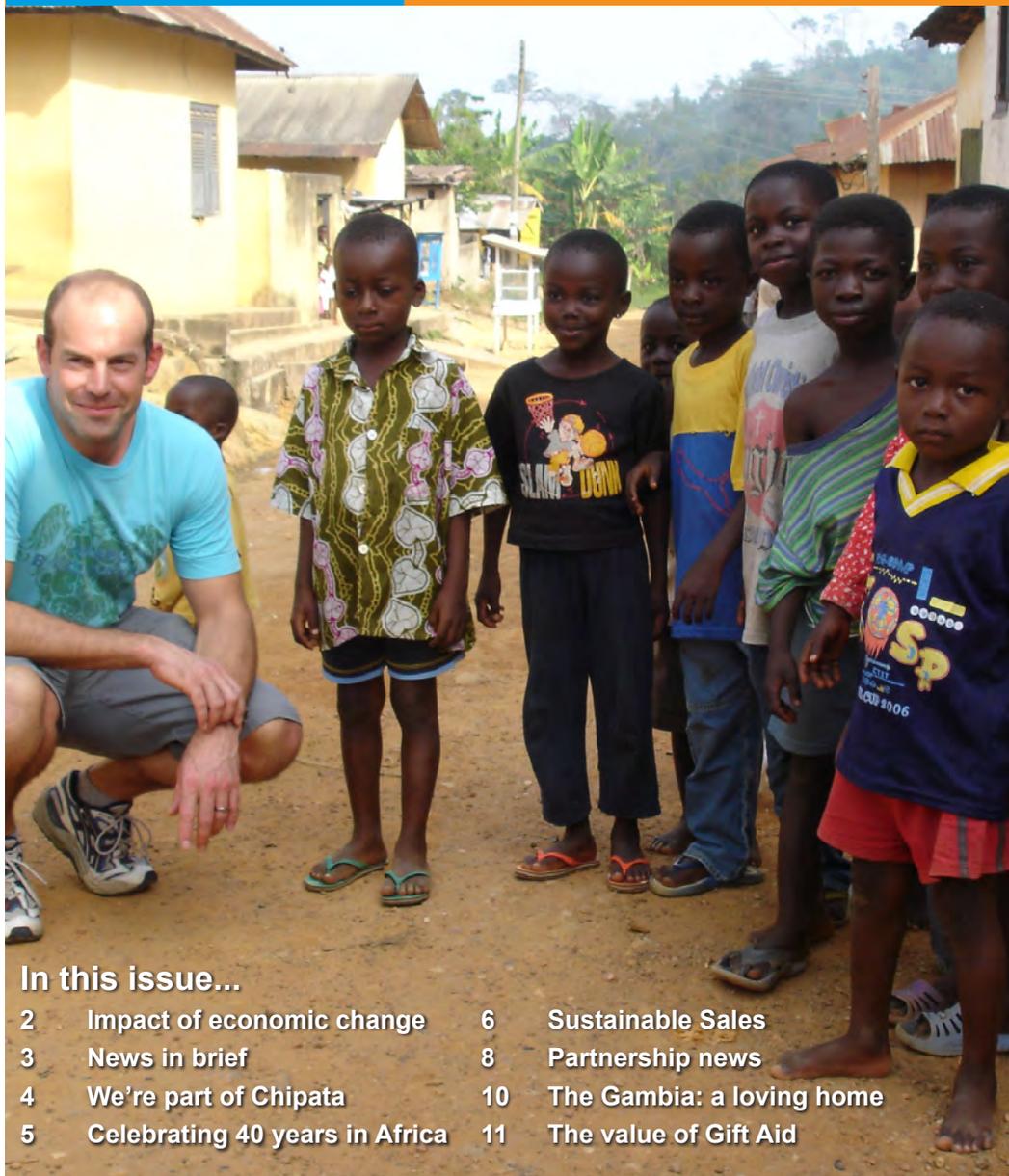




**SOS CHILDREN'S VILLAGES**

A loving home for every child

Spring 2012



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# Welcome

from Meryl Davies, Director of Fundraising, SOS Children UK



Every day I am touched and impressed by the generosity of our donors: people who have stood by the children in our care. Recently, we assessed the impact of the global economic downturn on children in 86 countries. Here are just three of the themes that have emerged which make clear the urgency of our work and the importance of your support.

First of all, **reduced state support** means that SOS Children is having to step in even more. This is not limited to our work in the developing world: *“When the Greek government cut public expenditure severely, progressively deregulated the public welfare system and cut public workers’ salaries, the number of families supported by SOS programmes increased from 210 to 1,230 within a year.”* (National Director, SOS Children’s Villages Greece).

The second theme is the **increase in global unemployment** and the rise in the number of people leaving their families behind to seek work in other countries. Around half of all international economic migrants are women so we support women struggling to keep their families together. As one mother in Sri Lanka said: *“I feel stronger now. When my children attend extra classes at the SOS Centre, I know that they are 100% safe and so I can go to work to earn money to help them. I am now also able to rebuild our house and make it habitable.”*



SOS Children’s Village Plagiari, Greece

The stark third theme is that **families fall apart when times are hard**. We know that the consistent presence of at least one caring adult – not necessarily a parent, but also potentially a mentor or caregiver – is the most powerful predictor of resilience in children and we are committed to supporting this. As our colleagues in Uzbekistan reported: *“There is a lack of good quality social services and this leaves families in situations where they do not know how to tackle their problems. As a consequence, the situation in the family can deteriorate and often lead to family breakdown.”*

Our donors are contributing to every aspect of our work – Schools, Medical Centres, Children’s Villages and Family Strengthening Programmes. This edition of *Fundraising Matters* sums up some of the ways in which you are helping us. As always, thank you for being part of something so important.



Family Strengthening Programme  
Urgench, Uzbekistan

### News in brief:

**Good Reads:** our book club recommendations now include ideas from Deborah Moggach, author of the work that inspired the hit film *The Best Exotic Marigold Hotel* and Tony Parsons, author of *Man and Boy*. The list continues to grow, so do keep an eye on the SOS Children website in the Get Involved section.

**Saying thank you:** this year sees the launch of our Legacy Club with a private tour of the idyllic gardens of Clare College, Cambridge. Please let us know if you have mentioned SOS Children in your will – we want to say thank you and to invite you to Legacy Club events.

**Mums Matter:** this SOS Children campaign highlighting the importance of SOS mothers and mothers everywhere is being championed by our partners at Tottenham Hotspur. The campaign will grow and develop through the year.

**News is emerging of the drought in West Africa.** We are currently expanding our Emergency Relief Programmes in Mali, Niger and Burkina Faso. As ever, we are grateful for your support when emergencies hit.

# Whitehouse Arts says “We’re part of Chipata”

Whitehouse Arts, on the banks of the river Cam in Cambridge, is a centre offering courses in ceramics, drawing, jewellery making, textiles and mixed media. Like a growing number of our supporters, Whitehouse Arts is ‘part of Chipata’. The team at the studio have been supporting the new SOS Children’s Village in Chipata, Zambia, since 2008 and they chose to celebrate their tenth anniversary by putting on the World of Difference exhibition.

More than 200 artists submitted 30cm by 30cm canvasses anonymously, and for two days hundreds of visitors flocked to see the works and to buy them at a flat rate of £45. It was a great plan: everyone got artwork they liked and some people got a piece by an artist whose work would usually sell for significantly more. This strikingly simple idea was brilliantly executed by a team of volunteers who made sure that the exhibition was well attended and that more than £10,000 was raised for the new SOS Children’s Village.



Whitehouse Arts exhibition  
for Chipata

The ‘be part of Chipata’ campaign has inspired numerous people to get involved with the new Village. The official opening of the SOS Children’s Village, Chipata will take place in October and we are encouraging anyone who would like to attend to get in touch to be sure to get updates and information. Please email [meryl.davies@soschildren.org](mailto:meryl.davies@soschildren.org) if you are interested in hearing more about the Village opening.

# Through the eyes of children

To celebrate 40 years of caring for children in Africa, SOS Children embarked on the 'Our Africa' project, developing an educational website made up of hundreds of compelling and highly personal short films devised and filmed by children across Africa. The films are put in a wider context with background information written with school children and teachers in mind.

The children were taught how to use cameras and were encouraged to choose subjects that particularly interested them. They came up with a broad range of topics about everyday life, dance, games, music and religion as well as economic and social issues. 'Our Africa' captures a new perspective on Africa, and the outlook of Africa's children.

'Our Africa' is having an arresting impact on UK children too. They see the similarities in their lives with those of the children in Africa via the intimacy of video.

As Lee Hunter, Deputy Head Teacher at The Tiffin Girls' School, London, points out: *"The beauty of 'Our Africa' is that it shows children in the UK the similarities between their own lives and children living in Africa. As well as showing the obstacles that many young people face living in Africa, it essentially shows young people with similar mindsets, ambitions, hopes and interests. It is a great learning tool."*

Visit: [www.our-africa.org](http://www.our-africa.org)



Children filming in SOS Children's Village Khartoum, Sudan

# Sustainable spring cleaning



Phil Spencer, Ambassador for  
SOS Children

Phil Spencer became an Ambassador for SOS Children more than six years ago, when he visited our work in Ghana. There was a natural fit between the property expert and a charity building family homes for orphans and abandoned children around the world. These days, Phil can be found on television helping to get the property market moving again by urging people to make their houses more attractive to potential buyers. *“I like to believe that travelling around the country filming property programmes and looking around houses for a living gives me a decent insight into how people use their homes,”* says Phil, and

he is using this knowledge to help promote our new community initiative: Sustainable Sales for SOS Children.

We are all aware that the children in SOS Children’s Villages need clothes and shoes and furniture and so it’s not surprising that supporters get in touch and offer to let us have their second-hand belongings to send to the places in which we work. But the cost in both economic and environmental terms of transporting second-hand goods to our Villages is prohibitive. That is where our Sustainable Sales come in.

As Phil says: *“Lots and lots of families are living in homes they have effectively grown out of. As we go through life we tend to gather more and more possessions and our homes are becoming increasingly jam packed with stuff! You probably don’t notice it as it happens gradually, but it can be a cathartic experience to take a look around and see if you really do need things that are taking up such precious space!”*

Now Phil would like you to have a clear out and raise money for SOS Children – in fact, he and his family are planning their own sale this summer. Here is how it works:

- decide on a date and location for your sale – it could be your garage, garden, local school, church, workplace or community centre
- have a spring-clean and ask your friends, family and colleagues to donate their unwanted items to your sale. Tell them all the money collected from the sale of the items will help vulnerable children and fragile families
- promote your sustainable sale: put up posters in your local area, advertise your event on Facebook and Twitter, and send out an email to encourage people to come along
- enjoy your day selling your items to help make a difference
- send your donations in to SOS Children online or by post

Lottie Riddle in the SOS Children office will be very happy to send information on running a Sustainable Sale, and will support you with advice and ideas. She can be reached at [lottie.riddle@soschildren.org](mailto:lottie.riddle@soschildren.org) or 01223 222977.



Phil Spencer visiting SOS Children in Ghana

# Company support having real impact

From small family run businesses to global corporates, supporting SOS Children as a corporate partner is something that more and more businesses are choosing to do.

We are always pleased to hear from people who want their companies to make a difference to vulnerable children around the world. We are often contacted by businesses wishing to offer their customers or clients the chance to contribute by, for example, adding an optional donation to their invoices or donating a percentage of profits.

*“We are pleased to work with these companies and can swiftly put in place a corporate sponsor agreement to get things up and running.*

*Companies quickly find they are making an impact – it’s a great way to show you care and the children and families on our programmes certainly feel the difference,”* says Jeff Massey, Corporate Liaison Coordinator at SOS Children.

From Babies With Love is the first social enterprise to dedicate 100% of profits to our work. Cecilia Crossley, owner of this new online retailer of baby clothes, is using her business to help fund the SOS nursery school in Chipata, Zambia. Meanwhile Chavin Jewellery have named bracelets after mothers on the Family Strengthening Programme in Lima, Peru, and include information about our work in Peru with every item they sell.



Family Strengthening Programme Lima, Peru



SOS Vocational Training Centre  
Yerevan, Armenia

For some companies, it is the global footprint of SOS Children which makes us a natural partner. Not many NGOs work in more than 100 countries. Local engagement transforms the way that global corporations work with us: staff can get involved with SOS Children employees and children in multiple locations. HSBC funds a wide range of SOS Children's education projects: from growing lettuces in Lima, Peru, to training hairdressers and jewellery makers in Yerevan, Armenia; from a school bus in Iloilo, the Philippines, to day-care for AIDS affected families in Ennerdale, South Africa. The relationships we strike up locally mean that their staff in 38 countries now bring valuable experience and expertise to our work – and they learn from the children too, of course.

For other companies the partnership has developed even further – for example, our corporate partner Subsea 7 now employs young people who grew up in our SOS Children's Village Benguela, Angola.

SOS Children focuses on long-term care of the children in our Children's Villages and so getting young people ready for independent life is crucial. Several of our corporate partners give the young people the work experience they need to go out into the world.



SOS Children's Village  
Benguela, Angola

# Basse, The Gambia: a loving home

The SOS Children's Village in Basse, The Gambia, was built with donations from the UK. SOS Children's Clare Ladavicius went to meet some of the children.

It is Saturday early afternoon and the Village is quiet. In one family house I find 11-year-old twins Abdou and Zakaria, biological brothers Ebrima (12) and Madi (10), Nyima, who is 10 and her biological brother Ousman, 6. Then there are Sukai, who is 8, and Kebba and Famara, both 5 years old.

Kebba and Famara joined the family in 2010 but all the others have lived here since the Village opened in 2008. All agree that they are happy. *"As a family, we do many things together,"* the children told me. *"We eat together, we love each other, we laugh, we play, we dance, we watch TV and even do gardening together."*

Some of the children knew each other before they became SOS siblings: it's an important link to their pasts and their community.



SOS Children's Village  
Basse, The Gambia

Abdou remembers Nyima and Ousman's father, a shop-keeper: talking about him has helped them grieve.

The children love living in Basse, with its lively streets filled with animals, donkey carts, motorbikes, and friendly people.

I was intrigued to know about the children's ambitions. Three of the boys dream of being footballers – although one also says he would like to be a government minister. Others hope to be doctors, police officers, or dancers. I was delighted to meet them all and can report that your generosity has made a very loving home.

# Gift Aid: encouraging a culture of giving

Tax relief and charity donations grabbed the headlines after the Budget this spring. Of course SOS Children is concerned by anything that can have an impact on philanthropy.

But we never forget our origins and the fact that the SOS Children's Villages project, for more than 60 years, has proved that a large number of people, giving whatever they can, makes a huge difference.

As a supporter of SOS Children, you are part of a global movement that is quietly transforming the lives of hundreds of thousands of children who otherwise would not have the chance in life that they deserve. In the UK, this generosity is given an extra boost by Gift Aid: if you are a UK taxpayer, for every pound you already give, your donation is worth an extra 25% to SOS Children because of the government's Gift Aid scheme and all at no cost to you, our supporters.

We recently contacted a number of our donors via email and asked them to let us know if they were UK taxpayers. Thanks to a tremendous response, we were able to increase our income by thousands of pounds. If you are a UK taxpayer and are not sure if we have a Gift Aid declaration from you, then please don't hesitate to be in touch with [info@soschildren.org](mailto:info@soschildren.org) or 01223 365589 and we can quickly check and confirm - and can easily set up Gift Aid over the phone or via email.



SOS Emergency Relief Programme  
Morakkatchenai, Sri Lanka

# Get Involved: [www.soschildren.org](http://www.soschildren.org)



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Terrington House, 13-15 Hills Road, Cambridge, CB2 1NL  
T: 01223 365589 F: 01223 222960 [info@soschildren.org](mailto:info@soschildren.org)  
[www.soschildren.org](http://www.soschildren.org) Reg. charity number 1069204