



**WE DO WHATEVER  
IT TAKES**



**Save the Children**





# CONTENTS

3	<b>A message from Ms Gugu Ndebele, CEO of Save the Children South Africa</b>
4	<b>Who we are</b>
6	<b>Key achievements in 2016</b>
10	<b>Strategic Report</b>
10	<b>Our performance against our strategy</b>
10	Survive
13	Learn
18	Be Protected
26	Children's Voices
21	<b>2016: Our Story in Numbers</b>
28	<b>Financial Report</b>
30	<b>Building an outstanding organisation</b>



**“...we continue our work to change the world one child at a time.”**

Gugulethu Ndebele, CEO, Save the Children South Africa

# CEO'S MESSAGE: THE STILL POINT

**Almost a hundred years ago, our founder, Eglantyne Jebb was outraged by the effect of war on children and started, against many odds, Save the Children Fund. I often wonder what she would think of our world today where children's basic rights are violated daily and mostly, by their caregivers.**

Despite the ubiquitous and often unseen everyday tragedies, we continue our work to change the world one child at a time. I hope that Eglantyne Jebb would be proud of the work Save the Children South Africa has done in the last year. We do whatever it takes to save the children because for us, Save the Children is not just a name...it's a call to action.

In 2016, we reached 66,826 children and 83,437 people overall. We responded swiftly and meaningfully to the drought and flooding emergencies in the Free State and Gauteng, offering, hopefully, a buffer against suffering experienced by families by opening our doors to shelter them at Early Childhood Care and Development centre in Setswetla.

Our report *Violence Unwrapped: The Social and Economic Burden of Violence Against Children in South Africa*, released in 2016, informed our priority five-year campaign to end violence against children. We established that an astounding R238-billion in GDP is lost each year because of South Africa's apathy towards child protection. In addition to the immediate economic burden, we know that there's a link between childhood abuse and damaging social behaviour later in life, including crime and violence, drug abuse and mental illness. Save the Children aims to break this cycle through the work we do. We are thrilled to have the support and partnership of the Premier of Gauteng and the Gauteng Department of Community Safety. Here's to the most meaningful and impactful five-year priority campaign ever!

What I know for sure is that despite South Africa's larger political, economic and social concerns, we cannot forget the daily struggles faced by our children. Their individual hardships should be the "still point" of our thoughts about this country. What do I mean by this? It's a point of stillness "at the heart of movement or a spinning wheel. The still point is central, poised, balanced, and is also the focus of power." (Reference : [www.stillpointcentre.org](http://www.stillpointcentre.org))

We thank you, our generous supporters, for your dedication to our cause and for assisting us in galvanising political will and driving public awareness to stop child abuse and neglect in South Africa.

Let us continue focusing on the still point.

Gugu Ndebele



Gugulethu Ndebele  
CEO

“

...we know that there's a link between childhood abuse and damaging social behaviour later in life... Save the Children aims to break this cycle through the work we do.”

Gugulethu Ndebele, CEO of Save the Children South Africa



Gugulethu Ndebele

Left: Our CEO listens carefully  
to the children's insights  
©Save the Children

# WHO WE ARE

Save the Children believes every child deserves a future. In South Africa and around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are among the first to respond and the last to leave. We ensure children's unique needs are met and their voices heard.

We deliver lasting results for millions of children, including those hardest to reach. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

## WHAT WE DO

With your tremendous support, we change the world for children through innovative programmes, bold campaigns, independent advocacy and high-impact partnerships.

As a member of the Save the Children movement, Save the Children South Africa implements programmes in this country, while international programmes are delivered by Save the Children International. This model of a single programme-delivery structure enables us to align activities across Save the Children members and maximise our collective impact for children.

**OUR BELIEF** We believe every child deserves a future and their lives, voices and future potential should be fiercely protected at all costs.

**OUR VISION** A world in which every child attains the right to survival, protection, development and participation.

**OUR MISSION** To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

**OUR VALUES** We will stay true to our values of accountability, ambition, collaboration, creativity and integrity.

## GLOBAL STRATEGY: AMBITION FOR CHILDREN

In 2015, the Save the Children movement agreed a new global strategy - Ambition for Children 2030. We also published a strategic plan for 2016-2018. Through this strategy, we will harness our resources, energy, knowledge and expertise to drive our three global breakthroughs for 2030:

**SURVIVE:** no child dies from preventable causes before their fifth birthday.

**LEARN:** all children learn from a good-quality basic education.

**BE PROTECTED:** violence against children is no longer tolerated.



125  
COUNTRIES

Directly reached

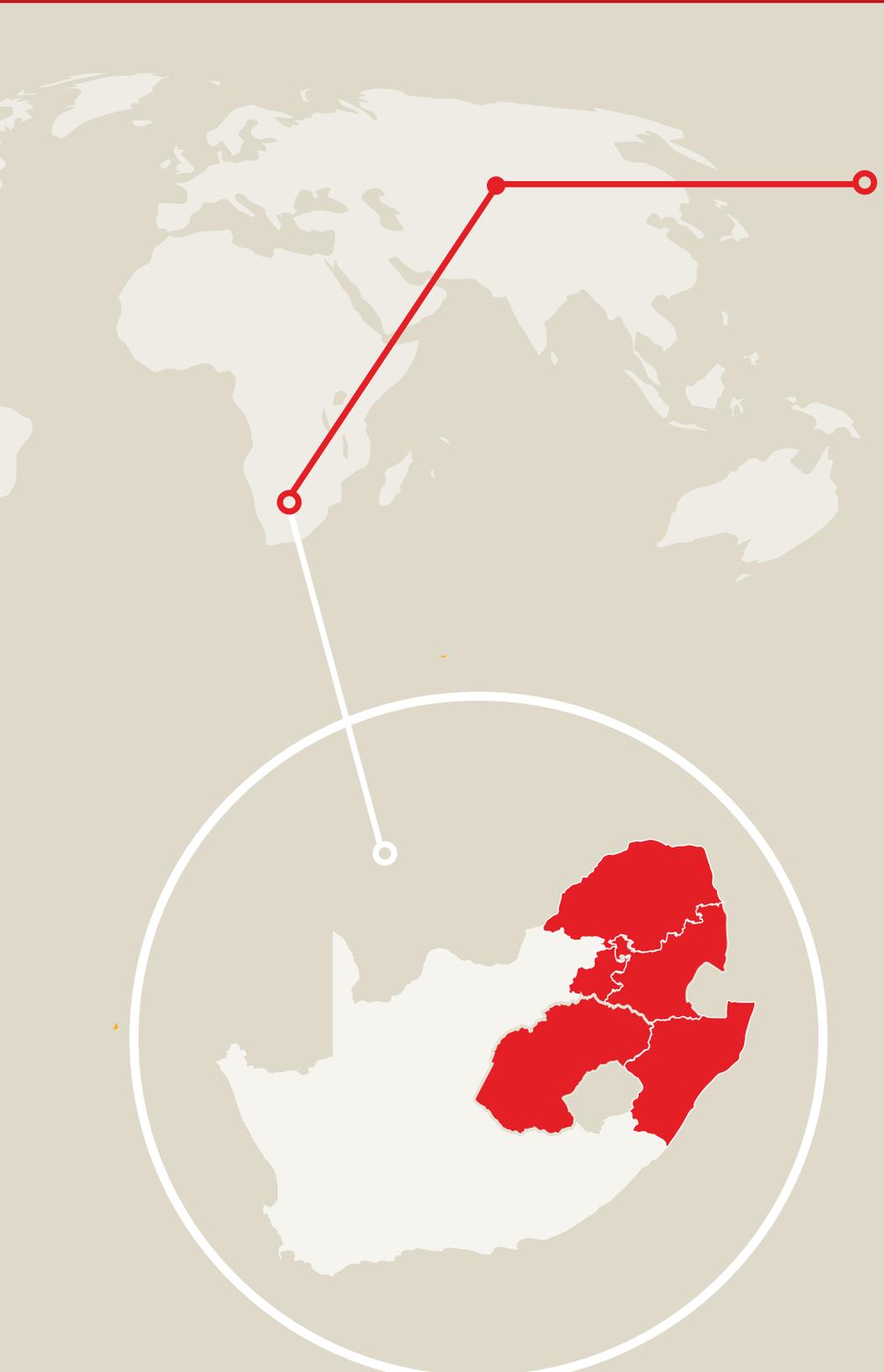
56.3  
MILLION  
children

## OUR THEORY OF CHANGE

The Save the Children movement has agreed a common 'theory of change' which incorporates a three-tier approach:

- directly helping millions of children through our programmes on the ground.
- collecting evidence of what works to convince others to replicate this at scale.
- mobilising mass support for change.

To support this, we build strong partnerships with communities, governments, businesses and other organisations.



## WHERE WE WORK

As a global movement, operating in 125 countries, last year the Save the Children movement directly reached 56.3 million children.

In South Africa, we work across five provinces – Gauteng, Mpumalanga, Free State, Limpopo and KwaZulu-Natal, and our programmes have supported 66,826 children directly this year. In addition, we meaningfully engaged with children’s families and broader support systems and so, 83,437 people in total benefited from our programmes.

## SOUTH AFRICA

### 5 PROVINCES

GAUTENG  
MPUMALANGA  
FREE STATE  
LIMPOPO  
KWAZULU-NATAL

**83,437**

people in total benefited  
from our programmes

**66,826**

children directly this year

# KEY ACHIEVEMENTS IN 2016

## BEGINNING TO END VIOLENCE

We were proud to launch our flagship Violence Against Children campaign at the end of 2016. This five-year priority campaign follows our pioneering research report, *Violence Unwrapped: The Social and Economic Burden of Violence Against Children in South Africa*. We discovered that the cost of violence against children in South Africa was estimated at a staggering R238-billion in 2015. A crucial conversation around the importance of preventing and eradicating violence against children began. Policy makers and government heard our cry, with the Gauteng provincial government committing to support our campaign.



We were proud to  
launch our flagship  
**Violence Against Children**  
programme at the end  
of 2016

Right: Children deserve joy  
©Save the Children



# KEY ACHIEVEMENTS IN 2016

## GIVING CHILDREN A HEALTHY START

A child's nutritional development from the earliest age is critical for their future and by extension, for society. Through a partnership with GlaxoSmithKline, we implemented health and nutrition programmes in 150 Early Childhood Care and Development Centres.

The success of this means it will be implemented in more schools.

## THE PARTNERSHIP BETWEEN THE CEO AND CHILDREN

To raise children's voices in public matters and to deliver on our mandate of placing children first, we decided to present our strategy, achievements, highlights and challenges to the children involved in our programmes so we could get their insight and ideas. Our CEO conversed with the children and we coined the event, The CEO's Annual Accountability Corner. Together, they agreed on key priority areas and desired interventions in 2017. The event was held in each of our four priority provinces.

## INCREASING FUNDING

Our partnerships with national and multilateral government institutions, Trusts and Foundations are fundamental to our work. This past year, we increased our funding, diversifying our sources of income. We secured nine institutional partnership agreements, received follow up funding from USAID and established a support network with Save the Children Italy.

In a tough funding environment, we have ensured we have multiple avenues of funding and are proud to have 11,000 individual donors contributing monthly.

We will continue to be innovative in securing funding to enable us to reach more children and will work on increasing unrestricted and consistent funding streams.



# 11,000

Individual donors contribute monthly

*Opposite: Food for health in the long-term  
©Save the Children*

*Below: Children see and know more than we can imagine  
©Save the Children*

“ In a tough funding environment, we have ensured we have multiple avenues of funding and are proud to have **11,000 individual donors** contributing monthly.”





**We implemented  
health and nutrition  
programmes in 150 Early  
Childhood Care and  
Development Centres.**

# STRATEGIC REPORT

## OUR PERFORMANCE AGAINST OUR STRATEGY

In 2016, we set out to ensure that no child is left behind, forgotten or discarded. Stats SA reports that of the 54-million people in South Africa, close to 19-million are under the age of 18. We are determined to safeguard Every Last Child's survival, education and protection through our high-quality programmes and humanitarian work.

## ADDRESSING MALNUTRITION



Good nutrition is a key pillar and strong predictor of future success and wellbeing.

Our work in South Africa is guided by Save the Children's Global Strategy – Ambition for Children 2030. Our ambition has our goals encapsulated in four words:

**Survive:** no child should die from preventable causes before their fifth birthday.

**Learn:** all children must learn from a good-quality basic education.

**Be protected:** violence against children should no longer be tolerated.

**Voices:** children must be heard by those in power.

“The kids brought to clinics are mostly healthy and so the situation in clinics suggested an improvement in malnutrition. But there are many children whose parents don't bring them. They are the starving ones.”

The first five years of a child's life is the most critical and usually determines the quality of their adulthood. Good nutrition is a key pillar and strong predictor of future success and wellbeing. Through our partnership with GlaxoSmithKline, we have begun working with Dineo and others in the Free State's Early Childhood Care and Development Centres to root out malnutrition.

The project, Sireletsa Bana (translated as 'protect the children'), builds the capacity of healthcare workers and Early Childhood Care and Development practitioners in Limpopo and the Free State. By 2019, we aim to have made significant gains in eradicating the scourge of malnutrition.

We have successfully rolled-out better healthcare services for children in 150 Early Childhood Care and Development Centres. We conducted a baseline assessment to see how and if we could roll out this programme to more centres and we are delighted to say that we can.

## SURVIVE

We want children to SURVIVE and not die needlessly. As part of achieving our SURVIVE goal, we have done whatever it takes to reduce the number of deaths of children under five. This includes the promotion of breastfeeding and developing a culture of health and nutrition interventions at an early age in our Early Childhood Care and Development Centres. Part of achieving our SURVIVE goals includes addressing the critical issues facing teenagers, so that their lives won't be cut short.

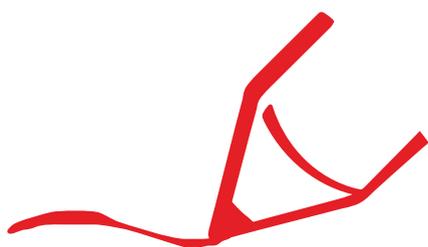
We have thus had a pioneering year in our health and nutrition focus area, with three new projects being implemented. We saw a significant jump from 2015 in numbers of children and adults reached.

## PROMOTING BREASTFEEDING

Unicef reports that South Africa has the lowest rate of exclusive breastfeeding in the world. We know that breastfeeding protects children from preventable illnesses like diarrhea and pneumonia (the biggest killer of babies in South Africa) and as part of our goal to reduce infant deaths, we fiercely advocate for improved breastfeeding rates in this country. Our role as chair of the South African Civil Society for Women, Adolescent and Children's Health enables us to appeal to the highest level.

## WE WON'T LET THEM FALL THROUGH THE CRACKS: ADDRESSING MALNUTRITION IN THE FREE STATE

When we interviewed Dineo Mopeli, the head of nutrition in QwaQwa, Free State, she wasn't convinced that severe malnutrition in her district had improved even though the statistics showed otherwise.



## 150 EARLY CHILDHOOD CARE AND DEVELOPMENT CENTRES

We have successfully rolled-out better healthcare services for children in 150 Early Childhood Care and Development Centres.

## RADIO STARS

“It’s time all the sectors of society take a stand against violence on children because what we are doing is not only hurting the children but hurting the future of South Africa,” said 15-year old Disema Sefume.

Disema’s boldness and ambition is inspiring. Spotted by a radio facilitator at the Children’s Radio Foundation, Disema joined the production team and helps present a show on issues affecting children.

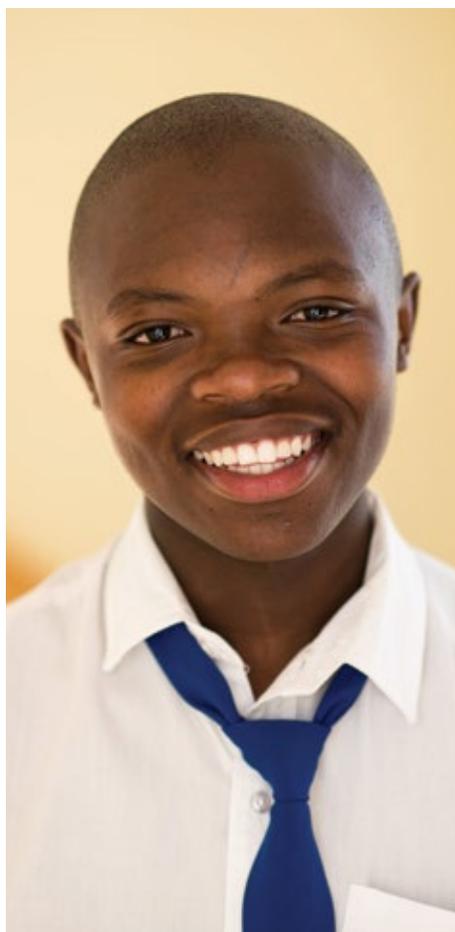
We partnered with the Children’s Radio Foundation to bring issues relating to sexual reproductive health to the fore. Each week children between 12 and 18 years of age research, produce and present an hour long talk show that covers issues such as gender-based violence, sex and teen pregnancy.

Disema is one of thousands of children living in the remote village of QwaQwa in the Free State, South Africa, where poverty and unemployment are rife. Still, Disema is determined to lift himself and his family out of poverty and to bring about economic change not only to his village but South Africa too.

At home, Disema is the youngest of three boys. His dad died when he was very young and when his mother passed away in 2009 he moved in with his grandmother whom he describes as a ‘wow’ woman.

“My grandmother is wow. She is very close to my heart. She is proud of me being on radio and says I should use the opportunity to change lives, and I have. Sometimes children from my school ask me for advice and it makes me feel like I am doing something positive”.

Disema is one of 15 teenagers part of our Adolescent Sexual and Reproductive Health Rights (ASRHR) programme. We trained them to produce eight radio shows for QwaQwa Radio on the topic of sexual and reproductive health.



“ My grandmother is wow. She is very close to my heart. She is proud of me being on radio and says I should use the opportunity to change lives, and I have.”

In addition, we work with 30 schools in the Free State, insisting on the acknowledgement of children’s rights to Adolescent’s Sexual and Reproductive Health. We train governing bodies, school management teams and parents.

Parents in particular are the most important source of sexual health and knowledge and so we discussed their roles in depth with them. We recognised that there is a significant lack of youth services in general in South Africa and approached the Department of Education, the Department of Health and the Department of Social Development with ideas on how best to coordinate our efforts in bridging this gap.

Our ASRHR services extend to migrant teenagers in Gauteng and Mpumalanga.

*Above: Broadcasting peace and love  
©Save the Children*



Above: Zanele and Sabelo take refuge at our early childhood development centre.

## BEING A REFUGE IN TIMES OF CRISIS

In November 2016, heavy rains in Johannesburg claimed six lives including that of three-year old Everite Chauke whose mother, Cynthia, is a participant of our book sharing project.

Everite's passing shook the community. We were deeply saddened by her death and jumped in to assist families and children cope with the trauma experienced from the flash floods.

We opened our doors to shelter 14 children and their families at the Setswetla Early Childhood Care and Development Centre. The centre provided children with a safe environment to play and receive essential care, as well as to be counselled through their losses and trauma. The aftermath of a natural disaster makes it important for organisations like us to create child friendly spaces to act as buffers against tragedy.

## THE GIFT OF A FLUSHING TOILET

Five-year old Palesa had never seen a flushing toilet and had used a long-drop toilet (we found that children as young as three were also using them). That changed with the incredible support of GS Fencing. We opened newly built ablution facilities that cater for differently-abled children at the Sizolomphakathi Community Centre, in Mpumalanga.

When Palesa and her friends were shown the new toilets, they were very puzzled. As soon as a caregiver flushed one of the toilets, the children lit up and gasped!

"It seems like a small thing, but for the children of this community, flushing toilets are not something they are exposed to," explained Sam Magagula, Sizolomphakathi Centre manager. The centre services the local, impoverished farming community, further traumatised by the recent drought.



Above: The launch of our ablution facilities ©Save the Children

## LEARN

**Quality basic education is every child's right in South Africa. It's not always guaranteed to the most marginalised child, but we are aiming to change that. Most of our direct impact with children is through our education programme, reaching 42,107 children in the past year.**

To ensure that children LEARN in a meaningful and effective way that improves their futures, we have set to improve literacy and numeracy in the Free State and Mpumalanga; develop multi-purpose Early Childhood Care and Development Centres where nutritious food is served, healthcare is available and the education environment is relevant, interesting, fun and nurturing. We know the importance of adult involvement in a child's learning, and so we aim to improve caregiver participation.

LEARN extends to teenage girls whose monthly menstruation prevent them from going to school. We provided **dignity packs to 363 girls** and will continue to roll-out this important initiative in more schools.



*Above: Handing out dignity packs*  
©Save the Children

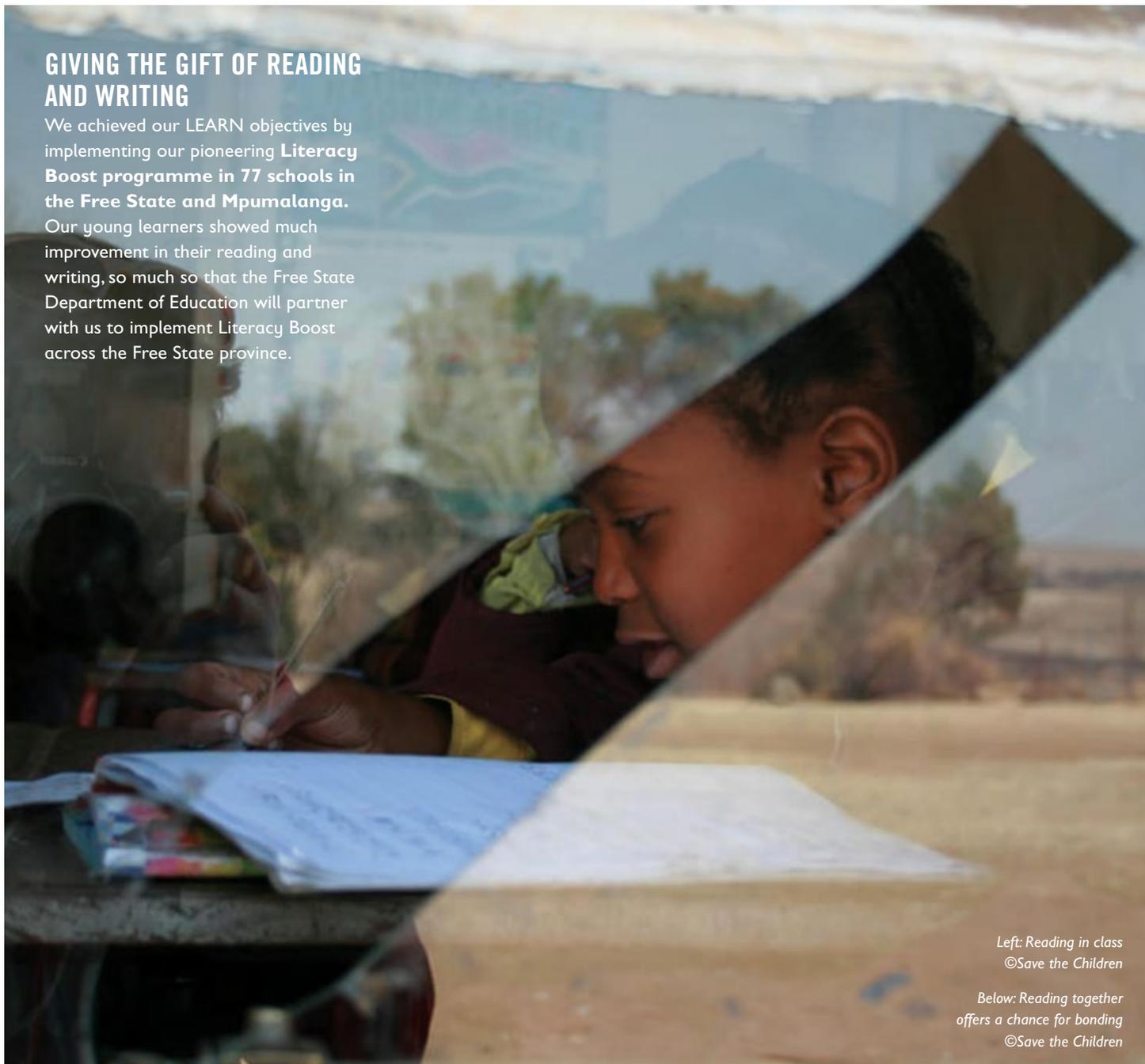
*Below: Children reading in a classroom*  
©Save the Children



**42,107 children**  
**benefitted from our**  
**education programmes**

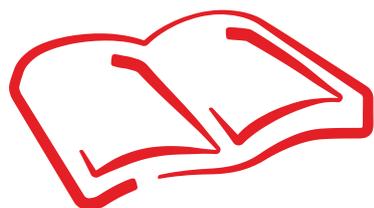
## GIVING THE GIFT OF READING AND WRITING

We achieved our LEARN objectives by implementing our pioneering **Literacy Boost programme in 77 schools in the Free State and Mpumalanga.** Our young learners showed much improvement in their reading and writing, so much so that the Free State Department of Education will partner with us to implement Literacy Boost across the Free State province.



Left: Reading in class  
©Save the Children

Below: Reading together offers a chance for bonding  
©Save the Children



**77**

**Schools in the Free State and Mpumalanga participated in our pioneering Literacy Boost programme.**



## MOM AND DAUGHTER EXPERIENCE THE JOY OF WORDS, CHARACTERS AND HAPPY ENDINGS

Three-year old Sophia can best be described as self-assured. “I hope she will remain this determined as she grows up,” says her mother Letty. Letty explains that so many children are born bold and courageous but as the years go on, the harshness of township life in Alexandra, Johannesburg, chips away at them.

“This is why I want Sophia to do well at school. I want her to know that she can do whatever she wants when she is older,” said Letty.

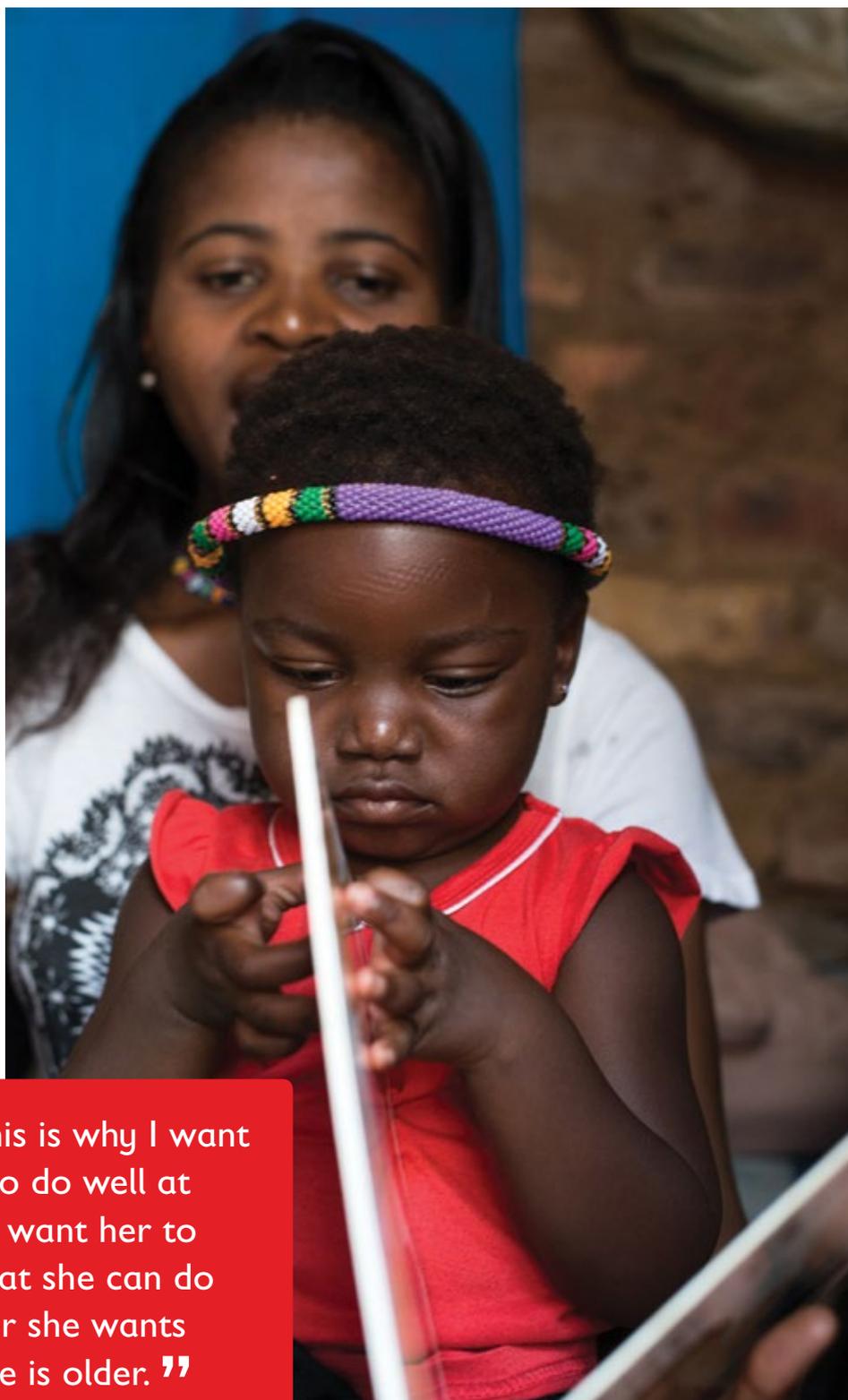
Letty believes that Sophia’s dreams can be achieved with a solid learning foundation.

When Letty’s cousin, Maria, heard about our book sharing programme, she knew that Letty would be on board. “Letty was working at the time, but I know she wants the best for Sophia and I love that child too much also, so I asked her if I could take Sophia to the classes,” explained Maria.

Maria took her niece to every book sharing class and shared her knowledge and experiences with Letty. Together, both women began to instill the love of reading in Sophia. Maria would read to Sophia during the day and Letty would read to Sophia just before bedtime.

“Sophia often would tell me the story that her aunt read to her during the day. I love to listen and watch her as she points to the pictures,” beams Letty. “Sophia loves books. You can ask her to do anything if you tell her you will read her a story when she’s finished,” explains Maria.

“ This is why I want Sophia to do well at school. I want her to know that she can do whatever she wants when she is older. ”



Above and left: Reading teaches both child and parent  
©Save the Children

“I think that reading to Sophia will help her at school because now she is getting a good foundation. Even though we share the story with her in Sepedi, I think she is developing a love for books, even the English ones, which I struggle with. However, reading with Sophia is also helping me and is improving my English.”

Sophia is one of 20 children who participated in our evidence-based book-sharing programme. The initiative has been shown to improve literacy and deepen the caregiver/child relationship. We are implementing the book-sharing intervention for the additional purpose of reducing violence against children.

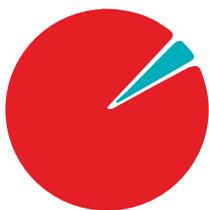
Left: Nokubonga outside her house ©Save the Children

Right-hand page: Happy children at their ECCD centre ©Save the Children



**13,199**

**Our Early Childhood Care and Development Centres are custodians of a total of 13,199 children**



**94%**

**94% of our teachers passed their first-year studies**

### TRAINING THE TRAINERS

The practitioners we work with across our Early Childhood Care and Development Centres are custodians of a total of 13,199 children. By touching one adult, we achieve a domino effect. Our centres play a crucial role in the growth of well-adjusted and strong children. The centres may also act as buffers against harsh parenting and challenging home circumstances.

**Highlights include:**

- Support for ECCD forums in KwaZulu-Natal. We provided extra resources, administrative assistance and mentoring.
- We helped implement theme-based curriculums in ECCD centres, with teachers having the resources to share knowledge on a variety of themes.
- We addressed diversity in a few ECCD centres and held conflict resolution workshops
- We launched our project to mentor Foundation Phase student teachers in rural Free State. We are thrilled to announce that 94% of our teachers passed their first-year studies.

### ATTENDING SCHOOL WITH DIGNITY

Sanitary products for menstruation are expensive – between R20 and R40 – and are unattainable for poor women and girls. Girls are forced to miss school during their periods.

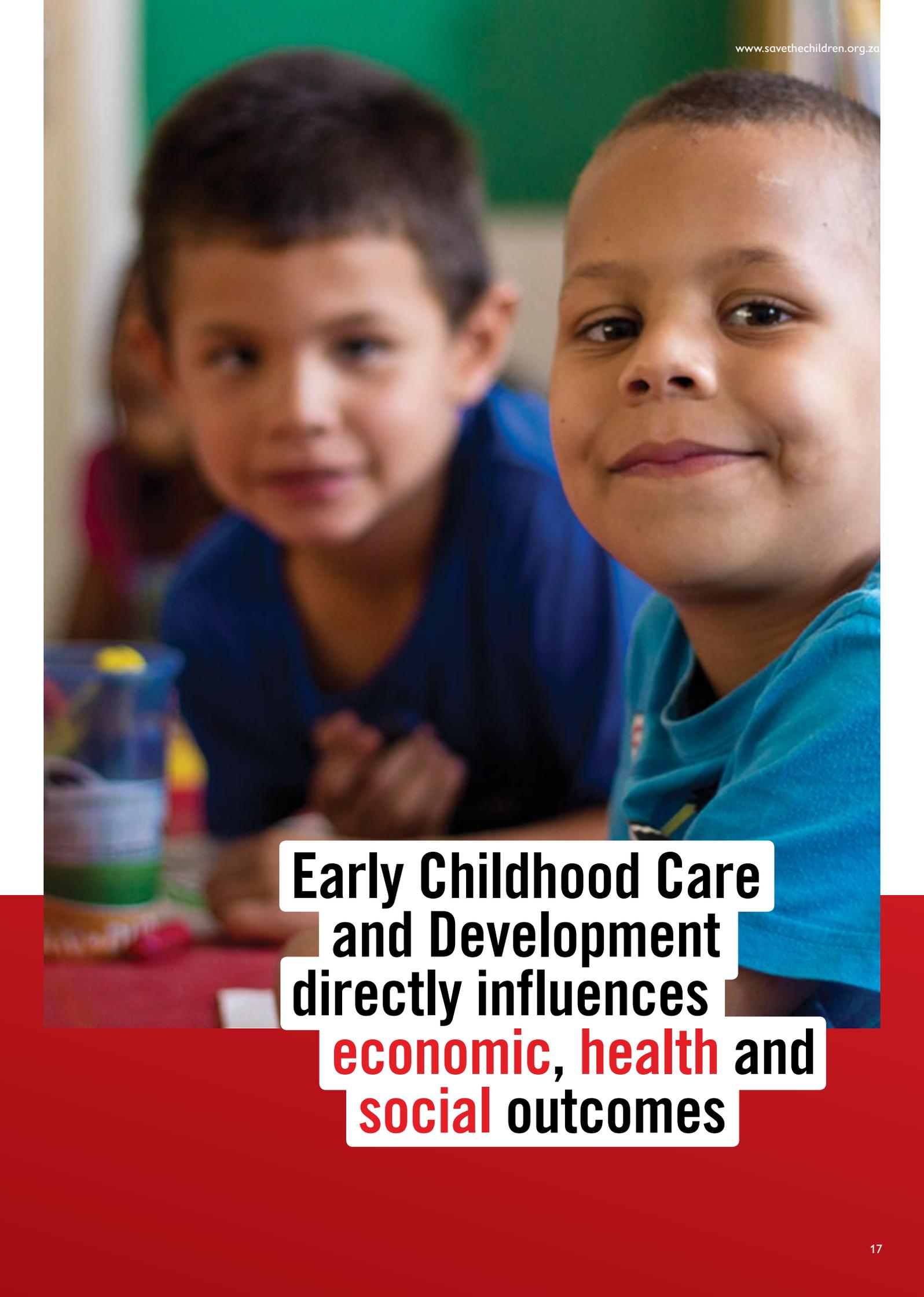
#### Nokubonga's story

"In my house, there are eight girls who are now menstruating and then there is my mother as well. It is very expensive for my family. When we cannot afford pads, I stay home and miss school. This upset me very much because, even though my friends bring my homework to me, I still struggle to catch up. My mother has a big heart taking care of all of us. In rural KwaZulu-Natal. My dad works part-time when he finds work but my mother has not been able to find work for some time now. We live off social grants mostly, but this is not enough to cover food, school and toiletries."

In 2016, we undertook a pilot project that distributed reusable sanitary towels to underprivileged girls in Umzinto, a rural area in KwaZulu-Natal. The project was aimed at reducing school girl absenteeism.

"The pads made a big difference, it meant that I could stay in school and not miss lessons. I want to do well in school so that I could become a paramedic one day."

Since piloting the project, we have advocated for the free distribution of sanitary towels in no-fee public schools. Together with our advocacy efforts and recommendations by other stakeholders, government's provincial department of education announced that they will scale up the programme to make sanitary towels available to young girls in 2,992 schools across the province.



**Early Childhood Care  
and Development  
directly influences  
economic, health and  
social outcomes**



The costing study revealed that violence against children cost South Africa

**R238-billion**

Below: Premier of Gauteng, David Makhura, attends the #ViolenceUnwrapped launch ©Save the Children



## BE PROTECTED

South Africa is one of the most violent countries in the world, with many traumatised adults and children. We aim to build better societies through violence reduction and particularly, to end violence against children. We have developed ways to reach children in their earliest years and we support caregivers develop healthier coping mechanisms and disciplinary approaches.

Overwhelming research, especially conducted by Professor James Heckman, who coined the Heckman Equation, shows that investing in Early Childhood Care and Development directly influences economic, health and social outcomes for individuals and society.

Our BE PROTECTED interventions have surpassed our expectations. We have made significant strides in protecting our children this past year through the introduction of two evidence-based positive parenting programmes and, advocating against corporal punishment in the home and at school.

## VIOLENCE UNWRAPPED

In 2016, we released our pioneering study, *Violence Unwrapped: The Social and Economic Burden of Violence Against Children in South Africa*, which measured the social and economic impacts of violence against children. The costing study revealed that violence against children cost South Africa R238-billion. We decided that ENOUGH WAS ENOUGH and the time had come to move from activism to action. We launched our priority five-year crusade to eradicate violence against children. Part of this crusade was the potent #ViolenceUnwrapped campaign.

We began gathering stories as part of our campaign. They came in thick and fast:

1. "Once there was a happy family.

Until things started to change. My dad lost his job and started drinking.

Up until that time we were a normal family. Then as soon as my dad was drunk, he would start yelling. I was locked in my bedroom in the dark, crying while my dad belted my mum. I could hear everything – the yelling, the crying. As I got older I would get my little brother and sister, hide them in my room, then run out of my room to help my mum. Sometimes I would get hit trying to protect her.

Because of that I hated going to school - I couldn't concentrate. One day my mum arrived at school to pick me up in a strange car with my little brother and sister and all my toys in the back. Mum said we were going to stay at a different house for a little while and that was all I was told. I was scared. We all slept in one room that had three sets of bunks. I felt heaps of different emotions. I was scared, angry, guilty, shameful and jealous of everyone I knew that didn't have to go through this. I started taking drugs and getting drunk every chance I had.

Until finally a newly found friend said to me, 'has something happened to you in the past?' ..."

2. "I have always had to take care of myself because my family never properly looked after me.



My dad treated me bad right from when I was a baby. It was like I was never good enough for him. He would bait me, even as a small kid he used to hit me and then say ‘come on, hit me, stand up and be a man’ and I would try to hit back and he’d belt me twice as hard. He used to kick or hit me if I didn’t do what I was told. So, I learnt to go along with whatever he said, and to keep out of his way.

The worst thing was that mum never told him off for the way he treated me. She would just yell at me ‘don’t get him mad, it’s your fault so do what he says’.

Because of that when I was about 13 I started drinking heavily and smoking pot every day. I used whatever drugs I could get, just to get out of it, so I didn’t have to think about anything. I hated school because I was always in trouble for having fights with other kids or with the teachers.

I hated being at home. I used to stay over at friend’s houses, and sometimes I would sleep out in car parks. The more I stayed away, the more scared I was of going back home. I started sleeping in the city, in doorways or wherever, and hanging out with other kids there.

Until one day I went to a youth support service...”

The #ViolenceUnwrapped campaign aimed to create awareness of the scourge of violence against children and to have the topic foremost in public discourse and conversation. We created a website, used celebrity voices, started conversations on social media and held an exhibition at Constitution Hill. David Makura, Premier of Gauteng, endorsed the campaign and committed to working with us to address this critical challenge. We featured in seven television and 31 radio interviews, and 20 newspapers and 14 online publications. #ViolenceUnwrapped featured on DSTV for four weeks. Influential celebrity Shashi Naidoo relayed the message of the lasting impact child abuse has on children, who often become broken adults.

Importantly, we empowered ordinary people to take action. They could donate, sign a petition and get involved, through us, in meaningful ways.

### EMPOWERING PARENTS

For the effective healing of children, their parents and caregivers need help too. Often, adults are equally traumatised and stressed and feel overwhelmed by the immense challenges of parenthood. As part of our five-year campaign to end violence against children, we implemented two evidence-based programmes in 15 schools in KwaZulu-Natal and Mpumalanga.

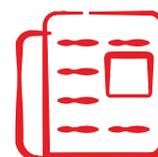
Sinothando Kids is a group-based programme for parents of children between two and nine years old. The group meets weekly over three months and discusses how negative emotions and behaviours profoundly effect children. The group learns alternative, healthier coping mechanisms. Group members are thoroughly supported by the facilitator and their fellow participants. This project has been critical in showing parents other, gentler, yet more effective discipline approaches. We have seen improvements in attitudes towards positive parenting.

Our Book Sharing parenting programme caters for parents of children aged between 20 and 30 months. Caregivers meet weekly over six weeks and are sent home with a book each week. These books are used as tools to promote positive parenting: parents read with their children and are encouraged to talk about the story. Thoughts are shared and often laughs are had. The emphasis of the programme is on shared time. As a bonus, new words are learned and a love of stories is instilled. This intervention revealed positive outcomes for both parents and children in terms of their engagement and relationship with each other.

## DURING DURING 16 DAYS OF ACTIVISM, OUR #VIOLENCEUNWRAPPED CAMPAIGN WAS TRENDING ON TWITTER



and through exposure across



radio, newspaper,



TV and online channels

we generated a total Advertising Value Equivalence of media coverage over

**R3.77-million**

“ Importantly, we empowered ordinary people to take action. They could donate, sign a petition and get involved, through us, in meaningful ways. ”

## POLICY PARTNERSHIPS TO ENSURE BROADER WORK

We have made significant gains in reducing corporal punishment in schools. We know it's a long-term process to change disciplinary attitudes, and we're working over a long period with teachers and schools. In addition, The Working Group on Positive Discipline, of which we are a part of, is advocating for further stipulations on corporal punishment in the Children's Act. We will continue to be influencers in local government policy and ensure that policy is implemented in the five provinces in which we work.



## PROTECTING CHILDREN ON THE MOVE

**Our migrant children, a separate focus of ours, need protection and are often overlooked and excluded. Our goal is to help migrant children gain access to good quality, holistic services.**

Our Children on the Move are deeply traumatised from the unthinkable journeys they've undertaken. Our work has focused on children in urban settings and we've developed an outreach model that will be used in interventions in Gauteng in 2017.

### Willmore

Willmore was just 10 when his parents died. His uncle took him in for as long as he could but at 16, Willmore was forced to fend for himself. "My uncle didn't have the money to send me to school. I dropped out and looked for work," he says.

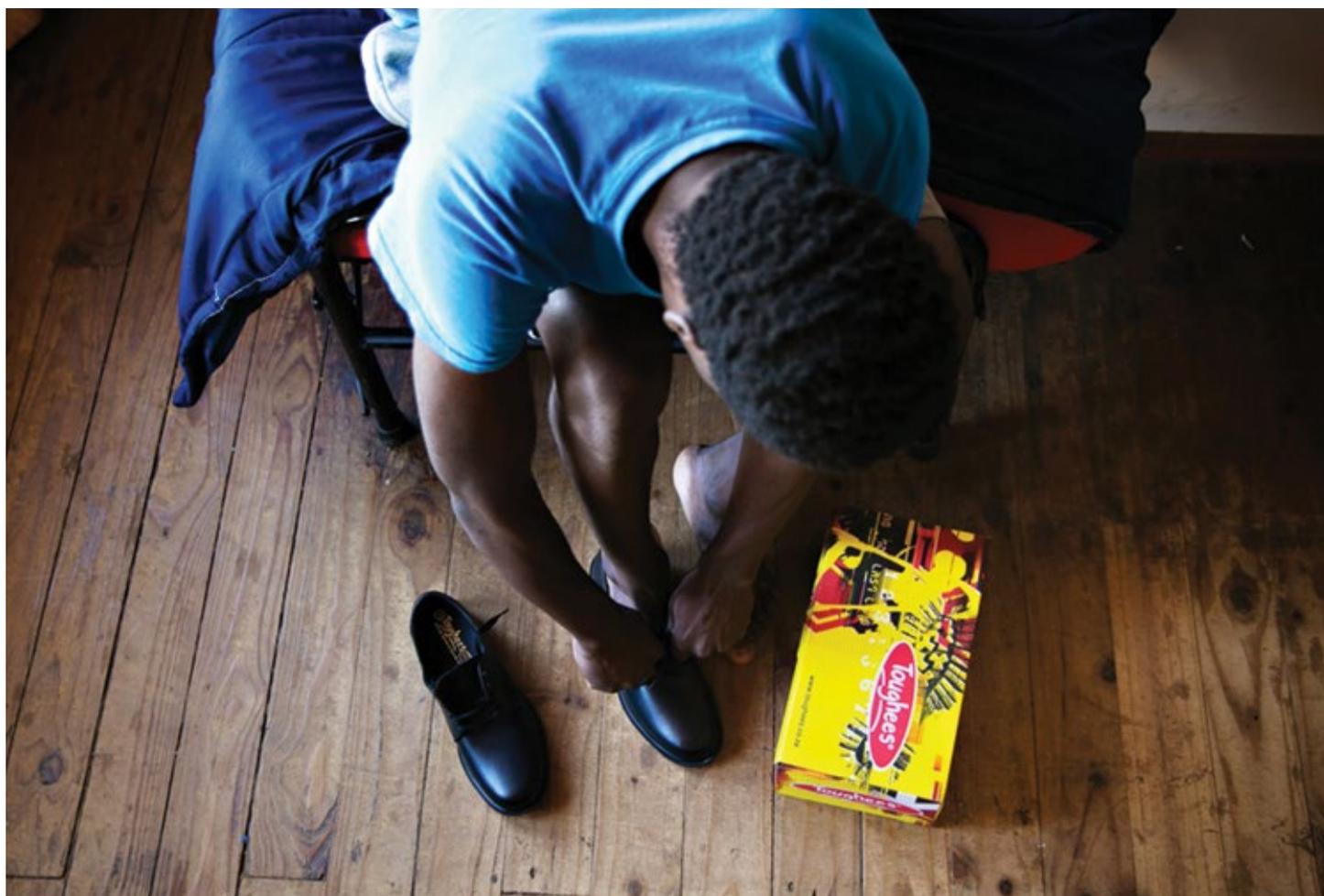
Willmore, a Zimbabwean, fled his country to look for work, walking across the border into South Africa. In South Africa, he saw a truck,

waited for it to slow down, jumped on it and hid from the driver. "In my mind, it was do or die. I didn't want to get caught by the driver. I just thought about getting that job."

In Messina, Limpopo Province, Willmore sought shelter at a church and picked up a job rummaging through a dump site looking for metal to sell to a local scrap dealer.

It wasn't the life he envisioned, dreaming still of finishing school. He met a boy who told him about a children's shelter in Louis Trichardt where he could get an education. Willmore and the boy travelled to Louis Trichardt and found refuge in a children's shelter supported by us. Here, Willmore feels safe and is completing his schooling. He even has dreams of being a mechanic as he has a passion for cars.

Willmore longs for his family, but has found a friend in Eria, his travelling companion. We are working with both the South African and Zimbabwean government to reunite Willmore with his family, aiming to ensure they can care for him.



# 2016: THE STORY IN NUMBERS

Globally, Save the Children's workforce is made up of around **24,000 staff** working in more than **120 countries**, of which just over **16,000 are employed by Save the Children International (SCI)**, with around **8,000 staff employed by the 29 members** of Save the Children.

## REACHING CHILDREN



**66,826**

children helped directly through our work on the ground



**83,437**

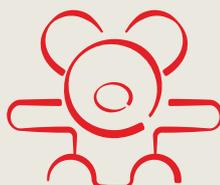
more children and adults reached

**13,199**



## EDUCATION

The practitioners we work with across our **Early Childhood Care and Development (ECCD)** Centres are custodians of a **total of 13,199 children.**



**42,107**

children reached through our education programmes

# 2016: THE STORY IN NUMBERS



**17,812**

children helped to stay safe from harm and abuse

**848**

children reached in our Child Rights Governance Programme

**CHILD PROTECTION**



## GIVING CHILDREN IN SOUTH AFRICA THE RIGHT START



**13,199**

children helped through our education programmes



**SAVING CHILDREN'S LIVES :**

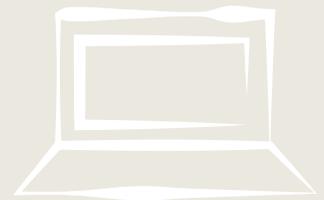
**7,647**

people helped through our health and nutrition programmes



**103,532**

visitors to our website



As part of our **5-year campaign** to end violence against children, we implemented two evidence-based programmes in **15 schools** in **KwaZulu-Natal** and **Mpumalanga**.

**1,597,805**

people reached through awareness campaigns





“ At least here, I can complete my studies. I want to become a teacher. I heard that my father was a teacher.”

Left: Nyasha wants to be a teacher  
©Save the Children

### **Nyasha**

Nyasha was just 14 when he was kicked out of school. He stayed with his grandmother in a rural village, who loved him very much and took good care of him. He yearned however to go to school. Nyasha did odd jobs to save up.

Then he met two older boys who said they'd take him to South Africa, where "school was free." Nyasha arrived in Messina at a men's shelter, but the experience was traumatic. He doesn't want to talk about it.

He was there for three weeks until he heard about the children's shelter in Louis Trichardt. He hitch-hiked there and established a base. Because it was too late for starting school, Nyasha started working, first building a

house and painting another. He is proud of the R8000 he earned. With this money, he returned home but his grandmother was nowhere to be found. Tears well up in Nyasha's eyes. He stares out the window and says, "The neighbours couldn't tell me anything."

With no home or family in Zimbabwe, he returned to South Africa that night. "At least here, I can complete my studies. I want to become a teacher. I heard that my father was a teacher."

We are working with the Zimbabwean government to retrace Nyasha's paper work so that he may be able to complete his matric and study further in Zimbabwe.



Right: Liveson's long journey  
© Save the Children

“ After my mom died, my stepfather kicked me out of my childhood home... ”

**Liveson**

“After my mom died, my stepfather kicked me out of my childhood home, saying, ‘You are not my son.’ I went to live with my grandmother in a house that belonged to the farm she worked on. My grandmother was good to me, but couldn’t afford my schooling. I didn’t go past Grade 2. When my granny died, I was kicked out of her house. I started to look for work. I worked as a garden boy. I lived like an animal.

Last year, my friend told me about South Africa. I decided to go there. I wanted to become someone’s son.

I had no money so I walked from Bushmead, near Masvingo, to Beitbridge. I walked for two weeks and four days. It was August last year (\*2016). I remember it was so hot. All the way I thought about a family.

To eat, I begged at every station and truck stop. Some gave money, others gave food. I wore my grandmother’s dustcoats. I wore her dresses and made it look like it was the fashion. These were the only items I could take from her home.

In Beitbridge a lady took me in. She kept me for two days but told me she could not keep me forever. She introduced me to two older boys that help people to cross into South Africa. That night we crossed the river. The water came up to my chest, but we made it to the other side. They left me in Messina. In

the morning, I met a guy who told me about a shelter. He took me to the men’s shelter in Messina. But that place was not good. I asked if there was a place for children. I wanted to be a child again. The men told me about the shelter in Louis Trichardt. I got a lift to Louis Trichardt and when I got here I met some Zimbabweans who brought me to this shelter where I am now. I’ve been here for seven months.

Last week, it was my birthday. I turned 16. No, I didn’t tell anyone. I didn’t do anything for my birthday. I have friends here but no best friend yet.

I am in Grade 8 this year, but it is hard. I am failing. They are teaching in Sepedi, but I speak Shona and some English. Even though I am failing I am learning. There is knowledge in my mind. It will help me later in life. I want to be a journalist when I finish here. The first story I write in the paper will be my own.

So far, we have reunited 30 unaccompanied migrant children with their families and placed many more in places of care and in schools.



## CHILD TRAFFICKING

Child trafficking is a major concern of ours.

We completed the Child Protection System Mapping for migrant children. This highlighted gaps in where and how migrant children seek assistance. The Department of Social Development thus partnered with us to steer an improvement plan. We convened a think tank on child trafficking and have been invited to be part of the National Trafficking response team.

Our aim is to reach more migrant children. To do that, more time and resources need to be allocated to cater for the different languages spoken in the region.

### Moses

Nine-year old Moses was playing soccer with his friends in a small village near Masvingo, Zimbabwe. After the game, he and his cousin began walking home, when five men grabbed them and pushed them into a mini bus taxi.

“I cried. I tried to scream but they told me to be quiet,” recalls Moses.

“They drove and drove and drove. Then I think I saw police lights. I think the men got scared and they just dropped us there on the side of the road.”

Moses and his cousin walked to find water and something to eat. “We were hungry, but we couldn’t see anybody. We walked and walked.”

Police picked up Moses and his cousin sitting on the side of the road in South Africa. They put them in a holding cell for the night and

then brought them to the children’s shelter in Louis Trichardt the next day.

“I don’t know why the men took us. I don’t know where my mother is. I want to go home.”

We know that children are smuggled across the border for various reasons. They are brought here to work or for the drug or prostitute trade. In some cases, children are smuggled into South Africa to visit parents or family during school holidays in Zimbabwe.

In Moses’s case, we suspect, but have not yet been able to establish, that his mother may be living in South Africa and had arranged for him to be smuggled across.

What is concerning to us is the journey he endured, the holding cell he was placed in and his current emotional state. These series of events will have a lasting impact on him and devastating consequences on his emotional and psychological well-being.”

Through our cross-border meetings, we are working with governments to ensure Moses is reunited with his family and that programmes are put in place to educate families about the danger of smuggling their children across as well as the psychological damage these informal arrangements have on their children.



Top: Moses shares water with his newfound friend at the shelter ©Save the Children

Above: We aim to unite children like Moses with their families. ©Save the Children

## CHILDREN'S VOICES

Our work also involves pushing for CHILDREN'S VOICES to be heard in government and policy decisions. We hosted a vibrant and thought-provoking 'Children's Parliament' where children shared their thoughts and feelings about the local government elections. We hope this process will translate into local politicians including children's insights into their plans.

## CHILD-LED DECISIONS

In the past year, we facilitated children's interactions with decision makers, held child-led forums, elevated children's rights in the news and increased children's participation in social, economic and political life. Children, through the "Future Leaders" workshop, learnt public speaking skills and were equipped with skills to represent children's concerns and insights in the media and with politicians.

We are proud of our children who directly influenced the agenda of the 2016 local government elections. "Our Voices" was a campaign aired on social media to showcase what children want to see in their local municipalities. This received the greatest online engagement in our history! There were over 257,000 views on Facebook.

As a result, politicians made commitments to ensure that Municipal Action Plans for Children be made to respond to children's issues and needs. We aim to monitor the Plans' progress.

## ADVOCACY AND ACTION

We want the issues affecting children at the centre of public debate and discourse. We know what the benefits are of ensuring the wellbeing of children for society and for South Africa's future.

Through the power of advocacy and action, we aim to achieve lasting results for children in South Africa. We mobilise grassroots support, press governments, advance policy change and secure financial investments that benefit the most vulnerable children in our country.



**The Our Voices  
campaign received  
the greatest online  
engagement in  
our history**

*Above: Children have worthy demands too  
©Save the Children*



Gugu Ndebele, Bo  
and Terry Pheto  
©Save the Children

## RAISING THEIR VOICES AT THE HIGHEST LEVEL

We continue to be seen as the go-to organisation for children's issues. We have formed strong relationships with government and policy makers and have been consulted in developing the new National Child Participation Framework in partnership with the Department of Social Development.

This framework will promote and guide meaningful child participation across all the sectors and spheres of government in South Africa.

## THE IMAGE OF THE CHILD IN THE SUSTAINABLE DEVELOPMENT GOALS

Together with our international Save the Children network, we were closely involved in the development of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs). The UN General Assembly, in 2015, acknowledged the critical importance of putting poor and marginalised children at the top of the agenda. The 'Leave No One Behind' pledge is thus a central pillar of the new agenda. Last year, as part of Save the Children's global 'Every Last Child' campaign, we offered governments tangible, achievable and actionable suggestions on how they can deliver on this pledge.

At the United Nations in March we launched our global report, From Agreement to Action – which sets out a ten-point plan for implementation of the SDGs – bringing together more than 20 member states and senior representatives from UN agencies and civil society. The President of the UN General Assembly commended Save the Children as a leading thinker in this area. Many of our recommendations were included in UN member states' own plans for implementing the SDGs.

## CHANGE FOR CHILDREN GALA

Some of our most influential supporters gathered to celebrate our work to create change for children at a fundraising gala in Johannesburg in March. It was sponsored by Please Products.

Save the Children South Africa's ambassadors Terry Pheto and Bo co-hosted the event and performances were given by Given Mabena founder of the Afro Tenors and Joyous Celebration member, saxophonist Nqubeko Ndebele, guitarist/soul-singer Andrew Snyders, and the all-female dance troupe, Dora's Dancers.

The highlight of the evening was Moses' story. He is a beneficiary of our Children on the Move programme.

The MC, Edith Venter, relayed the work we do and hosted the night's live auction. Auctioned items included a painting by Senzo Nhlapo, original artwork by Fleur de Bondt and Bevan de Wet, an elegant VanaShree clutch and three gowns donated by Terry Pheto (she wore one of the dresses, a design by Thula Sindi, to the 2011 Emmy Awards). There were raffles, each worth R10 000, from Lungstar Creations and Plus-Fab.

In total, we raised over R260,000!



Raised over  
**R260,000**

# FINANCIALS



# 11,000

Monthly donors

Average Exchange Rate for the year

[www.resbank.co.za/Research/Rates/Pages/SelectedHistoricalExchangeAndInterestRates.aspx](http://www.resbank.co.za/Research/Rates/Pages/SelectedHistoricalExchangeAndInterestRates.aspx)

## STATEMENT OF FINANCIAL POSITION AS AT 31 DEC

	2016 (R)	2015 (R)
<b>NON-CURRENT ASSETS</b>		
Property etc.	3 100 175	1 620 939
<b>CURRENT ASSETS</b>		
Trade and Other Receivables	2 205 538	2 016 208
Cash and Cash Equivalents	10 396 710	5 880 830
	<b>12 60 248</b>	<b>7 897 038</b>
<b>TOTAL ASSETS</b>	<b>15 703 423</b>	<b>9 517 977</b>
<b>EQUITY AND LIABILITIES</b>		
Equity		
Retained Income	(1 762 912)	(533 421)
Liabilities		
Current Liabilities	6 364 573	7 195 328
Trade and Other Payables	11 100 762	2 856 070
Deferred and Unearned Revenue	17 463 335	10 051 389
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>15 702 423</b>	<b>9 517 977</b>

## SUMMARY INCOME STATEMENT

	2016 (R)	2015 (R)
<b>GRANT INCOME</b>	<b>43 768 243</b>	<b>49 829 186</b>
<b>OTHER INCOME</b>		
Donations	513 817	193 998
Fundraising Income	12 517 793	8 743 755
Other Income	561 839	816 713
Interest Received	599 653	206 209
Surplus Realised On Sale of Assets	451 160	
<b>TOTAL REVENUE</b>	<b>58 412 505</b>	<b>59 789 861</b>
<b>OPERATING EXPENSES</b>	<b>59 641 996</b>	<b>60 446 315</b>
<b>SURPLUS FOR THE YEAR</b>	<b>(1 229 491)</b>	<b>(656 454)</b>

Average Exchange Rate for the year

[www.resbank.co.za/Research/Rates/Pages/SelectedHistoricalExchangeAndInterestRates.aspx](http://www.resbank.co.za/Research/Rates/Pages/SelectedHistoricalExchangeAndInterestRates.aspx)

## PROJECT EXPENSE REPORT

PROGRAM SERVICES	2016	2015	CHANGE (ZAR)	CHANGE %	% of Programme Service Expenditure
Emergencies	62 996	512 297,44	(449 301,44)	-87,70%	0,27%
Health and Nutrition	2993302,06	492 860,15	2 500 441,91	507,33%	12,61%
Education	9 478 980,39	10 408 230,22	(929 249,83)	-8,93%	39,93%
Child Protection	8 892 903,57	14 949 897,23	(6 056 993,66)	-40,52%	37,46%
Child Rights Governance	2 309 464,55	843 669,09	1 465 795,46	173,74%	9,73%
Sub Total Program Activities	23 737 646,57	27 206 954,13	(3 469 307,56)	-12,75%	
Programme Development and Public Policy Support	4 782 102,21	670 653,33	4 111 448,88	613,05%	
Total Programme Services	28 519 748,78	27 877 607,46	642 141,32	2,30%	
Fundraising	16 547 252,29	17 728 362,28	(1181109,99)	-6,66%	
Management and General	18 965 504,67	14 840 316,42	4125188,25	27,80%	
	<b>64 032 505,74</b>	<b>60 446 286,16</b>			<b>23 737 646,57</b>

## % OF PROGRAMME SERVICES EXPENDITURE

### SURVIVE



Health and Nutrition

**12,61%**

### LEARN



Education

**39,93%**

### BE PROTECTED



Child protection

**37,46%**

# BUILDING AN OUTSTANDING ORGANISATION

**Our aim is to ensure that all children survive, learn and are protected by delivering evidence-based, high quality programmes. We want to implement these programmes in as many regions as we can so that no child is left behind.**

Our success depends on empowering our people and partners to deliver their best by providing them with best-practice systems, processes and support. In particular, our programmes and advocacy efforts need to be informed by rigorous research and evaluation.

We produced excellent work in our monitoring, evaluation, learning and accountability (MEAL) programme. Our body of work includes:

- Violence Unwrapped: The Social and Economic Burden of Violence Against Children in South Africa.
- A Call to Action: Children’s Rights in South Africa - Unfinished Business, 2016 and Beyond.
- A presentation on the foundation phase literacy interventions in the Free State and Mpumalanga at the Comparative and International Education Society International Conference in Vancouver, Canada, March 2016.
- The development of research guidelines and tools, project learning tools and accountability tools and guidance.

## OUR PEOPLE

Our staff are fundamental to realising the vision of our founder, Eglantyne Jebb, that humanity gives children “the best it has to give”. We pride ourselves on being a values-driven organisation: we test our strategic decisions against our values – including their potential to deliver real change for children. This guides all our staff in how they carry out their work.

In South Africa, we have a staff complement of 84 staff (down from 108 in 2015) across five locations in South Africa: Johannesburg, Pretoria, Polokwane, KwaZulu-Natal and QwaQwa.

We aimed to improve our impact and so directed more human resources to our specific thematic areas.

As always, we worked towards achieving a balanced workforce in terms of race and gender and believe we will meet our long-term human resources objectives.

As we approach our centenary year in 2019, our ambitions to deliver change for children are higher than ever.

Globally, Save the Children’s workforce is made up of around 24,000 staff working in more than 120 countries, of which just over 16,000 are employed by Save the Children International (SCI), with around 8,000 staff employed by the 29 members of Save the Children.



Above: Promoting hygiene for health ©Save the Children

## OUR PEOPLE STATS:



84

Staff members

5

Provinces

“ Our success depends on empowering our people and partners to deliver their best by providing them with best-practice systems...”



Below: Our healthcare workers attending to a child  
©Save the Children

## FINANCIAL PERFORMANCE

We are deeply grateful to our philanthropic partners and supporters. You are at the heart of what we do. We will continue to inspire brilliant supporter engagement and action to change policies and minds, and generate income for our cause.

We are committed to ensuring our income is used efficiently, effectively and responsibly by making every rand count.

### INDIVIDUAL PHILANTHROPY

We are grateful for the generous support of the following individual major donors, together with the tremendous support of our over 11,000 monthly donors across South Africa, we are transforming children's lives and the future we share.

#### Individual donors

Alex Hetherington  
Danisa Zulu  
Hugo Gaultier  
Hugo Moreira  
James Formby

Additionally, we continue to benefit from the generosity of ordinary citizens who find unique ways to raise funds to help improve the lives of children in South Africa.

- Tom Foxall from Ernst & Young (EY) ran a half marathon in our name, raising R11,800.
- Our staff members gave generously: Rodney Knotts and Shawn Malone raised over R12,500 by asking their wedding guests to donate money to us in lieu of presents.
- We received many gifts in kind for flash flood victims in Alexandra township.
- In a long-term 'digital transformation' project to deliver a personalised experience to our supporters that we will inform, inspire and empower people to act for children.
- Our focus on results for children in tandem with our supporter-centric approach was recognised when we won "Fundraising Team of the Year" at the National Fundraising Awards.

## RISK MANAGEMENT

We work closely with Save the Children International to better identify and manage the risks we face as an international organisation working in challenging operating environments.

In South Africa, we outsourced our internal audit function to PwC. We are pleased to report that we remain compliant and transparent.

*Below: From activism to action*  
©Save the Children



**FOR OUR  
FUTURE**



## STRATEGIC PARTNERSHIPS

For 2016, we wish to recognise the support of our strategic partners, donors and investors for their generous contributions.

We honour the unique preferences and philanthropic goals of each of our partners.

### Charities

Merrowdown  
San Sereno Knitting Club

### Corporates

ALPLA (Pty) Ltd  
Bak 2 Basix  
Bliss Brands  
Boxer Superstore  
DStv  
Franki  
G S Fencing  
GlaxoSmithKline (GSK)  
Good Housekeeping SA  
Inkosi Security  
ODFJELL Mazibuko SA (PTY) LTD  
Reckitt Benkiser  
Regal Alloys (PTY) LTD  
Spar KZN  
The Riverbed Agency  
The Spar Group LTD  
Alwin Lehner Plastics (Pty) Ltd  
RainbowPages  
Rapid Blue

### Foundations

HCI Foundation  
Rotary Westville  
The Greenacre Remembrance

### Government

Department of Health  
Department of Social Development  
Gauteng Department of Community Safety (Gauteng)  
Department of Home Affairs Institutional

### Institutional bodies

Dutch Ministry of Foreign Affairs  
OXFAM Institutional  
Radio Aid Institutional  
Radiohjälpen (Radio Aid: Sweden)  
Save the Children Australia  
Save the Children International  
Save the Children Italy  
Save the Children Netherlands  
Save the Children Sweden  
Save the Children UK  
Swedish International Development Cooperation Agency (Sida)

The ELMA Foundation  
The European Union (EU)  
United States Agency for International Development (USAID)

### Nonprofit Organisations

Gauteng Alliance of Street Children  
Kid's Haven  
Nelson Mandela Children's Fund

### Schools

The Parks Pre Primary

### Trusts

Edward Stanley Murphy Will Trust  
Ivy May Colere Trust  
The Fire Racing Trust  
The Fulton Trust  
The Joel Lewis Trust

We are in a strong financial position having ensured a diversity of funding sources. Key achievements include an increase in fundraising income, and a decrease in operating expenses. This new year, we begin on a solid financial foundation and can continue to improve the lives and futures of South Africa's children.

## BOARD MEMBERS

Our board members are a key asset.

### Neven Hendricks

Board Chair  
Group Chief Executive Officer  
at Delphi Capital International

### Elisabeth Dahlin

Secretary General  
at Save the Children Sweden

### Mantuka Maisela

Chief Executive Officer  
at Khomolema Consulting (Pty) Ltd

### Sam Sharpe

Chief Financial Officer  
at Save the Children UK

### Prisha Bhoola

Certified Internal Auditor  
at Hannover Re

### Natasha Bailey

Independent Media Specialist

# WE DO WHATEVER IT TAKES TO SAVE THE CHILDREN



Save the Children

## SAVE THE CHILDREN BELIEVES EVERY CHILD DESERVES A FUTURE.

In South Africa and around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.



[www.savethechildren.org.za](http://www.savethechildren.org.za)



[info@savethechildren.org.za](mailto:info@savethechildren.org.za)



[www.facebook.com/SavetheChildrenSouthAfrica](https://www.facebook.com/SavetheChildrenSouthAfrica)



[www.youtube.com/user/SavetheChildrenSA](https://www.youtube.com/user/SavetheChildrenSA)



[www.linkedin.com/company/save-the-children-south-africa](https://www.linkedin.com/company/save-the-children-south-africa)



[www.instagram.com/SavetheChildrenSouthAfrica](https://www.instagram.com/SavetheChildrenSouthAfrica)