2014 Key Achievements
Giving Children the Chance to Choose

Tanzania

Up to 3,900 children benefiting from improved quality of pre-primary education in 60 schools in the Mwanza and Kilimanjaro region - 120 teachers and 60 Head Teachers were trained in early childhood education techniques.

Up to 4,920 children attending 82 pre-schools where 92 teachers have been trained to improve their skills. All 82 schools have been provided with learning kits to ensure their teaching is compliant with National Minimum Standards for Early Childhood Development Centres.

Early Childhood Development Action Plans were developed in 3 target districts in Tanzania (Moshi Rural, Mwene and Ilemela), improving provision of services to approximately 188,000 children under 8-years old.

Over 700 children with cancer in Tanzania accessed life-saving treatment and a range of non-clinical services such as play therapy, counselling, education and income generation.

1,039 families in Tanzania improved language comprehension in their young children through our ‘talk to your baby’ research programme. Results demonstrate the important role of talking to young babies in terms of their developmental needs.

92 community volunteers supported 1,698 women within vulnerable families in Tanzania increasing their knowledge and practice towards their children in terms of nutrition, stimulation, protection and health.

In partnership with UNICEF we trained 150 government officials to better understand their obligations in planning for services to young children and to develop Early Childhood Development Action Plans for their districts. These Action Plans are improving the resourcing and quality of health, education and nutritional services in 3 regions of Iringa, Njombe and Mityana.

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Children at Pre-School in Mwanza, Tanzania

Playtime at Addis Hiwot Pre-School, Ethiopia

Students from Lumen Christi College taking part in development education activities.

Ethiopia

75 trained Health Extension workers in Ethiopia conducted 250 nutrition awareness meetings to 37,500 mothers, therefore, increasing awareness on childhood nutrition to a population of 387,000 people in 6 districts around St Luke’s Hospital in South West Shoa region. This resulted in a 40% reduction in the number of children suffering from severe acute malnutrition since 2012 and a 96% survival rate.

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Education in Ireland

155 formal educators over 61 post-primary schools, 46 people from the youth and community sector and 122 Children in Crossfire Supporters directly benefited from our education initiatives in Ireland. This resulted in directly impacting over 5425 students and over 920 people from youth and community groups.

Income

Our overall annual income is £2,100,050

86p in every pound is spent directly on helping vulnerable children in Tanzania, Ethiopia and the Gambia reach their potential.

The Gambia

821 visually impaired children who have been integrated into primary schools in The Gambia have passed exams at higher than the national average.

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I am delighted to present Children in Crossfire’s Annual Report for 2014-15. As you read through the report, you will see the extent of the difference Children in Crossfire is making in the lives of the world’s most vulnerable people.

With our increasing focus on Early Childhood Development (ECD), we have implemented successful interventions which have improved the life chances of thousands of young children. The organisation has grown in strength from year to year and in addition to the achievements presented in this report, we have also worked hard to develop a more specific strategic focus. Children in Crossfire builds on its ECD progress by focusing more directly on improving School Readiness in its target countries.

Considering the impact demonstrated in this report, it is clear to see how Children in Crossfire can work strategically to ensure that children enter school with the necessary social and cognitive competencies to achieve.

Additionally, we are ensuring that schools, families, communities and Governments are providing the necessary learning environment so that young children have the best possible chance to benefit from the schooling opportunities available to them.

As the late President Mandela put it, “Education is the most powerful weapon which you can use to change the world.”

I am extremely proud of Children in Crossfire’s achievements this year, whether in our targeted countries abroad or our development education work here in Ireland. We are also delighted to report that in the last year we have registered as a charitable organisation in the USA. We are really looking forward to seeing this grow and develop.

I hope this report gives you an insight into our 2014-15 successes, and trust that in the pages that follow you will find examples that highlight how our work is directly changing the lives of children.

Marcus O’Neill
Chair of Trustees, Children in Crossfire
We all know that the early years of a child’s life are significant in setting the foundation for developing physically, cognitively, emotionally and socially. Only with such a solid foundation, can children grow, thrive and reach their full potential. It might be hard for us to imagine not being able to ensure our own children have such a solid foundation in life. However, children in poorer parts of the world are often deprived of essential services and support to nurture them fully through their early years. No amount of later life intervention can then make up for this lack of early childhood development. The early years are, therefore, crucial to ensure children can go on to achieve fully at school and become active change-makers in their own right with the capacity to engage fully in the development of their own country. If children arrive at school physically and emotionally undernourished, stunted and with a minimum grasp of language, they are likely to remain stuck in a cycle of basic survival rather than having the capacity to thrive, grow and transform their own society.

Over the last year, I’ve had the opportunity to visit our projects and meet the parents and guardians of many children who suffer from the injustice of poverty. It is hard to articulate the depth of gratitude shown by these families for the support we are providing. It is equally difficult to capture the enormous hope and ambition that these communities have for their children. It is therefore important that we act now and respond to the needs of these children, like we would to the needs of our own.

Every child deserves the right to be able to grow, develop and reach their potential. Every parent deserves the right to be able to fulfil the dreams and ambitions of their children.

As we assess another year I am keen to show how our work is bringing important changes to the lives of young children through tackling many of the issues which hinder their early development. Through this report you will see the benefits of our early childhood development initiatives for the people and communities we work alongside. I trust you will see how we are working tirelessly to ensure all young children have their developmental needs met.

To quote our Patron, the 14th Dalai Lama of Tibet:

“We must recognise that the suffering of one person or one nation is the suffering of humanity.”

Dr Richard Moore
Chief Executive Officer
Children in Crossfire
Children in Crossfire is located in Dar es Salaam where it is engaged with others to support the implementation of Early Childhood Development (ECD) programmes in three key districts. These include Moshi Rural, Mvomero and Ilamella. With our partners, we target families, health care workers teachers and communities to improve ECD practice and services. We also share the successes of our projects with the Government to support our advocacy work which aims to improve Government policy and investment in programmes and ECD services for young children.

During 2014 we furthered the implementation of a four year programme which focuses more specifically on School Readiness within the state education system. The project is called ‘Fursa kwa Watoto’ (Opportunities for Children) and throughout 2014 its implementation was started in Kilimanjaro and Mwanza where Children in Crossfire are already well established. We conducted a thorough assessment of 60 schools in our target areas, developed high quality training programmes and engaged with Government at a national level to ensure the programme is well supported in the next four years.

‘Fursa kwa Watoto’ will improve the quality of pre-primary education for 27,000 children in 120 Government pre-primary schools. There are 4 key components to the programme: Teacher Training, Leadership and Mentoring in Schools, Stimulating Learning Environment and Parenting Partnership. The programme also works closely with the Government of Tanzania to support their development of teacher training and resourcing at a national level.

**Achievements**

**Supporting vulnerable mothers:**

During 2014 across our three key districts, we organised 1,698 young mothers into small community groups. These groups are supervised by a community leader who is trained to teach the mothers about all aspects of ECD. The mothers meet regularly, learn together and share experiences and challenges. They have the opportunity to engage in cooking demonstrations, education sessions on child development and children’s nutritional needs, and information on how to access important services. As a result of this work we have seen stunting reduce by about 30% amongst young children associated with the community groups; a 50% increase in children accessing pre-schools and an overall improvement in practice towards young children in the home.

**Strengthening services for young children**

Complementing our work with vulnerable families is the strengthening of services accessed by all children in our target communities. In 2014 we trained 230 frontline professionals in our key districts. This included training 81 antenatal nurses to support mothers immediately after they give birth to teach them about breastfeeding and child care. It also included training 93 community pre-school teachers who teach children aged 3-5 years old to ensure they have the basic skills to be ready for entry to formal education. Furthermore, we trained around 60 local Government officials and village leaders that have influence in local planning and budgeting.

When children have access to better quality services they have a better chance of progressing towards their full potential. Strengthening policy for all Tanzanian young children

In 2014 we worked with other stakeholders such as UNICEF, Aga Khan Foundation, Save the Children and the Tanzania Early Childhood Development Network to advocate with decision-makers in Government to strengthen laws and policies for young children. Within the Law of the Child Act 2009 we supported the development and approval of national minimum standards for pre-schools and day-care centres. We are also supporting the Government to establish a national register of pre-schools and day-care centres which are intended to improve regulation and compliance with the minimum standards.

Children in Crossfire remains engaged in national policy development through:

- Our role on the National Steering Committee for Early Childhood Development
- Our involvement in influencing the National Child Development Policy
- Our membership of the National Working Group on Pre-Primary education
Ethiopia

Children in Crossfire have two programmes in Ethiopia that are addressing the needs of young children. In the Addis Hiwot sub-city of Addis Ababa we are working with a community of 60 vulnerable families, and in Woliso we are supporting a nutrition and a safe water programme.

Achievements

Supporting vulnerable families

In Addis Hiwot we continued the integration of 60 vulnerable families into social housing. This programme has established a range of community services such as a health clinic, a pre-school and daily nutritional support. The nutritional support has resulted in 240 children benefitting from a daily nutritional supplement that has delivered tangible improvements in their health. Furthermore, the pre-school is attended daily by 120 children.

In the Woliso district we continued to support St Luke’s Hospital Therapeutic Feeding Unit and outreach programme. This has resulted in 348 children being treated for severe acute malnutrition, with a 96% survival rate - a significant improvement on 2013.

Strengthening services for young children

Our programme with St Luke’s Hospital in Woliso has now trained 75 Health Extension workers. They are serving a population of around 387,000 people.

As well as providing basic health cover for the villages they serve, the Health Extension Workers run specific nutrition education programmes that educate young mothers about the best locally available foods for their children whilst also focusing on increasing their cooking skills. This service has resulted in better awareness of nutrition amongst vulnerable families and reduced the number of cases of severe acute malnutrition from 339 to 325 in 2014. Early referrals of children to the clinic has improved survival rates from 94% to 96% in 2014. Over the past four years this programme has saved the lives of over 2,000 young children and improved the survival rate from 91% to 96%.

The Gambia

The completion of a three year Department for International Development (DFID) funded programme achieved the goal of supporting 521 blind and partially sighted children to successfully pass exams at a higher rate than the national average. This was a great achievement which has changed perceptions of how blind and partially sighted children can be equal participants in education.

Over the course of the programme we trained 228 teachers in 190 Government schools about how to work with visually impaired children within the existing system. They were supported with additional visual aids such as braille typewriters and magnifying glasses. Each child worked on an individual education plan with their teacher and parents.

By the end of the project 521 visually impaired children in Grade 3 and Grade 6 had a 75% pass rate against the national average pass rate of 68% in 2014.

During the programme our local partner, ‘Gambia Organisation for the Visually Impaired’ (GOVI), was able to successfully advocate nationally for the resourcing of education aids for visually impaired children, and supported the Government’s ratification of the United Nations Convention on the Rights of Persons with Disabilities.

This DFID funded programme was recognised as achieving its goals.
Across Ireland we work with teachers, initial teacher education students, the youth and community sector and our supporters to promote the importance of active global citizenship to tackle the injustice of poverty.

Teachers and Initial Teacher Education Students

This year, 5,425 students directly benefitted from our programme. We delivered teacher training programmes to 155 educators and built the capacity of 61 post-primary schools and 2 teacher training colleges to embed development education more deeply into policy and practice.

Children in Crossfire is a reputable teacher-training service provider in Ireland and the UK. As well as delivering our accredited Teachers In Development And Learning (TIDAL) programme, we are also the Northern Ireland service provider for the British Council Connecting Classrooms Programme 2012-2015. All of our programmes are rooted in the curriculum and designed to enhance the professional development of teachers. Additionally, the programmes equip them to use creative methods to tackle development education themes in the classroom and support them in preparing young people as global citizens.

Youth and Community Sector

This year, 920 people benefitted from our youth and community programme. We have provided courses to 46 practitioners. Our interventions have significantly increased the knowledge, skills and confidence of the participants to implement development education within their practice. As a result, young people are engaged in global development and active citizenship.

A further 122 of our supporters took part in development education activities, which significantly increased their understanding of global poverty and the role they can play to bring about global justice.

Development Education in Ireland

Young Supporters from REACH across Derry/L'Derry who engaged in our Development Education course.
This year also saw an increase to 4,531 people having access to our monthly e-zine. Our database grew by 1,375 donors and we communicated through six digital media platforms.

Behind these magnificent totals were the fundraising heroics of thousands of individual supporters wanting to make the world a better place for all children.

Public Support

<table>
<thead>
<tr>
<th>Income Streams</th>
<th>2013</th>
<th>2014 Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporates</td>
<td>169</td>
<td>262</td>
</tr>
<tr>
<td>Schools</td>
<td>54</td>
<td>64</td>
</tr>
<tr>
<td>Churches</td>
<td>39</td>
<td>43</td>
</tr>
</tbody>
</table>

Supporters fundraising through the Colour Run.
Looking Forward: Our Plans for 2015-2016

Specific Goals for Our International Work include:

- 5,400 children throughout 60 schools attending Government pre-primary classes in Tanzania will have improved quality of teaching and availability of learning materials.
- Head Teachers and School committees throughout the 60 schools will have been trained on the needs of young children in education in Tanzania.
- 2,000 women from vulnerable families will be trained on Early Childhood Development and improved nutrition, stimulation, care, and protection for young children.
- 150 key stakeholders and decision makers from civil society and the Government in Tanzania will be educated on the importance of investing in young children and its connection to long-term national development.
- 75 Health extension Workers in Ethiopia will be trained and supported to conduct nutrition awareness in six districts in South West Shoa, serving a community of over 400,000.
- Improved service provision to around 188,000 young children in three districts in Tanzania as a result of the implementation of district ECD Plans developed in 2014.
- 3,900 children will continue to receive improved quality of pre-primary education in 60 schools in Tanzania.

How We Manage Our Affairs

Board of Trustees

The business of the Charity, which comprises four legal entities in Ireland, UK, Tanzania, and USA, is directed by what is effectively the same Board of Trustees. The Board, which meets four times per year, aims to have a minimum of 10 members with a variety of experience and skill-sets to help define and implement the strategic direction of the organisation. The number, powers and proceedings governing the role and conduct of Trustees are laid out in the organisation’s Memorandum and Articles of Association.

The Board is further supported by a number of sub-committees such as Finance & General Purposes Committee (FGPC) and International Programme Committee (IPC). These committees comprise both Board and relevant staff representatives, and provide a mechanism for more effective governance and input of the Board on executive matters. Furthermore, the Annual Strategic Review, attended by Board members and management, provides the forum to share results and track progress towards the organisation’s long-term goals and objectives.

Results-Based Management

Results-based management (RBM) is a set of integrated monitoring and evaluation tools used to track results towards achieving strategic objectives. It helps ensure all resources are aligned towards achieving impact plus that all programmes, projects, and support activities have performance data and results indicators with annual targets and review mechanisms.

Risk Management

A comprehensive risk management programme, overseen by the Finance and General Purposes Committee, continues to monitor, evaluate and implement mitigating actions where it’s necessary to manage risks in the areas of governance, operational, financial, and regulatory matters. Both organisational and country-specific risk registers have been reviewed and updated in the last 12 months.

Compliance & Codes of Conduct

Children in Crossfire is an active member of a number of relevant sector networks including Institute of Fundraising (IoF), Northern Ireland Community and Voluntary Association (NICVA), Coalition of Aid and Development Agencies (CADA), Irish Development Education Association (IDEA), and the Irish Association of Non-Governmental Development Organisations (Dóchas). Children in Crossfire collaborates with these networks to both self-regulate activities and develop and benchmark our governance activities against peer organisations.

Children in Crossfire is also a signatory to the Dóchas code of conduct on images and messages. The Dóchas Code offers a set of guiding principles that can assist organisations in their decision-making about which images and messages to choose in their communication while maintaining full respect for human dignity.

Through our Development Education Programme we will:

Impact the teaching and learning of over 7,000 people through directly reaching 120 educators from both formal and informal sectors.
Engage over 80 Children in Crossfire supporters in Development Education activities.
Financial Performance

2014-2015 Income & Expenditure Analysis

- Public fundraising activities £542,993
- Direct Charitable Activities £1,523,801
- Government and Institutional funders £1,188,488
- Fundraising & Publicity £230,306
- Trusts and Foundations £368,569
- Governance Costs £26,608

Total Income £2,100,050

Total Expenditure £1,780,714

Where the money comes from

- Trusts and Foundations 17%
- Public Fundraising Activities 26%
- Government and Institutional Funders 57%

How the money is spent

- Governance Costs 1%
- Fundraising and Publicity 13%
- Direct Charitable Activities 86%

Board Members List:

- Marcus O’Neill (Chair)
- Anne Duffy
- Seamus Farrell
- Dominic Fitzpatrick
- Helen Henderson
- Rose Kelly
- Fr Oliver Mc Crossan
- Dr Joan Mc Guinness
- Don Mc Leah
- Joe Murray
- Ashley Young
## Combined Accounts 2013-14

### Statement of Financial activities

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
<th>Total Funds 2015</th>
<th>Total Funds 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Incoming Resources</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income from Charitable Activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants and Project Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activities for Generating Funds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising Donations Received</td>
<td>540,110</td>
<td>2,158</td>
<td>542,268</td>
<td>577,797</td>
</tr>
<tr>
<td>Investment Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank Interest</td>
<td>725</td>
<td>-</td>
<td>725</td>
<td>810</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>540,835</td>
<td>1,559,215</td>
<td>2,100,050</td>
<td>2,533,648</td>
</tr>
<tr>
<td><strong>Resources Expended</strong></td>
<td>494,400</td>
<td>1,286,314</td>
<td>1,780,714</td>
<td>2,153,276</td>
</tr>
<tr>
<td>Direct Charitable Expenditure</td>
<td>244,520</td>
<td>1,279,281</td>
<td>1,523,801</td>
<td>1,861,596</td>
</tr>
<tr>
<td>Cost of Generating Funds</td>
<td>230,306</td>
<td>230,306</td>
<td>262,932</td>
<td>268,983</td>
</tr>
<tr>
<td>Governance Costs</td>
<td>19,574</td>
<td>7,034</td>
<td>26,608</td>
<td>22,697</td>
</tr>
<tr>
<td><strong>Total Resources Expended</strong></td>
<td>494,400</td>
<td>1,286,314</td>
<td>1,780,714</td>
<td>2,153,276</td>
</tr>
<tr>
<td><strong>Net incoming resources for the year</strong></td>
<td>46,435</td>
<td>272,901</td>
<td>319,336</td>
<td>380,412</td>
</tr>
</tbody>
</table>

The Charity has no recognised gains and losses other than those included in the results above.

### Donor List

- Apex
- Betterways Foundation
- British Council
- Dubai Cares
- Derry City Council
- Elma Philanthropies
- Firelight Foundation
- GMB
- Irish Aid
- KinderKankerFonds
- Life University
- UNICEF
- Watercooler World

### Balance sheet

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fixed Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible Assets</td>
<td>11,555</td>
<td>1,038</td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors and Prepayments</td>
<td>791,178</td>
<td>52,403</td>
</tr>
<tr>
<td>Cash at Bank and on Hand</td>
<td>262,037</td>
<td>999,478</td>
</tr>
<tr>
<td>Net Current Assets</td>
<td>1,053,215</td>
<td>1,051,881</td>
</tr>
<tr>
<td><strong>Fixed and Current Assets</strong></td>
<td>1,037,725</td>
<td>718,389</td>
</tr>
<tr>
<td><strong>Creditors: Amounts Falling Due</strong></td>
<td>(27,045)</td>
<td>(334,531)</td>
</tr>
<tr>
<td>Within One Year</td>
<td>1,026,170</td>
<td>717,351</td>
</tr>
<tr>
<td><strong>Total Assets less Current Liabilities</strong></td>
<td>1,037,725</td>
<td>718,389</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Funds</strong></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>175,533</td>
<td>129,098</td>
</tr>
<tr>
<td>Designated</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Restricted</td>
<td>862,192</td>
<td>589,291</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,037,725</td>
<td>718,389</td>
</tr>
</tbody>
</table>
Children in Crossfire: Countries and Partners

Since 2008, Children in Crossfire has established a country office in Tanzania working with key strategic implementing partners to promote an integrated approach to Early Childhood Development.

Since 2009 Children in Crossfire has been working with partners to establish Early Childhood Development programmes in the areas of Addis Ababa and Wolisso, in Ethiopia.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Key Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addis Ababa Catholic Secretariat (ACS)</td>
<td>Focusing on an Integrated Early Childhood Development programme in Addis Ababa</td>
</tr>
<tr>
<td>St Luke’s Hospital, Wolisso, South West Shoa region</td>
<td>Principle partner for an Integrated Early Childhood Development programme focusing on nutrition</td>
</tr>
</tbody>
</table>

The Gambia

Since 2011, Children in Crossfire has been working on a project in The Gambia which focused on the full integration of visually impaired young children into mainstream primary schools. The project, which was completed in 2014, also focused on an advocacy campaign to lobby the government to implement its commitments in relation to its stated Inclusive Education Policy.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Key Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gambia Organisation of the Visually Impaired (GOVI)</td>
<td>Principle partner for the inclusion of blind and partially sighted children into mainstream education</td>
</tr>
</tbody>
</table>
Children in Crossfire: Focus on Early Childhood Development

Internationally Children in Crossfire promotes an integrated approach to Early Childhood Development with the overall goal being to ensure that young children reach their maximum potential intellectually, physically and socially.

We support partner organisations to build their capacity to deliver interventions for children in relation to nutrition, stimulation, health care and protection. We further work to support political decision makers to implement policies and legislation for Early Childhood Development. All of our work, both with our partners and political decision makers, is rooted in the United Nations Convention on the Rights of the Child (UNCRC).

A WORLD WHERE YOUNG CHILDREN CAN REACH THEIR POTENTIAL

By supporting both Government departments and civil society in the countries where we work, Children in Crossfire is committed to the realisation of the United Nations Millennium Development Goals (MDGs).

Primarily, our work focuses on an international programme which addresses the specific needs of young children in:

- The Federal Democratic Republic of ETHIOPIA
- The United Republic of TANZANIA
- The Republic of THE GAMBIA

We are also committed to upholding General Comment 7 of the Standing Committee on the United Nations Convention on the Rights of the Child, which states:

‘‘young children are the holders of all the rights enshrined in the Convention and that the Convention on the Rights of the Child is to be applied holistically in early childhood’’.
Contact Us

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