



For children and
equality for girls



IMPACT REPORT 2020-21



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OUR SPECIAL PARTNERSHIP

Plan International UK is a global children's charity. We work with girls and boys growing up in some of the world's most vulnerable communities, making sure they have access to the education, health care, clean water and future opportunities they need to thrive.

We're also working to create a just and equal world for girls – including here in the UK. We're fighting for a world where every child, especially every girl, knows their value. We want the communities they're growing up in – and the world around them – to value them too. And if a disaster strikes we're there to protect children, keep them learning and help them to recover.

Funding received from People's Postcode Lottery players last year 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.

Player support has made a real impact, from helping young people like Tanya in Zimbabwe (below) to restart their education, to supporting Pélagie, 11, (left) in Burkino Faso to continue learning during the pandemic with radio lessons. Thank you!



[Click to play video](#)

Sandra and her mother Rainha in Mozambique (cover) after their home was destroyed by Cyclone Idai.

People's Postcode Lottery managed lotteries directly for Plan International UK during the reported period. The Postcode Justice Trust will fund Plan International UK in 2021 and beyond.

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.

2021-2023 strategy

Funding from players supported the development and implementation of our new [2021-2023 strategy](#), launched in February 2021. Our strategy sets out what we intend to achieve over the next three years and the key ways of working and infrastructure which will support us to deliver those goals. The process, which involved Plan International UK Trustees, staff and our Youth Advisory Panel, included an in-depth analysis of Plan International's strengths, the external context and a reflection on our previous strategy. To monitor our impact, a performance report has been developed which includes targets and will track progress against the strategy.



Funding has helped us to research on girls' lives in the UK. Left to right: Olamide, 17, Rochelle, 16, Matilda, 17 and Esther, 17 from London.



Bettany, a Venezuelan migrant in Bogotá, Colombia with her Plan International hygiene kit to help protect her from the virus.

Emergency Response staff

Funding from players has enabled us to invest in deployable staff, who are able to travel and respond quickly to disasters and emergencies. Despite travel in 2020-21 being severely restricted due to the pandemic, the team remained busy providing remote support to programmes in Somalia and Sudan, physical deployments to Sierra Leone and South Sudan, and supporting on successful bids to respond to the Venezuela refugee crisis in Colombia, Ecuador and Peru.

Diversity and Inclusion Strategy

In January 2021, we worked with a consultant to develop a Diversity and Inclusion Strategy, to build a culture of inclusion and review processes and systems to minimise the impact of bias. Staff surveys, focus groups, and meetings with Leadership Team and other key stakeholders took place over a period of six months. The findings have been compiled in a detailed report and we are now in the process of drafting the strategy, based on findings from the first stage.

Impact of coronavirus on UK girls' lives

Thanks to player support, we commissioned a piece of research on the impact of the coronavirus pandemic on girls' lives in the UK. Surveys, focus groups and in-depth interviews with girls took place during summer 2021, which will allow us to understand the longer-term impact beyond lockdown and how we can best respond to girls' needs. We will produce a UK girls' rights report, the insights from which will be used to inform and influence our programmatic approach, advocacy and communications work in the UK.

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. The investment has enabled us to enhance our ability to drive change for girls and increase technical capacity.

This year the partnership continued to help Plan International UK in many areas of our work particularly in response to the coronavirus pandemic. SDDirect's Violence Against Women and Girls (VAWG) Helpdesk helped shape the UK Government's domestic and international policy and programming response, focussing on the impact the pandemic might have on violence against women and girls.

In June 2020, SDDirect launched the Safeguarding Resource and Support Hub, a one-stop shop for the aid sector to strengthen their safeguarding policy and practice to prevent sexual exploitation, abuse and sexual harassment within the sector.

We were delighted to contribute profits of £433,671 received from SDDirect to three of our priority programmes: an education project for refugees in Gambella, Ethiopia; a maternal and infant nutrition project in Bangladesh; and a project to prevent child marriage and Female Genital Mutilation (FGM), in Tanzania.

ENABLED IMPACT

In 2020-21, players helped support **15 projects** across Burkina Faso, Cameroon, Ethiopia, Ghana, Malawi, Nigeria, Sierra Leone, South Sudan, Sudan, Tanzania, Zambia and Zimbabwe. Players have also contributed to our vital global response against coronavirus, which has directly helped children and their families in **23 countries**. 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

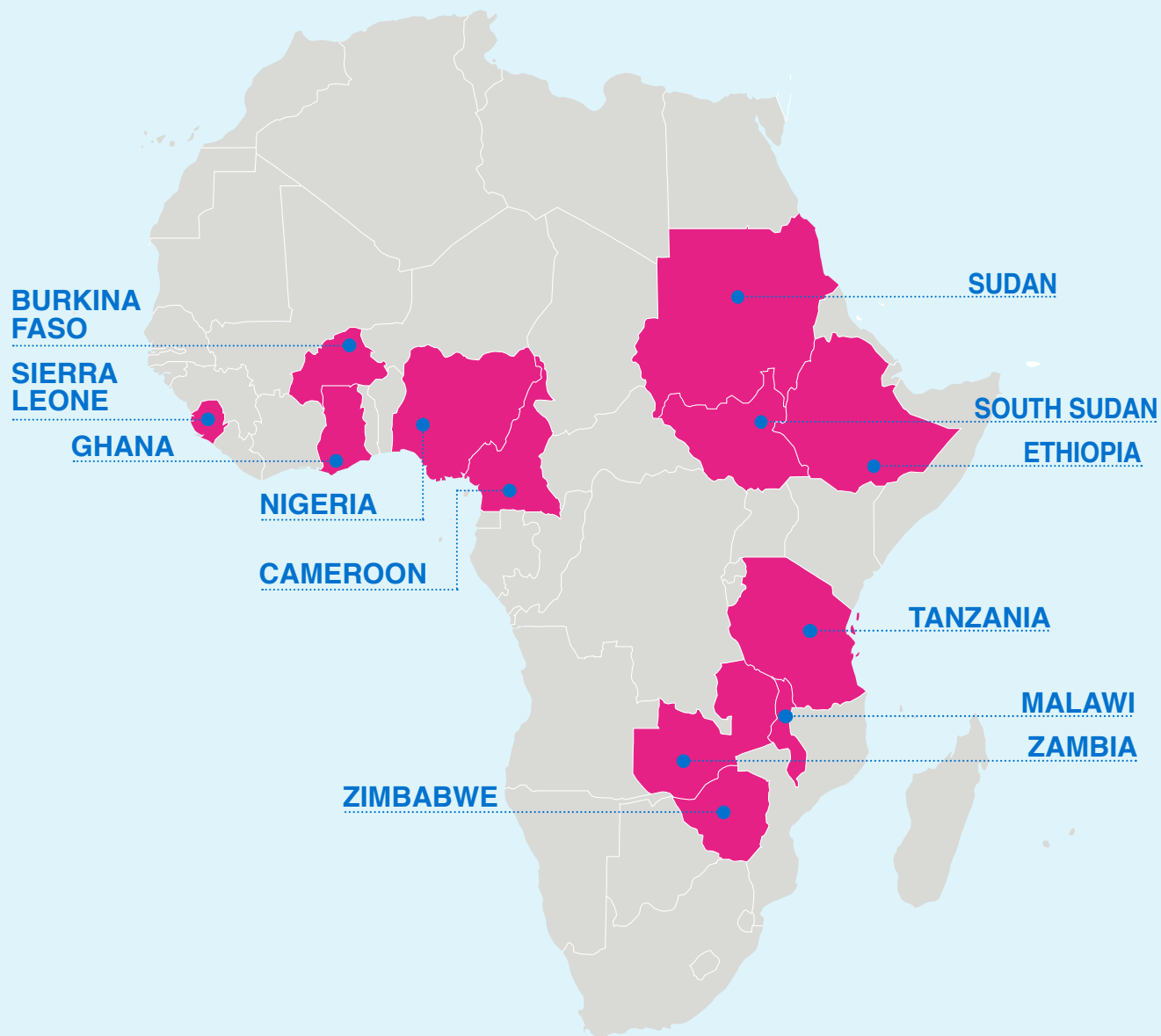
Helping young people to earn a safe and secure living.



Power & Potential Fund

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

Every £1 from players has unlocked an average of £5.80 more from government donors. This year, player support has unlocked more than £2.4 million!



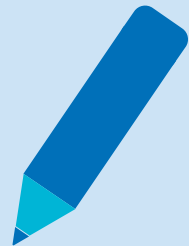
Players have enabled us to make real impact around the world across our three funds, including:

Emergency Response Fund

Distributed **8,000** shelter kits*



6,792 children received learning materials



Trained **1,716** people in emotional first aid for children

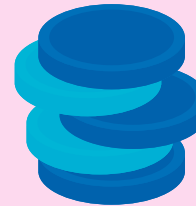


Built **44** new classrooms for refugees in Ethiopia



Skills for Life Fund

Set up **1,484** savings and loans groups



Trained **1,603** people in financial literacy



Established **2,493** farmer field schools in Malawi, with **70,112** farmers



Trained **991** people in business management



Power & Potential Fund

Trained **180** reading ambassadors in refugee camps in Ethiopia



Set up **115** positive masculinity clubs for boys and men



5,894 children continued their education through TV lessons in Ghana



6,279 out-of-school girls in Zimbabwe learning during COVID-19

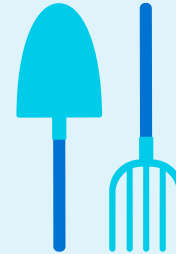


Across the three funds:

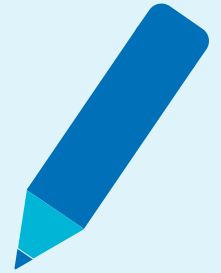
Reached **248,078** children, young people and their communities



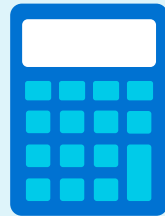
475 farming households now have backyard farms to produce food in Malawi



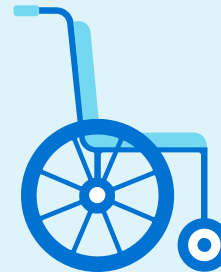
100% of refugee pupils in Ethiopia passed their final exam thanks to extra coaching



45% more children can now do simple addition thanks to our education project in Nigeria



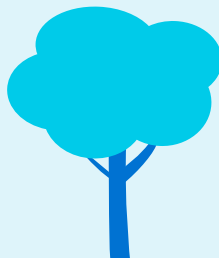
Provided **3,021** disabled children in Nigeria with assistive devices



4,029 farmers in Malawi are using climate-smart agriculture



180,000 trees planted in Malawi to combat climate change



In Ghana, **90%** of children felt TV lessons helped their learning



Equipped **four** health centres with youth-friendly rooms in Tanzania



Kenza from Burkina Faso washes her hands using one of the handwashing devices provided by Plan International.



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CORONAVIRUS RESPONSE

The global pandemic has devastated vulnerable communities around the world, where self-isolation isn't an option. Restrictions on movement, lockdowns and social distancing measures have made it harder to work, go to school, or access food, water and medical support, particularly for women and girls.

With support from players, Plan International's global coronavirus response has made a difference to the lives of millions of people around the world.

Below are a few examples of our global response:

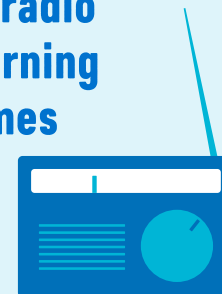
Distributed 2,343 handwashing stations in Guinea



Distributed reusable menstrual kits to over 4,000 girls in Mozambique



Supported 120 different radio based learning programmes around the world



Supported 607,883 girls and women through cash and voucher assistance



In Burkina Faso, we're working with over 200 schools to prevent the spread of coronavirus. This has involved providing personal protective equipment, handwashing devices, soap, education materials and training for teachers.

In Guinea, we're helping communities get back on their feet financially. To cover urgent needs, we've distributed food aid and run cash-for-work initiatives. We've helped Women's

Groups start income-generating schemes and set up Savings and Loans Groups to give people access to credit.

One of our top priorities has been helping children keep learning remotely. Digital technology has helped so many children in our communities. But many children – especially girls – haven't had the means to learn online. Radio has helped us to reach millions of children wherever they are and with the minimum equipment.

Bintou is president of one of the cash-for-work groups in Guinea.



Rahmata, 11, from Mali joined her school listening club to follow lessons on the radio.



Nyadow, 18, is able to access education in Ethiopia's Gambella region after being forced to flee her home in South Sudan.

NYADOW'S STORY

The civil war in South Sudan has caused 1.9m people to flee the country. It is one of the most severe humanitarian crises in the world. Ethiopia's Gambella region is a temporary home to 313,000 South Sudanese refugees. Many are survivors of recent trauma. 65% are children.

Thanks to players' support, we are working with over 30,000 children in Gambella's refugee camps and host communities and getting them back into education.

Nyadow's education was interrupted when the conflict in her home district forced her family to leave. When Nyadow arrived in Gambella she was 17 and still learning at primary school level. She was determined to keep making progress and attend Plan International's Gender Club and extra tutoring classes. Today, at 18, she has passed the Grade 8 exam which qualifies her for high school.

Nyadow told us that people in the camps were dismissive of the idea of educating girls. Now she says things have changed:

“I am very happy and proud of it. All the girls who have passed from Grade 8 to 9 in high school, we talk about it all the time, about the ways forward and how we can continue our education until the end of high school.”

Nyadow, 18, Ethiopia

“All people in our neighbourhood became happy, and as a result, they are now encouraging me by telling me to continue my learning. They understand that I really meant it because I passed the exam.”

“All I can say is thank you so much for coming to me and encouraging me to be strong and continue my study and because all you wanted is to see us successful in life. Had you not provided that remedial education support, all of us would not have passed the exam at all. Hopefully, I will be in Grade 10 next year!”

COMMUNICATIONS AND CAMPAIGNS

The support we receive from People's Postcode Lottery players gives us exciting opportunities to tell girls' stories in innovative ways and increase the charity's reach and awareness.

Crime Not Compliment

Our campaign to make public sexual harassment a criminal offence in the UK – run in partnership with grassroots youth activist group Our Streets Now – has gathered considerable momentum since launching in November 2020.

Having met with Ministry of Justice and Home Office civil servants, our Chief Executive Rose Caldwell joined young activists from Plan International's Youth Advisory Panel and Our Streets Now at a meeting with Home Secretary Priti Patel to discuss the campaign in February 2021.

Our campaigning activities also encouraged thousands of people to respond to the UK Government's Violence Against Women and Girls (VAWG) consultation and email their MP to support making public sexual harassment a crime through the introduction of a Private Members' Bill.

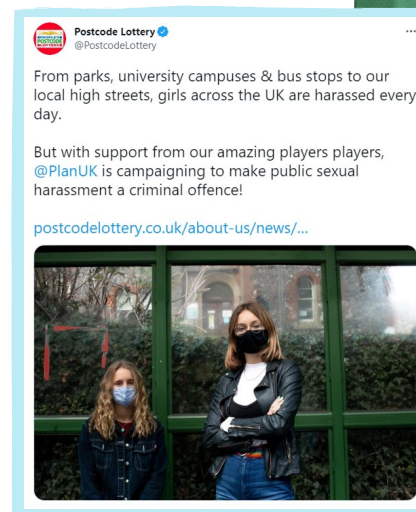
In response to the tragic passing of Sarah Everard in March 2021, there has been a mass outpouring of grief and anger across the UK press and social media, with journalists and politicians demanding quick solutions.

We made a strategic choice to focus on amplifying the voices of girls on this issue, working hard to embed the phrase 'public sexual harassment' and challenge terms like 'catcalling'.

To date, the campaign has secured nearly 60,000 pledges to our online hand-raiser action and more than 400 individual pieces of media coverage, including references of players' support for the campaign in the [Daily Telegraph](#), [Metro](#) and [LAD Bible](#), plus regional media outlets across the country.

We were delighted to share details about Crime Not Compliment with People's Postcode Lottery staff at their International Women's Day event in March 2021 and to see players engaging with the campaign via People's Postcode Lottery's social media channels.

We look forward to continuing to engage staff and players in the campaign as it progresses. For more details about the campaign, visit plan-uk.org/crimenotcompliment.



We are partnering with sisters Maya and Gemma – who founded Our Streets Now – to call for public sexual harassment to be made a criminal offence in the UK.

We have shown players the impact of their support through engaging content and creative storytelling across People's Postcode Lottery and Plan International UK digital channels, and helped staff stay connected to the children and young people – and each other – while working from home.

Here are a few of our shared achievements:

Coronavirus response

Player support for our Coronavirus: Children's Emergency Appeal has been acknowledged across People's Postcode Lottery and Plan International UK social media channels and regional media, with a letter to editors from our Head of Disaster Risk Management distributed to titles across the UK.

Making impact

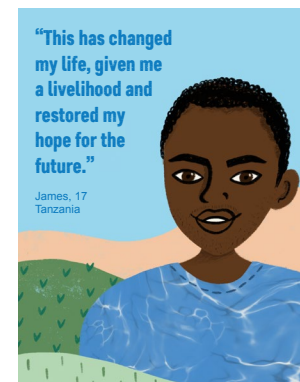
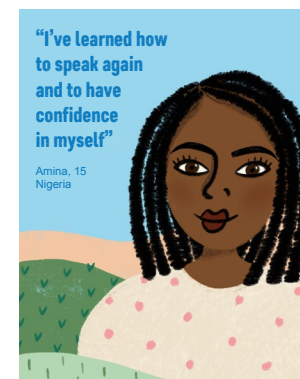
With our partnership nearing its third year, we celebrated our joint impact with People's Postcode Lottery players and Plan International UK supporters by sharing digital animations of our 2019/20 Impact Report across social media. We also took the opportunity to celebrate fundraising milestones, including People's Postcode Lottery raising £600m for good causes in September 2020.



Celebrating £10m!

In December 2020, we celebrated our incredible partnership raising £10 million for Plan International UK since December 2017. We created an animated video reflecting the journey we've been together over the past three years – and the 10 key areas players have supported – which was published online and across social media.

To help celebrate this milestone with People's Postcode Lottery and Plan International UK staff working away from their respective offices in Edinburgh and London, we also created a commemorative notebook and series of greetings cards featuring illustrated portraits and inspirational quotes from young people highlighting the impact of our partnership.



Left to right: Muriel, 21, Annie, 21, and Esther, 20 from Bangor took part in our Wales Insights Report.



Supporting UK girls

Players' ongoing support for our domestic programmatic work was acknowledged in our latest *State of Girls' Rights in the UK* research which was published in January 2021. Launched virtually due to coronavirus restrictions, our *Wales Insights Report* reflects some of the specific experiences of girls growing up in Wales, both before and during the pandemic, revealing the true extent of gender inequality they're facing today.



“When I first researched what job I'd like to do, I got told 'solicitor work' and it's like, why can't I be a barrister? Why can't I be a judge? It's not just a man's role!”

Muriel, 21

“It's been a roller-coaster... Usually I'm used to getting out and getting active and that really helps, and now all of a sudden, I couldn't do all of those things that used to help [my mental health] a lot. So it's been a struggle.”

Annie, 21

THANK YOU SO MUCH



It has been a particularly significant year for our special partnership with People's Postcode Lottery. From supporting our coronavirus

emergency response to enabling out-of-school girls to get back to learning, together we have achieved so much despite the continued challenges of the pandemic.

We were delighted to celebrate the incredible milestone of players raising £10 million for Plan International UK since December 2017. This is a fantastic achievement and has changed the lives of children and young people around the world. We are extremely grateful to players for their generosity and to the People's Postcode Lottery team in Edinburgh for their incredible support – thank you all so much.

The flexibility of player funding has never been more important. The UK Government's cut to overseas aid from 0.7% to 0.5% of Gross National Income will continue to have far-reaching consequences for the world's most

vulnerable children, especially girls, at a time when they most need our support. Player funding has allowed us to direct resources where they are most needed and plan strategically during such uncertain times.

One of our proudest achievements this year is our Crime Not Compliment campaign to make public sexual harassment a criminal offence in the UK. Supported by players of People's Postcode Lottery, the campaign has gained substantial media coverage, led to meetings with the Home Office – including Home Secretary, Priti Patel – to discuss why legislative action is needed, and secured tens of thousands of pledges of support from the public and our partners.

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

Best wishes,

**Rose, Chief Executive
Plan International UK**



Tawana, 10, had never been to school before our girls' education project was launched in Zimbabwe.



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Aishatu, 24, is a gender equality activist in North East Nigeria after enduring a forced and abusive marriage at the age of 17, and being forced from her home by Boko Haram insurgents.