



Plan International UK

IMPACT REPORT 2017-2018



OUR SPECIAL PARTNERSHIP

Plan International UK is a global children's charity. We work to give every child the same chance in life.

In every child there's a spark of imagination, curiosity and ambition. 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, healthcare 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.

EVERY CHILD, EVERY CHANCE.

During our first year as a promoting society, funding from players has supported an array of important projects: from improving lives across Sub-Saharan Africa, campaigning to help girls access and claim their rights, and develop our organisation so that we can improve the lives of even more children. Players have allowed us to reach even more vulnerable children and young people like Akim and Lim (right) in Ethiopia, who can now return to education after fleeing the conflict in South Sudan.

Thank you so much for your incredible support!

Akim and Lim, 12, love drawing, reading and playing football in Plan International's child friendly space in Ethiopia

Hear from Sally working in our child friendly space in the refugee camps in Ethiopia, now home to thousands of refugees, mainly women and children who have fled South Sudan. [Click to play.](#)



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ENABLED IMPACT

TRANSFORMING THE LIVES OF CHILDREN AND THEIR COMMUNITIES

From our extensive experience in working across Sub-Saharan Africa, we have focused on four key programmatic areas: Power and Potential, Skills for Life, Water and Sanitation and Emergency Response. In 2017-18 players helped support an amazing 16 projects working to improve and change the lives of children and young people in seven countries in Africa.

Almost 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 £4 from the British and European governments.



In all, the Players' contributions in 2017 have unlocked an amazing £2,700,00 from government donors.



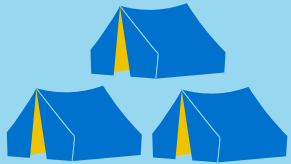
Sophie and her friends are fighting for gender equality in Uganda

ENABLED IMPACT

EMERGENCY RESPONSE

We worked in

5 REFUGEE CAMPS



We reunited

672 CHILDREN

WITH THEIR FAMILIES AND ARRANGED TEMPORARY FOSTER FAMILIES FOR ANOTHER **1,156** CHILDREN

35,184 CHILDREN

FOUND A SAFE PLACE TO PLAY, LEARN, HEAL AT OUR CHILD-FRIENDLY SPACES



In Ethiopia:

- WE'VE DISTRIBUTED CLOTHES AND BLANKETS TO **1,713** CHILDREN
- PROVIDED 870 MILKING GOATS TO **195** HOUSEHOLDS
- PROVIDED DROUGHT RESISTANT SEEDS TO **1,708** FAMILIES
- TREATED **23,313** MALNOURISHED CHILDREN

WATER AND SANITATION

We built or repaired

444 SOURCES OF SAFE DRINKING WATER, REACHING A WHOPPING **22,000** FAMILIES. THAT'S AT LEAST **88,000** PEOPLE

We helped build

1,176 LATRINES IN HOMES, MEANING SAFE SANITATION FOR **6,523** PEOPLE



20 COMMUNITIES HAVE DECLARED THEY WILL ONLY USE SAFE SANITATION FROM NOW ON

We distributed **HYGIENE KITS** TO **1,713** CHILDREN IN EMERGENCIES



SKILLS FOR LIFE



We've been teaching

12,389 PEOPLE

A NEW LIVELIHOOD THROUGH TRAINING, APPRENTICESHIPS AND MORE

2,269 YOUNG PEOPLE

ARE STANDING UP FOR THE CHALLENGES THEY FACE IN THEIR COMMUNITIES AS ACTIVISTS



12,062 YOUNG TRAINEES

HAVE COMPLETED BUSINESS SKILLS TRAINING TO GET THEM READY FOR WORK OR THEIR OWN BUSINESS



11,783 YOUNG GRADUATES

HAVE ACCESS TO CREDIT THROUGH **573** SAVINGS AND LOANS GROUPS

POWER AND POTENTIAL

22,761 CHILDREN AND YOUNG PEOPLE

HAVE HAD LIFE SKILLS TRAINING TO LEARN ABOUT SELF-RESPECT, HEALTHY RELATIONSHIPS AND SELF-WORTH



115 CHILDREN'S CLUBS

HAVE BEEN SET UP TO GIVE CHILDREN A VOICE IN THEIR SCHOOLS AND COMMUNITIES

We've helped

2,629 VULNERABLE CHILDREN AND **1,886** SURVIVORS OF GENDER-BASED VIOLENCE TO GET THE HELP THEY NEED TO RECOVER



We've built a primary school and a pre-school in Ethiopia, giving

20,905 CHILDREN

ACCESS TO EDUCATION

ENABLED IMPACT

OUR IMPACT THIS YEAR

Because of our work in Tanzania's refugee camps:



70% OF CHILDREN

WHERE WE WORKED NOW FEEL SAFE,
COMPARED TO 40% BEFORE OUR PROJECT

Because of our training project in Sudan



**88% OF GOVERNMENT
CHILD PROTECTION STAFF**

NOW HAVE A GREATER UNDERSTANDING
OF CHILD PROTECTION ISSUES AND
REPORTING SYSTEMS

Because of our training project in Tanzania:



**8,004
YOUNG PEOPLE**

NOW HAVE A JOB OR
A SMALL BUSINESS

YOUNG WOMEN IN THE
PROJECT NOW FEEL

OVER 70%

MORE CONFIDENT TO
APPROACH DECISION-MAKERS



**77% OF OUR
TRAINEES**

NOW EARN ABOVE
THE MINIMUM WAGE.
THEIR AVERAGE INCOME HAS
INCREASED BY **ALMOST 70%**

Across the four Funds, the Players' support has allowed us to reach an amazing

197,974 CHILDREN
YOUNG PEOPLE AND
THEIR COMMUNITIES



We've worked with

939 COMMUNITY GROUPS
FROM WATER COMMITTEES TO CHILD
PROTECTION GROUPS

We've been raising awareness on child rights, gender equality and child protection in communities. We've reached

71,371 PEOPLE
DIRECTLY AND EXPECT OUR MESSAGES
TO HAVE TRAVELLED TO MANY MORE



2,956 LOCAL PEOPLE
FROM FOOTBALL COACHES TO HEALTH
WORKERS HAVE BEEN TRAINED AS
VOLUNTEERS IN OUR WORK

We've trained

186 GOVERNMENT OFFICIALS
AND TECHNICAL STAFF ON HOW TO WORK
WITH OUR PROJECTS



DIRECT IMPACT

It's all smiles at the pre-school supported by Plan International in Kibaha, Tanzania

PLAYERS AND PLAN INTERNATIONAL UK - DEVELOPING OUR ORGANISATIONAL EXCELLENCE

Aside from supporting vital work across Sub-Saharan Africa, support from players is helping us plan confidently for the future. The flexibility of PPL funding enables us to make important investments in our people, systems and processes. Whilst these investments aren't always visible, they are crucial in allowing us to continue delivering life-changing interventions for children and young people. In 2017-18, we began several exciting, multi-year initiatives, as part of a five-year strategy to reach even more vulnerable children.

HIGHLIGHTS INCLUDE:



EXPANDING OUR DISASTER RISK MANAGEMENT TEAM

This will help us respond to the growing number of humanitarian disasters caused by climate change, conflict and other reasons, and reach even more children who desperately need our help.



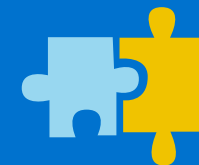
CREATING A NEW TEAM AND SUBSIDIARY COMPANY - DEVELOPMENT WORKS

This investment will enable us to bid and secure more high-value commercial contracts and tenders, and the team has already completed its first successful bid.



PILOTING OUR NEW SPONSORSHIP APP 'PLAN CONNECT'

This is a first of its kind in the UK and part of our approach to modernise and improve our sponsorship offering to supporters. This pilot allowed sponsors and sponsored children to communicate more often and effectively than ever before.



NEW STAFF POSTS TO EXPLORE AND CREATE INNOVATIVE PUBLIC-PRIVATE-NON-PROFIT PARTNERSHIPS

which will utilise the expertise of multiple sectors to address complex issues, with the aim delivering pioneering new programmes.



ROLLING OUT A FULLY FUNCTIONING DATABASE TO ALL TEAMS

This will enhance our supporter relationships, make processes more efficient and provide more opportunities for funding.



USING OF PPL MEDIA CHANNELS TO IMPROVE OUR REACH AND MAXIMISE IMPACT ACROSS A VARIETY OF PLATFORMS

Becoming a Promoting Society has enabled us to connect with new audiences and enhance awareness of our work.

COMMUNICATIONS AND MEDIA

Partnering with PPL has given us the unique opportunity to increase our reach and awareness with players and the public. During this year, our social media posts have been taking players on a journey across Sub-Saharan Africa, to show the impact of their support and highlight some of the achievements we've made together.

SOCIAL MEDIA HIGHLIGHTS

- Posts featuring PPL have gathered **110,000 impressions** across all our social channels
- Facebook posts featuring PPL have reached **over 38,000 people** in 2018 and just under **5,000 people** on Instagram
- Our top PPL related post featured Laura Chow at our House of Lords event on Facebook (as well as on Twitter), with **over 5,400 impressions** and 70 reactions
- On Instagram the top post in 2018, with **over 1,500 impressions**, thanked the players of the PPL for reaching the £2.6 million fundraising milestone, which featured Katherine Ryan and our trustee Lara Oyesanya

TOP POSTS



Instagram
2.6m milestone



Twitter
World Youth Skills Day



I was a sex worker, now I'm an electrician. I repair electronic devices like TVs & radios" Jacqueline, 20, Uganda.

Support from People's @PostcodeLottery players is helping youths like Jacqueline gain the skills to earn a safe living w/t technical & vocational training.

#WYSD



6:05 am - 15 Jul 2018



Facebook
House of Lords event



A big 'Thank you' to:

@PostcodeLottery 's Laura Chow
@ChelseaFC 's @chapmans17
@CreditSuisse 's Audrey Bampoe
@TrishHalpin
@Emmabarnett
#DoctorWho 📺 Jodie Whittaker
Maggie Aderin-Pocock

for sharing careers insight & life experiences at our #GirlsBreakingBarriers event yesterday.



Twitter
1.7m milestone



Thanks to the wonderful People's @PostcodeLottery players, we've received over £1.7m towards building a brighter, safer future for disadvantaged children in sub-Saharan Africa, starting in Tanzania. #PostcodeLottery #PPLCharityGala

Postcode Lottery @PostcodeLottery
Our players really are AMAZING! Raising over £263 Million for more than 4,000 #goodcauses across Great Britain & internationally! #PPLCharityGala
twitter.com/racheluxton/s...

HIGHLIGHTS



Third Sector Register | Sign In

Plan International UK pilots mobile technology that allows sponsors to keep in touch

08 June 2018 by David Hobbs

The charity has linked up with CommonTime, a company that has developed technology that makes it easier and quicker to communicate with sponsored children



Screenshot from our street harassment campaign



All day long



Shobna Gulati
Ambassador,
Plan International UK

“As we celebrate our first year of support from the players of the People’s Postcode Lottery, I want to say a huge thank you from the young people who Plan International UK are working with across Sub-Saharan Africa.

Plan International UK gives every child, every chance. Your incredible support ensures children can go to school, access clean water, stay healthy, and are given the chance to thrive. Thank you.”



MEDIA HIGHLIGHTS

- We reached our media target of **eight pieces of coverage**
- Our street harassment campaign film, supported by PPL, was shown as part of a broadcast package across **ITV, Channel 5 and Sky News**

OUR CELEBRITY AMBASSADOR

- TV star, Shobna Gulati, who has supported us from the beginning, and recently publicly celebrated one year of support from the Player’s of the Postcode Lottery across our social channels.

CAMPAIGNS AND ADVOCACY

- We launched a petition to support two incredible young activists in Nepal. We joined their fight to end human trafficking, which affects over 8,000 women and girls in Nepal every year. With an impressive **46,000 signatures**, the petition was taken to the Mayor who has agreed to act and launch a new public awareness campaign so every girl in their area knows about the risks
- We launched our most successful International Day of the Girl campaign ever, focusing on our street harassment campaign **#ISayItsNotOK**, which generated a huge amount of media coverage. The campaign achieved **195 radio mentions** and **197 pieces of print and online coverage** – including The Week and the Daily Mail and our video has had over **10 million views** on social media (as of February 2018), being **shared 78,000 times!**

*Sabina, right, 17,
and Sarita, left, 15,
campaigned to end
trafficking in Nepal*

OUR PLAN FOR A **BETTER** WORLD

BECAUSE

The world is an unequal place, where 10% of the global population still lives in extreme poverty – and because children (especially girls) bear the brunt of this inequality ... *

AT PLAN INTERNATIONAL UK WE WORK WITH OVER 50 COUNTRIES AROUND THE WORLD TO

give every child a high quality



EDUCATION

IN A SAFE SCHOOL WITH GOOD TEACHERS, GIVING THEM A FUTURE FULL OF OPPORTUNITIES

make sure that every child and community has



WATER

THAT'S SAFE TO DRINK CLOSE TO THEIR HOME, DECENT TOILETS AND GOOD HYGIENE KNOWLEDGE

create futures where people have



FINANCIAL SECURITY

BY OFFERING SKILLS TRAINING, ACCESS TO CREDIT, AND MUCH MORE

help young people get access to the



SEXUAL HEALTH

SERVICES THEY NEED, AND SUPPORT THEM TO FORM THE KIND OF RELATIONSHIPS THEY DESERVE

teach parents and communities more about



CHILD PROTECTION

SO EVERY CHILD CAN LIVE FREE FROM VIOLENCE AND ABUSE

WORKING WITH



CHILDREN AND YOUNG PEOPLE

TO MAKE SURE THEY'RE AWARE OF THEIR RIGHTS AND THEIR VOICES ARE HEARD



PARENTS AND GUARDIANS

TO MAKE SURE THEY PROTECT CHILDREN AND CAN HELP THEM GET THE THINGS THEY NEED



COMMUNITY LEADERS

SO THEY KNOW HOW TO KEEP CHILDREN SAFE AND CAN LEAD BY EXAMPLE



LAW AND POLICY MAKERS

SO THAT LAWS PROTECT CHILDREN AND GOOD SERVICES EXIST FOR BOYS AND GIRLS



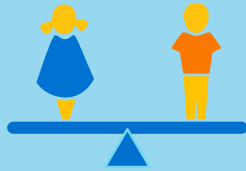
THE PRIVATE SECTOR

TO CREATE INNOVATIVE SOLUTIONS THAT REACH THE MOST VULNERABLE

ALWAYS KEEPING IN MIND

our goal of **EQUALITY**

FOR GIRLS AND BOYS, OUR AIM OF A WORLD WITHOUT DISCRIMINATION



that working with **GOVERNMENTS**

IS IMPORTANT IF WE WANT PEOPLE TO BE GOVERNED TRANSPARENTLY AND FAIRLY



that in today's world **RESILIENCE**

IS NEEDED IN COMMUNITIES OFTEN AFFECTED BY NATURAL DISASTERS AND OTHER EMERGENCIES



our responsibility to the **ENVIRONMENT**

BECAUSE HARMING OUR WORLD OFTEN AFFECTS PEOPLE LIVING IN POVERTY THE MOST



AND USING OUR EXPERTISE IN

GIRLS' RIGHTS

... WHERE WE STAND WITH GIRLS THROUGH OUR GLOBAL CAMPAIGNS



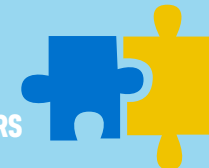
COMMUNITY DEVELOPMENT

... BUILT ON YEARS OF LISTENING TO THE PEOPLE ON THE GROUND WHO KNOW WHAT'S NEEDED



BUILDING LONG-TERM PARTNERSHIPS

... WHERE WE CREATE LASTING RELATIONSHIPS IN COMMUNITIES, ON AVERAGE WORKING WITH THEM FOR 18 YEARS



RAISING YOUNG PEOPLE'S VOICES

... BECAUSE YOUNG PEOPLE KNOW WHAT'S RIGHT AND WHAT'S BEST FOR THEM



SO THAT ULTIMATELY

EVERY CHILD HAS THE SAME CHANCE IN LIFE

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. We work to give every child, every chance. Thank you to the Players for helping us.

NYALAT'S STORY

Funding from players is allowing us to reach some of the most vulnerable young people in humanitarian emergencies. This support is helping adolescent girls like Nyalat return to education and escape conflict.

Fifteen-year-old Nyalat fled South Sudan two years ago with her younger sister when her village was attacked by armed rebels. In desperation, she grabbed her six-year-old sister's hand and fled into the forest but lost their family.

Nyalat and her sister have now been relocated to a refugee camp in Ethiopia where they live with foster parents and their children. There are, however, still many problems within the cramped conditions of the camp.

“Girls face different challenges here, we couldn't go to school and we were forced to do all the domestic chores for everyone. During our menstruation, we were isolated for days without food. Worse still, there were rapes and abductions in the camp and girls felt very unsafe here,” Nyalat explains.

We are committed to ensuring that girls here are supported so that they feel safe and protected whether in their homes or through the creation of safe spaces allowing them to spend time with their friends. Nyalat, meanwhile, has become an active member of an adolescent girls' club which aims to end child marriage and violence within the camp.

Nyalat also hopes to fulfil her ambition of becoming a doctor and has resumed her studies. Today, she is a grade four student at a primary school in the camp supported by Plan International UK.

“Life has improved now. I miss my home and family but living in this camp has given me hope that there can be life after conflict.”

Nyalat has been relocated to a refugee camp in Ethiopia



© Plan International

A BIG THANK YOU!



Towards the end of 2017, I wrote to express Plan International UK's sincere thanks to players and the People's Postcode Lottery team for your enormous generosity. We were thrilled to become part of the PPL charity family, and it has been a very special journey so far.

In the first year of our partnership, Plan International UK has been able to achieve some wonderful things, and without the support of players and PPL, these simply would not have been possible. 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, it's been an exceptional start and I hope you are pleased with what we've been able to achieve together.

Our report has highlighted some of the many ways in which funding from players is helping us evolve and plan confidently for the future. We look forward to taking our next steps together and increasing the reach and impact of our work with children around the world.

I really can't overstate just how vitally important the support from players has been, and will continue to be, during this partnership. On behalf of all the staff and volunteers at Plan International UK, and the children and communities we work with: thank you very much for your continued support.

Best wishes,

Tanya
Chief Executive, Plan International UK

*New books
and pencils
for a new start
in Yei, South
Sudan*