

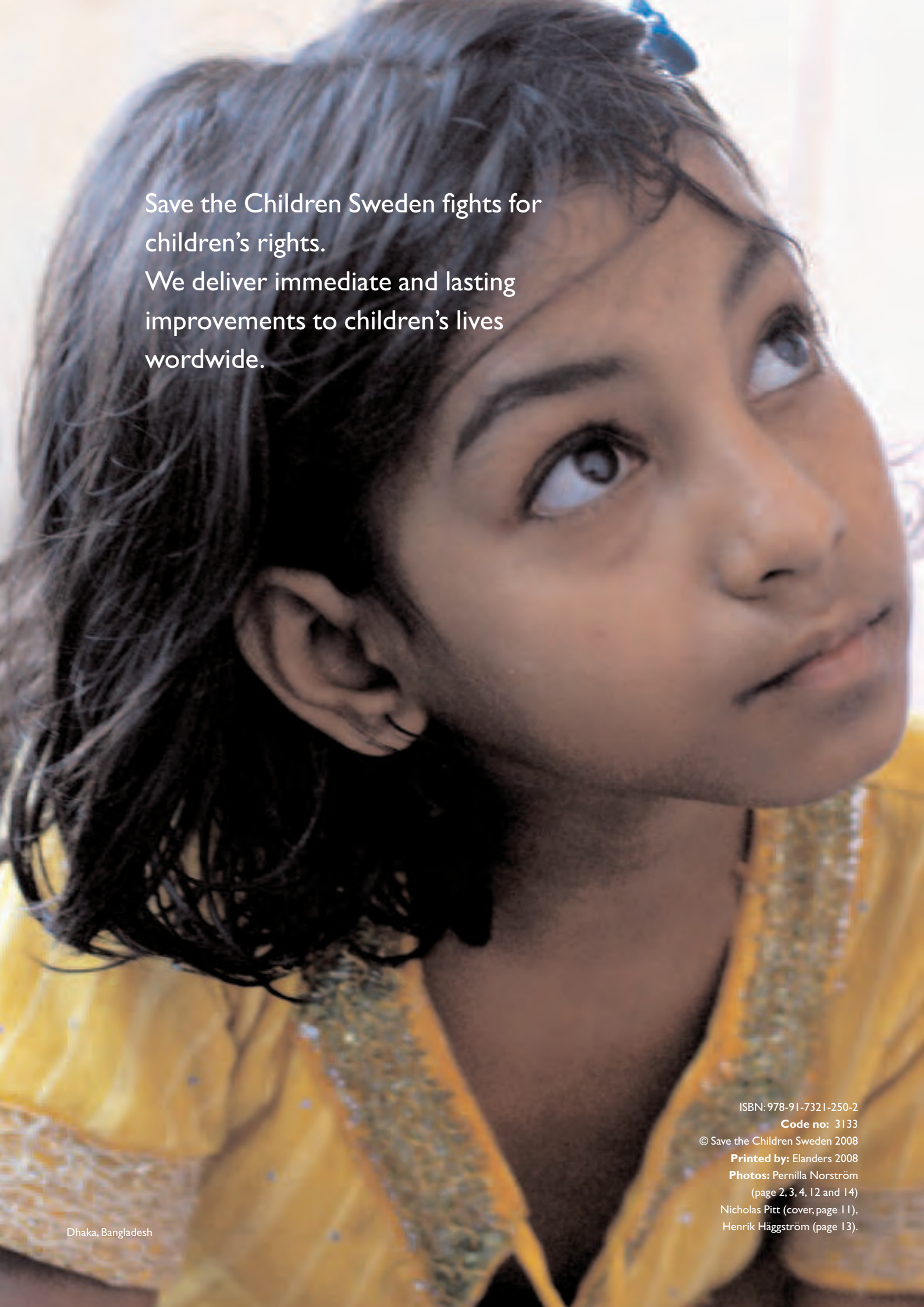
A photograph of three young children standing outdoors in a rural setting. The child on the left is a young boy with a wide smile, wearing a yellow t-shirt with colorful patterns and the word 'RABBIT' visible. The child in the middle is a girl with a slight smile, wearing a pink shirt. The child on the right is a girl looking to the side, wearing an orange sleeveless top. The background shows utility poles and trees under a clear sky.

CHANGE IS POSSIBLE!

Save the Children Sweden Annual Report 2007



Save the Children
Sweden



Save the Children Sweden fights for
children's rights.
We deliver immediate and lasting
improvements to children's lives
worldwide.

WE CAN MAKE A DIFFERENCE!

2007 was a year characterised by strong local commitment, and close, effective collaboration within the International Save the Children Alliance. As a result we have seen clear progress on children's rights. At Save the Children Sweden we continued our successful efforts in our three priority areas: protecting children from violence and abuse, children's right to a good basic education, and children's right to support from adults – and we must now prepare ourselves to meet new challenges, both in Sweden and the rest of the world.

Save the Children's advocacy work continues to generate permanent positive results; two good examples of this are the establishment within the UN of a special representative for violence against children, and the passing of legislation outlawing physical punishment of children in Chile, New Zealand, Paraguay, Portugal and Uruguay in 2007, and Costa Rica in 2008. In Sweden, we have campaigned to ensure that children who have been subjected to violence benefit from co-ordinated support from the different authorities concerned, in what we call "children's advocacy center". In addition to the eleven centers already in operation there are plans to open a further ten at different locations around the country, an achievement which is not least a result of the efforts of our local branches.

The joint Rewrite the Future campaign within the International Save the Children Alliance, which aims to ensure that children caught up in war and armed conflict are guaranteed their right to education, continues. The work we have done on this campaign over the past year has contributed to ensuring that nearly 1.5 million children have had the opportunity to start school and gain access to a better education.

Members make a difference

Throughout 2007 our local branches worked to improve children's situation in the local context, both directly, working together with children in various activities, and through advocacy aimed at politicians

and decision-makers. We now need to further strengthen our organisation by attracting more younger members, and by encouraging more members to engage in active work to promote children's rights.

It is, of course, our responsibility to live up to the confidence people have in us, which we can do by demonstrating that we make a big difference to children's lives. By increasing our media visibility during the year – which we achieved both as a result of press and PR communication, and via advertising space which we were able to buy at considerably reduced prices – we were able to show that our work produces positive results in the form of permanent improvements for children. It is important that we are seen to be good at what we do, because ever-increasing numbers of NGOs and charities are establishing themselves in Sweden and thereby competing for the interest, support and commitment of the Swedish people.

We succeeded in reducing the cost of fundraising activities in 2007, and we will continue to work to make our organisation more cost-efficient. Our heart-felt thanks go to everyone who contributed, whatever the size of their donation. Every gift makes a difference!

Strong International Alliance

2007 saw a further strengthening of collaboration and co-ordination within the International Save the Children Alliance. Together with the other members of the Alliance we play our part in a strong inter-



Gunnar Löfberg and Marianne Nivert

national movement for children's rights. This international partnership enables us to do more for children, to speak with a stronger voice, and to mobilise more resources. The depth of our experience, and the broad base of support we have from the Swedish public, mean that Save the Children Sweden is a strong member of the Alliance.

The decision was taken within the Alliance to concentrate especially on reinforcing and developing our joint work in the area of emergency operations – by pooling our combined know-how and experience we can co-ordinate our action and make more efficient use of our resources. In 2007 Save the Children Sweden was present at a greater number of disasters and emergencies than ever before, and contributed to relief initiatives in some fifteen armed conflicts and natural disasters throughout the world.

Our thanks for all the support received and all the work done in 2007. It takes time – but we can make a difference!

Gunnar Löfberg
Acting Secretary General

Marianne Nivert
Chairwomen of the Board of Directors



Abengourou, Ivory Coast

WORKING FOR CHILDREN'S RIGHTS

Save the Children Sweden is a religiously and politically independent non-governmental organisation; as well as our operations in Sweden we are active in eight regions around the world. We work together with our members in Sweden, and our partner organisations in other countries, in the aim of bringing about better conditions for children and ensuring that children's rights are respected. All our work is founded in the UN Convention on the Rights of the Child.

Focus on children's rights from day one

Save the Children Sweden was established on 19 November 1919. A few months before that, the first Save the Children organisation had been founded in England: the Save the Children Fund, which was set up by Eglantyne Jebb. She was one of the first people in the world to use the term "children's rights".

Save the Children Sweden played a very active role in the framing of the UN Convention on the Rights of the Child

(CRC), which was adopted by the UN General Assembly in 1989. Since then, with the CRC as our inspiration and guide, we have worked to bring about long-term improvements in the life conditions of the world's children, and striven to protect and promote their rights.

In Sweden, and all over the world

In Sweden, we work together with the members of our local branches to carry out advocacy work and influence public opinion on matters relating to children's welfare. Our eleven regional offices around the country provide support to the local branches.

Our international work is carried out in eight regions around the world, in collaborative partnership with some 330 local and national organisations. These organisations are the experts when it comes to the situation of children in each particular country, and it is by helping to strengthen the national actors and initiatives that we can bring about lasting improvements in children's lives.

We work to strengthen our partner organisations so that they are able to fulfil a monitoring and campaigning role vis-à-vis governments and public authorities. We also support networks of child rights organisations at national, regional and global level.

Save the Children Sweden is a member of the International Save the Children Alliance – an umbrella organisation for twenty-eight organisations which work to promote children's rights. Together with the other member organisations we lift children's rights into the spotlight in all aid work, both in emergency situations and in more long-term initiatives.

Our Objectives and Methods

We strive to bring about lasting improvements for children in vulnerable situations. Children should be able to make their voices heard and to influence their own life situation. It is their right to be protected from violence and discrimination, to be given a safe and healthy childhood, and to receive an education which fosters knowledge and self-confidence.

Our work is all about trying to ensure that all children can enjoy these rights. In this aim we collect facts, listen to children and analyse their situation. We provide direct support to children. We pass on our knowledge and experience to those who are in a position to affect children's conditions of life. And as well as that, we work to mobilise public opinion and to influence decision-makers, from local councils to the United Nations, to ensure that children's rights are given practical expression. ■

All our work is rooted in a rights perspective

We have the Convention on the Rights of the Child as our platform in all our campaigning.

We involve children and young people in describing their problems and suggesting solutions.

We analyse the reasons why children's rights are violated before deciding what to do in each case.

We are not content only to help individual children with their particular situation – we also tackle the causes of the problems, so that we can create lasting improvements which benefit all children.

We work to combat discrimination, and to ensure respect for the rights of those children who are most at risk.

We challenge the decision-makers and authorities concerned to take their responsibility.

We practise what we preach, and can look the children we work for in the eye.

SAVE THE CHILDREN SWEDEN

Southern Africa

The majority of the 60 million children in Southern Africa live in poverty. For many of them, being beaten at home is their first contact with violence.

In South Africa, Save the Children Sweden works together with groups such as churches and other religious communities to support campaigns against physical punishment – joining forces with churches adds much more weight to campaigns in countries where large numbers of people see their church as a source of guidance in their life. Children from different areas held discussion seminars on how violence affects their everyday lives, and in a declaration to the African Union demanded that all violence against children must be made illegal.

In Mozambique we worked together with local organisations to set up special offices to which children can go to report instances of violence and abuse.

Millions of children experience HIV/AIDS at close quarters. In our work to combat HIV/AIDS we spread information on young people's sexual rights, and arrange discussion groups where boys can talk about HIV, masculinity and gender equality.

Eastern and Central Africa

Eastern and Central Africa is one of the world's poorest regions; it is severely afflicted by armed conflicts, internal disturbances and rampant levels of HIV/AIDS. Large numbers of children do not go to school, and many are subjected to exploitation and abuse. However, several countries in the region are moving towards genuine democracy.

SCS primarily works with children caught up in disaster situations and armed conflicts, for example by rehabilitating child soldiers, and providing support for children in refugee camps. We also champion children's right to education, and the right of girls, handicapped children and children with HIV to be free from discrimination.

In several of the region's countries we intensified the work to prevent violence against children, and also increased the support given to our partner organisations in their work to promote children's rights.

Western Africa

Many countries in Western Africa are severely blighted by war, natural disaster and political crisis.

Military leaders and policemen who have previously received training in children's rights from SCS, arranged workshops for the men under their command in 2007. We also provided training for teachers, and carried out opinion-building measures to highlight all children's right to go to school – pregnant girls and handicapped children are often not allowed to attend school.

Within the framework of the "Rewrite the Future" campaign we repaired and renovated many schools and distributed learning materials so that children in the war-torn Ivory Coast could start going to school again.

We made significant progress in our fight against female genital mutilation. In Gambia, a large number of municipal authorities protested

openly against the custom, and several "circumcisers" stopped carrying out the mutilation.

In Ghana and Burkina Faso, which were badly hit by floods, SCS provided families with food, medicines and shelter.

Europe

There are major differences in the life conditions of children from different parts of Europe. It is important that we work with local organisations in both Eastern and Western Europe.

During 2007 we collaborated with our sister organisations from Norway and Finland on the "School for All" project in Russia. And we provided support to a network of organisations in Albania and the former Yugoslavia, to strengthen the work of monitoring implementation of the CRC.

A study into physical punishment and bullying in seven countries in the Baltic region resulted in a joint project against bullying, in which the countries can learn from each other.

During the year our partner organisations carried out studies and published material on the consequences of migration; the target groups for this work were teachers, parents and children. We also participated in an active lobbying campaign aimed at inducing the EU to ensure that all EU directives concerning migration have a child-oriented focus.

Middle East and North Africa

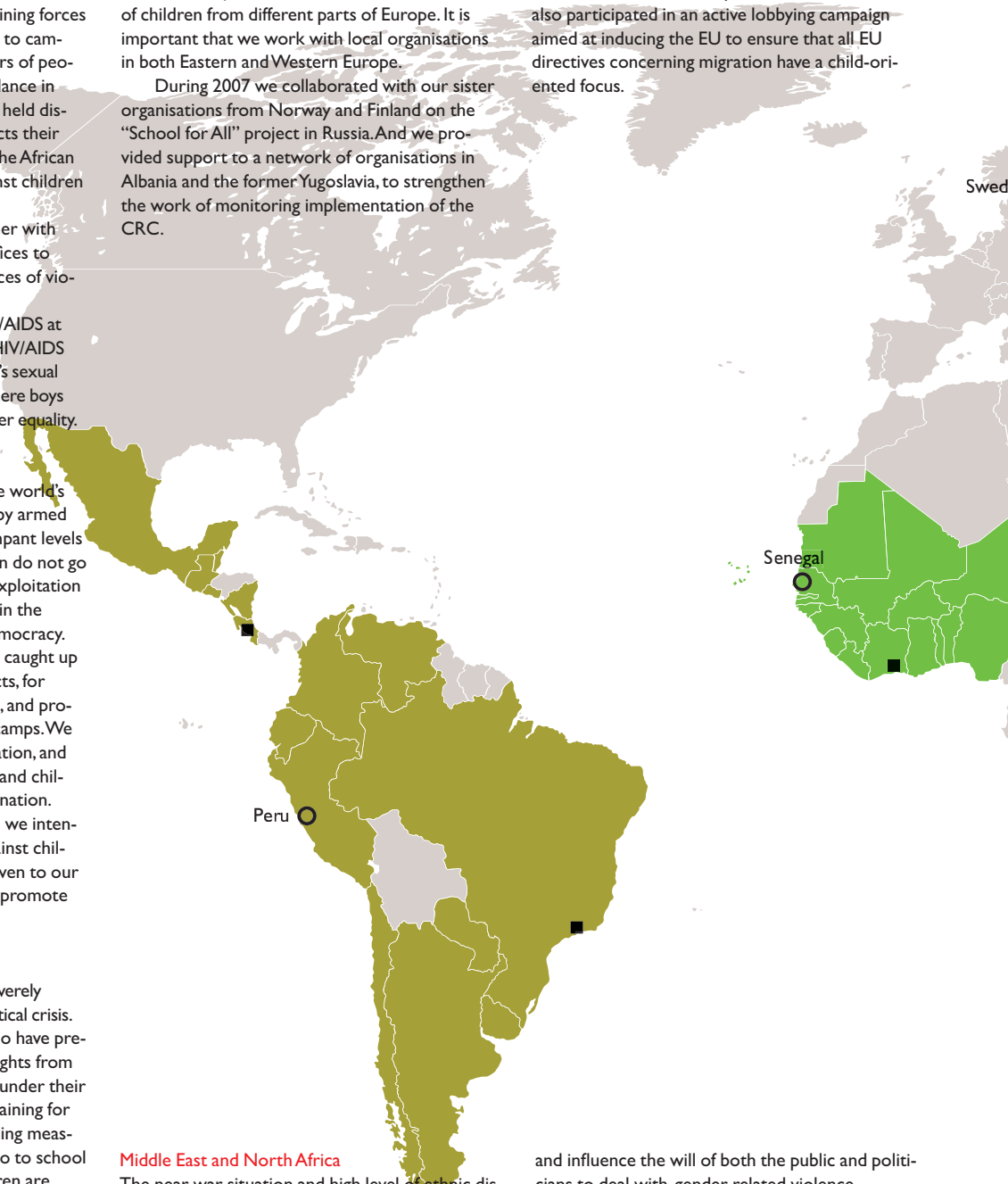
The near-war situation and high level of ethnic discrimination in this region make it very difficult to guarantee children their right to protection and education. That being said, during 2007 civil society showed itself to be strong and active, and contributed to a range of improvements.

In Yemen, Save the Children worked together with local partners to ensure that newly born children of single mothers are also registered free of charge. We also worked to raise understanding of,

and influence the will of both the public and politicians to deal with, gender-related violence.

Several disaster-relief initiatives were necessary during the year; the biggest such initiative was in Palestinian refugee camps, where we provided child-friendly accommodation, access to school and psychosocial support to over 12,000 children.

We also worked to give Iraqi refugee children the right to go to school in the countries they have fled to, such as Jordan, Syria and Lebanon.



WORLDWIDE

Latin America

Wide gaps in income and the uneven distribution of resources mean that for large numbers of both adults and children, life is a constant struggle to ensure survival, health and education.

In 2007 Chile, Peru, Uruguay and Venezuela adopted laws that prohibit physical punishment of children. Costa Rica was the first country adopting the laws in 2008, and other countries, such as Brazil, are preparing to follow.

Violence against children and young people is a major problem, and a large part of Save the Children's work in the region is directed towards combating violence in the home, at school and on the streets. By tackling the issue from a regional perspective we were able to highlight questions which are common to several countries, and we succeeded in getting both adults and children involved. We collect the experiences our partner organisations gain from their work with children and young people, and pass on the knowledge acquired to other actors.

South-East Asia and the Pacific Region

More natural disasters than usual have hit South-East Asia, and poverty is widespread. Children still suffer from high levels of violence and abuse, and both trafficking and discrimination (especially of girls) are very common. HIV/AIDS is continuing to spread.

In Vietnam the CRC is now included in the school curriculum. During the year we also worked to ensure that children with HIV/AIDS are given treatment, advice and support.

Following Save the Children's regional work in connection with the UN study on violence, authorities have become more aware of the problem of physical punishment; the Philippines, Mongolia and Taiwan have now formulated, or initiated the process leading to, legislation to prohibit corporal punishment in schools. Our support to partners helped marginalised groups of children gain access to school education.

In the Philippines we support civil society in its work to help children who have been subjected to violence or sexual abuse.

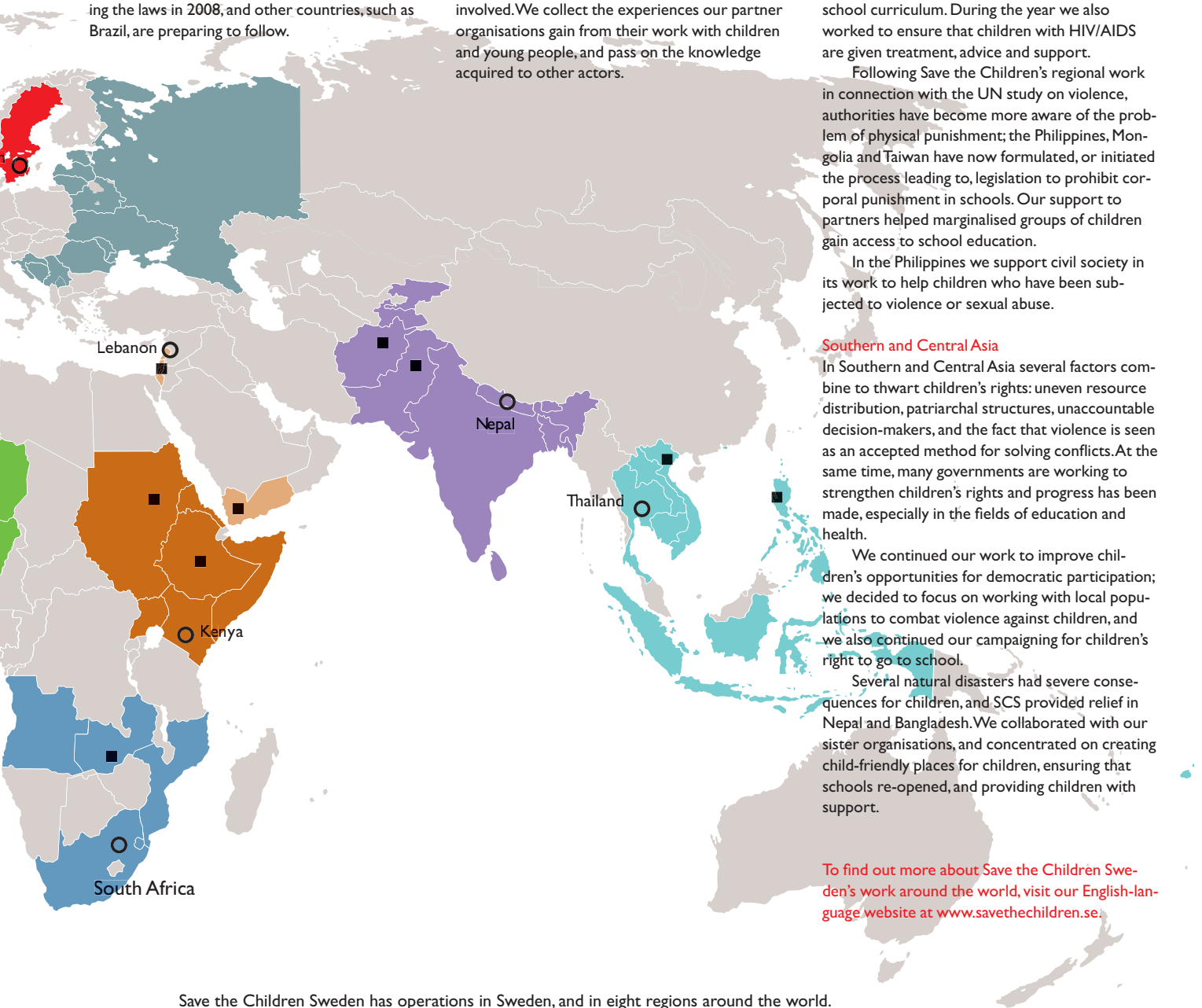
Southern and Central Asia

In Southern and Central Asia several factors combine to thwart children's rights: uneven resource distribution, patriarchal structures, unaccountable decision-makers, and the fact that violence is seen as an accepted method for solving conflicts. At the same time, many governments are working to strengthen children's rights and progress has been made, especially in the fields of education and health.

We continued our work to improve children's opportunities for democratic participation; we decided to focus on working with local populations to combat violence against children, and we also continued our campaigning for children's right to go to school.

Several natural disasters had severe consequences for children, and SCS provided relief in Nepal and Bangladesh. We collaborated with our sister organisations, and concentrated on creating child-friendly places for children, ensuring that schools re-opened, and providing children with support.

To find out more about Save the Children Sweden's work around the world, visit our English-language website at www.savethechildren.se.



Save the Children Sweden has operations in Sweden, and in eight regions around the world.

- | | |
|--|---|
| ■ Europe | ■ Southern Africa |
| ■ Middle East and North Africa | ■ Latin America |
| ■ Eastern and Central Africa | ■ South-East Asia and the Pacific region |
| ■ Western Africa | ■ Southern and Central Asia |

- Countries where Save the Children Sweden has a regional office
- Countries where Save the Children Sweden has a country office

WORKING TOGETHER

Save the Children Sweden is a member of the International Save the Children Alliance, the world's leading organisation for children's rights. The Alliance is an umbrella organisation for twenty-eight member organisations which between them are active in over 120 countries. The work done under the aegis of the Alliance comprises thousands of projects, ranging from public opinion campaigns to emergency relief, and generates a combined annual turnover of some SEK 6,000 million (€ 635m).

Increased collaboration

Ever since Save the Children Sweden's annual general meeting took the formal decision to join the Alliance, in 1999, there has been an ever-increasing degree of collaboration and co-ordination with the other member organisations. The joint efforts are co-ordinated from a secretariat in London, and are governed by rules and agreements jointly decided on by the members. The common foundation for the collaboration, and indeed for all the work done by the Alliance, is the CRC.

A members' meeting is held once a year, at which the chairman and secretary general of each member organisation meet to discuss joint strategic issues and decide on the guidelines which are to steer the work.

Four Key Challenges

At first, the Alliance's strategy for the period 2005–2010 contained three "key challenges", or areas for joint initiatives: Rewrite the Future – the drive to guarantee education for children in areas affected by conflict; the provision of support to the Alliance's member organisations; and increased collaboration and co-ordination

in those countries where several member organisations have operations. At the annual meeting in 2007 it was decided to add a fourth joint key challenge: co-ordination and collaboration in armed conflict and emergencies.

Education in war and conflict zones

The aim of the Rewrite the Future campaign is to give eight million children access to good school education by 2010. The campaign embraces some thirty countries; to date 600,000 children have been given the opportunity to start school, and three million children have benefited from improved education.

Stronger member organisations

A "strong member" is a member organisation that fulfils certain criteria with regard to financing and programme operations. Save the Children Sweden is one of six strong members – the others being the Save the Children associations of Norway, US, Australia, Italy and UK.

The more strong members we have, the better we are able to influence the UN, politicians and other decision-makers; we are able to raise more money, and the larger member organisations are able

to provide more support to the smaller members.

Co-ordination

By giving one member organisation the management responsibility for the operations carried out in a country where several Save the Children organisations have operations, we can speak with a single, united voice when dealing with local governments, authorities and organisations. We also make efficiency gains by sharing premises and other resources.

Collaboration in war and emergencies

A clear lesson learned during the major natural disasters of recent years is that the organisations within the Alliance can do more if they work together than they can working separately from each other. The Alliance has now drawn up guidelines for the co-ordination of emergency relief, with unified methods and tools for communication and fundraising. ■

For more information, visit www.savethechildren.net.

Save the Children Alliance 2007

Save the Children Australia, Save the Children Bal Raksha, Bharat (India), Save the Children Canada, Save the Children China, Save the Children Denmark, Save the Children Dominican Republic, Save the Children Egypt, Save the Children Fiji, Save the Children Finland, Save the Children Germany, Save the Children Guatemala, Save the Children Honduras, Save the Children Iceland, Save the Children Italy, Save the Children Japan, Save the Children Jordan, Save the Children Korea, Save the Children Lithuania, Save the Children Mexico, Save the Children Netherlands, Save the Children New Zealand, Save the Children Norway, Save the Children Romania, Save the Children Spain, Save the Children Swaziland, Save the Children Sweden, Save the Children Switzerland, Save the Children United Kingdom, Save the Children United States.

OUR WORK IN SWEDEN

Since being established in 1919, Save the Children Sweden has developed into a leading actor for children's rights. We have almost 86,000 members in 244 local branches spread across the whole of the country; the organisation has eleven regional offices, its head office in Stockholm and a youth association. Our work is supported by a total of over 277,000 members and donors.

Focus on violence and education

To spread information about the violence committed against young children, and to present good examples, we produced a pamphlet in 2007 called "Children – Handle With Care". We also contributed views to the government inquiry on child pornography, most of which were taken on board by the inquiry team. Several of our local branches highlighted the issue of bullying, and training and information was provided to school staff and parents.

We carried out a survey of how well children's right to a good education is put into practice, receiving responses from 2,200 school pupils. The year also saw a project called "Special Needs – no need for exclusion", dealing with the situation of children with disabilities at comprehensive school; as part of the project we held a conference for people whose work brings them into contact with disabled children. Within the framework of our "Dialogue" programme we provided support to some twenty immigrants' organisations in their work on human rights, with an emphasis on children's rights.

Support for children and young people in crisis

Every year hundreds of children receive help and treatment at Save the Children Sweden's Centre for children and young people in crisis, in Stockholm. The centre is also an important source of knowledge we can use in our overall work of improving conditions for large numbers of children. Our priority areas in 2007 included children who have suffered violence and abuse, children in mourning, children who live in honour cultures, children with divorced parents, and children living in Sweden without residence permits.

In the autumn we opened a Centre for children and young people in crisis in Gothenburg.

Websites for children

The website utanpapper.nu provides an interface for children who are in Sweden without a residence permit, through

which they can access support and advice via telephone, e-mail or personal visits. Many of the young people who use the site have fled from their homes by themselves, or have become separated from their families while en route to Sweden. We provided support via the website to over 300 children in 2007.

Nearly one third of all seventeen-year-olds in Sweden have divorced parents, and very often they have no-one they can talk to. We have set up a website, skiljas.rb.se which during the year provided support and advice, primarily via e-mail, to over 700 children and young people, many of whom express strong emotions of grief, loneliness and feeling unseen.

Local members' work

Our members are our most important resource. They provide assistance in all kinds of practical ways – such as organising homework help or support to parents – but they are also actively involved in lobbying local politicians and authorities to improve conditions and facilities for children at the local level.

During 2007 many local branches worked successfully to persuade their municipal authorities to provide accommodation and support to refugee children arriving in Sweden unaccompanied. By the end of the year, the Migration Board had signed agreements relating to the reception of unaccompanied children with over 100 municipal authorities.

Fundraising activities of various kinds are also an important part of the work our members do, not least in connection with the national "Children of the World" fundraising campaign.

More than 150 members took part in the conference on Save the Children Sweden's operations held in Stockholm in 2007. The programme included seminars on subjects such as the future of the organisation, collaboration with the International Save the Children Alliance, and how we can further strengthen voluntary work at the local level. ■



Save the Children in Sweden

11 regional offices
26 district associations
244 local branches
85,806 members
277,000 members and donors
Head Office in Sundbyberg, Stockholm

ALL CHILDREN HAVE A RIGHT TO EDUCATION

Schools in Sudan – building from the bottom

More than twenty years of civil war in Sudan have put the brakes on the development of schools and education. There is a shortage of everything: school buildings, curricula, trained teachers and teaching materials. Education initiatives here are about building from the bottom, and making sure that a child rights perspective is incorporated into teaching and other activities.

Since the peace treaty between the northern and southern parts of the country was signed in 2005, large numbers of refugees have started returning to their homes, and this entails increased pressure on schools. As a result, an important aspect of the work done by Save the Children Sweden in the country is to build more schools. Hans Lind, the manager of Save the Children's Sudan programme, explains:

"As it is today, you might have fifty children crowded into one little classroom, and having to share books in pairs. Perhaps only half of the children are reached by the daylight coming from the windows. It's plainly not possible to provide a good education in conditions like that."

In three years Save the Children has built twenty or so new schools in Sudan – providing 10,000 children with the opportunity to go to school. We have also financed the renovation of older existing

schools, equipping them with latrines, and wells for drinking water. "If there isn't any water children won't come to school. They don't have containers for carrying water from home, and daytime temperatures can reach 40–45 degrees C", says Lind.

Safety at school, and on the way

One way of making it easier for girls to attend school is to make sure that school itself, and also the route between school and home, are safe and secure. "Risks and dangers along the route between home and school is the kind of thing we grown-ups don't always think about, but that children are very much aware of. By asking girls what they see as risks we can find out what we need to know".

» Risks and dangers along the route between home and school is the kind of thing we grown-ups don't always think about, but that children are very much aware of. «

Hans Lind, Manager of Save the Children Sweden's programme in Sudan

When school closes for the Christmas holiday – a three-month break – Save the Children keeps the premises open for

teacher training: many teachers in Sudan have themselves no more education than seven or eight years of comprehensive schooling; they have no teacher training, and perhaps have the teachers they themselves had at school as their only role-models.

Politicians are listening

In "children's clubs" at school the children learn about their rights and the CRC. The aim is that this will help them to influence matters such as the way schools are built and looked after. One common problem is that the windows in school-rooms are too high up – meaning that the fresh air they let in does not cool the pupils during the hot hours in the middle of the day.

"Head teachers and politicians have started listening to what the children have to say", says Lind, "but there's a long way to go before we can say that children's views are being taken into account in practice."

Our target is for over half of the children in Southern Sudan to have started school by 2009. The political will to achieve this exists, but the lack of money and knowledge means that progress towards the target is slow.

"It's good that there is now a civil government which wants to see the country's children educated. But the knowledge needed to attain this isn't there yet; a civil society requires completely different knowledge than a country that is at war. And nurturing that knowledge is where Save the Children Sweden can help", Hans Lind concludes. ■

Rewrite the Future

Rewrite the Future is the biggest ever international education initiative undertaken by Save the Children. The campaign started in 2006, and has as its objective to provide three million children with the opportunity to start school, and five million children with access to better education.

72 million children around the world do not go to school. Of these, 36 million live in areas that are, or have been, afflicted by war. The UN's millenium goals state that ALL children are to have access to basic school education by 2015.

ALL CHILDREN HAVE THE RIGHT TO A SAFE AND SECURE CHILDHOOD

Save the Children Sweden lobbies governments to outlaw corporal punishment

The physical punishment of children in the home and at school is still common in many countries. Save the Children works all over the world to combat all kinds of violence against children, and to help us find the right solutions we always involve children as much as possible.

During 2007 Save the Children Sweden collaborated with local and national organisations all over the world to help make the issue of physical punishment more visible and bring it onto the discussion agenda. We worked to influence the way parents, teachers and other adults who often come into contact with children view childhood and what constitutes a good upbringing. We also developed and disseminated information on alternatives to physical and psychological punishment.

Since the UN presented its global study on violence against children in autumn 2006, we have worked hard to get governments to follow the study's recommendations. One result of this work is that the UN General Assembly has now appointed a special representative tasked with bringing an end to all kinds of violence against children.

"With this step, the issue of violence against children has been given a higher position on the political agenda, where it can no longer be ignored", said Save the Children Sweden's then Secretary General, Charlotte Petri Gornitzka.

Children learn about their rights

On the basis of the UN's violence study, Save the Children Sweden compiled a set of materials for schools called "Safe You Safe Me – Violence is not OK"; the material is aimed at seven- to twelve-year-olds, and helps children learn about their rights, and about how best they can protect themselves from violence. The material has attracted a great deal of interest, and has now been translated into some ten different languages.

We also gave support to children who had themselves taken the initiative for campaigns against physical punishment. For example, thousands of children came together during the "Day of Action" – a day on which, every year, children all over the world protest against injustice. The message to the decision-makers of the world this time was "No to violence against children! We don't want to be hit or humiliated!"

More countries outlaw corporal punishment

As the first English-speaking country in the world to do so, New Zealand prohibited the physical punishment of children in 2007. And on 20 November 2007 – the same day as the CRC celebrated its eighteenth anniversary – Uruguay became the first Latin American country to introduce legislation against corporal punishment. Chile, Costa Rica, Peru and Venezuela have since followed Uruguay's lead.

"The important thing now is to keep working and ensure that the new law is put into practice", said Ulla Amryr, Save the Children Sweden's representative in Uruguay.



Kabul, Afghanistan

Legislation against corporal punishment

In March 2007 SCS took part in the annual meeting of the UN Women's Commission, where we explained to the delegates how we involve men and boys in our efforts to stamp out violence against girls and women.

Together with the International Save the Children Alliance, SCS arranged an international meeting in Costa Rica which was aimed at increasing understanding of children's need for security and protection, and included discussions of how the Alliance can persuade governments to develop national child-safety systems which incorporate legislation outlawing corporal punishment. ■

ALL CHILDREN HAVE THE RIGHT TO PROTECTION IN CONFLICT AND DISASTERS



Dhaka, Bangladesh

Increased emergency response from Save the Children

Natural disasters and armed conflicts hit children hardest of all. Since 1990 two million children have died in armed conflicts; and over recent years there has been an increase in the number of large-scale natural disasters. In a response to the growing needs, Save the Children Sweden has expanded its relief operations.

In May 2007 a decision was taken that the whole of the International Save the Children Alliance would invest in developing its joint operations in emergencies. Between us we have a considerable fund of knowledge and experience, and we have a lot to gain from improving the co-ordination of resources and operations. Save the Children Sweden's operations in emergencies will continue to concentrate on protecting children from violence and abuse, and reuniting separated children with their families.

During 2007 Save the Children Sweden worked together with partner organisations and local communities, combining emergency relief measures with advocacy – advocacy aimed for example at persuading governments to do more preventive work to mitigate the consequences of large-scale natural disasters.

Children must not be forgotten

There are many “forgotten disasters”, such as famine, protracted armed conflicts, and the continuing effects of natural disasters that happened a while ago. These situations require an active presence from Save the Children over a long period of time. Afghanistan and Sudan are two examples of such situations, where new acts of abuse are constantly occurring and circumstances for children are becoming increasingly perilous.

“It is very difficult work. These are extremely violent environments, and people are constantly fleeing from one place to the next. And we need to get better at protecting children in areas where there seems to be no prospect of the conflicts ever coming to an end”, says Mari Mörth, Co-ordinating Officer for Save the Children Sweden's emergency relief work.

Long-term solutions in emergency situations

When a catastrophe occurs, Save the Children Sweden's Emergency Standby Team (EST) makes sure it is on the spot as soon as possible, to take care of children's needs and influence the rebuilding work from an early stage. In 2007, fifteen representatives of the EST were sent out to different locations to provide on-the-ground support to the local community. The knowledge and opinions of the children affected and of the local community provide important input to the process of finding the best solutions.

“We work together with parents, children, refugees and organisations present in the field, to tackle and prevent violations of children's rights”, says Ann Hall, who is Programme Co-ordinator for the EST. “The people there, whose lives are directly affected, know the most about their own situation, and they can continue the work on the ground over a long

Save the Children Sweden's Emergency Standby Team

In 2007 the EST was sent out to carry out missions in Ghana, Liberia, Gaza, Lebanon, Kenya, Mexico, Peru, Uganda, Ecuador, Nepal, Sudan and Bangladesh.

STRONG SUPPORT FROM PRIVATE AND CORPORATE DONORS

During the course of 2007, Save the Children Sweden received almost SEK 320 million (€ 33.8m) in donations from companies and private persons. And at the same time, we reduced the cost of our fundraising activities during the year by SEK 8 million (€ 850,000).

The overall volume of private donations to Save the Children Sweden has increased; however, there are now more actors on the market competing with us for donations. The challenge we face is to recruit new donors, and become better at reaching young people. At the same time, we have to make sure we can retain the donors we already have, and reinforce their sense of commitment to our work.

Donations from private persons

Today, some 89,000 people make monthly donations to Save the Children Sweden; in 2007 that meant SEK 133 million (€ 14m), SEK 5 million more than in 2006. To attract new donors we use face-to-face recruitment – i.e. we have representatives out on the street informing members of the public about our work.

We also collect donations via channels such as campaign letters, gift and memorial donations, our charity calendar, the Internet and SMS messaging. Through these kinds of “non-regular donations” we raised SEK 53.6 million (€ 5.7m) in 2007.

Donations from industry

Save the Children Sweden’s main corporate partners in 2007 were SAS, Semper, IKEA and Santa Maria. The SAS airline, for example, flies to several countries in which we have operations, and the company supports our work of providing relief for children afflicted by war and natural disaster. During the year Save the Children ambassadors were selected among SAS staff in Sweden, Norway and Denmark.

Taken together, the corporate sector

donated over SEK 29 million (€ 3.1m) to our work.

Global-level corporate partnership

Every year the the whole of the Save the Children Alliance and the IKEA chain carry out a soft toys campaign with education as its theme. During the 2007 campaign, four million soft toys were sold at 242 IKEA stores, generating over SEK 20 million (€ 2.1m) to be shared between nine projects in twelve countries.

Important members

Save the Children Sweden’s local branches raised a total of SEK 6.2 million (€ 660,000). Members and other volunteers also put in fantastic fundraising efforts in connection with the annual “Children of the World” campaign run by the “Radiohjälpen” charity. The 2007 campaign raised SEK 16.7 m (€ 1.8m) for Save the Children.

During the year we focused on attracting more young members – we arranged activities at the Hultsfred rock festival, for example. For the second year in succession we also organised a youth competition in collaboration with the student magazine “Piraja”, in which the first prize was a trip to see Save the Children’s work in Ethiopia.



Heredia, Costa Rica

Effective communication benefits children

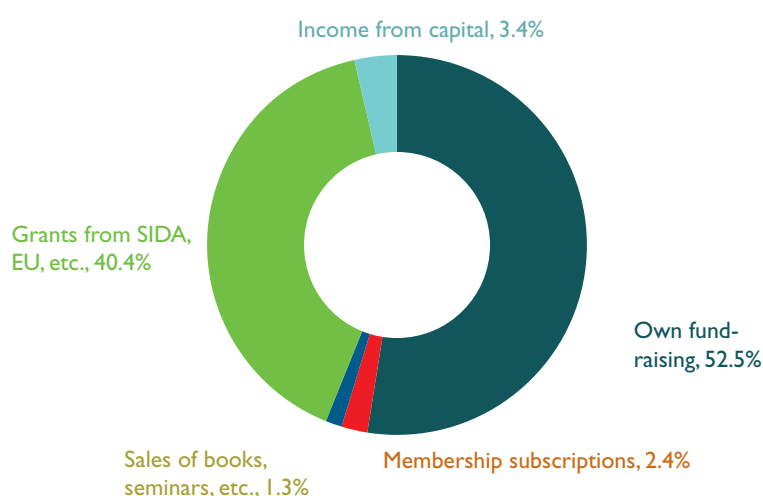
Save the Children Sweden endeavours to ensure that its communication is an effective tool for increasing the recruitment of active members and donors, disseminating knowledge, and influencing politicians and other decision-makers – all in the aim of creating better conditions of life for children.

At SCS we are constantly striving to make our communication clearer and more direct. We aim to describe what we do and what makes us unique, in ways which emphasise our identity and can inspire people to make an active contribution to children’s rights. ■



Financial summary

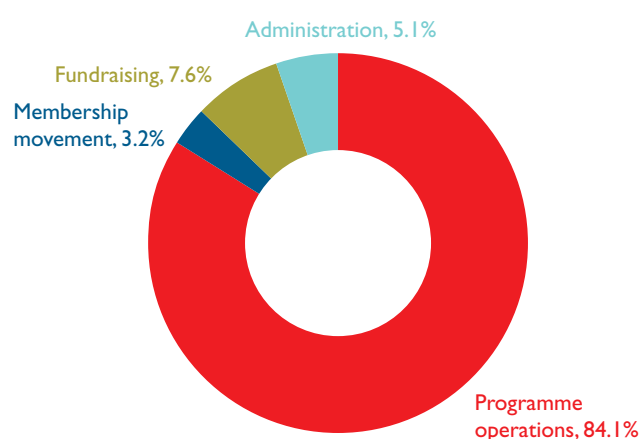
INCOME 2007



INCOME (Swedish crowns)	2007	2006
Own funds raised	319,1	297,7
Membership subscriptions	14,6	15,1
Miscellaneous income (sales of books, seminars, etc.)	7,9	4,6
Grants from Sida*, EU, etc.	245,4	211,9
Income from capital	20,6	41,8
Total	607,6	571,1

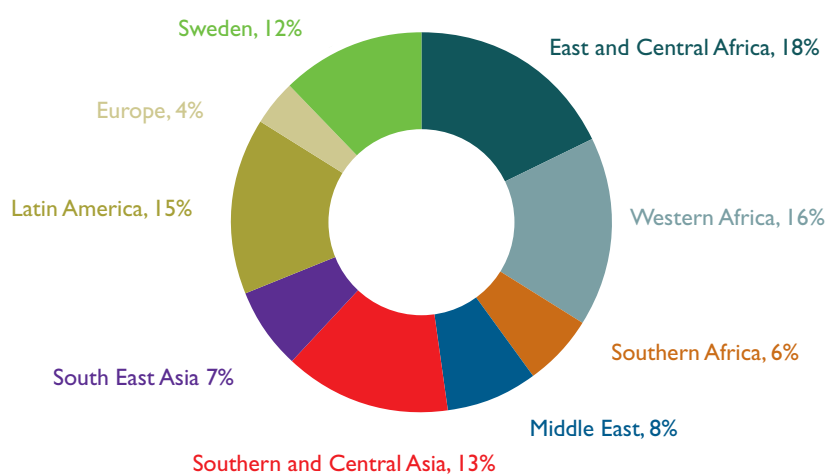
*The Swedish Agency for International Development.

EXPENSES 2007



EXPENSES (Swedish crowns)	2007	2006
Programme operations	501,8	472,6
Membership movement	19,4	20,4
Fundraising	45,2	52,5
Administration	30,2	31,8
Total	596,6	577,3

DISTRIBUTION OF DIRECT COSTS PER REGION, 2007



All figures are expressed in millions of Swedish crowns.

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