

# IMPACT REPORT 2019-2020



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Plan International UK

# OUR SPECIAL PARTNERSHIP

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Jeanette, 20, here with her 6-month old Fistan, has joined a Plan International youth club for young people who dropped out of school early in Rwanda.

Plan International UK is a global children's charity. We strive to advance children's rights and equality for girls all over the world.

We recognise the power and potential of every single child. But not every child is born with the same opportunities. When you face poverty or violence the odds are stacked against you. When you're a girl it's even harder to be safe, to be in school and to be in charge of your body. All children deserve an education, health care and clean water. All children deserve the chance to thrive. We're fighting so every child, especially every girl, knows their value. We're fighting so the communities they're growing up in – and the world around them – value them too. And if disaster strikes we're there to protect children, keep them learning and help them recover.

Funding received from People's Postcode Lottery (PPL) players in 2019 has supported an array of important work: from improving lives across sub-Saharan Africa and campaigning to help girls access and claim their rights, to enabling us to invest in our staff, systems and infrastructure.

Players have allowed us to make a real impact, including helping young people like Solitha in Tanzania learn the skills they need to make a sustainable living for themselves. Solitha now owns a tailoring workshop and can support her family. Thank you!

[CLICK TO  
PLAY VIDEO](#)



# DIRECT IMPACT

Aside from contributing towards vital work across sub-Saharan Africa, support from players is helping us invest for the future.

The flexibility of funding from players is enabling us to make important investments in our people, systems and processes. While these investments aren't always visible, they are crucial in allowing us to continue delivering life-changing interventions for children and young people.

In 2019-20, we continued several exciting, multi-year plans as part of a five-year strategy to future-proof Plan International UK, and embarked on a number of exciting new projects:

## OUR DEPLOYABLE TEAM

Funding from players has enabled us to expand our deployable team, which means we are able to travel and respond quickly to disasters and emergencies. In 2019-20, our team completed 16 deployments, including responses to the Venezuelan migrant crisis and the Southern Africa food crisis. Our deployable team has also been busy in the UK, leading on the London launch of the Minimum Standards for Child Protection in February 2020. The launch brought together 50 participants from the sector, including NGOs and the UK Government to help ensure child protection is central to humanitarian action.

Schoolgirls in Mozambique are happy to be back at school after Cyclone Idai.



# DIRECT IMPACT

© Plan International / Joyce Nicholls



Caitlin, 13, from Manchester is fighting period poverty in the UK with the help of the Let's Talk. Period project.

## SOCIAL DEVELOPMENT DIRECT

In March 2020 we were delighted to use funds raised by players towards a new social impact investment. Social Development Direct (SDDirect) is a leading provider of high-quality, gender inclusive, social development services. Investing in a social impact organisation is a first for Plan International UK and a new innovative approach to development. SDDirect's expertise will enrich our technical capacity and create new opportunities for programme growth. Already, the partnership is helping us in many areas of work, including informing our response to the coronavirus pandemic. We were delighted to receive SDDirect's first profit donation of £175,000 which will be used to help young refugees in Ethiopia get back into education.

## ENTERPRISE FOR CHANGE

We celebrated the completion of our Enterprise for Change investment circle, set up to bring together businesspeople in the UK to support young people across the world to fulfill their potential and build a better future for themselves through education, employment and enterprise. The Fund reached its ambitious target of £500,000 over three years, leveraging a further £1 million from the UK Government and European Commission. Thanks to player support, the Fund has supported projects across eight countries reaching over 40,000 young people.

## UK GIRLS' RIGHTS AND YOUTH TEAM

Players' support for our UK Girls' Rights and Youth Team enables us to support girls here in the UK through domestic programming, such as the

*Let's talk. Period* project run in partnership with the charity Brook. The two-year project, which concluded in March 2020, saw menstruation education delivered to up to 5,000 young people across seven pilot areas in England and funded nine grassroots organisations to work with young people to improve menstruation education, period products provision and tackle period shame.

## DREAM MAKER

Funding from players has allowed us to continue to invest in recruiting new child sponsors and supporters. In December 2019, we launched a new TV advertisement called Dream Maker which features girls talking about their ambition for when they grow up. Despite only launching halfway through the 2019-20 financial year, Dream Maker was our best-performing TV advert by far, accounting for 28% of all sponsors recruited through TV advertising. Following this success we have created a new version of the advert which will go live in August.



[CLICK TO PLAY VIDEO](#)

# ENABLED IMPACT

From our extensive experience working across sub-Saharan Africa, we identified several programmes and countries where this funding would have the greatest impact. Thanks to players' support, we successfully delivered these programmes across three existing funds:



## Emergency Response Fund

Responding to the urgent needs of children and their families affected by crises in the region, including conflict, displacement and food insecurity.



## Skills for Life Fund

Helping young people to earn a safe and secure living.

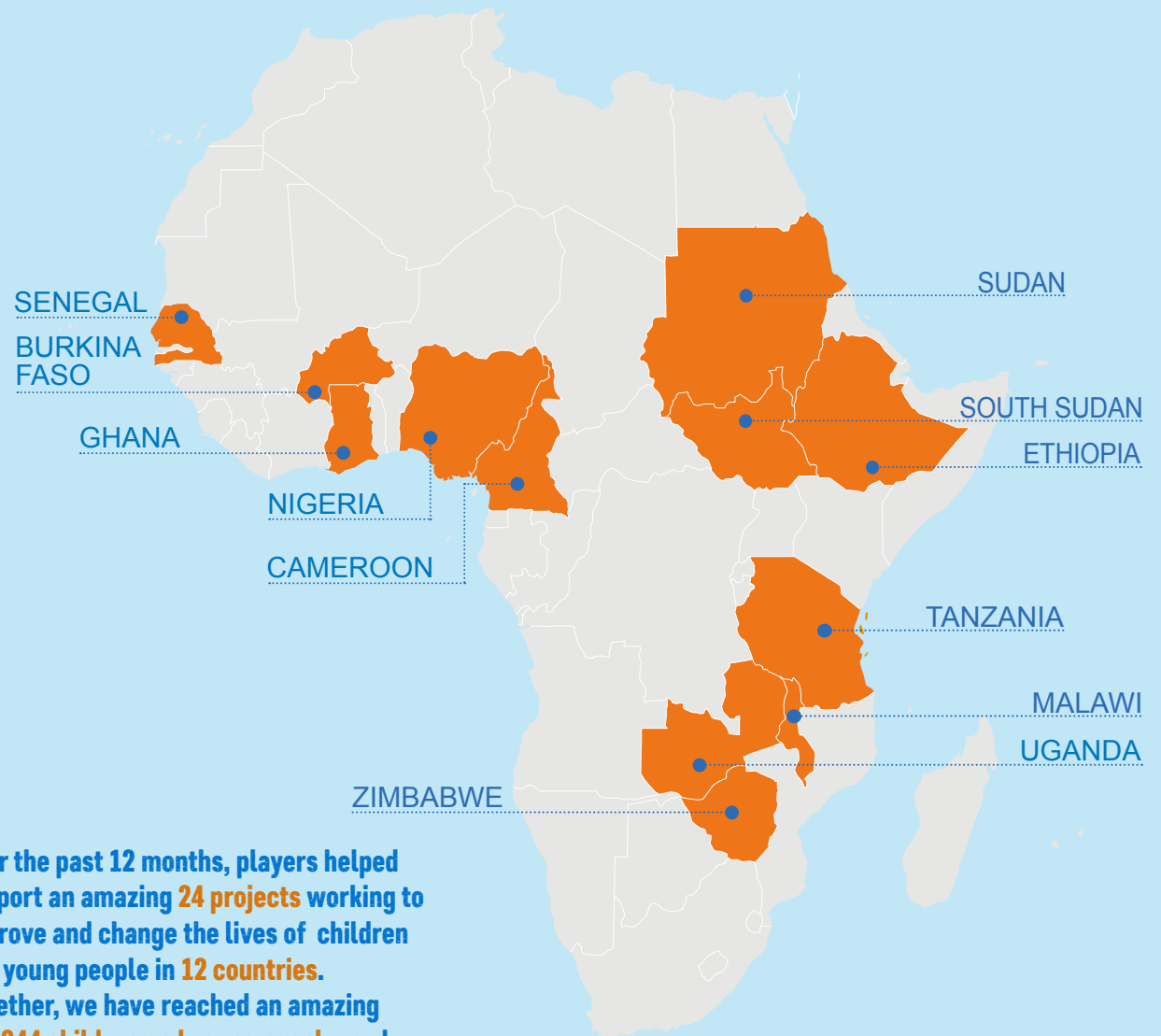


## Power and Potential Fund

Tackling the barriers that keep girls and women from claiming their rights.

All of these projects received support from government donors who have matched contributions from our supporters. Every **£1** donated to these projects has unlocked on average **£5** from the British and European governments. In all, players' contributions in 2019-20 have unlocked more than **£4.2 million** from government donors!

Over the past 12 months, players helped support an amazing **24 projects** working to improve and change the lives of children and young people in **12 countries**. Together, we have reached an amazing **227,044 children and young people**, and their wider communities!



# ENABLED IMPACT

## EMERGENCY RESPONSE FUND

WE HAVE RESPONDED TO EMERGENCIES IN

CAMEROON, NIGERIA, ETHIOPIA, SUDAN, SENEGAL, BURKINA FASO AND TANZANIA



**22,151** HOUSEHOLDS

RECEIVED EMERGENCY FOOD PACKAGES



**16,900** CHILDREN

RECEIVED PSYCHOSOCIAL SUPPORT OR COUNSELLING

**768** REFUGEE CHILDREN

WERE PLACED WITH FOSTER FAMILIES AFTER BEING SEPARATED FROM THEIR FAMILIES

## SKILLS FOR LIFE FUND

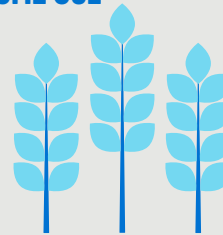


**18,228** SAVINGS AND LOANS

GROUP MEMBERS SUPPORTED TO ACCESS SAVINGS AND CREDIT

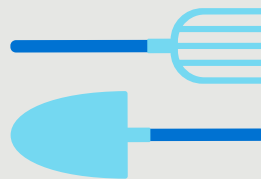
**3,967** HOME GARDENS

SET UP TO GROW FRUIT AND VEGETABLES FOR HOME USE



**1,672** TRAINEES

COMPLETED GREEN SKILLS TRAINING TO START A BUSINESS



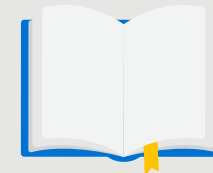
**37,000** FARMING FAMILIES

RECEIVED SOAP TO KEEP THEM SAFE FROM CORONAVIRUS

## POWER AND POTENTIAL FUND

**39,925** CHILDREN

RECEIVED LEARNING MATERIALS



**16,670** PEOPLE

(80% MEN) ATTENDED GIRL-LED FOOTBALL GAMES WITH MESSAGES ON THE HARMFUL CONSEQUENCES OF CHILD MARRIAGE AND FGM

**6,300** CHILDREN

RECEIVED LIFE SKILLS TRAINING



**54**

NEW PERMANENT OR TEMPORARY CLASSROOMS BUILT

# ENABLED IMPACT

## ACROSS THE THREE FUNDS:

PLAYERS' SUPPORT HAS ALLOWED US TO REACH

**227,044** CHILDREN,  
YOUNG PEOPLE, AND THEIR  
WIDER COMMUNITIES



**7,931** CHILDREN

IN NORTHERN NIGERIA ENROLLED OR  
STAYED IN SCHOOL FOLLOWING OUR  
'BACK TO LEARNING' CAMPAIGN

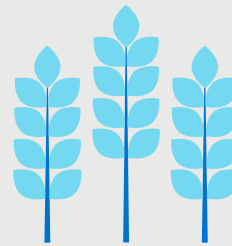


**150,733** TREES

PLANTED IN MALAWI  
THROUGH OUR FARMING  
PROJECT, IMPROVING SOIL  
HEALTH AND PROTECTING CROPS



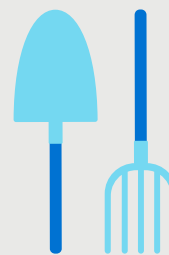
MORE THAN  
**3.3 TONNES**  
OF SEEDS  
PROVIDED TO FARMERS TO  
HELP THEM GROW MORE FOOD



WE'VE WORKED WITH  
**80** CHILD PROTECTION  
COMMITTEES  
BRINGING TOGETHER COMMUNITY  
MEMBERS TO KEEP CHILDREN SAFE



**91%** OF WOMEN  
TAKING PART IN OUR GREEN  
SKILLS FOR GHANA PROJECT  
HAVE MORE SAVINGS AND  
87% NOW EARN MORE

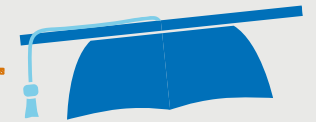


**1,655**  
SKILLS TRAINING  
GRADUATES  
HAVE STARTED THEIR OWN  
SMALL BUSINESSES



GIRLS IN OUR EDUCATION+INNOVATION  
PROJECT IN GHANA ARE NOW

**80% MORE**  
LIKELY TO START  
HIGH SCHOOL



**49,000** SIGNATURES  
ADDED TO A PETITION,  
HELPING CHANGE THE MINIMUM  
AGE OF MARRIAGE FOR GIRLS  
IN TANZANIA FROM 14 TO 18



**10** CLAN LEADERS  
HAVE BANNED FGM AND ARE  
PROMOTING ALTERNATIVE RITES  
OF PASSAGE FOR YOUNG GIRLS



**8,689** PEOPLE  
IN DISPLACED COMMUNITIES  
IN CAMEROON CAN ACCESS  
CLEAN WATER THANKS  
TO NEW WATER SYSTEMS



# HUMANITARIAN ACTION

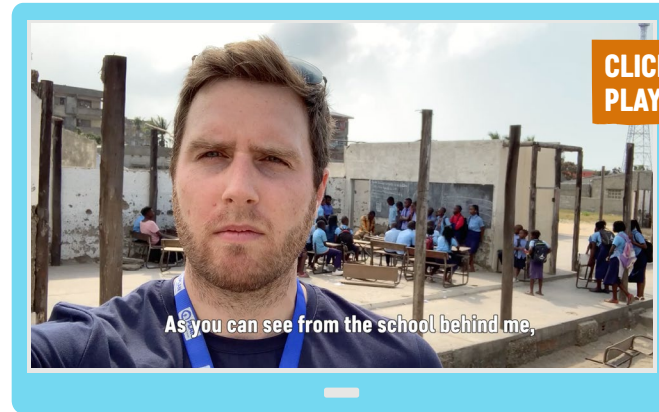
Players have helped us respond quickly with life-saving assistance in crises. Plan International UK responds immediately to disasters and emergencies wherever we work, including protracted and lesser-known crises.

## CYCLONE IDAI RESPONSE

In March 2019, Cyclone Idai caused disruption and devastation for more than three million people in Mozambique, Malawi and Zimbabwe. Support from PPL players enabled us to surge our resources in Mozambique to ensure we could get children back to school. During

our immediate six-month emergency response phase, 436,801 people were supported with improved access to shelter, nutrition, water, hygiene, child protection services and education. We are continuing to help those affected through a long-term rehabilitation phase, which includes improving children's learning environment.

Education in Emergencies Specialist, Ben Hill, recorded a short video message to explain how Plan International is helping children get back to school from Mozambique.



[CLICK TO PLAY VIDEO](#)

A temporary learning space in Mozambique to ensure children continue learning following Cyclone Idai.



© Plan International / Jesper Minner Hemriksen



# HUMANITARIAN ACTION

## SUPPORTING VENEZUELAN REFUGEES

Thanks to funds raised by players, Plan International UK deployed a Child Protection in Emergencies Specialist to Colombia and Peru to support the Venezuelan migrant crisis.

Over 5.2 million people have fled Venezuela to seek sanctuary in Colombia, Peru and Ecuador with hundreds of thousands more expected. Children and adolescents make up 25% of those who have fled Venezuela, with girls among the most vulnerable.

Plan International developed *The Adventures of Zuri* to create engaging learning materials for children, aimed at Venezuelan migrants and host communities across the region. Zuri – a gender-neutral, migrant toucan – faces similar situations to those experienced by the readers, including currently having to stay at home during the coronavirus crisis – otherwise known as *Nestopolis: the unforgettable festival*.



## TACKLING CORONAVIRUS TOGETHER

The global pandemic has devastated vulnerable communities around the world. For most, self-isolation simply isn't an option. With player support, Plan International is responding across 50 countries with an aim of reaching 50,000 communities.

Our global response involves delivering hygiene kits and life-saving public health information and advice to vulnerable families and communities.



Andrea Carolina reads the coronavirus information leaflet at a Plan International child-friendly space in Colombia.

# LESSONS LEARNED



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Yollanda, 12, uses her mobile phone to connect with a community educator in Zimbabwe following the coronavirus outbreak.



Agnes teaching kindergarten pupils remotely from a television studio in Ghana.

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With support from our partners such as PPL, we strive to make extraordinary things happen, to ensure the best possible outcomes for the communities and children we reach. However, not everything always goes to plan, and the lessons we learn from setbacks and unexpected challenges helps strengthen our work and ensure we continue to improve.

Here are a few of examples of how we've hit stumbling blocks and what we're doing to overcome them:

## CORONAVIRUS CRISIS

The global coronavirus pandemic has seen unprecedented crisis across the world. We have adapted many of our programmes to respond to the crisis while building on our extensive experiences of helping fragile communities become more resilient and better prepared to cope. Examples include broadcasting lessons on national television to schoolchildren in Ghana, and using mobile technology to ensure girls continue with their studies in Zimbabwe.

## ZIMBABWE

One of our largest projects, focusing on girls' education in Zimbabwe, aims to get out-of-school girls back into learning and

help them go on to education, training or making a living.

Before coronavirus hit, Zimbabwe was already suffering from hyper-inflation and the worsening food crisis. To address this, we sadly had to reduce the number of beneficiaries and Community Learning Hubs, and shorten the project by 17 months.

We also noticed greater absenteeism at the Learning Hubs, as girls prioritised earning money over learning. We began to work with communities to encourage girls to attend and explored the possibility of starting the vocational training element of the project earlier.

## GHANA

Our girls' education project in Ghana is improving literacy amongst students, but numeracy isn't improving as much as expected.

We plan to develop new teaching and learning materials including posters of numbers and maths terminology and times tables charts. We'll also build up peer-to-peer learning groups so that pupils with different learning levels can help each other. Finally, we're recruiting classroom assistants fluent in mother-tongue languages to break down any language barriers.

# COMMUNICATIONS AND CAMPAIGNS

Partnering with PPL continues to provide unique opportunities to increase our reach and awareness among players and the public. It gives us the chance to tell stories in innovative and exciting ways.

## SAYING NO TO TRAFFICKING

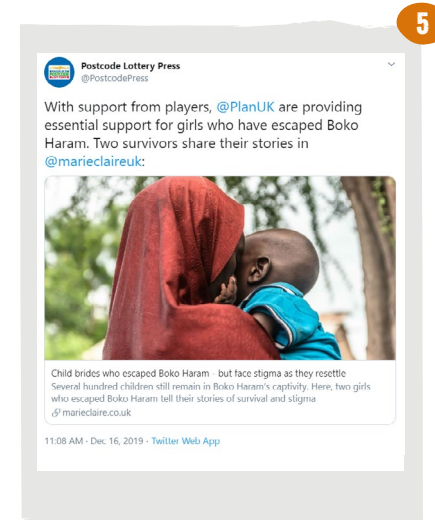
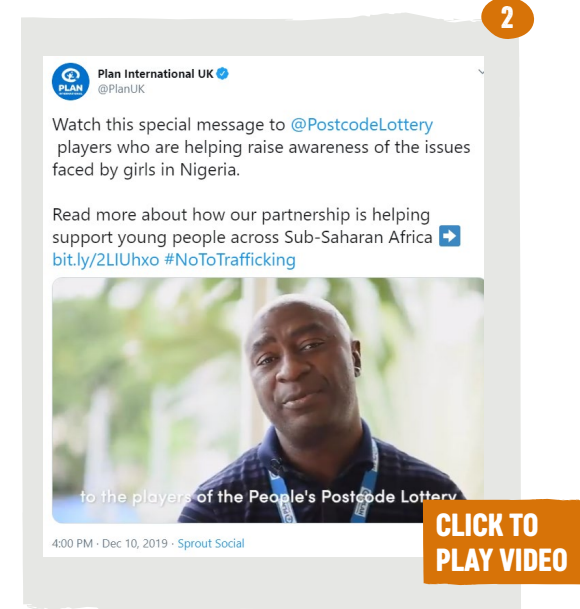
Every day, girls in crisis-hit areas of Nigeria are being trafficked and exploited.

Nigerian youth advocates, Gift and Tama, championed our girl-led campaign to ensure girls know the risks of trafficking and exploitation (1). Launching on 25 November (International Day for the Elimination of Violence against Women), the campaign ran throughout the global 16 Days of Activism against Gender-Based Violence, culminating in Human Rights Day on 10 December.

The campaign was driven digitally via social media and email to encourage pledges of support. PPL players' support was referenced throughout the campaign content, including branded infographics and bespoke video messages (2).

To further understand the situation, PPL funding enabled us to conduct our first-ever overseas survey, with 500 girls in Nigeria shedding light on how real trafficking is in their lives (3-4).

The survey helped us secure in-depth features with strong references to PPL player support in the [Telegraph](#) and [Marie Claire](#), reaching a huge audience and helping secure pledges of support from the UK public (5).



# COMMUNICATIONS AND CAMPAIGNS

## COMMUNICATIONS HIGHLIGHTS

We have shown players the impact of their support through engaging content and creative storytelling across our digital channels.

Six months after Cyclone Idai caused widespread devastation across Mozambique, Malawi and Zimbabwe, we shared personal stories from those affected by the crisis and insight from our staff supporting the response on the ground. These stories were shared during a week dedicated to highlighting the cyclone's impact and how players' support is helping communities rebuild their lives (6).

Young people from our Tanzania youth economic empowerment programme helped us celebrate reaching the £7.5m fundraising milestone in September by recording special video messages thanking players for their support (7).

With our focus on the #NoToTrafficking campaign in December, we took the opportunity to celebrate PPL's incredible £500m charity fundraising milestone by referencing ongoing player support for Nigerian girls (8).

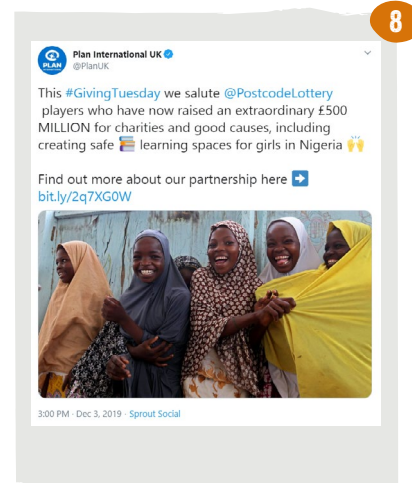
We celebrated International Women's Day in March as PPL's charity of the week and used this key moment in the Plan International calendar to highlight players' support for children affected by conflicts and disasters. Our new 'Every Second Counts' film shows how we provide emergency relief and support when disasters happen around the world, while our Humanitarian Director in Ethiopia recorded a special video message to thank players for supporting those who had fled conflict in neighbouring South Sudan (9-10).



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PLAY VIDEO



CLICK TO  
PLAY VIDEO



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PLAY VIDEO

# COMMUNICATIONS AND CAMPAIGNS

Since April we have acknowledged players' support for our Coronavirus: Children's Emergency Appeal, creating a film to demonstrate how we are responding to the crisis and highlighting how we are working with partners including DfID and UNICEF to keep children learning while schools are closed (11-12).



## CAMPAIGNING AND ADVOCACY

With players' support, we continue to bring about change on a global scale; from calling on world leaders to drive change for girls living through crises, to campaigning for an end to street harassment here in the UK.

Following our campaign to say #NoToTrafficking in Nigeria we launched ground-breaking research into UK girls' lives in January. [\*The State of Girls' Rights in the UK\*](#) provided a comprehensive assessment of what needs to be done to ensure that every girl in this country can have her rights met.



We partnered with 150 girls and young women living through crises in Uganda, Nigeria and Rwanda to co-create a vision outlining their demands for a better future. In March we launched [\*Our Vision: A Call to Action by Girls in Crisis\*](#) at a successful event at the Houses of Parliament (13). We had planned to take these demands to the Commonwealth Heads of Government Meeting in Rwanda in June. This meeting was postponed due to the coronavirus pandemic, but we continue to call for change.

# MIRIAM'S STORY

Years of insurgency in the north-east of Nigeria has forced thousands of families and children to move from their homes in search of safety.

Thanks to players' support, we have helped to support and protect displaced children and young people in Nigeria, including access to temporary learning spaces and psychosocial support.

Miriam\*, 25, was forced into early marriage. She was abducted from her home in Nigeria by Boko Haram at the age of 22 when she was five months pregnant. She managed to escape one month before giving birth to her son.

Abandoned by her husband upon her return, she now lives in a camp for internally displaced people in Borno state, where she has been slowly rebuilding her life over the past three years. With the help of counselling sessions and psychosocial support provided by Plan International she has started to work through her traumatic experiences and to rebuild her confidence.

\*Name changed to protect identity

**“What is helping me the most is the counselling that I get from Plan International. It has helped rebuild my self-esteem and the work I have been doing as a volunteer has given me a new sense of purpose.”**

Miriam has become a key member of the Community Based Child Protection Committee supported by Plan International, which helps to identify children in need of support.

**“Some of the cases I come across are girls who have returned from Boko Haram and I like being able to help them. I try to help reduce the stigma they face, and any new cases that I come across, I let the Plan International team know so that they can provide them with support.”**

Psychosocial support has helped Miriam, 25, build her self-esteem after she was abducted by Boko Haram in Nigeria.



© Plan International / Grace Ekpu

# THANK YOU SO MUCH!

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A young girl taking part in one of our Early Childhood Development programmes in Thies, Senegal.



People's Postcode Lottery players have generously supported Plan International UK since 2017, changing the lives of children and young people around the world.

As I approach the end of my first year as CEO, it is with great pride and gratitude that I look back on our very special partnership with PPL. From enabling more than 1,400 girls to stand up for their rights in Tanzania, to supporting over 6,000 young people to gain new skills and employment opportunities in Ghana, together we have achieved some wonderful things in 2019-20.

This year has also presented great challenges. The coronavirus pandemic continues to have a devastating global impact and is a crisis unlike any we have experienced before. Thanks to player support we have been able to adapt our programming and respond quickly to help children and families across the world.

The flexibility of PPL funding has allowed us to use resources where they are most needed and to think strategically and long-term about Plan International UK's focus. It has allowed us to be bold and to try new things. We were thrilled to use player funds towards our very first social impact investment, Social Development Direct. This is allowing us to increase our impact in the areas of gender equality and social inclusion, whilst also helping us reach more children from the profits generated.

On behalf of all the staff and volunteers at Plan International UK, and the children and communities we work with: thank you very much to the players and PPL team for your continued support. We truly couldn't achieve all we do without you.

**Best wishes,  
Rose  
Chief Executive, Plan International UK**