets and wash facilities, involving returnees through a cash for work arrangement.
- The infusion and integration of EPIC/PIP interventions into our Child Centered Community Development (CCCD) Programme. The capacity of 40 young families have been reinforced in EPIC/PIP to ensure they have a sustainable income from their agribusinesses for their development, that of their families and communities.
- After four years of its implementation, the Building Bridges in Burundi (BBB Programme) has reached more vulnerable young people than anticipated. The progress was to reach only 16,000 youth grouped into 800 SHGs however by the end of 2020 the programme has reached up to 18,000 youth who have been grouped into 829 SHGs.
- Help a Child Burundi and its BBB consortium partners fully have funded the development of Local Development Plan (PCDC) in the communes of Mubimbi (Bujumbura rural) and Murwi (Cibitoke). A final PCDC book was produced and approved by the Burundian Government through the Ministry of Finance and Economic Development.
- As the BBB Programme is coming to an end, Help a Child Burundi decided to reinforce the capacity of Cluster Level Associations members and staff. These were trained in Asset Based Community Driven Development (ABCD) as well as mentorship and coaching to ensure that they remain sustainable beyond the Programme.



According to the young members of the "Dukore" Association, the Building Bridges of Burundi (BBB) program of Help a Child came at the right time. After receiving training, these young natives from Rutana chose to work together and set up a sewing workshop.

"Before I knew the program, I was very poor. I cultivated the fields of my neighbors for a meager salary in order to have enough to eat and to dress," says Emmanuel, the leader of Dukore. "I had no idea that a woman could earn and bring money into the household ever before," says Emelyne, one of the Dukore members. "Like many other Burundian women, I waited for my husband to give me money when I needed anything," she said.

The members of Dukore all agree on one thing: the workshop greatly improved the living conditions of themselves, their families and other people around them. "We would never have believed that we could generate other means to support our families besides agriculture," testifies one of them.

**"We would never have believed that we could generate other means to support our families besides agriculture."**

*The young members of "Dukore" Association at their sewing workshop.*

The benefit from the Dutsimbataze Amahoro program is not only an economical one; the program also helped to strengthen the social cohesion between Dukore members. "At this moment, we have a limited number of sewing machines," explains Emmanuel. "Some of us wanted the machine to stay at their homes. This situation could easily create a disorder among the members. But instead, the Dukore members are trying to find solutions. Taking turns working for example. This is where we see the added value of the BBB program. All our members received training in peaceful conflict resolution."

The members of Dukore plan to deepen their profession through continuous training in sewing techniques, buying other machines and above all training other young people. Also, they plan to farm rice. Through all of this, they want to continue to develop themselves and their community.

## 2 | Our programmes

### Supported in 2020:

**20,283**

children

**135**

children's clubs

**1,196**

self-help groups and farmer groups

**108**

Cluster Level Associations

**27,897**

adults

**12,324**

people reached with covid-19 awareness program

### Director's Desk

I was wondering what to write about the year 2020 and promised myself not to mention Covid-19. However, as I started to write, I could not help to think about the negative impact of Covid-19 on the lives many vulnerable children, communities and families that we work with.

Despite it all, Help a Child Burundi had positive results in 2020. We supported the National Covid-19 Contingency Plan with the production of "Burundi all-stars COVID-19 National awareness" song and clip, reaching our communities on various YouTube, radio, and TV channels.

Also, Help a Child Burundi supported hundreds of IDP households with cash for shelter, food and non-food items, positioning ourselves as one of the key partners in supporting the numerous returnees that are expected to arrive in Burundi in 2021.

We are proud to do our job for the shared value of humanity, the spirit of *ubuntu*. Let's compel ourselves to keep supporting those in need. Thank you for your generosity during this difficult time.



Clement Nkubizi  
Country Programme  
Director

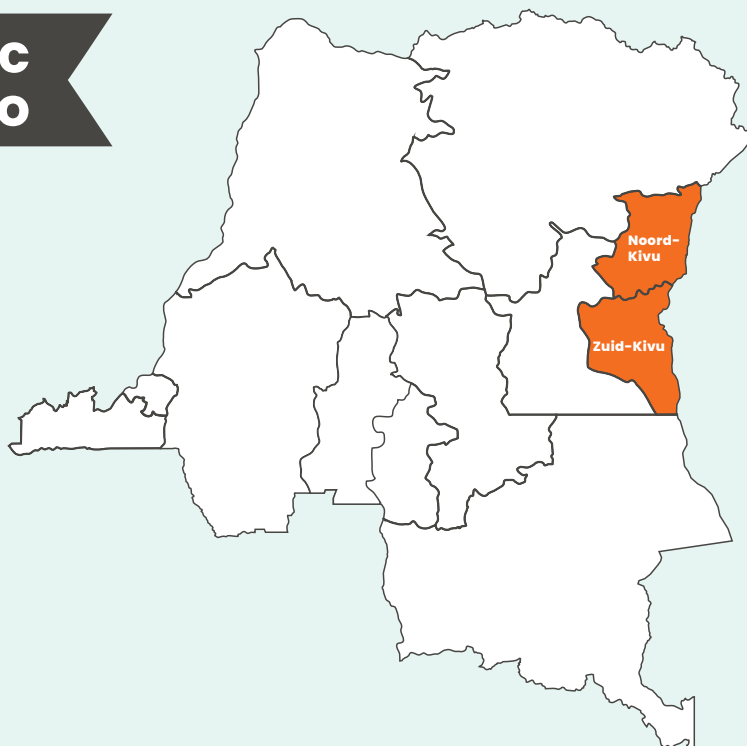




## Democratic Republic of the Congo

**In the Democratic Republic of the Congo, we co-implemented the humanitarian Joint Response project of the Dutch Relief Alliance. Together with other members of the Dutch Relief Alliance and implementing organizations ADED and HCC, we assisted more than 165,000 vulnerable children in North and South Kivu with clean water, food, education, and protection.**

**In South Kivu, we phased out 'Empowered 2 Protect': an innovative project to raise awareness about SGBV and introduce the Invi bracelet as a direct and non-violent self-defense device.**



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### Main results in 2020

- Despite the sudden decision to confine the whole country and ban all movement inside the country following the Covid-19, the progressing team of Help a Child DRC has not given up. To this is added the inaccessibility due to a strong deterioration of the roads and even a strong flood of Lake Tanganyika cutting the road between Uvira and Baraka. The program team was not discouraged. We requested special movement authorizations to go to the field and serve our beneficiaries. We have adapted all household activities to groups of twenty people, including our staff, and awareness raising activities in radio spots to be able to reach a large number. The work was hard but in the end the program staff were able to achieve the results as planned and even exceed them.
- Due to the inaccessibility of Kimbi-Lulenge health zone, Help a Child DRC transformed the original project into a rapid response to the survivors of the torrential rains in Uvira health. This was done in a very smooth and flexible way.
- In Uvira, we supported more than 13,000 people, including over 10,000 children, to build and rehabilitate emergency latrine and shower doors in several flood-affected accommodation sites. For four months, Help a Child DRC provided clean water on daily basis to these people for four months. Despite poor road condition and the lake Tanganyika flood, we were able to give food support to 6,200 children and adults. For three months, we transported the food in smaller portions by cars and boats.
- We continued to explore benefits and challenges of cash transfer in cooperation with a local provider, who arranged a monthly cash pay out for 200 selected families. All involved families in Masisi health zone were satisfied with the process.

**Supported in 2020:**

**30,444**

children

**37,941**

adults

# Building a community without violence

32 years old Ronsard from Kavumu (South Kivu) is very motivated to fight sexual and gender based violence in his community. As a facilitator of the Empowered to Protect program, he led sessions for women and men to talk about SGBV and introduced the Invi bracelet among the E2P participants.

Ronsard: “Here in Kavumu, many kinds of violence are reported. The Empowered to Protect project has made people aware to be united. to fight violence together. When talking about violence, many people think that only women are victim, but also men can be victim of sexual violence. Women are the pillar of the

household. They are crucial for the wellbeing of the family. If a woman becomes victim of sexual violence, she is not able to function well. She cannot meet the needs of her children as she is too much traumatized. The bracelet is very useful for any woman that goes out to do her usual work. If anyone comes to rape her, she can be protected by opening the bracelet. We hope that through the awareness sessions combined with the bracelet, we can build a community and a future without violence, where men and women are in good relationship, sitting together and talking about their children.”



**“The Empowered to Protect project has made people aware to be united to fight violence together.”**

## Director's Desk

2020 was not easy for the entire world. For people living in a fragile context like the Eastern DR Congo, this was among the worst years. Praise God, there still are people who care about those in need. I am proud of the commitment of Help a Child DRC team during the lockdown period. Despite incessant road harassment by supposed law enforcement officers, administrative authorizations difficult to obtain, procurement challenges, and the fear of being contaminated by Covid-19, they were tireless and prove they can let things happen even when it seems impossible. They sacrificed overtime to help those in need. Yes, I bow to the courage of Alain Burongu, Blandine Monga, Claude Kanane, Ephrem Ngusu, Jonathan Mitima, JP Dz'bo, JP Kamate and Prince Ngamabele. God bless you people. I expect 2021 will be better than last year. I am confident we will continue to bring hope to people in need.



Kenze Ndamukenze  
Country Programme  
Director

# III Ethiopia

**2020 was the final year of the community project in Arba Minch. This project started in 2012 and was implemented in cooperation with the Ethiopian Kale Heywet Church (EKHC). With the phase-out of the community program in Arba Minch, the work of Help a Child came to an end after more than thirty years. Overlooking this era, we are very grateful for the impact we could make together with EKHC and other partners!**



## Main results in 2020

- The building of a new waterpoint gave more than a hundred families access to clean drinking water.
- In response to Covid-19, we carried out an awareness program at five schools in combination with distributing soap and sanitizers.
- We gave training to more than 150 parents about healthy food and linked parents to health centers when needed.
- At five locations, child protection structures were strengthened. This was done in cooperation with the government.
- Three hundred mothers received information about good health, covering topics such as hygiene and sanitation, health insurance and vaccination.
- Youth were involved in different kinds of skills training, such as SRHR (200 youth) and entrepreneurship and business skills (100 youth).
- Since 2020 was the final project year, we finalized training of the self-help groups and handed over key activities to the government. Other stakeholders are also trained to continue the activities and to be able to set up new self-help groups.



**Supported in 2020:**

**2,169**  
children

**787**  
adults

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## "They gave us heart and life"

Ato Hazina and his wife have six children: three sons and three daughters. Before joining the project, three children were migrated to town to search for a daily income. They dropped out of school since the family was unable to afford scholastic materials and food. Even the other children were not able to continue school. Providing a meal twice a day was impossible for the family; most of the time they ate once a day. At that time, Hazina and his wife got hopeless and despaired. They had only a shared- sheep with someone and a very small piece of land, no savings or assets to help the family to resist in times of crises.

In 2016, Ato Hazina joined the project of Help a Child and Kale Heywet Church. He first expected the project to give him food, cloths, and other basic needs. "Instead, they gave us heart and life, trainings that opened my eyes, hope and vision", Ato recalls. The intensive trainings

enabled the family to think out of the box. They set up a few income generating activities from their small plot of land, such as vegetable production, raising sheep and growing seeds.

Soon, Ato started fetching money from vegetable production, and he was able to send all children to school again in the second year of participating in the project. Now, Ato and his wife afford all school related materials. All children are attending school in third, fifth, sixth, seventh, ninth and twelfth grade of the 2020/21 school season.

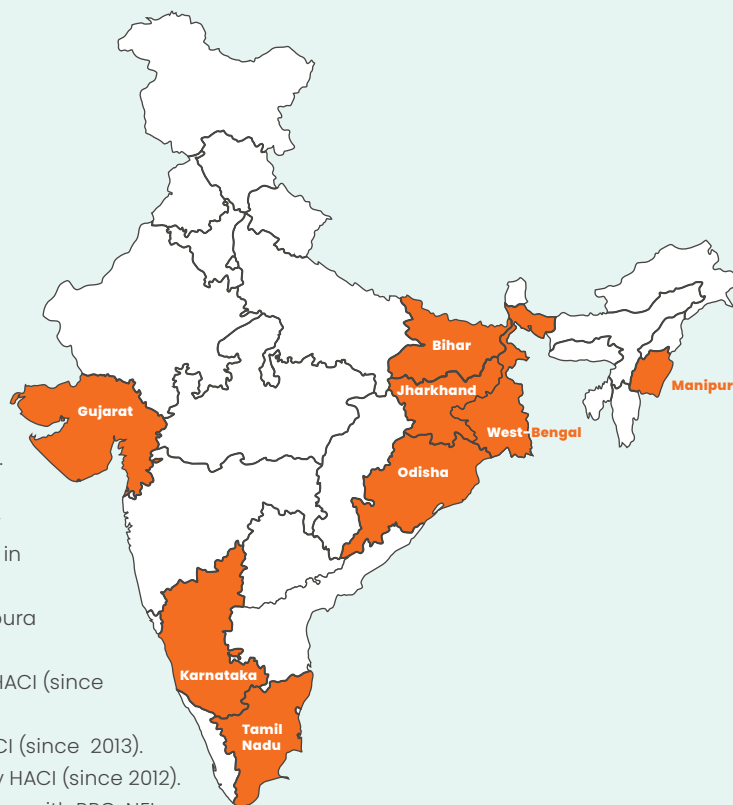
Hazina's family changed their grass roofed house for a new home with iron sheet and good equipment, such as beds, chairs, and tables. Ato owns a cell phone, and has built a stock with oxes, cows and sheep. "Poverty is gone once and forever," Ato smiles, 'To anyone who stood behind us through this project: thank you very much!'

**"Poverty is gone once and forever."**

## IV India

**In 2020, Help a Child of India, together with its partner organizations, was active in the following community programs and thematic projects:**

- **Odisha:** a community programme with CNI in Gajapati (since 2012) and community programmes by HAI in Koraput (since 2012), Nabarangpur (since 2017) and Gajapati (since 2019).
- **Tamil Nadu:** community programmes in Pennagaram with Bethel (since 2013) and Poondi by HAI (since 2014) and a Chennai Urban Programme in Kallakuttai Slum through local support.
- **Bihar:** Community programmes by HAI in Madhepura (since 2015) and Purna (since 2019).
- **West Bengal:** a community program in Kolkata by HAI (since 2015).
- **Gujarat:** a community programme in Dangs by HAI (since 2013).
- **Karnataka:** a community programme in Raichur by HAI (since 2012).
- **Manipur:** a community programme in Churchandpur with RPC-NEI (since 2013).
- **Jharkhand:** a community programme in Khunti by HAI (since 2020).



### Main results in 2020

- Help a Child successfully rolled out its Covid-19 protocol in existing project areas, setting up awareness programs on Covid-19 prevention for both children and adults, while applying social distancing.
- Help a Child of India provided 5500 face shields, honouring the work of frontline health workers of the Greater Chennai Cooperation.
- In Koraput, Odisha, as well as in Kallakuttai Slum (Chennai), Help a Child supported vulnerable families with dry rations and face masks.
- The lockdown situation boosted using technology for internal communications as well as to serve and link Child Development Committees, Farmer Cooperations, Disaster Task Forces and Child Leaderships Teams. For this purpose, What's App groups have been created.
- In Gwalpara and Madhepura blocks (Bihar), Help a Child set up an Adult Literacy Programme, using a computer based functional literacy technology. This greatly improved women's participation in decision making, attitude towards women as well as child wellbeing.
- Help a Child, in collaboration with 1098 Child Help Line and the Indian Ministry of Women and Child Development, prevented 64 child marriages within a couple of months, and addressed more than 350 child violation cases such as child abuse, child labor and child begging.
- Child Opportunity Centers (COCs) played a key role in providing digital education to rural children who could not attend school due to Covid-19 lockdown. It surely opened our eyes for new ways to reduce the digital and educational divide in rural areas, using the COC as the center point of social and educational activities.



# Psychosocial support for children in the midst of pandemic

Amit is 12 years old. He is studying in standard VI in the Primary school of his village. He lives with his parents and elder brother and sister in the district of Koraput. His parents are daily wage labourers.

Amit used to go to school regularly and was good at studying. His parents are illiterate, but have a great desire to give their son education. Everything was going good till the lockdown came into force as government closed the schools as a precautionary step to check COVID-19 which already has taken shape of a pandemic. Closure of school and restriction to go out was too much for Amit to accept. He was not at all happy and was under tremendous stress. Sometimes he used to skip his dinner and sleep. Though parents tried to help him but there was not much that they can do for him in the pandemic situation. Once Amit went out without informing parents and parents had a very tough time to get him home. "My son was very sad as the school was closed, says his mother. "He was so agitated that he went out and reluctant to come back. With

great difficulty we could bring him back to home. We did not know what to do." To help the children, the project started to provide psychosocial support. The children were given home based activities that they like to do. The project facilitated drawing and colouring books with colour pencils, eraser and sharpener. This was a turning point for for Amit: "After school was closed, I was very sad and I did not know how to spend my time. I was not allowed to meet my friends which made my mind worse. But, my happiness was restored after Help a Child gave support. Please see my drawing book I have drawn many pictures. After the pandemic is gone, I will go to school and study well. I want to complete my study and want to become a teacher."



**"My happiness was restored after Help a Child gave support."**

## Supported in 2020:

**21,253**

children

**452**

children's clubs

**185**

self-help groups and farmer groups

**26**

Cluster Level Associations

**12,170**

adults

**9,971**

people reached with covid-19 awareness program

## Director's Desk

The year 2020 has been a year like no other. Covid-19 has affected our programmes in every possible way. From parents being under pressure to meet the day-to-day needs to children and wives, being separated from their husbands and fathers due to travel restrictions. Through our involvement in Child Help Line activities, we got a glimpse of the massive impact of the pandemic on the very basics of child protection.

Thanks to a well designed and implemented Covid-19 protocol and flexible and additional funds, we were able to assist children and families in many ways: from handing over dry rations to vulnerable households to setting up digital education for children who could not attend their schools. 2020 became the year of rolling out covid-19 awareness programs, setting up health facilities and managing child protection cases in the aftermath of the pandemic. More than ever it has been a conscious and thankful decision to serve the most oppressed and neglected communities in India. And we will stay loyal to that commitment in the years to come.



D.J. Edwin  
Country Programme Director

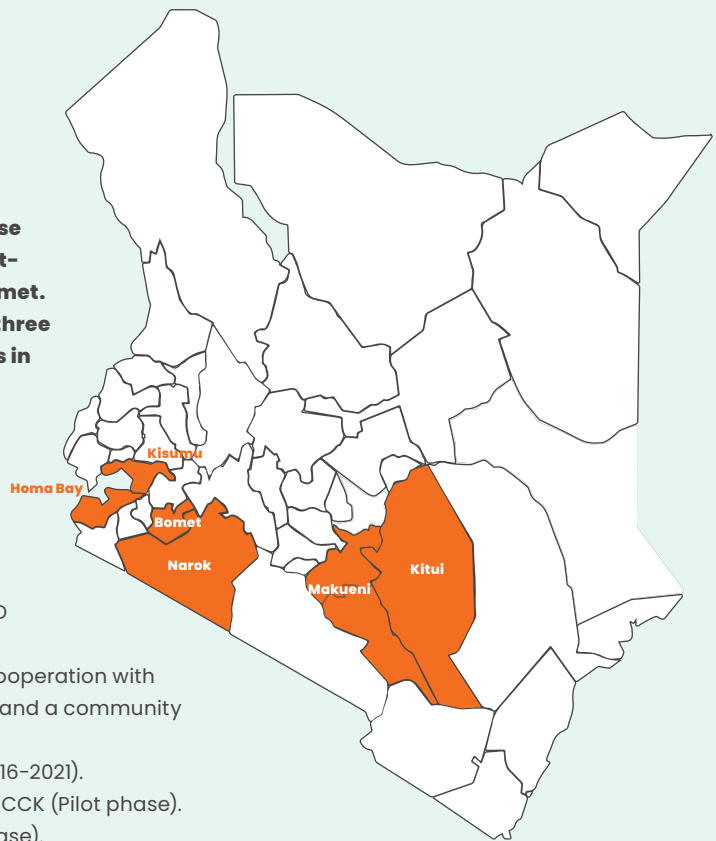


# V Kenya

As several community programs in Kenya are close to phase out, Help a Child Africa selected new partners in 2020 to set up pilot projects in Kitui and Bomet. In total, Help a Child Africa worked together with three implementing partners to carry out eight projects in different stages.

#### Locations

- **Kisumu:** Community programme in Tamu, in cooperation with AICCAD (2016–2021).
- **Homa Bay:** GICEP Economic Community Programme, with AICCAD (2014–2022).
- **Narok:** Siyiapei Sustainability Project, with AICCAD (2019–2020).
- **Makueni:** Kathonzweni Sustainability Project, in cooperation with AICCAD (with support of private fund, 2019–2020), and a community programme in Mavindini (2016–2022).
- **Machakos:** Community Programme in Matuu (2016–2021).
- **Kitui:** Jamii Imara community programme with NCCK (Pilot phase).
- **Bomet:** Baraka CCCD Project with ADSSR (Pilot Phase).



## Main results in 2020

- **Covid-19 pandemic response:** Help a Child Africa revised its annual plan to respond to the pandemic. Interventions identified were adapted to the Ministry of Health & the National Covid-19 taskforce set guidelines. Related activities in the annual plan were repurposed to address needs of vulnerable populations including child protection, hygiene and sanitation, nutrition and food security. The interventions were delivered with the support of Community Health Volunteers and relevant government officials.
- **Education and child engagement:** School and Institution closure caused disruption for nearly 17 million learners countrywide for ten months. In order to keep the children engaged, projects teams initiated and challenged children to manage small projects including kitchen gardens, rabbit rearing, and tree planting. Help a Child Africa was in the frontline to advocate for the improvement of infrastructure in schools to ensure fair ground in ICT cuts across all schools.
- **Program development:** Preliminary site selection process was undertaken and the following sites selected; Kitui, Bomet and Busia. We developed a site and partner selection report, a pilot phase sponsorship plan, budget for two new CCCD sites and rolled out the implementation of the two pilot projects in Kenya.
- **Resource Mobilization:** Two proposals were successful; one towards improving community health infrastructure for the Masewani Dispensary in Matuu project site while the other was the 'Kenya Positive parenting project', funded by EO Metterdaad, aimed at improving parenting skills and the wellbeing of children and youth.
- **Lobby & Advocacy:** Successful phase-out of the Civic Engagement Alliance (CEA) project with improved Nutrition Knowledge, Attitude and Practice for children in the CEA implementing counties.



Carol:  
"My eyes and mind  
have been opened"

Carol had always looked forward to change the story of her family and build a secure future for her children. "We used to walk a long distance of over 10 kilometers to fetch water. My children could get too tired and they did not get enough time to study since they would return home late. Their security was also at risk. This inspired me to take necessary measures," tells 43 years old Carol, mother of four from Mavindini. Together with her husband she relied on casual work which earned them very little income.

Being a member of a Self-help group gave Carol the opportunity she had long yearned for. She received training on various aspects of household development including entrepreneurship, needs identification and prioritization. With backup from her husband, she took a loan from the self-help group, supported by Help a Child. She bought a plastic water tank for harvesting clean and safe water for drinking. However, her dream was more

than that. She achieved to build a family earth dam for collection of water. achieved through securing another loan from the group and with linkages to the county government she got access to an excavator that buildt a dam at a subsidized cost. Carol: "I have adequate water for all my household needs. My children are able to perform better in school and engage in other activities since they do not spend a lot of time searching for water as before." Carol has used the dam water to establish a kitchen garden to grow healthy vegetables for her family. "I did not know that the self-help group could bring my family up to this far. As a woman, I only thought of undertaking the minor aspects in the family, but my eyes and mind have been opened," Carol concludes.



**"We used to walk a long distance of over 10 kilometers to fetch water."**

#### Supported in 2020:

**14,850**

children

**111**

children's clubs

**257**

self-help groups and  
farmer groups

**29**

Cluster Level Associations

**5,961**

adults

**38,855**

people reached with  
covid-19 awareness program

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#### Director's Desk

2020 was a highly disruptive year for all of us; I was very elated that we were able to quickly adapt by learning to effectively work from home and become creative in implementing our projects albeit the covid-19 restrictions. I am also grateful that our committed sponsors continued to channel their contributions to ensure our target communities remained cushioned from the adverse economic impact of the Covid-19 pandemic. With financial support from EO Metterdaad, we are implementing an innovative positive parenting project to help families better protect their children during this pandemic. Of course ensuring the safety and wellbeing of all staff remained and still is my main concern, considering one can only do so much.

In 2021, I envision a well-coordinated government response to the pandemic in order to ensure equitable access to the lifesaving vaccines for all, especially the communities we seek to serve as a step towards return to normalcy.

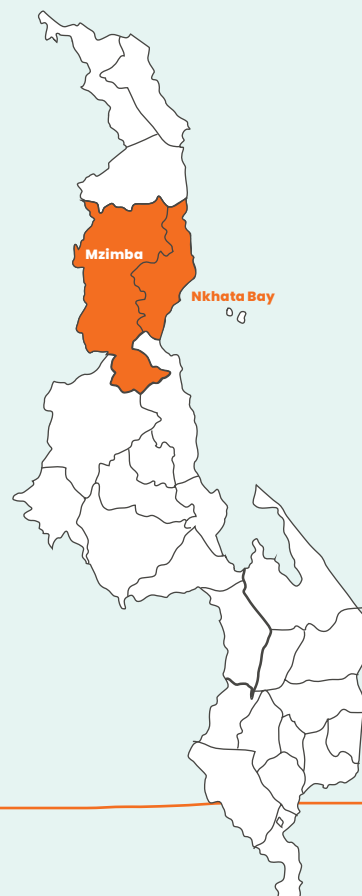


Racheal Kigame  
Country Programme Director

# VI Malawi

**In Malawi we worked with three partner organizations on the following projects:**

- **Mzimba:** Integrated Child Centred Approach (ICCA) Community Programme in Edingeni and an additional drought response programme 'ENHANCE', implemented in cooperation with WACRAD and NASFAM (2015–2020).
- **Nkhata Bay:** Integrated Community Development Programme in Traditional Authority Zilakoma. In addition, Youth Active in Climate Smart Agriculture (YACSMART) in cooperation with LISAP and NASFAM (2015–2020).



## Main results in 2020

- Due to Covid-19, the Malawi government ordered a national school shutdown. Most children in CBCCs were deprived of their daily porridge, as they were obliged to stay home where mostly could not find any nutritional supplement. Noticing the gap, Help a Child Malawi supported 4000 children attending CBCCs in Zilakoma, Mwachenga and Edingeni with nutritive porridge flour as part of their food supplement.
- In order to curb the effects of climate change, Help a Child Malawi provided solar irrigation facilities to a hundred youths to promote climate smart agriculture while creating youth employment. The solar irrigation pumps allowed youths to increase their farming acreage.
- In order to ensure that as many youth smallholder farmers as possible are assisted in their transition from subsistence to commercial farming, Help a Child identified support targeting 1800 Malawian youths with agribusiness finance on loan for three years. The soft loan facility will uplift the socio-economic profiles among youths in rural areas of Malawi.
- In addition to the Certified Caregivers (Pre-school teachers) for the Community Based Child Care Centers in Edingeni and Zilakoma, Help a Child has trained 66 caregivers in Mwachenga of which seven were certified to be Mentors of the Caregivers.
- Eighteen Front Line officers from the Ministry of Agriculture, Ministry of Health and Ministry of Education were trained in the Parenting Challenge Modules. With support of Help a Child Malawi, LISAP and District Social Welfare Officers, 44 Community Parenting Facilitators have been trained and have formed 22 parenting groups reaching out to about 1200 parents in Mwachenga. All this is contributing to quality child-care both at home through empowered and better equipped parents and care
- The Parenting Challenge Material was taken to the electronic media, both radio and TV. Help a Child Malawi reached out to the whole country as this was aired on both local and national radio and TV stations. Three modules were covered, namely, Parenting: the Basics, Keeping Children Healthy and Supporting our children in Education. This was very vital as more than half of the 2020 year, children were at home due to COVID-19. Most parents got overwhelmed with the both the fear of COVID and how to keep their families healthy and the parenting role itself became more demanding as children were at home all the time!





**Supported in 2020:**

**17,475**

children

**86**

children's clubs

**141**

self-help groups and  
farmer groups

**6**

Cluster Level Associations

**5,612**

adults

## Supporting vulnerable children through agribusiness

Meet 'Queen mother' Josephine of Edingeni. As a 62-years-old mother of four children, one of them being Ngoni Paramount Chief, she decided to join the NASFAM project in 2016 as an ordinary member for the love of farming.

Like all others, she started with 15 kg of both soybeans and groundnuts in 2016. Using revenues from the harvest, she bought fertilizers and maize seed and stored them in preparation for the next year farming season. Being a group member, she also got a Treadle pump for small-scale irrigation from NASFAM.

She immediately used part of her maize seed to produce green maize, sweet potatoes, onions, tomatoes, garlic, Irish potatoes and realized a good profit. She used part of the money to support two vulnerable families that were unable to support their children with school fees at high school.

Her future plans are to own a banana plantain farm, "I have already started planting suckers on my farm. I want to have a serious banana plantain farm to support more children as well as my own family, using proceeds from the banana sales," Josephine explains.

**"I want to have a serious banana plantain farm to support more children."**

# VII Rwanda

**In 2020 we worked together with three partner organizations in four project areas in Rwanda:**

- **Rwamagana:** community program in cooperation with Église Presbytérienne au Rwanda (since 2013).
- **Bugesera:** community program in cooperation with African Evangelistic Enterprise (since 2010).
- **Rusizi:** community program in cooperation with African Evangelistic Enterprise (since 2016).
- **Bugesera:** thematic program in cooperation with Unicef, focused on (pre-primary) for children between 4 and 6 years old (2019-2020).
- **Ngoma:** Extension of the Unicef programme to improve ECD facilities (2020-2021).



## Main results in 2020

- Help a Child scaled up its child centered interventions in one more District. This is Ngoma District of the Eastern Province. After successful implementation of UNICEF funded initiatives to increase access to Early Childhood Development services in marginalised communities in Bugesera District, Help a Child Rwanda extended the same services in Ngoma District and renovated ECD facilities which were not in use so that they meet minimum standards to serve children in need.
- To alleviate COVID-19 consequences on supported communities, Help a Child initiated a youth recovery project with innovative approaches enabling youth groups to cope with faced challenges and boost their productivity. Using smart phones provided by the project, digital group meetings have been convened via whatsapp and group members could save money, access loan and repay. Green houses allowed youth to cope with climate change and grow vegetables regardless of the season and climate conditions.
- The Economic Program with Impact on Children (EPIC) model was piloted. It added value to the PIP (Integrated farmer's Plan) approach which was being used by communities. With the EPIC model, children's

wellbeing come on center of every activity we do, and enables children to participate in developmental activities implemented in their communities.

- Community sensitization messages were developed and aired on local TVs and radios to promote child rights and inclusion of children with disabilities during the lock-down period. Messages were helpful to teach both parents and children on how they should support each other during the time when they were all staying home. Messages on prevention of COVID-19 were also mainstreamed so that communities were able to protect themselves against the pandemic.



# My home is my school

Before the Covid-19 outbreak, six-year old Emelyne was in Nursery. Since schools closed in mid-March, all children have been home. This has been hard on the parents. “I did not know how to help my children,” says Théogène, father of Emelyne. “Our children were not occupied and sometimes bored. The only materials I had, were Bible scriptures and flyers to read for them.”

Happily, Emelyne was enrolled in a home schooling project supported by Help a Child, targeting six year olds to ensure they have a better transition to primary school. Théogène: “The visiting volunteer taught me games that I could play with my children. I never saw Emelyne as happy as the time I started doing these funny games and reading the stories to her.”

**“I never saw Emelyne as happy as the time I started doing these funny games and reading the stories to her.”**

The caregiver’s visits and learning support made children busy during the stay-at-home period. Even though the visit targeted Emelyne in the first place, all children in the family were allowed to participate in the activities. Emelyne and her younger brother now spend most of their time playing games, telling and reading stories to each other. The children also enjoyed a new story, read to them by the visiting volunteer each week and always borrowed out a new book to keep until the next visit. Théogène, inspired by the caregiver’s suggestion, made an ABC booklet for Emelyne. Théogène: “I was surprised to see that after listening to my reading several times, Emelyne can now read it on her own. She asks questions and imagines how the story ends. I have witnessed the great importance of pre-primary education, because I see my children are learning fast.”

## 2 | Our programmes

### Supported in 2020:

**11,056**

children

**71**

children’s clubs

**740**

self-help groups and farmer groups

**74**

Cluster Level Associations

**12,949**

adults

**11,996**

people reached with covid-19 awareness program

### Director’s Desk

The year 2020 has been a challenging period due to COVID-19 pandemic which affected planned activities. By grace of God, target communities were not much affected and Help a Child has been able to cope with the situation and adapted its intervention to keep supporting children in need at the right time.

My thanks go to our implementing Partners AEE and EPR who worked hard to provide relevant support to target communities despite lockdown and other restrictions which were making some of our communities not accessible. I also thank Help a Child Rwanda staff who worked hard to find innovative ways and approaches to respond to different types of concerns which were affecting supported communities.

We hope that joining our effort, the year 2021 will be productive, and lessons learnt from the year 2020 will be useful to shape adequately planned interventions. Together, we will make more impact to more children in need.

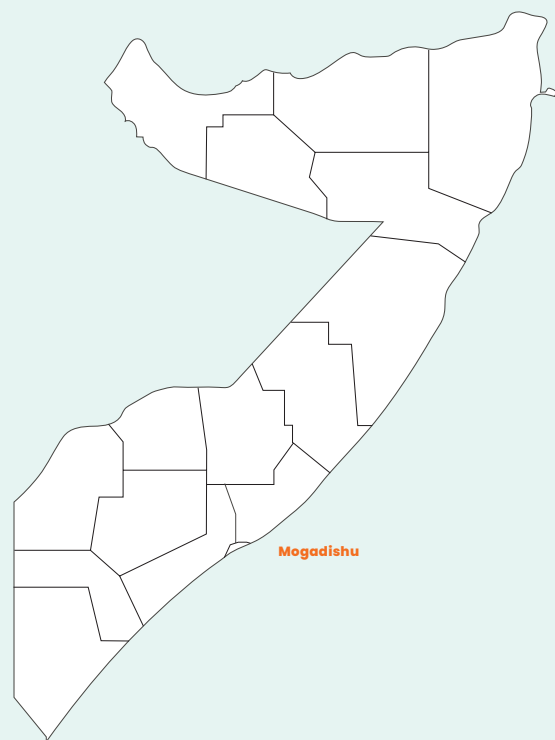


Jean Claude Nshimiyimana  
Country Programme Director



# VIII Somalia

**In response to the humanitarian crisis in Somalia with more than 5 million people in need, Help a Child, together with partners, implemented a Health, Nutrition and WASH program in Banadir State. The aim of this program is to provide life saving humanitarian aid for the most vulnerable groups including children under 5 and pregnant and lactating women.**



## Main results in 2020

- Many additional activities were undertaken to respond to the covid-19 pandemic, ranging from awareness raising, extra staff for health facilities, providing personal protective equipment, setting up hand washing points and covid-19 screening.
- More than 75,000 people received free primary health care consultations.
- Jerry cans, aquatabs and water filters were distributed to 17,098 people.

## Statistics 2020

- 223,872 people assisted in total
- 8,416 malnourished children admitted to feeding programs
- 4,528 Deliveries under skilled Birth Attendants
- 1 covid-19 Isolation center established and equipped.



*A volunteer leader, visiting a Care Group household to share information about basic health measures (picture taken before covid-19).*

**Supported in 2020:**

**22,087**

children

**24,558**

adults

**19,605**

people reached with  
covid-19 awareness program

# Health promotion through Care Groups

A Care Group consists a volunteer leader, selected by their immediate household neighbors, and 10-15 women from neighbouring households. Each week, the Care Group volunteer leader meets with the health promoter to receive information on hygiene, nutrition or health. After each meeting, each volunteer is responsible for sharing this information with the 10-15 households in her respective neighborhood Care Group.

Care Groups turn out to be a highly effective and cost-efficient model for behavior change activities. The Care Group model brings services to the household level against minimal cost. Since the volunteers are selected and trusted by their community members, They do have the acceptance to address sensitive topics, such as reproductive

health topics. They even are able to reach influential mothers-in-law, who often can impact the decisions of fathers, for instance about the use of family finances for health. The Care Group also collects information on the hygiene, sanitation, health and nutrition practices of mothers and caretakers of children in the area, and builds better understanding of barriers to appropriate behavior change. The model also ensures that every household with a young child or pregnant woman within a target community is reached. They are therefore a very effective impact-multiplier for our health and hygiene interventions.

**“Care Groups bring services to the household level in a cost-effective way.”**

# IX South Sudan

**Help a Child South Sudan, together with other members of the Dutch Relief Alliance (DRA), Across and other local partners, implemented the humanitarian Joint Response, serving 131,000 people in total. In consultation with the DRA, an extra layer was added to the program to adequately respond to Covid-19. Our project areas in 2020 in South Sudan:**



- Wau and Pibor: Humanitarian Joint Response, supported by the Dutch Relief Alliance and in cooperation with Across and DRA members (January – December 2020) and additional covid-19 response program (September 2020 – June 2021).
- Wau: Long Lasting Cohesion for Peace project, in cooperation with Across and supported by UNDP.
- Wau and Jur River: Innovative Build your own Buddy (BoB) project, to address social-emotional needs of young children (5-7) and their parents, supported by the DRA Innovation Fund (December 2019 – November 2021).

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## Main results in 2020

- For the very first time, Help a Child South Sudan developed an approved country strategy and 2021 annual plan, that are intended to shape the country programs.
- In 2020, we exerted a lot of fundraising efforts. In Wau, Help a Child will implement a program for strengthening social cohesion as a condition for peace, supported by UNDP. Secondly, together with Dorcas International and Light for the World, we received grants from the European Union to start a project for 30 months, aimed at empowering women with and without disabilities in Wau and Kuajok.
- Though Covid-19 impeded implementation of activities in 2020, Help a Child South Sudan managed to use the local modified Boruboru game as an innovative approach in reaching and empowering girls in Wau. Boruboru has now been fully integrated into Help a Child's protection and peace building programs in South Sudan.
- Boruboru proved its effectiveness in mobilization and involving youth on the 20th of November 2020 when it was officially launched in Wau, as part of the 'End Child Marriage' campaign.
- In 2020, Help a Child South Sudan recruited more technical staff including the Program Manager and other field staffs. The hiring of these staff improved the quality and timeliness of our programs considerably and strengthened our presence and collaboration with national and state level authorities. Help a Child managed to sign an MoU with two ministries in Western Bahr El Ghazal State.





# Addressing the needs of girls through local sports

## WE NEED CARE!

## INCLUDE US IN ALL DECISIONS THAT AFFECT US!

These and other messages were held by the members of Lokoloko Central and Lokoloko West teams right before the very first Boruboru modernized games in Wau. In this way, the start of the 'End Marriage Campaign' in Wau, South Sudan, was launched.

The campaign, organized by Help a Child in cooperation with community and partners, intended to address the need for girls' empowerment in South Sudan and Wau in particular. As part of this campaign, one of the girls called Kelada James Saadalla held a powerful speech on behalf of 'so many girls that do not get to have their voices heard', reminding all attendants that 'the practice of early and forced marriage was created by people, and that they can undo it.'

The two amazing girls teams from Lokoloko Central and Lokoloko West had the honour to play the opening game of the Boruboru modernized games in Wau. "We have witnessed the power of the Boruboru game in empowering girls and strengthening cohesion. Broken social fabric can easily be restored with this kind of games in communities that are deeply affected by conflict," says Angelo Paterno, Country Program Director of Help a Child South Sudan, explaining why Help a Child wants to include sports activities more often in its campaigns and activities.



**"We have witnessed the power of the Boruboru game in empowering girls and strengthening cohesion."**

## 2 | Our programmes

### Supported in 2020:

**11,554**

children

**3,933**

adults

**31,027**

people reached with covid-19 awareness program

### Director's Desk

The team of Help a Child South Sudan utilized its effort in drafting a four years Country strategic plan. This strategic plan is an important milestone in mandating and focusing the country program in the right direction: to reach more impact for more children and their families in our beautiful but fragile country.

Similarly, the team worked together in developing the 2021 annual plan as major step in implementing the four years strategic plan. This gives the South Sudan program a legitimate focus and enhanced accountability. We are proud to play a role in the consortium of three organizations that culminated into winning its first EU grant last year, focused on the empowerment of women with and without disabilities. The 'Pride!' project is indeed our pride too.

In 2021 we want to extend our responses to Warrap State. Also, we want to develop a realistic four years' Institutional Funding strategy and strengthen our positioning and collaboration with the ultimate aim to serve much more children and communities in the future!



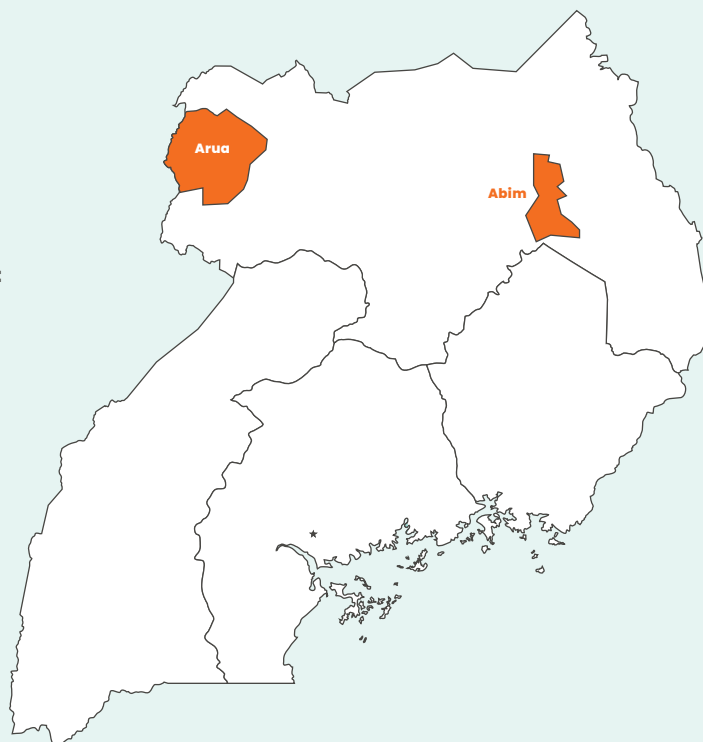
Angelo Paterno,  
Country Programme Director

# X Uganda

**In Uganda, Help a Child works together with partner organizations SOA and AEE to implement three community development programs in two areas.**

#### Locations

- **Abim:** community program in Karamoja in cooperation with Share an Opportunity (2017-2023).
- **Arua:** community program in Arivu (2016-2023) and start up of a new community development program in Terego, both in collaboration with African Evangelistic Enterprise.



## Main results in 2020

Due to the Covid-19 pandemic, most of the plans had to change. In March, a total lockdown was announced, with no movements, and schools and offices closed. After 3 months some movement was allowed, but schools remained closed till the end of the year. Many people lost their source of income, yet prices were going high. SAO and AEE had to revise their plans. They managed to do quite some (other) activities:

- Covid awareness & hygiene promotion. Communities were informed via house to house campaigns and radio messages.
- Handwashing facilities were provided and children were encouraged to make tippy-taps for their homes.
- Very vulnerable households were provided with food supplies, like maize, casava and cooking oil.
- The 'Safe till School' project started: learning centers were established in communities, where children from higher classes could take classes, broadcasted through Solar-powered radios. Through its partners, Help a Child distributed radios and printed and distributed learning materials that were provided online by the Ministry of Education.
- SAO still managed to train children in twenty children's clubs. The children were trained in making crafts and growing vegetables in their kitchen garden at home. The adolescents learned how to make re-usable sanitary pads.
- Together with AEE, Help a Child determined a new community development project area for the coming years, which will be Bileafe (Terego district), West Nile Region.



# The beading business of Robinson

Robinson is a twenty-years-old boy from Abim district in North Eastn Uganda. Like many Ugandan children, Robinson did not have a chance to enjoy parental love because his mother and father seperated when he was still young. So hee grew up with his grandmother.

“I dropped out of school in th year 2015 and could not continue due to lack of school fees. I stayed home and life became very hard for me, because I did not have any skills to earn a living, “ says Robinson. From 2018, Robinson joined a youth group, as part of the community program of Help a Child and SAO. Robinson: ”We meet to discuss what affect sus and we advise each other. In 2019, through the youth group, I took a short skills training in beading. After the training, I borrowed money to buy beads and tools and started my busi-ness. I was only given one month

to return the borrowed money with interest, so I worked hard and paid it back. I used th profit to continue with the business.”

The bead making training turned out to be a turning point in the life of Robinson. “I am very happy, because thanks to my business, I am able to buy medicine and continue to support my young brother who is sick. I also buy scholastic materials for my othr siblings to encourage them to continue with education. I don’t want them to drop out like me, “says Robinson.

Robinson’s future plan is to train and employ other young people to help him in the business, because it has markt evn in other districts. “My advice to my fellow youth is not to loose hope, but join the training programs because dropping out of school does not mean an end to life.”

**‘Dropping out of school does not mean an end to life.’**

## 2 | Our programmes

### Supported in 2020:

**15,635**

children

**160**

children’s clubs

**197**

self-help groups and farmer groups

**17**

Cluster Level Associations

**3,278**

adults

**25,664**

people reached with covid-19 awareness program



# CHAP. 3



# Our organization

Many individual donors, churches, schools, businesses, foundations and charitable trusts support children in need through Help a Child. Their backing and trust imbue us with a great responsibility, which calls for an efficient and effective organization.

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## 3.1 Development of our organization

As circumstances change, our organization needs to adapt to those changes. But at the same time continue to navigate towards our goals. In that sense, an organization is never finished.

### Covid-19

The Covid-19 pandemic has been a huge test case for our adaptability as an organization. Within a couple of weeks, our entire way of working was turned upside down. We were unable to work from our offices any more, and unable to do our normal work in the field any more. It is a great testimony to the resilience and creativity of our staff that, as an organization, we were able to adapt very rapidly to the changed circumstances. Within weeks, everybody was working effectively from home and was mastering the skills needed for online work. Fortunately, a major update of our ICT systems had been implemented just a few weeks earlier. Even

without an introductory period, everybody managed to cope with the new systems.

Programme-wise, our country offices worked with local partners to redesign our projects to fit the new Covid reality. This too was done very quickly and creatively. The fundraising departments immediately started working on an appeal to our supporters to help us with enough money to deal with the crisis and, as can be read in the financial section of this annual report, the income was well beyond our expectations. We are very blessed with such loyal supporters.

All in all, 2020 reaffirmed to us all that we as an organization are able to be flexible, proactive and resilient in dealing with new developments.

### Decentralization

The fact that we have strong local offices enabled us to deal effectively with the Covid-19 crisis. Good, strong relations with our partners and proactive staff made us able to respond decisively.

Subsidies and grants are increasingly available in the countries

where we operate. To be eligible for these funds, however, an organization must actually be established in the country concerned and also maintain intensive collaborative links with other bodies. To achieve this, we needed to step up our presence, visibility and added value in our programme countries, working with others wherever possible. This has also meant changes in various countries to the way we and our partner organizations divide roles between us.

In 2020 we continued to reinforce our country offices in Burundi, the Democratic Republic of the Congo, Malawi, Kenya, Rwanda and South Sudan. Increasing our visibility, participating in networks, responding to local fundraising opportunities and strengthening the quality of our programmes formed a crucial part of this effort. We are happy to report that, even in Covid times, we were able to find new local funding and build new local partnerships.

### Local presence

We have established our own offices in six countries in Africa, namely Burundi, the Democratic Republic of the Congo, Kenya,

Malawi, Rwanda and South Sudan. Each is headed by a Country Programme Director. To ensure good co-ordination between Help a Child Netherlands and these offices on the ground, those directors normally visit the Netherlands twice a year for a week to discuss topical issues and concerns. In 2020 that was not possible due to the Covid-19 crisis, but we found that online meetings make an effective substitute for those visits. In addition, in 2020 we worked in three other African countries: Ethiopia, Somalia and Uganda. Our existing community programme in Ethiopia came to an end in 2020, and with that our relationship with our local partner as we phased out there. The community programmes in Uganda implemented by our local partners are monitored from our office in the Netherlands. The programme in Somalia is implemented by our strategic partner, Medair.

India has its own distinctive place in our organizational structure. Help a Child of India is an independent sister organization with its own board and autonomous powers. However, our CEO regularly attends its board meetings.

A country-by-country description of our programmes and the partner organizations we work with can be found in Chapter 2 (and is summarized in Appendix 1).

## 3.2 A learning organization

Help a Child is a knowledge-intensive and learning organization. This is evident from various aspects of our work.

### Complaints

Customer-friendliness is paramount in our organization. All complaints we receive are taken seriously, dealt with as effectively as possible and treated as an opportunity to learn.

In 2020 we received a total of 56 complaints

We also always look at the seriousness of the complaint. Personal expressions of displeasure or criticism, for example, are classified as minor complaints. These include sponsors who feel that they are not receiving enough information about their sponsored child or are not happy with our campaign to raise sponsorship contributions. Such minor complaints are viewed as signals and are always taken on board in our evaluations. Of the 56 complaints received in 2020, we consider 26 as minor.

In the case of medium-level complaints, something really has gone wrong. Examples include the allocation of a gift to the wrong programme or a mistake in the bank-account number stated in a mailshot. Some 25 complaints fell into this category in 2020. From these, we see very clearly that mistakes can be made in the manual processing of data when people are working under pressure. We have therefore taken measures to reduce staff workloads, whilst also looking at ways to build in extra checks.

Serious complaints involve major or repeated errors which may or

do harm our own organization, a partner or a donor. These matters are always discussed by our management team with the CEO, and their resolution and rectification are given priority. In 2020 we received five serious complaints. Four involved direct-debit errors and in one case a sponsor received incorrect information on several occasions. Our target is zero serious complaints.

### Integrity policy

In 2018 Help a Child introduced a comprehensive integrity policy. This combined existing policy documents about various types of malpractice, including abuse of power, fraud, corruption and interpersonal misconduct. During this process, Help a Child gathered information by participating in various integrity workshops and information sessions organized for our sector by development NGOs association Partos, national charities umbrella organization Goede Doelen Nederland and the Dutch Relief Alliance, amongst others. Within these networks, Help a Child also actively provided ideas and input for a sector-wide integrity policy and procedures.

Our comprehensive integrity policy includes a code of conduct, a fraud and corruption policy, a child protection policy and procedures for prevention, incident reporting, enforcement and the provision of an independent confidential counsellor. All our employees and anyone else working on behalf of Help a Child is obliged to adhere to this policy, including the code of conduct. In addition, visitors to our projects must sign a code of conduct form. The full integrity policy can be found on our website at [www.helpachild.org/Help-a-Child-Integrity-Policy/](http://www.helpachild.org/Help-a-Child-Integrity-Policy/)

We have appointed an internal contact person for integrity issues



at every Help a Child office. Collectively, these employees form our integrity team. This is responsible for co-ordinating and monitoring policy implementation, reviewing and tightening up the policy documents, creating awareness, providing training, identifying risks and acting on reported incidents.

Actual or suspected integrity violations by representatives of Help a Child can be reported through this integrity team or through line management. Incident-reporting mechanisms are also being improved or introduced for people in the regions where we work. In addition, a certified confidential counsellor is available to provide support.

Each reported incident leads to a preliminary investigation in order to determine whether a disciplinary inquiry is necessary. If so, the management team will use the findings of that exercise to determine any sanction required. The

most severe penalty available is termination of employment. Who needs to be informed of progress is determined separately in each step of the investigation.

Naturally, Help a Child is aware that integrity starts with prevention and that the organization itself is responsible for creating an environment that discourages violations. We therefore apply a prevention-aware approach in the recruitment of new employees and the selection of new partners, as well as in staff training and awareness, staff welfare, the facilitation of integrity and other learning processes and the analysis of risks. The learning process in this respect is expedited by an annual integrity workshop at each office, along with continuous policy monitoring.

#### Corruption and fraud

Help a Child has adopted procedures for reporting and investigating actual or suspected fraud and corruption. These describe in

extensive and explicit detail both the measures we have put in place to prevent and detect such abuses and the action we take if they are identified.

Early in 2021 we were informed by one of the consortium members in our ARC programme in Burundi about misappropriation of funds at one of its implementing partners. These irregularities took place in the fourth quarter of 2020. Our consortium partner started an investigation and, as the results proved misappropriation and the falsification of signatures, the agreement with its partner was terminated. The total financial loss was €1,133, which the partner organization has been requested to reimburse in 2021.

#### Core humanitarian standards self-assessment

In 2018 and 2019 Help a Child carried out a self-assessment based on the Core Humanitarian Standards (CHS). These are nine criteria



which aid organizations can use as guidelines for a continuous learning process in order to keep improving the quality and effectiveness of the aid they offer. After completing the self-assessment, in 2019 we marked our commitment to these standards by writing an internal improvement plan covering those issues, large and small, we particularly want to address in the coming years. One of our biggest priorities here is to establish procedures whereby children and adults from village communities can submit their complaints or feedback about our projects. To make sure they feel sufficiently able to do this, and to prevent a mismatch between the procedures and the local context, community members will be involved in their design and implementation from the outset. For the same reasons, a specific procedure is being created for each individual country. This process has already been completed in the Democratic Republic of the Congo, India and Malawi.

### Quality system

The Help a Child quality system for our Dutch activities is ISO 9001:2015 certified. In addition, our activities in the Netherlands and at the country offices in Africa are certified as in accordance with the sector-specific Partos 9001:2015 standards.

### Corporate social responsibility (csr)

We are committed to conducting our operations in a socially responsible manner. Our most important CSR principle is "do no harm". All our choices, programmes and operations must aim to have no negative consequences for anyone or any aspect of the environment. In fact, we always seek to have a positive impact on the people, nature and profit we come into contact with. To this end, certain principles are enforced rigorously throughout the organization.

Protection of children and their rights is central to our work. This is an inherent part of our integrity policy (see above). Accepting children as they are and making them visible is a core value of Help a Child.

Respect and inclusion. We respect the unique individuality of everyone involved in our work. This includes our volunteers, who are at the heart of the organization, and people facing employment challenges. Sponsors and donors are our partners in supporting children and families. We respect their opinions and tailor our communications to their wishes as best we can.

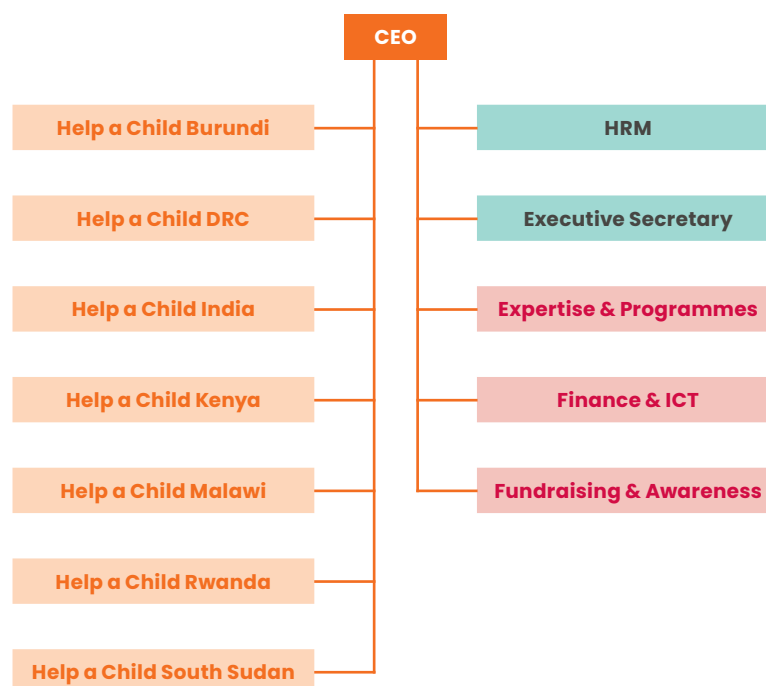
Transparency. We communicate honestly and openly with all interested parties. We are not afraid to admit mistakes: we know there are always things that can be done better and we work hard to make improvements where necessary.

Sustainability. Sustainability is a central concern both within our programmes and at our offices. We use resources responsibly, offset the consequences of CO2 emissions from air travel and encourage the use of public transport. We are doing more and more online and the paper we use is sourced responsibly. All our office supplies are sustainable and fair-trade compliant.

### Collaboration

Help a Child endorses the Partos Code of Conduct and the codes for fundraising, formation of reserves and executive remuneration drawn up by the umbrella organization for the Dutch charitable sector, Goede Doelen Nederland. The Partos standard, with which Help a Child is compliant, includes an extensive section on CSR requirements.

### Help a Child organizational Chart









## CHAP. 4



# Finance

## 4.1 Consolidated balance sheet as at 31 December 2020

The balance sheet as at year-end 2020, compared with the four previous years, is as follows.

(amounts in €1.000)	31 December 2020	31 December 2019	31 December 2018	31 December 2017	31 December 2016
<b>ASSETS</b>					
Intangible fixed assets	70	76	92	114	168
Tangible fixed assets	644	708	614	480	420
Financial fixed assets	507	533	382	150	149
Receivables and accrued items	1,722	2,102	696	1,785	1,171
Cash and cash equivalents	3,969	4,451	5,506	3,447	3,971
<b>Total assets</b>	<b>6,912</b>	<b>7,870</b>	<b>7,290</b>	<b>5,976</b>	<b>5,879</b>
<b>LIABILITIES</b>					
Continuity reserve	2,416	2,572	2,587	2,041	2,492
Special purpose reserves	358	370	401	245	627
Special purpose funds	1,257	873	407	512	398
Total reserves and funds	4,031	3,815	3,395	2,798	3,517
Provisions	0	0	3	11	11
Long-term liabilities	285	226	198	276	263
Short-term liabilities	2,596	3,829	3,694	2,891	2,088
<b>Total liabilities</b>	<b>6,912</b>	<b>7,870</b>	<b>7,290</b>	<b>5,976</b>	<b>5,879</b>

Receivables and accrued items decreased by €390,000 in 2020, mainly because we paid less in advance to our partner organizations for the next financial year than in 2019. On the other hand, we also received less in advance from our institutional donors. This is a major reason for the decrease of short-term liabilities of €1.23 million.

Together with the positive balance of €316,000 in 2020, this resulted in a slight decrease of €0.5 million in cash held at the end of 2020, compared with the end of 2019.

Our continuity reserve decreased slightly in 2020, mainly as a result of exchange-rate losses on the reserves of our country offices caused by the devaluation of local currencies during the year (impact €100,000). The con-

tinuity reserve still remains a healthy buffer, however, amounting to 69 per cent of the total operational costs of Help a Child (2019: 75 per cent, with an internal norm of maximum 100 per cent).

Special purpose funds rose by almost €0.4 million, due in part to the receipt of earmarked income that was not completely spent in 2020, but also in part because some contract balances were settled in 2020, thus creating means to fund future projects with the settled, earmarked amounts.

## 4.2 Consolidated statement of income and expenditure for 2020

The consolidated statement of income and expenditure for 2016 to 2020, together with the budget for 2020, is summarized in the table below.

(amounts in €1.000)	2020	Budget 2020	2019	2018	2017	2016
Income from individuals	6,551	6,180	5,952	6,792	5,865	6,449
Income from businesses	556	435	425	374	503	395
Income from government subsidies	6,416	5,637	4,062	3,125	667	1,767
Income from other non-profit organizations	1,327	1,555	1,305	1,189	1,228	1,528
Income from supplied products and services	5	5	10	35	0	0
Other income	1	0	-1	2	5	57
<b>Total income</b>	<b>14,856</b>	<b>13,812</b>	<b>11,754</b>	<b>11,517</b>	<b>8,268</b>	<b>10,196</b>
Expenditure on objectives	12,885	12,741	9,795	9,490	7,638	9,550
Costs raising income	1,114	960	1,006	909	883	773
Management and administration costs	573	462	507	527	473	348
<b>Total expenditure</b>	<b>14,572</b>	<b>14,163</b>	<b>11,308</b>	<b>10,925</b>	<b>8,994</b>	<b>10,672</b>
<b>Balance</b>	<b>284</b>	<b>-351</b>	<b>446</b>	<b>592</b>	<b>-726</b>	<b>-476</b>
Net financial income and expenses	32	0	-20	-11	2	6
<b>Net income and expenses</b>	<b>316</b>	<b>-351</b>	<b>426</b>	<b>581</b>	<b>-724</b>	<b>-470</b>
<b>Cost percentages</b>		norm				
<b>Expenditure on objectives</b> as a percentage of total income	86.7%	90.0%	83.3%	86.9%	84.9%	89.5%
<b>Expenditure on objectives</b> as a percentage of total expenditure	88.4%	90.0%	86.6%	82.4%	92.4%	93.7%
Three-year moving average	87.4%	90.0%	85.4%	89.0%	88.8%	89.4%
<b>Costs raising income</b> relative to raised income	7.5%	7%-9%	8.6%	7.9%	10.7%	7.6%
<b>Management and administration costs</b> relative to total expenditure	3.9%	5.0%	4.5%	4.8%	5.3%	3.3%



The statement of income and expenditure showed a positive balance of more than €316,000 at year-end 2020, compared with a budgeted deficit of €351,000. There are two reasons for this variance.

In the first place, many outstanding balances with partner organizations were settled in 2020. These included balances that had been outstanding for some time because the partner organizations had not expended the committed funds in full. Settlements in India, Kenya and Malawi, in particular, reduced our programme expenses in these countries.

Secondly, as a result of Covid-19 many of our planned activities had to be put on hold or changed due to restrictions or different needs arising. Also, we saved significantly on travel expenses and expertise-related activities.

Overall, we are very grateful for the continuous support of our constituency. All in all, our income from private donors grew by 10 per cent.

After the first few weeks when the pandemic resulted in all kinds of restrictions in the Netherlands, we began to calculate financial scenarios of the possible negative impact of the virus. But although the measures did have some negative effects, specifically in respect of income from churches, as a whole we can conclude that our donors have remained loyal even in these exceptional circumstances. In fact, our constituency donated even more – to our special Covid-19 emergency fund, for example. In January and February, for the first time in seven years we requested our donors to increase their monthly contribution. Most responded positively and raised their contribution by approximately 10 per cent. On top of that, for the first time in many years we also saw a net growth in sponsor numbers (+153).

Our institutional funding grew as well, by almost 60 per cent compared with 2019. In this respect we remain very dependent on the Dutch Ministry of Foreign Affairs, which contributed 96 per cent of the €6.4 million in subsidies received from government sources (ARC and DRA). This growth is largely attributable to the start of our joint-response programme in Somalia, funded by the Dutch Relief Alliance (DRA). In addition, DRA funded a number of acute-response programmes in South Sudan and Somalia.

Although still to a relatively modest extent, we also secured funding from EU and UN bodies in 2020, for programmes in Burundi, South Sudan, Rwanda and Malawi. Funding under the EU contract will begin in 2021 in South Sudan.

### **Expenditure on objectives**

Expenditure on objectives as a percentage of total income and expenditure increased slightly compared with 2018 and 2019. After decentralizing our organization in 2016/2017, and as a result incurring relatively high overhead costs in 2018 and 2019, we managed to increase our income and so improve efficiency ratios. We realize that we are still not meeting our norm of 90 per cent, though, which will require even more growth.

Within our objectives, we were able to spend more on all of our five core themes. Due to our launch in Somalia and the acute-response projects, our expenditure on health, on water, sanitation and hygiene (WASH) and on nutrition grew by 150 per cent.

### **Income-generation costs**

In 2020 we invested significantly in private fundraising. Our lead-generation and marketing-automation efforts paid off in terms of growth in sponsor numbers. Other private donations also grew significantly. As we want to achieve a healthy balance between institutional and private funding, significant investment in new fundraising channels and giving models will continue to be required in the coming years.

The proportion of income-generation costs relative to income from fundraising decreased from 8.6 per cent in 2019 to 7.5 per cent in 2020 because the increase in income was higher than the rise in the cost of generating it.

### **Management and administration costs**

Management and administration costs relative to total expenditure also decreased, from 4.5 per cent in 2019 to 3.9 per cent in 2020. This is below our norm of 5 per cent. Again, this was because our overall spending grew more strongly than these costs.

## 4.3 International fundraising

### Partnerships and institutional relations

Help a Child wants to contribute towards the international Sustainable Development Agenda goal of eradicating poverty in all its forms and dimensions, including extreme poverty, by 2030. To this end, we seek collaboration with international platforms, organizations, companies, centres of expertise and donors to increase the impact of our work and theirs.

Since 2017 Help a Child has been a member of the **Dutch Relief Alliance**. This is a coalition of 14 Dutch aid organizations in partnership with the Netherlands Ministry of Foreign Affairs (MoFA). Together with the other partners in this coalition, Help a Child has been contributing to humanitarian relief work in the Democratic Republic of the Congo (DRC) and Burundi since 2018, and since 2020 in Somalia as well.

Help a Child also participates in **Prisma** and **EU-CORD**, respectively a Dutch and a European network of Christian development aid organizations, and seeks active collaboration with their members towards the aim of showing the added value provided by faith-based organizations in the development and humanitarian sector. We contribute to these networks by taking part in various working groups and steering committees.

Through **PerspActive**, together with four other organizations Help a Child is working in Kenya and Uganda to support a more hopeful future for youth through employability and working skills, with a focus on the environment and sustainability.

For good co-ordination of humanitarian responses, Help a Child participates in the **Protection, FSL** (food security and livelihood) and **WASH** (water, sanitation and hygiene) clusters and the **Gender-Based Violence** sub-clusters in South Sudan, the DRC and Burundi.

To be able to co-design and collaborate on policy and programming in its target countries, Help a Child is a member of several **technical working groups** aligned with the thematic focus of its programmes. These include ECD (early childhood development), nutrition, Covid-19, WASH, disaster response, education, youth and agriculture.

To stay up-to-date and to discuss national and international trends in relevant sectors, in our target countries we are a member of the **national NGO forums** and in the Netherlands we also participate in relevant sector and branch organizations. For a list, see Appendix 2.

## 4.4 Dutch constituency

In 2020, more than 20,000 people in the Netherlands supported our mission to help children grow out of poverty. Their trust in Help a Child, their prayers for our work and their financial contributions had a great beneficial impact on the children in our programmes. Businesses, churches, schools, charitable foundations and government agencies also enabled us to carry on our work.

Ever since its establishment, Help a Child has been a sponsor-based organization. By connecting people in the Netherlands to children in need, we foster a relationship which extends far beyond the act of giving and receiving financial aid. Today, this remains a highly effective way of forging life-enhancing bonds.

The sponsored children live in village communities, with their own family. In our opinion, that is the very best setting for a child to grow up in. Since 2010 Help a Child has therefore focused on sponsoring children in their own surroundings. We no longer support children's homes. Today, all our sponsors contribute to community programmes (that is, to all the children in a community) and correspond with one of the children or families there.

That is the beauty of sponsoring through Help a Child: it is not just your sponsored child who benefits, but the entire community.

### Gifts

Besides child or family sponsorships, people can also contribute towards a better future for children in developing countries with one-off or recurring gifts. They are actively encouraged to support our work in this way through campaigns, mailshots, online messages and events. In 2020 we intensified our online campaigning and invested in marketing systems to optimize our fundraising efforts.

### Charity shops

In 2020 Help a Child opened its third charity shop, this time in Groningen. The others are in Zwolle and Amersfoort. Set up and operated by a separate foundation called Stichting KLIMREK, these shops are run on a day-to-day basis by a dedicated management team and are staffed by over 100 personnel. All, including the

MT, are unpaid. These volunteers make an invaluable contribution to our work.

Preparations are currently under way to open two more Help a Child shops in the Netherlands.

### Online communications

Online channels are increasingly central to our communications strategy. All our campaigns are either supported or conducted exclusively online. As well as leading to more intensive interaction with our constituents, this approach enhances our visibility and strengthens the cohesion of our community. In 2020 we launched a brand-new Dutch and international website.

Many churches, schools, businesses and charitable foundations support our cause.

NUMBER OF DONORS AND AVERAGE DONATION	Number of donors	Average donation in 2020 (€)
Individuals	19,515	299
Churches	566	951
Schools	238	436
Businesses	194	1,670
Charitable foundations	46	9,404
Bequestors	34	17,956
<b>Total</b>	<b>20,593</b>	

In the autumn we teamed up for a second year with the BCB, the industry organization for the Christian books and music sector, to organize the “Fruit Campaign” for primary schools. They received a kit from the BCB they could use to save both for their school library and for Help a Child. This effort was a huge success.

### Code of conduct

Help a Child adheres to the code of conduct of Goede Doelen Nederland, the umbrella organization for the Dutch charitable sector. This sets out rules for dealing with donors, volunteers, other organizations and society. The code can be found at [www.goededoelennederland.nl](http://www.goededoelennederland.nl).

On top of this, we only ever want to raise funds in a manner which befits our Christian identity, our constituents and our objectives. Our donors can trust us to give them correct and detailed information about how their donations are used and the way we operate. They must be able to rely implicitly on us to spend their money well. We as an organization want to account for our expenditure as transparently as we can. That is part of our integrity policy. For more about this, see Chapter 3.







# Colophon

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[www.facebook.com/stichtingredeekind](https://www.facebook.com/stichtingredeekind)

[www.twitter.com/redeekind](https://www.twitter.com/redeekind)

[www.youtube.com/user/redeekind](https://www.youtube.com/user/redeekind)

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Jeroen van Loon: Page 9,11

Marjan van der Lingen: Page 14, 43

Didace Kayumba: Page 46

**Lay-out:** idd.nu

Help a Child is certified according to the ISO 9001:2000 standard. The certificate number is KSC-K40399/03

In 2020 we received funds from, among others,;



Ministerie van Buitenlandse Zaken



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'Help a Child' is the international name for Red een Kind, an NGO registered in the Netherlands with affiliates in Africa and India.

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