




CHANGE IS POSSIBLE!

Save the Children Sweden Annual Report 2006



**Save the Children**  
Sweden



Save the Children Sweden fights for  
children's rights.

We deliver immediate and lasting  
improvements to children's lives  
worldwide.

ISBN: 978-91-7321-250-2

Code no: 3133

© Save the Children Sweden 2007

Printed by: Elanders 2007

**Photos:** Sonny Andersson, Eva Jaldenius,  
Anna Kåri, Birgitta Ling, Becky Marshall,  
David Neveling, Pernilla Norström,  
Hans-Petter Overvoll, Nicholas Pitt,  
Jan Sandberg and Save the Children Sweden.

# KEY INITIATIVES FOR CHILDREN'S RIGHTS

More members, increased revenue and stronger involvement in the International Save the Children Alliance. These were some of the core factors underpinning our continued efforts in 2006 to promote children's rights and our three focus areas: that children should be protected from violence, be able to attend school and receive support from adults.



Charlotte Petri-Gornitzka and Marianne Nivert.

## Children's right to protection from violence

Much of our work last year concentrated on preventing violence against children. October saw the publication of the global Study on Violence against Children, commissioned by the United Nations General Assembly four years ago. The objective of the study was to prompt governments around the world to take action against violence. Save the Children Sweden and our fellow Save the Children organisations in other countries campaigned for a ban on corporal punishment and worked hard to ensure that the study highlighted children's own recommendations on how to prevent violence.

In Sweden, our efforts reflected the fact that it was a general election year. Our campaign to highlight shortcomings in the treatment of maltreated children involved television documentaries and phone calls to politicians. Our main demand, supported by the outgoing government, was the creation of Children's Houses to support child victims of violence and abuse.

## Children's right to education

During the autumn we launched our largest joint Save the Children campaign ever. The Rewrite the Future initiative aims to help 3 million children living in conflict zones to start school by 2010 and to offer improved basic education to a further 5 million children. Education is doubly important in war-torn areas since it

can provide sanctuary as well as improve children's future prospects.

## Children's right to support from adults

The third main issue on which we campaigned in 2006 was better support to children from adults. In Sweden, we got in touch with hundreds of children of divorced parents via our new [www.skiljas.nu](http://www.skiljas.nu) website, and we continued our efforts to improve conditions for unaccompanied asylum-seeking children.

At international level, we focused on improving protection and assistance for children affected by HIV/AIDS, whether they have the disease themselves or have parents or teachers who are infected.

## Local presence – in Sweden and abroad

In Sweden, our most important resource is our membership. The number of members increased to 89,164 last year, enhancing our ability to improve the lives of children at local level, both through direct action and by lobbying local politicians. Many of the key decisions affecting children are taken at municipal level.

We continue to work closely with local and national organisations worldwide, an approach that we believe produces the best long-term results for children. By expanding our involvement in the Save the Children Alliance we also extend and strengthen our reach, as shown by the UN Study on Violence against Children and the Rewrite the Future initiative.

## Higher revenue and lower costs

Save the Children Sweden's revenues rose by more than SEK 36 million in 2006, reaching SEK 296.9 million. We managed this while reducing our fundraising costs, though the quest for cost-effectiveness is never-ending. Warm thanks to everyone who made donations, both large and small. Every krona makes a difference.

## Major challenges ahead

In 2006 we drew on our organisational strength to be present at local, national, regional and global level. This annual report presents many examples of our achievements during the year.

Much remains to be done. We are results-oriented, but it takes time to achieve results that produce long-term positive changes for children. Our future challenges lie in following up on our initiatives and monitoring ways in which we can improve protection for children. Cooperation with other Save the Children organisations will also present major challenges.

Warm thanks for your support and efforts during the year. Our focus now is on the future – and we know that change is possible!

Charlotte Petri-Gornitzka  
Secretary-General

Marianne Nivert  
Chair

# CHILDREN HAVE SPECIAL RIGHTS

Save the Children Sweden fights for a world in which all children have their rights met, a world that respects and values each child and a world in which all children have influence, opportunity and hope. We base all our work on the United Nations Convention on the Rights of the Child, which states that all people have equal value but that children have special rights. We support children living in difficult conditions and influence governments to take responsibility for ensuring children's rights are met.

## Child focus from the start

Even though we were founded in 1919 – long before the Convention on the Rights of the Child – we have always worked on the basis that children have special rights.

The first Save the Children organisation was launched in the UK in that same year as a result of Eglantyne Jebb's campaign against the trade blockade enforced by the Allied powers after World War I. The blockade left 3 million children on the enemy side without enough food to eat. Jebb's message was that society had to change if children's conditions were to improve – a message that stands unchanged today.

## Our goals

Save the Children Sweden seeks to achieve lasting changes and ensure that the rights of children living in the most difficult circumstances are respected and met: children subjected to violence and abuse; children deprived of the education to which they are entitled; children separated from, or receiving inadequate support from, their families; children in armed conflicts and emergencies; and children living in poverty.

Children should be able to make their voices heard and exert influence over their lives. They are entitled to protection from violence and discrimination, to a secure

and healthy upbringing and to education that gives them knowledge and self-esteem.

## How we get there

We use four main approaches to achieve lasting results: we gather information and listen to children; we provide direct support to children; we communicate our knowledge to those with influence over children's lives; and we conduct advocacy and lobby decision-makers at all levels to make children's rights a reality.

Working closely with local and national organisations and international bodies, we base our activities on individuals' own desire to influence and change the conditions in which they live.

The Convention on the Rights of the Child was adopted by the United Nations on 20 November 1989. To date, 192 countries have ratified the convention and committed to ensuring that their national legislation and policies reflect the convention's various articles and to ensuring that children and adults know about the convention. The convention's 54 articles are based on four fundamental principles:

All children have the same rights and equal value. Children must not be subjected to discrimination of any kind.

The best interests of the child must always come first.

Every child has the right to life, survival and development.

The child's view must be considered and taken into account in all matters affecting him or her.

## Our work in Sweden

Save the Children Sweden is a politically and religiously unaffiliated non-governmental organisation that is a leading actor on behalf of children's rights in Sweden. We have more than 89,000 members and a youth association and have support from close to 250,000 members and donors. Our head office is in Stockholm and we have 11 regional offices around the country. The following section presents some of our main projects in Sweden in 2006.

### Anti-violence campaign

Violence is part of everyday life for many children in Sweden. When we launched our anti-violence campaign during the spring we highlighted the consequences of society failing children who are maltreated. We also campaigned for Children's Houses to be set up across the country, an initiative which Thomas Bodström, then minister for justice, pledged to support.

### Websites for children

Early in the year we launched two websites – skiljas.nu (separation) and utanpapper.nu (withoutpapers) – for children who need support from adults other than their parents.

Skiljas.nu, created for children with divorced parents, achieved rapid popularity and provided help and support to many children via e-mail.

Utanpapper.nu is for children without residence permits to remain in Sweden – a marginalised group. The website was visited not only by children but also by the adults who come into contact with them.

### Reports on child poverty

We published two reports which demonstrated how economic trends and conditions affect children and helped stimulate debate on the economic vulnerability of children with single parents. This issue was raised in Parliament and in a number of local councils around the country.

### Support to children and young people in crisis

The Save the Children Sweden Centre for Children and Young People in Crisis is a key part of our operations in Sweden. In 2006, the centre gave special priority to children living in "honour cultures", children from broken homes and children without the right to remain in Sweden.

Hundreds of children who need help of different kinds come into contact with our psychotherapists at the centre every year.

The centre is also one of our primary sources of the knowledge and insight we use in our advocacy.

### Local membership

The Save the Children Sweden membership is the organisation's most important resource. Our members are from all parts of the country and make us visible on the ground. The local branches made a major contribution during the year in connection with the general election and also carried out a wide range of other activities, including initiatives aimed at refugees. Some local associations visited refugee accommodation centres to play with the children there and also lobbied local councils to accept unaccompanied asylum-seeking children.

Homework and parental support are popular activities among members, and these were given a firmer structure during the year. Our Parents' Hotline received a record number of calls.



Ulla Oddhammar helps children at the Hammar-kull school with their homework once a week.



Children living at the refugee accommodation centre outside Gothenburg, in the south of Sweden, are playing with members from one of Save the Children Sweden's local branches.

# SAVE THE CHILDREN

Save the Children Sweden fights to make the UN Convention on the Rights of the Child a reality for all children, wherever they live. We work closely with partners on a wide variety of projects every year to realise this goal. The following section presents some of our projects and activities in 2006.

## Europe

Major differences in conditions for children still exist across Europe, though European Union enlargement has increased the potential for cooperation. In 2006 we continued to prioritise our involvement in regional networks and in getting a child rights perspective incorporated in the EU's decision-making bodies. We stressed the importance of children's participation and hosted an Internet chat session with Sweden's European commissioner, Margot Wallström, which was open to all young people in the EU.

Our partner organisations campaigned against violations of children's rights in conjunction with increasing migration, and people from a variety of occupations that work with children received training in how to handle trafficked children. Campaigns against corporal punishment were held in a number of countries.

We continued to support Child Rights Information Centres in seven countries. In six of them, we launched programmes to analyse implementation of the Convention on the Rights of the Child at local level. Many of our partners continued their efforts to combat discrimination and institutionalisation of children with disabilities.

## Middle East and North Africa

In many parts of this region, war, internal conflicts and ethnic discrimination make it hard to realise children's rights. But the situation is not hopeless: a dynamic civil society that works actively for children's rights is emerging.

In 2006, the war in Lebanon had a major impact on our activities. In part-

nership with other Save the Children organisations we carried out initiatives during and after the war, including establishing safe places for children to come to terms with their experiences in a secure environment.

During the year we also conducted an intensive advocacy campaign calling for the release of Palestinian children from Israeli prisons and highlighting the consequences of occupation. In Yemen, we worked with partners to press for a ban on corporal punishment and for the right of children with disabilities to attend school.



## East and Central Africa

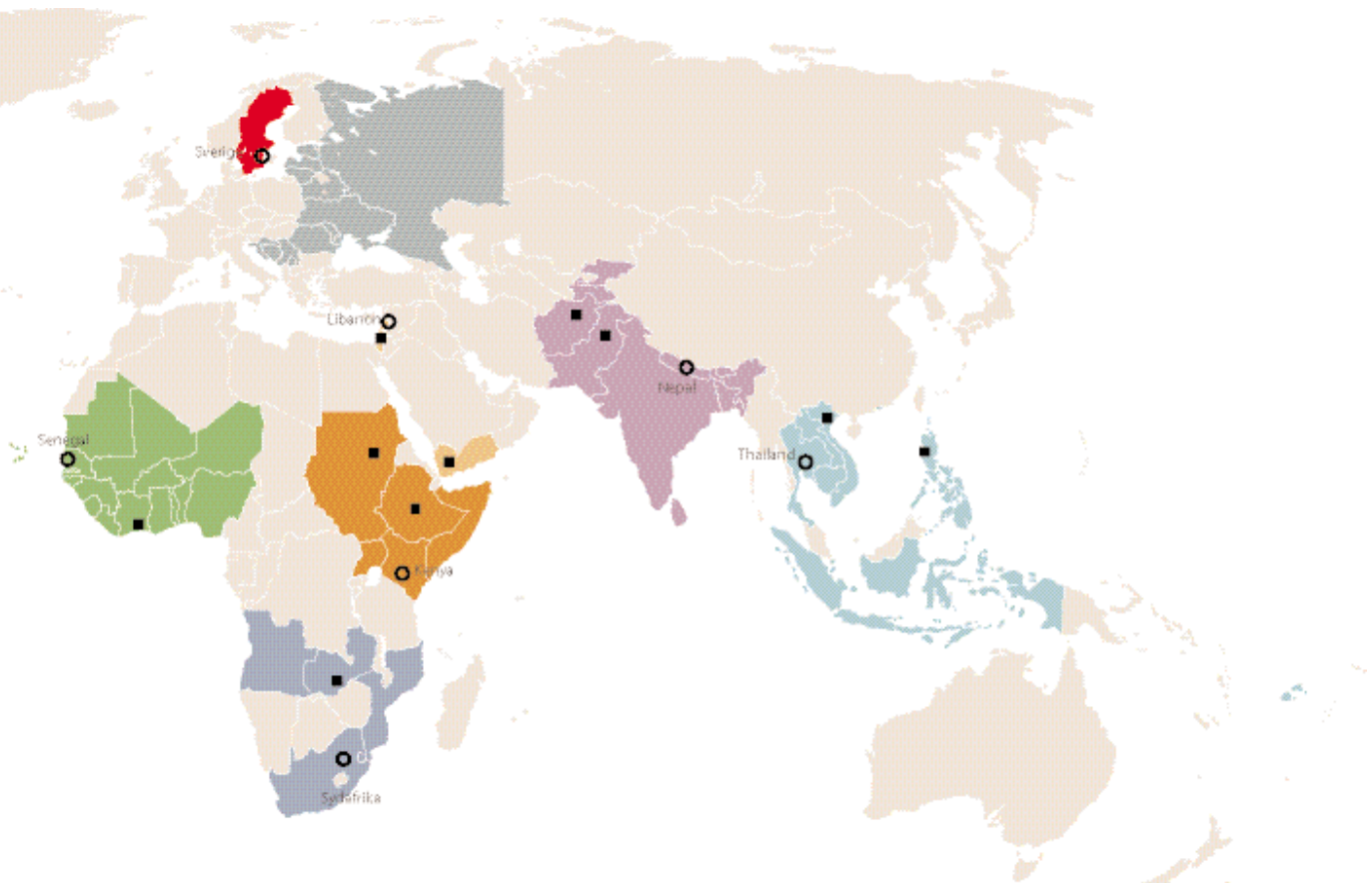
East and Central Africa is one of the world's poorest regions and is beset by armed conflicts, internal strife and the prevalence of HIV/AIDS. Many children do not attend school and many suffer abuse and exploitation. Nevertheless, some countries are making progress to-

wards genuine democracy and many people and organisations are keen to learn how to support and protect their children.

Save the Children Sweden's involvement focuses primarily on children's rights in armed conflicts and emergencies. For instance, we rehabilitate child soldiers and support children in refugee camps. We also promote the right of children to education and the non-discrimination of girls, children with disabilities and children living in communities affected by HIV. In 2006, we continued with our drive to counteract female genital mutilation and maintained our support to partners in their work for child rights.



# SWEDEN WORLDWIDE



Save the Children Sweden operates in Sweden and eight regions worldwide.

- |                                |   |
|--------------------------------|---|
| ■ Europe                       | ■ Southern Africa                       |
| ■ Middle East and North Africa | ■ Latin America and the Caribbean       |
| ■ East and Central Africa      | ■ Southeast Asia and the Pacific region |
| ■ West Africa                  | ■ South and Central Asia                |
- Countries where Save the Children Sweden has regional offices  
 ■ Countries where Save the Children Sweden has country offices

## West Africa

Poverty is widespread in West Africa and many countries in the region have been ravaged by war, natural disasters and political crises. A vast amount of work remains to be done before children's basic rights are met. Yet progress towards democracy is evident in a number of countries and there is a dynamic NGO movement and a relatively free press.

In 2006, Save the Children Sweden and its partner organisations engaged in efforts to protect children from violence and abuse, harmful work and trafficking. We provided support to child victims of war and worked to combat female genital mutilation. We also stepped up our efforts

to ensure that children are able to attend school in war-torn Côte d'Ivoire, partly via the Rewrite the Future initiative (see page 11).

Children in a number of countries carried out their own studies on corporal punishment, drew up anti-violence action plans and submitted alternative reports to official government papers on national compliance with the Convention on the Rights of the Child. These reports were sent to the UN Committee on the Rights of the Child.





### Southern Africa

Child-related violence and abuse, poverty and the prevalence of HIV/AIDS are the major problems in southern Africa.

Save the Children Sweden's involvement focused especially on combating the spread of HIV/AIDS. We work closely with partners to lobby policymakers and opinion formers to include support for children and their parents in legislation and guidelines on HIV/AIDS. We also try to provide children with access to information on sexual and health issues to prevent the spread of the disease. Closely allied with this work is our support for projects that highlight masculinity and sexuality to address the underlying causes of abuse.

Read more about the work on HIV/AIDS on page 12.



### Latin America and the Caribbean

Economic growth in this region ought to provide a better situation for the children, but the differences between the rich and the poor continue to increase and there is a lack of will to provide improvements for the children. Violence against them is still one of the most important problems and most of the times is culturally accepted. In order to ban it, Save the Children supported a regional campaign against corporal punishment, by which we sought to strengthen children and young people and also to encourage them to analyse the problems and devise solutions alongside adults.

During 2006, nine countries had general elections and Save the Children took an important responsibility making children's voice being heard by the presidential candidates as well as the general public.

### Southeast Asia and the Pacific region

Violence and abuse of children remains a problem in Southeast Asia and the Pacific region, as does quality of education, discrimination of children in schools, and poor preparedness for natural disasters.

In terms of violence and abuse, Save the Children Sweden's work has raised the awareness of governments, NGOs and local communities. Our efforts focus on preventing corporal punishment by influencing legislation and law enforcement and partly through offering training on how to raise children in a non-violent way.

In the Philippines we help more than 900 children who are abused or exploited to readjust to life in their local communities by providing them with counselling, education, and training.

Through partners in Vietnam and Indonesia, we work to enhance the quality of basic education and learning environments to be safe, child-friendly, respectful, and non-discriminatory. Our work focuses on promoting active learning, effective and inclusive classrooms, children's rights, and child participation, and prevention of physical and other forms of violence.

The tsunami in 2004 still affects the lives of children in the region. In 2006 we continued to support the construction of schools and shelters and help children overcome traumatic experiences. In Thailand, students from 20 schools and eight

communities were empowered to take part in project activities to improve readiness for natural disasters. The increased understanding of children's participation among community members has enabled children to voice their concerns in the community's development and disaster preparedness plans.

### South and Central Asia

Various factors contribute to the failure to respect children's rights in South and Central Asia: uneven distribution of resources; patriarchal structures; decision-makers not being held to account; and an acceptance of violence as a way to resolve conflicts. However, many governments are striving to promote children's rights and progress is being made, particularly in education and health. Many organisations now take a more rights-based approach and children are more frequently given a say in the drafting of national guidelines.

In 2006 we successfully promoted increased children's participation and worked closely with local communities to counteract violence against children – primarily corporal punishment but also sexual abuse and other violations. We also continued our efforts to create child-friendly environments and to ensure that all children go to school.

The effects of the tsunami in India and Sri Lanka and the earthquake in Pakistan demonstrated the importance of contingency plans for natural disasters, and such a plan is currently being drawn up for the region. ■



## Part of the International Save the Children Alliance

Save the Children Sweden is one of 27 national members of the International Save the Children Alliance, the world's leading child rights organisation. Together we operate in more than 120 countries, working on thousands of projects which range from influencing public opinion and promoting long-term improvements for children to direct responses to disasters and emergencies.

### Stronger together

The various Save the Children member organisations have varying orientations and focus areas, so we complement each other well as a group. Our global presence and collective knowledge gives us the credibility needed in negotiations with governments and other important policy-making bodies.

In 2006, efforts continued to develop the links between the organisations. More efficient approaches were adopted in a number of areas, including sharing premises and staff and utilising the shared contact network more effectively.

Strengthening the Save the Children organisations includes offering support to small and new member organisations, and Save the Children Sweden provides special assistance to its sister organisations in Lithuania and Romania.

### Children's right to education

Improved coordination and stronger member organisations are two of the goals which Save the Children has set for 2005-2010. A third goal is to create access to education for children in conflict zones, with projects in this area being part of the Rewrite the Future initiative.

Twenty seven countries feature in this context and Save the Children Sweden's efforts focus on Afghanistan, Côte d'Ivoire, Indonesia, Senegal, Sri Lanka and Sudan. In Côte d'Ivoire, where schooling has been disrupted by armed strife since the late 1990s, a programme to repair 270 schools was launched in 2006. The schools will also be provided with teaching materials and more trained teachers.

Read more about the Rewrite the Future initiative on page 11.



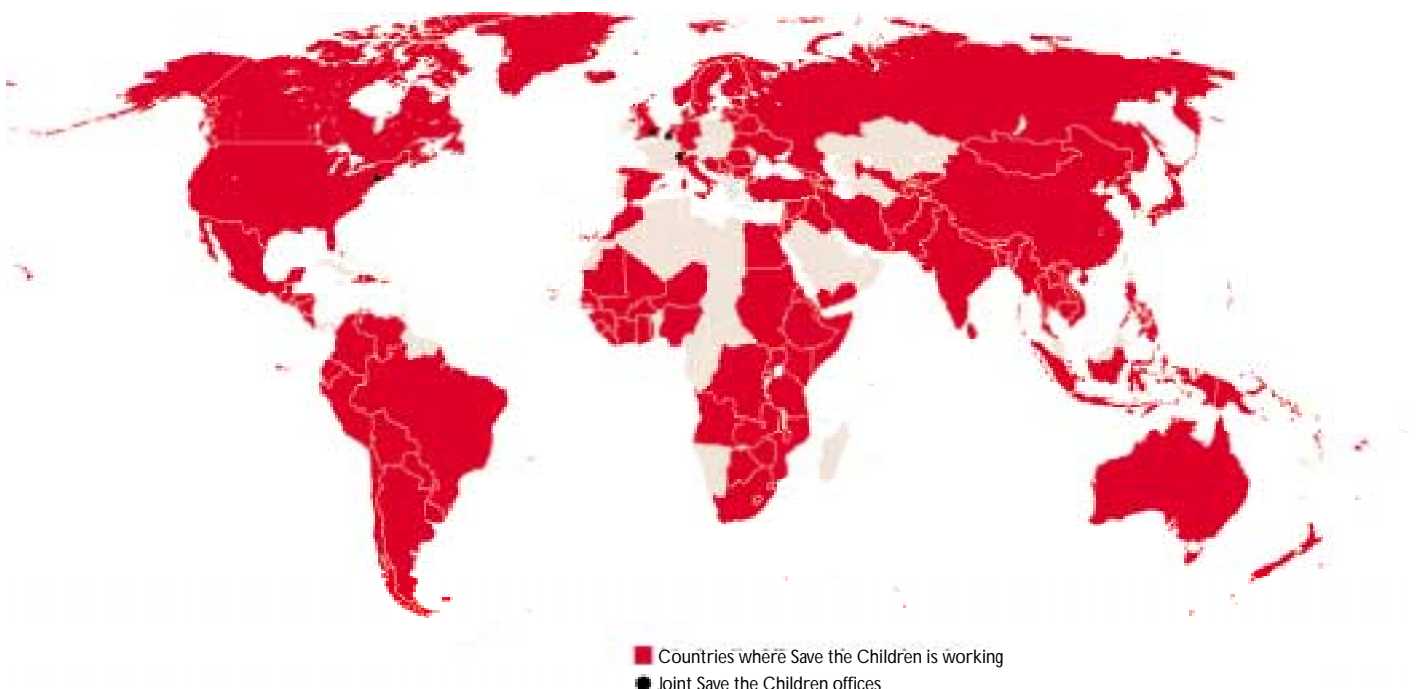
Secretary-General Charlotte Petri-Gornitzka with other Save the Children representatives on a field trip to Uganda.

### Children's voices heard in UN study

2006 provided proof that the partnerships between Alliance members can deliver great benefits. October saw the publication of the global Study on Violence against Children, commissioned by the United Nations General Assembly four years ago. Save the Children Sweden was quick to become involved in the study and joined various Alliance members in arranging regional meetings with children and young people to enable them to participate in the initiative. Thanks to an intensive joint advocacy campaign we managed to get most of their recommendations included in the final report.

See page 10 for more information on the UN study.

Find out more about Save the Children at [www.savethechildren.net](http://www.savethechildren.net).



# CHILDREN HAVE THEIR SAY IN STUDY ON VIOLENCE

Every day, millions of children around the world are subjected to physical, psychological and sexual abuse, according to a report presented to the United Nations General Assembly in October 2006. The study is the first to analyse the extent of violence against children worldwide and aims to prompt government action against such abuse. Children's views and recommendations on how to prevent violence formed a key part of Save the Children Sweden's contribution.

"No violence against children is defensible and all violence against children is preventable," says Paulo Sérgio Pinheiro, the independent expert who headed the report.

But making this happen is a long process. The study estimates that more than 50,000 young people were murdered in 2002, while almost 220 million children were subjected to sexual violence and 140 million girls were victims of female genital mutilation.

Corporal punishment is another major problem. By 2006, only 17 countries had banned the practice in schools and homes, which means that 97 per cent of the world's children lack the protection from violence that adults enjoy.

## Corporal punishment as a form of discipline

"Unfortunately there's strong opposition to a ban on corporal punishment in schools and in the home. Most countries regard corporal punishment as an effective form of discipline, and this was very clear when the UN General Assembly voted on the recommendations to adopt in the final resolution," says Lena Karlsson, senior advisor at Save the Children Sweden.

"The study recommended a ban on corporal punishment but this wasn't included. Nor was the recommendation to appoint a special representative for children and violence, which was something we also fought hard for."



Kofi Annan, the former Secretary-General of the UN met young people from all over the world to discuss their recommendations when the study on violence against children was launched in New York.

Lena is a member of a special group set up by Save the Children to influence the study and its recommendations. Despite the resolution's shortcomings, she stresses that the proposals included in the study will make Save the Children Sweden's anti-violence work easier in the future.

## Children provide advice

Involving children in the study was a key part of Save the Children Sweden's approach and an area where we had to overcome a fair amount of initial scepticism. Children and young people participated in all the nine regional conferences held in conjunction with the report, along

with representatives of the UN, governments and NGOs. The views and recommendations of the children and Save the Children Sweden were reflected in the final document.

The strategy now is to continue the advocacy work to ensure adherence to the recommendations.

"We must keep the pressure up and make sure that the issue receives priority and that governments actually allocate funds to increasing children's protection from violence and abuse. We will also be working to get our recommendations included in next year's resolution," Lena says. ■

# REWRITE THE FUTURE



Forty million children worldwide lack the chance to go to school because they live in war-torn areas. In 2006, Save the Children Sweden and other Save the Children members launched Rewrite the Future, the organisation's biggest-ever joint initiative. The aim is to help 3 million children to go to school and to deliver an improved education to a further 5 million.

Pupils in the school of Sassandra, in the western part of Côte d'Ivoire, during the re-inauguration of their school.

Côte d'Ivoire is one of the countries included in the initiative. Since 2002 the country has been divided due to civil conflict that has affected the lives of many children. At present, Côte d'Ivoire has 1 million children who should be going to school but do not. Many schools have been targeted by warring factions. Buildings have been destroyed by gunfire and pupils' desks and chairs used for firewood. "The education initiative in Côte d'Ivoire is based on rebuilding school premises, providing schools with desks and blackboards and providing pupils and teachers with learning materials," says Birgitta Ling, manager of Save the Children Sweden's office in the country.

In 2006 and the first three months of this year, 46 schools in nine districts had been refurbished and 14,500 learning kits distributed. Save the Children Sweden works closely with the Ministry of Education and national and international organi-

sations to achieve its aim of reaching 250,000 children in a five-year timeframe.

### Children actively involved

Birgitta meets many children on her visits to the schools rehabilitated as part of the project.

"The children are really pleased they have such nice schools to go to. When they're given a say in how the school should look they take greater pride in the school environment," she says, mentioning one classroom that was painted in yellow and pink – just as the children wanted.

The children also highlight the importance of other features, such as fences and toilets, pointing out that having toilets would mean they did not have to go into the bushes outside school and risk being molested by strangers or bitten by snakes. Fences, they add, would prevent people from coming in to use the toilets and

dump their garbage, and put an end to funeral processions and trucks crossing the school playground.

### Needs are huge

Rewrite the Future is also about improving educational quality. In refurbished schools, Save the Children Sweden is training teachers, pupils and parents' groups in child rights so that children can be protected from violence and participate more fully in school life. Meanwhile, more schools are to be rehabilitated.

The need is enormous and much funding is required. A small learning kit containing exercise books, rulers, crayons and pencils costs 5 US dollars and a school backpack costs USD 2,85.

"The children often say they need backpacks and school uniforms," Birgitta says. "Given the number of children we reach we'd need one million kronor (USD 142 460) just for backpacks." ■



# HIV EPIDEMIC HITS CHILDREN HARD

Twenty-five million people infected with HIV live in sub-Saharan Africa, making this region the world's worst hotspot for the disease. Save the Children Sweden is trying to combat the spread of infection by speaking openly about sex.

Close to 90 per cent of children in areas where HIV/AIDS infection is prevalent are affected by the disease. Often they must provide for their families and leave school to care for their ill parents. HIV infection rates are high among young people and part of our work focuses on providing young people with essential information on sexual matters.

Via workshops on the theme of HIV, sex and gender we have trained our own staff and our African partners in children's sexual rights.

"Adults hardly ever tell their children that sex is a natural part of their identity.

Children don't get answers to their questions about sexuality," says Eva Nordfjell, head of HIV/AIDS issues at Save the Children Sweden.

Save the Children Sweden works with groups of boys to change the way they interact with girls and their approach to relationships.

"We challenge them to take more responsibility for their sexuality and to show more respect for girls. They're important actors in the process of change," Eva says.

### Governmental responsibility

Save the Children Sweden works to strengthen resistance to HIV/AIDS in the African communities where we have a presence. We call on governments to shoulder their responsibility for the children caught up in the epidemic by offering child benefit, free schooling and universal healthcare.

"This is the only long-term way to combat the negative effects of HIV/AIDS," Eva says. ■

### Parental support via e-mail

Save the Children Sweden has since 1991 offered parents in Sweden support via its Parents' Hotline, which is manned by voluntary personnel trained by us and who are parents themselves. We expanded this service in April 2006 by launching Parents' E-mail, which quickly became a popular channel of communication for parents. In 2006 we handled 2,249 phone calls or e-mails, making it our best ever year for helping parents.

### Lifeline for children without residence permits

In March we launched the [www.utanpaper.nu](http://www.utanpaper.nu) in six languages for children living in Sweden and Europe without residence permits. The website provides information and contact with professional counsellors via e-mail and a free-phone number. In the first eight months the Lifeline project was contacted by more than 40 children and parents, as well as by 27 adults who have close contacts with refugee families. In 2007, we will extend the initiative to include child victims of trafficking and organised crime.



### Youngsters gain a voice instead of a prison sentence

Some districts of Cebu, a city in the Philippines, no longer send young offenders to prison. Instead, they do community service and are assigned a probation officer to help them lead a life without crime. Once a week they attend a discussion group led by someone their own age. Discussions on issues such as substance abuse, criminality and family problems often result in suggestions for how the local authorities can improve the situation. Save the Children Sweden supports the Philippine initiative through its partner Freelava.

# CHILDREN AND THEIR FAMILIES PLAY AN ACTIVE PART AFTER EMERGENCIES

Children are always the hardest hit in armed conflict and disasters – simply because they are children. They risk separation from their families, various forms of violence, conscription by armed forces and exclusion from school. Long-term work based on a community-oriented approach and children's participation has proven a successful way to promote and protect children's rights in emergencies.



Children are often portrayed as victims in media coverage of emergencies, never as actors who can play an active part in changing their situation. Save the Children Sweden's extensive experience of working with child protection in emergencies is that the best results are achieved when efforts are based on active participation from children and their families.

"A community-based approach, which mobilises resources among the affected population and creates a sense of community, is critical to helping children and their families recover from an emergency and begin to rebuild their lives," says Ulla Blomquist, regional child protection advisor in West Africa.

Save the Children Sweden's response to the crises in Côte d'Ivoire that unfolded in the late 1990s has been to promote and support the establishment of voluntary-based child protection committees and children's groups. The committees are comprised of parents, teachers, social workers, authority representatives and other community members. Their mission is to mobilise their fellow citizens for the protection and development of children. The committees and children's groups assess children's needs in their communities and work to sensitise the community about child rights. Among

other things they organise non-formal education classes, reintegrate former child soldiers and take care of children with special needs.

"The key is to give ownership to the communities," Ulla Blomquist says. "We train them in children's rights and support them with some materials to facilitate the activities, but they are responsible for the work."

## Communities lead earthquake response

The community-based approach is equally suitable in the aftermath of natural disasters. A review of the relief effort in Pakistan after the 2005 earthquake there showed that involving community members, including children, was essential to achieving sustainable results.

"Our experience is that communities can easily identify the protection needs and that children can be the best source of identifying some of the critical issues, such as sexual abuse, discrimination and child trafficking," says Mehmood Asghar, country manager in Pakistan and head of Save the Children Sweden's work after the earthquake.

Once people are given opportunity they see themselves as a resource and are motivated to take further action. In Pakistan, schools have been revived, transi-

tional school buildings constructed, sewing centres established and families given shelter support.

## Publications at [bookshop.rb.se](http://bookshop.rb.se)

Read more about a community-based approach in emergencies in *Together – How Communities in Côte d'Ivoire are protecting their children* and *Rising from the Rubble – Communities lead the earthquake response*. These and other publications can be found at [bookshop.rb.se](http://bookshop.rb.se). ■

See page 11 for more information about Save the Children's work to provide education for children affected by armed conflict.

## Save the Children Sweden's emergency standby team

Save the Children Sweden has an emergency standby team of about 30 people ready to travel to disaster or war zones at short notice to add a child focus to relief operations. Emergency standby team members all have different backgrounds but are experienced in providing for children's special needs and rights. In 2006, 14 members of the standby team were sent out on assignments to countries including Pakistan, Uganda, Nepal, Lebanon, Mexico and Ethiopia.

## Effective communication benefits children

Save the Children Sweden's communications in 2006 centred on the fight against violence – inside and outside Sweden. Our “When society fails children who are mistreated” campaign used a general election year to get the issue of maltreated children onto the political agenda. At international level, our communications focused largely on the UN Study on Violence against Children.

### General election in Sweden

Save the Children Sweden's election campaign started during the spring with three television documentaries. We also set up an election website and published reports on society's inability to look after maltreated children. Our local branches wrote letters to newspapers and one of the country's largest daily papers published a series of articles on violence against children.

### The UN Study on Violence against Children

A major international communications effort took place in connection with publication of the UN Study on Violence against Children. Save the Children's contribution to the study was described in *Voices against Violence and Safe You and Safe Me* – a child-friendly publication about the UN study – proved highly popular and is to be translated into several languages.

See page 10 for more information on the UN study.

### Books and films

Every year Save the Children Sweden publishes a wide range of books, reports and films in various languages. All Swedish and foreign publications are available at our online bookshop.

Find out more about our international publications at [bookshop.rb.se](http://bookshop.rb.se).

### Successful lobbying

Lobbying policymakers and others who take decisions that impact on children is a core aspect of Save the Children Sweden's communications work. Research published at the start of the year on Swedish policymakers' attitudes to Save the Children Sweden revealed that we are regarded as a knowledgeable and trustworthy organisation that promotes child rights.

---

## Donations finance more than half our work

In 2006 we received contributions of SEK 297 million from individuals and businesses and we succeeded in reducing our fundraising costs through efficiency measures.

Regular donations are crucial to Save the Children Sweden's ability to provide long-term support to large numbers of children. More than 90,000 people are committed donors and make monthly donations. Their contributions increased to SEK 128 million in 2006.

Every year, Save the Children Sweden holds a variety of campaigns and activities aimed at securing donations. Funds are collected via fundraising letters, gift vouchers and memory cards, a donation calendar and the Internet. Spontaneous donations totalling SEK 51.8 million were received during the year.

Active members of Save the Children Sweden's local branches collected SEK 6.8 million and also worked hard to support the Children of the World collection organised in collaboration with 15 other NGOs, raising SEK 15.5 million.

### Postcode lottery a major success

The Postcode Lottery had a highly successful first year, raising SEK 61 million

for its beneficiaries – Save the Children Sweden, the Swedish Children's Cancer Foundation and the World Wide Fund for Nature (WWF). Of this, Save the Children Sweden received SEK 20.5 million.

Beneficiary organisations' work is highlighted in film clips broadcast during the Postcode Millionaire TV show, which has an average audience of 1.2 million people. Such exposure on prime-time television is extremely valuable to Save the Children Sweden.

### Business partnerships

Partnerships with businesses generate additional income for Save the Children Sweden and also help us to communicate important information about children's rights. SAS, Semper and Santa Maria were our principal business partners in 2006. Total corporate donations amounted to SEK 27 million.

During the year we invited Swedish companies to attend a seminar on how the private sector can help improve conditions for children. The event was well attended and participants included some of Sweden's top business leaders.

Our annual corporate campaign at Christmas raised SEK 9.8 million – more than ever before.

### Ikea

The International Save the Children Al-

liance, to which Save the Children Sweden belongs, has worked collaboratively with Ikea since 1993, primarily on initiatives to protect children from hazardous work. Under Save the Children Sweden's leadership, this partnership now encompasses 18 Save the Children members. Ikea staged a global campaign in 2006, selling cuddly toys to raise money for Save the Children. The initiative generated more than SEK 10 million, with SEK 1.2 going to Save the Children Sweden.

### Strategy to increase external donations

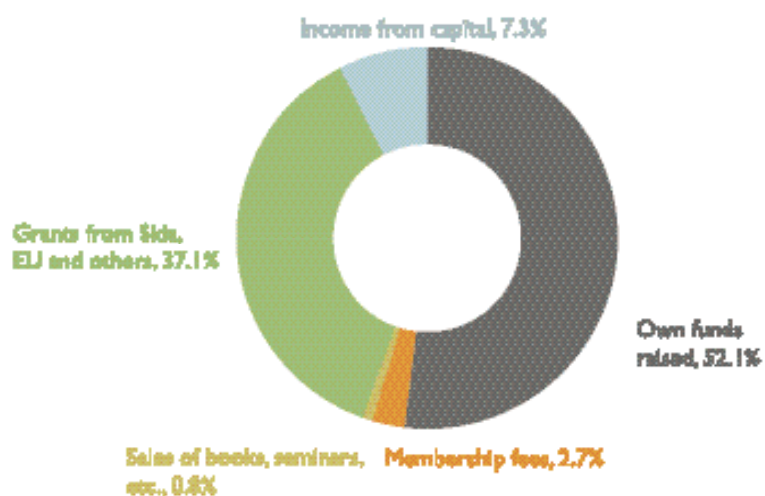
Private institutions and trusts now contribute more to non-governmental organisations than national governments. In 2006, Save the Children Sweden began developing a strategy to improve fundraising for our international operations, both via Head Office in Sweden and via our regional offices around the world.

### Income from the International Save the Children Alliance

Working closely with other members of the International Save the Children Alliance that do not have international operations of their own enables us to do more for children and to raise more money. Joint initiatives with Alliance members raised SEK 22 million in 2006.

# Financial summary

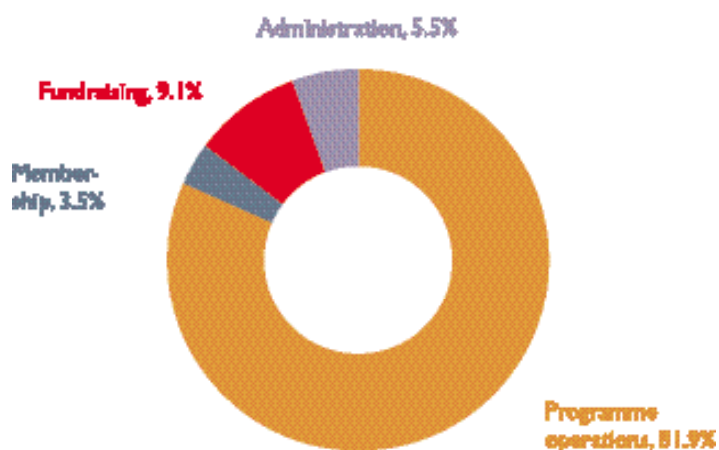
## INCOME 2006



INCOME (Swedish crowns)	2006	2005
Own funds raised	297,7	351,7
Membership fees	15,1	12,9
Sales of books, seminars, etc.	4,6	6,9
Grants from Sida*, EU and others	211,9	175,2
Income from capital	41,8	15,8
<b>Total</b>	<b>571,1</b>	<b>562,5</b>

\*The Swedish Agency for International Development.

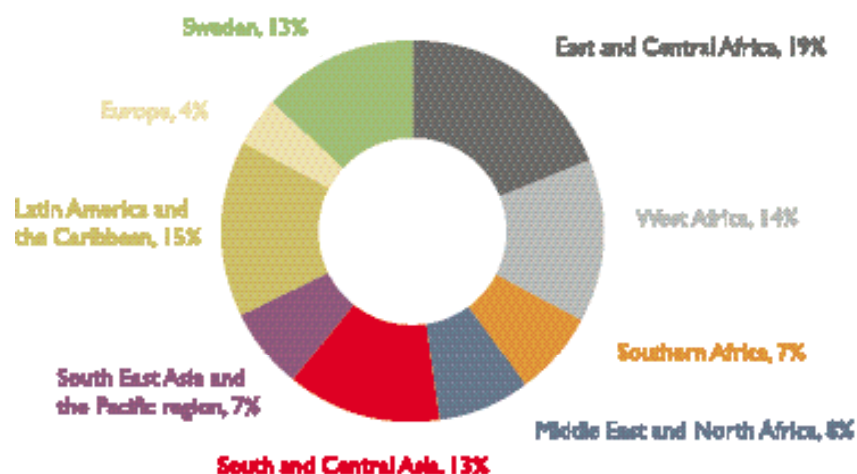
## EXPENSES 2006



EXPENSES (Swedish crowns)	2006	2005
Programme operations	472,6	422,9
Membership	20,4	21,5
Fundraising	52,5	53,7
Administration	31,8	35,4
<b>Total</b>	<b>577,3</b>	<b>533,5</b>

Expenses for fundraising and administration accounted for 15 % of total costs.

## BREAKDOWN OF DIRECT COSTS PER REGION IN 2006



All figures are expressed in millions of Swedish crowns.

#### Head office

Save the Children Sweden  
SE-107 88 Stockholm  
Phone: +46 8 698 90 00  
Facsimile: +46 8 68 90 10  
E-mail: [info@rb.se](mailto:info@rb.se)  
[www.rb.se](http://www.rb.se)

#### Regions in which we work

##### East and Central Africa

Save the Children Sweden  
P.O. Box 19423,  
202 KNH, Nairobi, Kenya  
Phone: +254 20 386 58 88  
E-mail: [kenya\\_office@ecaf.savethechildren.se](mailto:kenya_office@ecaf.savethechildren.se)  
<http://ecaf.savethechildren.se>

Save the Children Sweden  
P.O. Box 3457, Addis Ababa, Ethiopia  
Phone: +251 11 321 09 60  
E-mail: [addis.office@ecaf.savethechildren.se](mailto:addis.office@ecaf.savethechildren.se)

Save the Children Sweden  
P.O. Box 3134, Khartoum, Sudan  
Phone: +249 183 25 64 15/16  
E-mail: [rbsudan@sudanmail.net.sd](mailto:rbsudan@sudanmail.net.sd)

##### Europe

Save the Children Sweden Europe Office  
SE-107 88 Stockholm, Sweden  
Phone: + 46 8 698 90 00  
E-mail: [postmaster@rb.se](mailto:postmaster@rb.se)

##### Latin America and the Caribbean

Save the Children Suecia  
Apartado 14-0393, Lima 14, Peru  
Phone: + 51 1 422 92 92  
E-mail: [postmaster@scslat.org](mailto:postmaster@scslat.org)  
[www.scslat.org](http://www.scslat.org)

Save the Children Suecia  
Av. Presidente Wilson, 113 sala 1404  
CEP 20030-020 - Rio de Janeiro - RJ - Brazil  
Phone: +55 21 2139-2586  
E-mail: [postmaster.br@scslat.org](mailto:postmaster.br@scslat.org)

Save the Children Suecia  
Apartado Postal 851, 1150 San José, Costa Rica  
Phone: +506 296 2107  
E-mail: [postmaster.cr@scslat.org](mailto:postmaster.cr@scslat.org)

##### Middle East and North Africa

Save the Children Sweden  
P.O. Box 113-7167, Beirut, Lebanon  
Phone: + 961 1 738 654  
E-mail: [info@scsmena.org](mailto:info@scsmena.org)

Save the Children Sweden  
P.O. Box 18117, 911 00 Jerusalem, Israel  
Phone: +972 2 656 19 36  
E-mail: [info.wbg@scsmena.org](mailto:info.wbg@scsmena.org)  
Save the Children Sweden  
P.O. Box 11391, Sana'a, Yemen  
Phone: +967 1 417 899  
E-mail: [rbyemen@y.net.ye](mailto:rbyemen@y.net.ye)

Save the Children Sweden  
P.O. Box 476 Crater, Aden, Yemen  
Phone: +967 223 16 02  
E-mail: [rbyemen@y.net.ye](mailto:rbyemen@y.net.ye)

##### South and Central Asia

Save the Children Sweden  
Sanepa Road, Kupundole, Lalitpur  
GPO 5850, Kathmandu, Nepal  
Phone: +977 1 553 19 28/9  
E-mail: [rosca@sca.savethechildren.se](mailto:rosca@sca.savethechildren.se)  
<http://sca.savethechildren.se>

Save the Children Sweden-Denmark  
House 9, Road 16, Gulshan 1  
Dhaka 1212, Bangladesh  
Phone: +880 2 881 49 85  
E-mail: [scsd@scsd-bd.org](mailto:scsd@scsd-bd.org)

Save the Children Sweden  
House No. 60-C (5),  
University Road, University Town,  
University Post Office Box # 1424  
Peshawar, NWFP, Pakistan  
Phone: +92-91-5700987  
E-mail: [radda@brain.net.pk](mailto:radda@brain.net.pk)

Save the Children Sweden-Norway  
House No. 134, Charahi Shaheed, close to British  
cemetery,  
Kabul, Afghanistan  
Phone: +93 798 454 501  
E-mail: [afghanistan@sca.savethechildren.se](mailto:afghanistan@sca.savethechildren.se)

##### Southeast Asia and the Pacific region

Save the Children Sweden  
14th Fl., Maneeya South Tower  
518/5 Ploenchit Rd., Lumpini, Patumwan  
Bangkok 10330, Thailand  
Phone: +66 (0) 2 684 10 64/7  
<http://seap.savethechildren.se>

Save the Children Sweden  
6 Ton That Thiep Street, Ba Dinh District,  
Hanoi, Vietnam  
Phone: + 84 48 23 23 93  
E-mail: [scs@scsweden.org.vn](mailto:scs@scsweden.org.vn)

Save the Children Sweden  
26 Dang Tat, Distr. 1 Ho Chi Minh City, Vietnam  
Phone: +84 8 848 04 05  
E-mail: [rbhcmc@hcmc.netnam.vn](mailto:rbhcmc@hcmc.netnam.vn)

Save the Children Sweden  
3/F OMT Building, 71 Scout Tuazon Street,  
Barangay South Triangle,  
Quezon City 1103, Philippines  
Phone: +63 (2) 372 34 83

##### Southern Africa

Save the Children Sweden  
P.O. Box 13993, Hatfield 0028, South Africa  
Phone: +27 (0) 12 342 0222  
E-mail: [postmaster@saf.savethechildren.se](mailto:postmaster@saf.savethechildren.se)

Save the Children Sweden and Norway  
Post.Net Box 487, Private Bag E 891, Plot 4902,  
Los Angeles Blvd, Longacres, Lusaka, Zambia  
Phone: +260 1 250 106  
E-mail: [petronellam@saf.savethechildren.se](mailto:petronellam@saf.savethechildren.se)

##### West Africa

Save the Children Suede  
BP 25934, Dakar-Fann, Senegal  
Phone: + 221 869 18 00  
E-mail: [savedakar@orange.sn](mailto:savedakar@orange.sn)  
<http://waf.savethechildren.se>

Save the Children Suede  
16 BP 123, Abidjan 16, Côte d'Ivoire  
Phone: +225 22 52 58 00  
E-mail: [cdi@waf.savethechildren.se](mailto:cdi@waf.savethechildren.se)

Save the Children Suede  
Villa située à la Cité Sitab, Quartier Lycée  
Municipal Lot 166, Bouaké, Côte d'Ivoire  
Phone: +225 31 65 56 89  
E-mail: [savebke@aviso.ci](mailto:savebke@aviso.ci)

##### International Save the Children Alliance

[www.savethechildren.net/alliance](http://www.savethechildren.net/alliance)

Publications  
by professionals for  
professionals –  
[bookshop.rb.se](http://bookshop.rb.se)



**Save the Children**  
Sweden