

A close-up photograph of two young girls with dark hair and brown skin, smiling warmly at the camera. The girl on the left is wearing a red and black plaid dress with a large red bow at the collar and a white knitted cardigan. The girl on the right is wearing a blue school uniform with white stripes on the sleeve. They are positioned in front of a light blue, textured wall. A dark blue semi-circular graphic element is on the right side of the image, containing white text.

Your
business,
their **future**



SOS CHILDREN'S
VILLAGES

Contents



A photograph of a woman with dark skin and long braided hair, wearing a white shirt with small dark polka dots. She is smiling and looking at a young child. The child, also with dark skin and wearing a pink patterned shirt, is holding a large, light-colored stuffed animal with dark spots. The background shows a window with red patterned curtains.

About SOS Children's Villages

Children deserve more than just survival. They have a right to grow up in a safe and caring family environment, giving them the best chance of a secure future.

We have been helping vulnerable children and families for over seventy years, in 137 countries and territories around the world. Our vision is for a world where every child has a family, a community, and a chance to grow up feeling cared for and loved.

Our work today

While our mission to support vulnerable children has stayed constant over the past seventy years, our work has evolved to be even bigger. Bolder. Braver.

We believe that poverty should never be a reason for a child to be separated from their family. We are working with families and communities across the globe to try and make sure this doesn't happen.

In the midst of the global youth unemployment crisis that has been exacerbated by the COVID-19 pandemic, we are helping young people to get the skills they need to find decent work and become resilient adults that contribute to their societies.

We know that our programmes work. How? We can trace our impact inter-generationally — we know that the children who we help go on to raise healthy and loving families, breaking the cycle of separation and abandonment.

Investment in our work is an investment into where you live and where you work. **For every €1 that goes into our programmes overall, €5 of value is poured back into society. For every €1 that goes into our family strengthening programmes, that number goes up to €22.**

How we work with businesses

Our partnerships with businesses are instrumental to the success of our work.

We tailor our partnerships to make them strategic and impact-focused. We work together to deliver the maximum benefit for the children and families that we work with while aligning with your brand, values, and goals.

Our partners improve the lives of children, young people, and families every day and create opportunities all over the world.

Why partner with us?

■ Global reach, personalised experience

SOS Children's Villages is an established and trusted brand name globally, one that your global clients and employees are likely to recognise.

■ A strategic and aligned partnership

We can offer local engagement in countries where your company has a special interest. We will tailor our partnership to align with your company's goals.

■ Show that you are a purpose-driven company

Partnering with us will emphasise to your clients that you are a forward-thinking business whose social purpose is integral to its operation.

■ Meaningful and fun employee engagement

We can organise volunteering opportunities and offer team building events that unite your employees and get them excited about a worthy cause.

■ Direct impact

Our programmes positively impact the communities where your clients and employees live and work.



Global Strategic Partnerships

We want our partnerships to lead to long-lasting change, using a collaborative approach to tackle an important issue.

Partnerships in Action: M&G plc



M&G plc is a business leader in making a difference in its communities and values creating a positive impact for people across the world. Their focus on economic empowerment as one of their three strategic pillars along with their alignment to SOS Children's Villages values made it the perfect match.

In 2020, SOS Children's Villages and M&G plc came together to create Empowering Families, a strategic partnership across six countries over three years to help keep families together and make sure that young people get the skills they need to find decent work.

M&G plc supports our work in Italy, India, France, Germany, Poland, and Spain.

Volunteering is also an important part of our partnership: M&G plc employees mentor young people in India and South Africa, connecting virtually to share advice and guidance on education, careers and development. Find out more about

IN 2020:

121,000 families and young people received tailored support, ranging from counselling to skills development

950 young people were supported through training and vocational skills to become independent and find work



Past successes: **HSBC**



SOS Children's Villages UK managed a ten-year partnership with HSBC through "Future First", HSBC's flagship global education programme. HSBC wanted a partner with a global reach and established local relationships to help young people realise their potential and strengthen communities for long-term development, and SOS Children's Villages was a great fit. This partnership successfully supported educational outreach projects in 45 countries to achieve targets outlined in SDG 4: Quality Education.

Employee involvement was an integral component of the partnership: HSBC employees volunteered with young people to help them build up their job interview and CV-writing skills, raised funds through events, and became personal supporters of our work.

372,500 children directly benefited from **277 projects**
in **45 countries**

Brand Partnerships

SOS Children's Villages is the world's largest charity protecting unsupported children. A cause-related marketing or customer engagement campaign can help build your brand awareness, increase positive association with ethical consumers, increase sales and drive customer and employee loyalty. Partnering with SOS Children's Villages will demonstrate to your consumers that you are a forward-thinking business whose social purpose is integral to its operation.

Partnerships in Action: **Lines & Current**

Lines & Current is a Northern Irish jewellery business who have been partnering with SOS Children's Villages since 2017. While they first started supporting SOS Children's Villages as individual donors in 2014, in 2017 they decided to donate 10% of their sales from their family business towards our global work in education. They chose SOS Children's Villages because they are passionate about supporting vulnerable children to break the cycle of poverty through education, and it was an integral part of their business to give back to a good cause.

Since 2020, Lines & Current have been directing their donation towards SOS Children's Villages' Youth Training and Employability Centre in The Gambia. Their support has enabled 400 young people to engage in market-aligned training with the goal to secure decent work.

Partnerships in Action: **DeMellier**

SOS Children's Villages has been partnering with luxury handbag brand DeMellier since the brand was founded in 2013. The founder of DeMellier, Mireia Llusia-Lindh, chooses to partner with us as she feels personally connected to our cause: "As a mother, aunt and godmother, I struggle to come to terms with the endless void that the loss of a child creates. Some of us are incredibly lucky to have been born or raised in countries where we get the best available medical care. Millions of children don't have the same luck and are dying from preventable diseases at a terrifying rate."

Through their permanent "A Bag, A Life," initiative, DeMellier donate a fixed amount from each item they sell to SOS Children's Villages, funding medical treatments aimed to save the lives of children who otherwise would not have access to quality medical care. In celebration of International Women's Day 2021, DeMellier launched the "7 women, 7 causes" campaign. As part of this campaign, they sold the "LIFE" tote, a bag from which 100% of the profits were donated to SOS Children's Villages.

So far DeMellier has funded over 170,000 vaccines and medical treatments for children.



Employee Engagement

Virtual volunteer opportunities

We offer a range of opportunities for employees to engage with our work virtually, from one-off events to long-term volunteering programmes. All of our volunteering opportunities are skills-based and designed to create maximum benefit for the young people and children we work with while also being rewarding and engaging for employees.



YouthLinks - virtual mentoring creating connections across the globe

YouthLinks is an initiative that utilises the power of technology to develop young people's employability skills through training, mentorship and networking opportunities, supporting them on the path to self-reliance.

YouthLinks digitally connects young people in SOS Children's Villages' programmes all over the world with mentors and trainers from the corporate world through an eight-week programme during which young people are matched with volunteers who are best suited to helping them kickstart their career journeys, gaining digital literacy and employment skills. The aim is to help make sure young people are not left at a disadvantage when they transition to the world of work, no matter where they are in the world.

Mentoring through YouthLinks is very successful:

92% of mentees say it notably **increased** their **self-esteem**.

89% better **understand** which of their **skills** are important for their career.

86% say they now know how to set their **goals** and how to **achieve** them.

Experience has shown that the employees of our corporate partners who mentor or train young people are more motivated and more loyal to the company after participating in such programmes. Through YouthLinks, they not only support young people in their own countries but also connect with young people abroad. In addition, the employees can develop their digital mentorship and coaching skills, while sharing their knowledge and experience with the next generation.

YouthLinks allows our corporate partners to reinforce their corporate social responsibility strategy and strengthen their presence beyond their home country. By supporting YouthLinks, you will actively contribute to achieving the Sustainable Development Goals and make a tangible impact on young people's lives.

One-off virtual volunteer opportunities

Volunteering doesn't have to be time-consuming to make an impact. We can create employee engagement opportunities that last approximately 1-1.5 hours per session, using employee skills to support young people from SOS Children's Villages programmes in developing and enhancing their employability skills.

The topics of these events will be relevant to young people's interests and needs, for example: becoming an effective leader and changemaker, building resilience and confidence in the workplace, and what to expect on your first day of work.

The activities will depend on the topic but could include: discussions/presentations, workshops, practical demonstrations, mock interviews, breakout sessions, games, and open forums.

Let the kids lead

Employees donate to take part in a "lucky dip" through which they are virtually "challenged" to an activity by a young person from SOS Children's Villages – the twist is, the challenge is only revealed once the employee has donated.

An employee might choose to support 12-year-old Chau from Vietnam who challenges them to perform the 'Handwashing Dance'. The employee then completes the challenge, livestreaming their attempt on Tiltify for colleagues who can donate to vote for the winning performance. Colleagues can also donate to add in a "curveball" such as repeating the challenge in fancy dress or blindfolded.



Volunteering in action: M&G plc

The skills of the M&G plc staff are fantastically varied, with professionals ranging from investment banking to IT to public speaking, with endlessly diverse backgrounds and experience to share with young people. M&G plc employees mentor young people in South Africa and India, connecting virtually through YouthLinks to share advice and guidance on education, careers and development.



It has been really great to talk with [my mentees]. I can see a sense of confidence building in them after all these sessions, and that is a great takeaway for me. I have learnt a lot as well from the both of them, and the main learning for me has been - not losing your calm even if life gets you down. I wish them all the best and know for sure that the mentor mentee relationship with them is not only limited to these sessions but for a lifetime.

– M&G plc YouthLinks Mentor

Challenge Events

The team at SOS Children's Villages can help your employees get inspired and take on the challenge event of a lifetime. Whether you want to walk, run, cycle, or even abseil or skydive— there are lots of ways you can fundraise to give vulnerable children the care they deserve, individually or as a team with colleagues.

For example, you could take your team on a virtual journey: walk or run from one of our 22 villages in India to the next, learning about our work and receiving personalised videos and messages of encouragement as you hit milestones along the way.

We can also help you to organise events that have both virtual and in-person components: while a team of colleagues go on a trek in Rwanda, you can match their progress by covering the same distance at home.

Pro Bono Support and Gift in Kind

As a charity, we welcome the opportunity to discuss pro bono support and gifts in kind from corporate partners. This support enables us to keep our costs low and make our donor's impact go further. For example, a law firm could create legal advice frameworks for teen mothers in Rwanda or Brazil, along with easy to understand information and resources e.g. how to register a birth when fatherhood is denied. Or an office supply company could provide printer cartridges and other consumables for our employees as a gift-in-kind, in return for recognition as a corporate supporter of SOS Children's Villages.



Other ways to support

Emergency relief in humanitarian crises

In situations of war and disaster, children need specific protection and care. With our established global infrastructure, network of partners and trusted recognition as a reliable partner in quality care, we launch emergency response programmes for children and families who need urgent assistance. Our emergency response teams have helped children at risk in more than 160 humanitarian situations around the world.

We specialise in the protection and care of children, which includes care for unaccompanied and separated children; family reunification; childfriendly spaces; and psychological and social support. To prevent family separation, we support families with health, food, nutrition, shelter, education or water and hygiene (WASH), depending on the need.

Case study: The Beirut Explosion, 2020

SOS Children's Villages has been active in Lebanon since the 1960s assisting children and families through the country's many upheavals. On the 4 August 2020, the country was once again shocked, this time by the Beirut Port explosion killing hundreds, injuring thousands and leaving many children and families homeless.

Lebanon had already been experiencing political and economic turmoil when disaster struck. The effect of the economic collapse and hyperinflation, along with the lack of accessibility to savings in banks, rising unemployment, a coronavirus lockdowns has devastated families, with even middle income families struggling to meet their most basic needs. In addition, the pandemic has added an additional strain to an already stretched healthcare system.

In the immediate aftermath of the explosion, SOS teams on the ground provided urgent food, medical aid and shelter to vulnerable families supported by its fundraising efforts in the UK. SOS continues to support families to pay for shelter, food, living expenses, school fees, laptops for distance learning, internet fees and medical expenses for injuries caused by the explosion, as well as supporting children in need of alternative care.

ShareGift

If you have shares which are uneconomical to sell, you may wish to consider donating them to ShareGift, the share donation charity.

ShareGift is an independent UK registered charity (No. 1052686) which specialises in releasing the money locked up in small shareholdings, but which can accept donations of any size. ShareGift works by collecting together small lots of shares until there are enough to sell and then donating the resualting proceeds to a wide range of charities. To date ShareGift has donated over £40 million to more than 3,200 charities. ShareGift make their grants based upon research and suggestions from donors. You can help support SOS Children's Villages UK by donating any small shareholdings you may have to ShareGift, and mentioning that you support us.

If you are a UK taxpayer, you can claim income tax relief on the value of most stocks and securities when you donate them to a charity. In addition, donating shares charitably gives rise to neither a gain nor a loss for Capital Gains Tax (CGT) purposes. For more information on ShareGift go to www.sharegift.org



Events

Raise awareness and funds to support our important work by hosting an event for SOS Children's Villages.

Partnerships in Action: **The Federation of Cocoa Commerce**

The Federation of Cocoa Commerce hosts a triannual industry event called the Cocoa Dinner. Since 2006 they have been supporting SOS Children's Villages programmes in cocoa-growing regions in West Africa, raising over £160,000.

Seeing the work that we do

Virtual village visit: **SOS Uncle /Auntie for a day**

Accessible to all employees, virtual visits bring our work to life with an unforgettable digital experience. Establish a personal connection with SOS families by becoming an SOS Uncle or Auntie for a day, getting to know our staff and the young people that we work with.

Choose your adventure

Challenge employees by putting them in the shoes of our beneficiaries and front-line workers, facing the difficult choices they must make every day.

In-country field trips

Where possible employees can see our work first hand through village field trips.

Our promise to you

- values that we want to share with our corporate partners

Core cost recovery

SOS Children's Villages UK operates a policy of core cost recovery. In practice, this means that we retain 20% from a single donation to support our essential operational activities. This enables us to deliver charitable activities and to invest in sustainable growth resulting in greater impact.

Our staff work hard to support high-quality programme development, including developing frameworks to monitor programme success, budget oversight, donor communication and reporting, and financial reconciliation and auditing. This ensures that our in-country colleagues can focus on service delivery, most importantly supporting our beneficiaries.

Other essential operational activities include:

- Investing in fundraising and communications ensures we diversify and increase our charitable income and build sustainable capacity, resulting in greater long-term impact.
- Monitoring and evaluation of how donations are allocated and put to use.
- Good governance, in line with charity regulations and best practice.
- Financial management of and reporting against donations and grants, including internal audits.
- Compliance.
- Risk management.
- Adherence to safeguarding and anti-fraud policies and protocols.

Retaining 20% of each donation we receive helps us ensure that every £1 donated is being put to good use, transforming children's lives and supporting their communities in becoming self-sustaining.





Our promise to you

- values that we want to share with our corporate partners

Transparency and Accountability

Transparency and accountability are at the heart of SOS Children's Villages UK's relationships with our donors. We are open about how we spend donations and we put them to good use in a timely, impactful and cost-effective manner. You can read our latest [here](#).

We follow the [Charity Commission's Code of Fundraising Practice](#) and always aim to work above and beyond standards set by regulatory bodies such as the [Financial Conduct Authority](#) and the [Information Commissioner's Office](#). We are frequently refreshing our knowledge on these standards to ensure we are working in the best possible way.

We regularly review our fundraising practices, adapting them to the changing environment, making sure they're **legal, transparent, honest, and respectful**.

We don't accept any kind of support that could compromise the effectiveness of our work and the core principles underpinning what we do. Our partnerships with businesses follow a due diligence process, to ensure any potential relationship is in accordance with our Ethical Partnerships Policy and principles. Read our [Ethical Partnerships Policy](#) [here](#).

**Contact us to find out how we can help your business
achieve its goals while improving the futures of
children and young people across the world.**



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