



Plan International UK

IMPACT REPORT 2018-2019

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, 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.

EVERY CHILD, EVERY CHANCE.

During our first 18 months as a Promoting Society, funding from players has supported an array of important work: from improving lives across Sub-Saharan Africa, campaigning to help girls access and claim their rights, and enabling us to invest in our staff, systems and infrastructure.

Players have allowed us to make a real impact, including helping these girls in Uganda claim their rights, stay in school and make their own choices about their lives. **Thank you!**



Christine (right) is the Chair of one of our Plan-supported Girls' Rights Clubs in Uganda, and Moreen (left) is a member of the club. The clubs teach girls their rights and who is responsible for upholding them

DIRECT IMPACT



Isatu is fighting for change for girls' rights in Sierra Leone

Aside from contributing towards vital work across Sub-Saharan Africa, support from players is helping us plan confidently for the future. The flexible funding from players is enabling 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 future proof Plan International UK, and we are now beginning to see some exciting progress.

HIGHLIGHTS INCLUDE:



NEW DEPLOYABLE STAFF

Funding from players has allowed us to recruit new deployable staff, who are able to travel and respond quickly to disasters and emergencies. Not only has this increased our capacity to respond, deployables have also identified over £7m worth of in-country funding opportunities and secured £700k of new income.



WOMEN FOR GIRLS

We have launched a new investment circle, Women for Girls, which aims to encourage peer-to-peer giving, specifically supporting programmes that focus on gender equality. This has started strongly, and we've secured several new donors.



CHAMPIONS OF WALES

Our first UK programme has now launched, 'Champions of Wales'. The programme will see both boys and girls go on a gender-transformative journey to become champions of equality in their communities. This [video](#) gives a flavour of what we'll be doing.



LEGACY FUNDRAISING

We have now fully developed and launched our legacy gift offering. A successful launch event took place in May 2019, and feedback was very positive, with several attendees expressing an interest in leaving a gift in their will to Plan International UK.



CASH PROGRAMMING

We have invested in cash and voucher assistance (CVA) programming, upskilling country office staff bidding on CVA grant calls. We've also successfully secured funding for an innovative cash assistance pilot programme, focused on cash assistance and gender inclusivity.



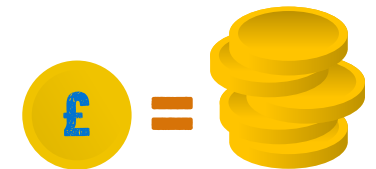
Young girls are being given the opportunity to learn at our Early Childhood Development centre in Kibaha district, Tanzania

ENABLED IMPACT

From our extensive experience working across Sub-Saharan Africa, we identified several programmes and countries for which we felt this funding would have the greatest impact. Over the past 12 months players helped support an amazing 16 projects working to improve and change the lives of children and young people in 11 countries in Africa.



All but one 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 2018 have unlocked more than £2.2 million from government donors!

ENABLED IMPACT

CHILDREN IN CRISES FUND

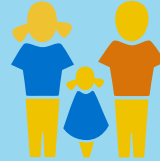
WE HAVE RESPONDED TO EMERGENCIES IN **CAMEROON AND NIGERIA** AND CONTINUED OUR WORK IN **EAST AFRICA** TO KEEP CHILDREN SAFE



SUPPLIED ESSENTIALS LIKE CLOTHING, CUPS AND PLATES TO **5,091 CHILDREN**

PROVIDED DEDICATED CASE MANAGEMENT FOR **8,853 VULNERABLE CHILDREN** MAKING SURE THEY GET THE SUPPORT AND SERVICES THEY NEED

HELPED FIND **1,472 UNACCOMPANIED CHILDREN** A SAFE PLACE TO STAY



PROVIDED PARENTING SKILLS TRAINING FOR **4,097 PARENTS OR CARERS**



WASH SOLUTIONS FUND



BUILT OR REPAIRED **34 MORE** SOURCES OF SAFE DRINKING WATER IN ZIMBABWE

HELPED **1,813 FAMILIES** TO BUILD TOILETS, REACHING 11,298 PEOPLE



IN NIGERIA, BUILT **36 BLOCKS** OF 2 LATRINES EACH FOR BOYS AND GIRLS ACROSS 15 SCHOOLS



HELPED FAMILIES BUILD **1,413 HAND WASHING** POINTS REACHING 12,424 PEOPLE

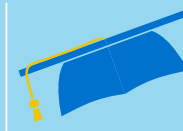


SKILLS FOR LIFE



WE ARE EQUIPPING **18,532 PEOPLE** WITH THE SKILLS FOR A NEW LIVELIHOOD

TRAINED **3,486 PEOPLE** IN FINANCIAL LITERACY

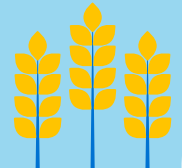


1,906 YOUNG PEOPLE HAVE COMPLETED TRAINING COURSES TO LEARN NEW SKILLS

PROVIDED ENTERPRISE START-UP KITS FOR **120 YOUNG WOMEN** IN TANZANIA



WE HELPED **1,097 FARMING FAMILIES** EXPERIMENT WITH NEW CROPS TO GROW MORE FOOD



POWER AND POTENTIAL FUND

BUILT **24 NEW CLASSROOMS** AND STARTED CONSTRUCTION IN ANOTHER **4 SCHOOLS**

DISTRIBUTED **25,134 LEARNING PACKS** TO PUPILS - INCLUDING OVER 70,000 EXERCISE BOOKS



DISTRIBUTED **750 LEARNING KITS** FOR PRE-SCHOOLS INCLUDING CRAYONS, PAPER, TOYS, PUZZLES AND WATER BOTTLES



MORE THAN **4,000 GIRLS** HAVE JOINED 139 GIRLS' RIGHTS CLUBS



1,850 CHILDREN HAVE JOINED 65 CHILDREN'S CLUBS

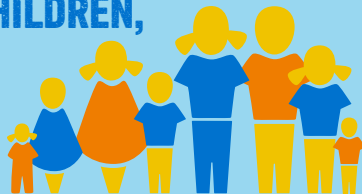


ENABLED IMPACT

OUR IMPACT THIS YEAR

ACROSS THE FOUR FUNDS, PLAYERS' SUPPORT HAS ALLOWED US TO REACH AN AMAZING

221,946 CHILDREN,
YOUNG PEOPLE AND
THEIR COMMUNITIES



WE LOBBIED THE GOVERNMENT OF TANZANIA TO ALLOW

MARKETS
TO BE SET UP IN
REFUGEE CAMPS

THIS WILL MAKE A HUGE DIFFERENCE
TO PEOPLE LIVING THERE



THANKS TO OUR TEACHER TRAINING
PROJECT IN SIERRA LEONE,
SCHOOLS ARE REPORTING THAT

MORE GIRLS
ARE ENROLLING



13,750 CHILDREN

IN NIGERIA ARE NOW ATTENDING CLASSES
AFTER HAVING FLED VIOLENCE IN THEIR
HOME COMMUNITIES. DURING THE LAST
MONTH OF OUR PROJECT, AN AVERAGE OF
25 NEW PUPILS ENROLLED EVERY DAY



IN ZIMBABWE,

8 MORE VILLAGES

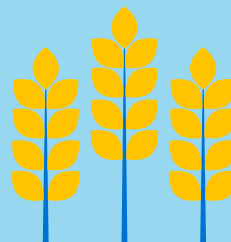
HAVE DECLARED THEY ARE OPEN
DEFECATION FREE, MEANING
5,186 MORE PEOPLE ARE NOW LIVING
WITH HEALTHIER SANITATION



WE'VE DISTRIBUTED

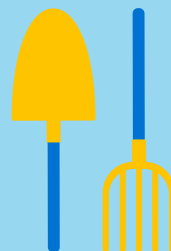
9,780KG
OF SEEDS

TO OUR FARMER FIELD SCHOOLS
IN MALAWI



72 GREEN SKILLS
GRADUATES

HAVE STARTED THEIR OWN
GREEN MICRO-BUSINESSES IN GHANA



20,000

DISPLACED CHILDREN
HAVE RECEIVED COUNSELLING
THROUGH OUR
CHILD-FRIENDLY SPACES



WE'VE WORKED WITH

232 COMMUNITY GROUPS

FROM CHILD PROTECTION COMMITTEES TO
MOTHERS IN SCHOOLS. THANKS TO OUR
TRAINING, 11,709 PEOPLE HAVE SKILLS AND
KNOWLEDGE TO ACT FOR CHILDREN'S RIGHTS



WE'VE REACHED

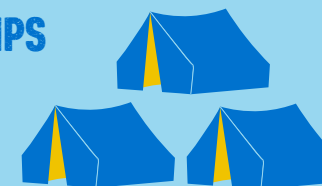
89,041 GIRLS, BOYS,
WOMEN AND MEN

WITH AWARENESS-RAISING
ACTIVITIES



WE'VE WORKED IN

8 REFUGEE CAMPS



CHALLENGES AND LEARNING

Through the support of 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 help strengthen our work and ensure we continue to improve. Here are a couple of examples of how we've hit stumbling blocks and what we're doing to overcome them.

ZIMBABWE

One of our largest projects, focusing on girls' education in Zimbabwe, has just completed its inception year. The project aims to get out-of-school girls back into learning. We've conducted a thorough scoping of the girls in the areas we'll be working, and several key findings have changed the project design.

We found that most of the girls volunteering to join the programme were aged 15-19 years. We expected that girls aged 8-9 and 10-14 to be represented just as equally. We're planning to engage the older girls through vocational training, and we have decided to bring this activity forward to year two from year three. But we also intended to offer Accelerated Learning courses in literacy. We've found that 37% of out-of-school adolescents dropped out when already in secondary school, meaning they already have basic literacy covered. We are looking into whether our Champions of Change course will be a bigger draw to get them learning again.

ETHIOPIA

Elsewhere, in our project in Ethiopia to help refugee children, an unexpected challenge has arisen. We've been distributing reusable pads for girls to use. But some girls have said that they have so little clothing with them that they don't have pants to wear during their periods - so the pads aren't much use. And if their schools don't have water available or private places to change pads, girls will still stay away when on their periods, even if they have pads to wear. We are looking at how we can link this activity with our ongoing water, sanitation and hygiene work to solve the problem.

We'll continue to share some of the challenges we face, and very much appreciate partners understanding how we strive to do better.

Monica, 18, hopes to put off getting married and stay in school



COMMUNICATIONS AND MEDIA

Partnering with PPL continues to give us the unique opportunity to increase our reach and awareness with players and the public.

It gives us the chance to tell stories in innovative and exciting ways.

OUR BIG MOMENT

Our immersive photography exhibition in Edinburgh transported players, staff and the public to the heart of our work in Ethiopia and South Sudan.

'**Childhood Disrupted: Stories of survival and hope from children in conflict**' invited the audience to witness the bravery, strength and resilience of the children who share their lives; from their experiences of conflict and hunger to, for some, the longed-for journey to safety.

Our exhibition advertising across the city generated a buzz. We took over **Edinburgh Time Out**, were present on every digital billboard along **Princes Street** and were featured on **The List** – Edinburgh's go-to What's On site.

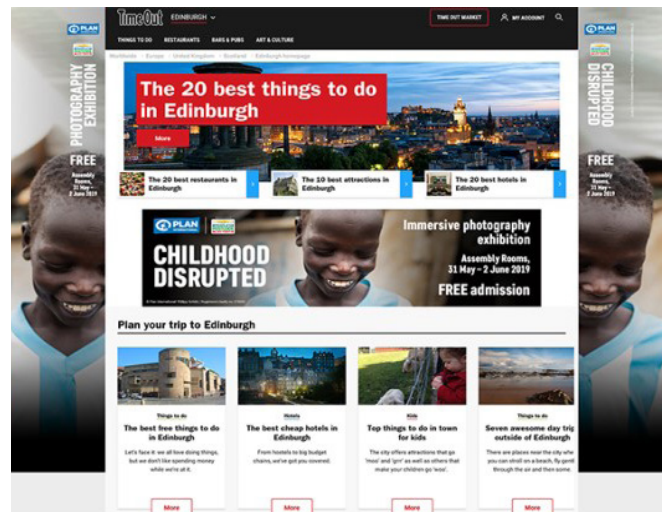
The exhibition's private view included an inspiring speech from Head of Charities, Laura Chow and our Head of Disaster Risk Management facilitated an interactive workshop with PPL staff the following day. It was a fantastic chance to bring PPL staff closer to our work.



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© Plan International / Chris Watt



SOCIAL MEDIA HIGHLIGHTS

Across our channels we have been able to take players on a journey across Sub-Saharan Africa, demonstrating the impact of their support and highlight some of the achievements we've made together.

On 30 July 2019 we celebrated **World Friendship Day** and the importance of creating safe spaces for children to play and make friends despite being in the centre of an emergency. These vital child-friendly spaces are only made possible thanks to the support of players of PPL.

In May PPL celebrity ambassador **Jeff Brazier** and staff took part in our celebratory pitch day event at the home of **Chelsea FC, Stamford Bridge**. Whilst they just missed out on the title this year, we have high hopes for a PPL win in 2020!

CAMPAIGNS AND ADVOCACY

Our street harassment campaign work continues to go from strength to strength. Earlier this year, thanks to players' incredible support, we celebrated a huge success with our **#SayItsNotOK** campaign, when the Home Office recognised street harassment as a form of gender-based violence.

We knew it was vital to translate this UK-wide change into real change on the ground for girls and so we ran simultaneous devolved and regional campaigns in the **West Midlands, Manchester** and **Wales** calling on the relevant decision-makers to include street harassment in their own strategies. Our youth advocates were all invited to present their petitions directly to the key decision-makers for their area.

In Manchester the Mayor and Deputy Mayor committed to tackling all forms of gender-based violence, whilst in the West Midlands our youth advocates have been invited to a meeting with the police to discuss solutions. In Wales the Deputy Minister convened a roundtable to look at what needs to change alongside the heads of local transport and bus services, and committed to taking street harassment seriously.

Thank you for continuing to stand with us to end street harassment.

TOP POSTS



Twitter



Instagram



LinkedIn

The PPL team took to the **Stamford Bridge pitch** in May to raise funds for Plan International UK. While Jeff Brazier and his teammates didn't lift the Champions of Change trophy, social media engagement got a huge lift as Twitter, Instagram and LinkedIn posts reached over **55,000** users!



A massive 'thank you' @ChelseaFC for letting us play at #StamfordBridge & @WhiteCase @daznglobal @perform @PostcodeLottery @3iplc for attending today's Champions of Change tournament.

Your participation helps transform the lives of children worldwide bit.ly/2Hb1XGG



Thank you to **Chelsea Football Club** for letting us play at Stamford Bridge & to everyone who attended today's Champions of Change tournament, including 3i Group plc, People's Postcode Lottery, Perform, DAZN & White & Case LLP.

Your participation today is helping transform the lives of children across the world.

Find out more here <http://bit.ly/2Hb1XGG>



Facebook

Our **#ChildhoodDisrupted** exhibition at Edinburgh's Assembly Rooms reached over **2,000** Facebook users, helping encourage people to attend and witness the bravery, strength and resilience of children in conflict.



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Its 10 am and our exhibition #ChildhoodDisrupted is open to the public until Sunday!

Are you joining us & the People's Postcode Lottery this weekend at the Assembly Rooms Edinburgh to witness the bravery, strength & resilience of children in conflict?

More about the exhibition here <http://bit.ly/2Lsz9xw>



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In Wales, Maisie and Trin presented their petition to Deputy Minister Jane Hutt. In the West Midlands, Isabelle presented her petition to the West Midlands Police and Crime Commissioner, David Jamieson, and Assistant Police and Crime Commissioner Lynette Kelly



© Plan International / Sala Lewis

JAMES' STORY

At the age of 17, James, now 25, was involved in a bicycle accident which damaged his spinal cord, leaving him unable to walk and confined to a wheelchair. Overnight his life changed, and he could no longer go to school, play football or ride his bike.

“I had a dream of becoming a doctor after completing my education, but the bicycle accident damaged my spinal cord, dashing my hopes.” James says. “It took me some time to come to terms with my disability as I always wondered where I would be by now had I not had my accident.”

At a special physiotherapy unit, he made friends with five other young men recovering from similar injuries. Together they decided to work together and formed a business co-operative.

The group were invited to join Plan International's Youth Economic Empowerment (YEE) project, and they took part in a six-month training course to learn electronic skills.

James set up his own mobile phone repair company after receiving training

After finishing the course, the group received a local government loan and a start-up kit from Plan International, which enabled them to set up a mobile phone and computer repair business.

“I thank God that we filled out the forms and were all enrolled for the electronics course. This has changed my life, given me a livelihood and restored my hope for the future.”

James has gone from having no income and being reliant on his family, to being fully employed and able to sustain himself. His business has also given him status in the community as a popular 'fundi' or a repair man. As a mobile phone technician, James can interact and meet many people, which has boosted his self-esteem and helped him accept his new life living with a disability.

“I am now enjoying life unlike before. YEE has tremendously changed my life. It picked me up when I had lost hope. As well as giving me employment, I am now accepted by the community.”

A VERY 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.

In September this year I will retire as Plan International UK's CEO. As I look back upon my six years here, our partnership with PPL is an absolute highlight, and the generous support of players is building a legacy for the children with whom we work that will last for decades to come.

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

A young girl enjoying activities at our Early Childhood Development centre in Kibaha district, Tanzania