



Summary

This is the first report on the second PPA agreement agreed between DFID and International Service. In 2005, after an extensive consultation with partners, staff and other stakeholders, International Service confirmed our strategic direction over the next five years, prioritising working with disabled people, women, children and young people, with an emphasis on building successful partnerships to bring about change.

Our vision

Our vision is a world where poverty and oppression are history.

Our overall goal

To develop effective partnerships in both the North and the South in order to reduce the poverty and oppression of some of the world's most vulnerable people.

Our strategic objectives continue to be met through a development approach based on the long-term placement of volunteers through skill sharing, organisational and institutional development and capacity building. However, we recognise that to maximise our impact and respond to the needs of our partner organisations and their beneficiaries, we are developing a portfolio of placements mixing long-term DW placements and long-standing partnerships with new, short-term DW models and partnerships, to focus on developing and delivering our strategic priorities in each country programme. Through creating innovative new partnerships we are ensuring that our skills sharing approach benefits the maximum number of people and organisations and that we are able to bring the learning from this back home to new audiences in the UK.

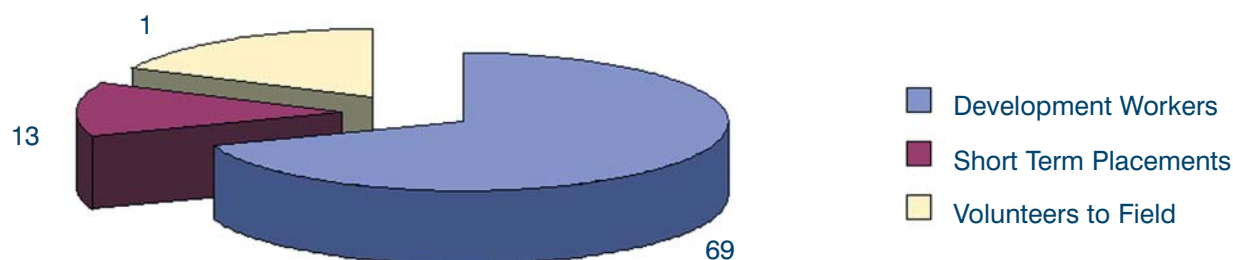


Figure 1: Development Worker Models 2005-06 breakdown of placement type in the field

Figure 1:

Short term placements research, evaluation of current need, establishing baseline data to support new strategic themes

Volunteers volunteering to support initiatives such as Coaching for Hope in the field.

A more programmatic approach allows each country programme to work with partners to prioritise target groups (women, children and adolescents, and disabled people), making use of different DW models. In addition it supports organisational learning, between partners, networks, DWs, and country programmes, and maximises cross cutting themes to support the mainstreaming of gender, HIV awareness and disability throughout all partnerships.

As a first stage in implementing the new strategy, all country programmes developed country strategy papers, each setting out their priorities for 2005/10 in delivering the organisational strategy. In addition to working specifically with the target groups, we are mainstreaming

gender, HIV/Aids awareness and disability into all aspects of our work. This includes the development and integration of systems and processes that facilitate the dissemination of knowledge generated through the partnerships and programmes. Through information sharing and knowledge generation we are then able to ensure that the capacity building reaches wide networks of partners in the sector and maximises opportunities for policy influencing and institutional development.

Implementing our new strategy – monitoring progress

The statistics in Appendix 1 cover the period of the year 2005-2006 - with start data of situation in first calendar quarter 2005, and end of year situation in first calendar quarter 2006. The general picture of this year constitutes the overall baseline for the 6 year strategy, our starting point, but with some details on progress within this first baseline year, indicating the first moves to implement the strategy.

We started the year with almost 60% of placements focusing broadly on general communities, meaning that we do have some way to go towards a clear strategic and programmatic focus. However, over the year we have achieved a shift of about 10% towards our strategic target groups, more or less equally distributed on each of our strategic themes.

We start overall with almost 50/50 on livelihood and Human Rights theme with only 3-5% on Health/HIV. However, over the year we've had a small increase in the balance within health towards more on Sexual/Reproductive health than general health. Within the livelihood theme there has been an increase of 10% on income generation elements. In human rights an increase on target group aspects corresponding to the overall increase in placement goals.

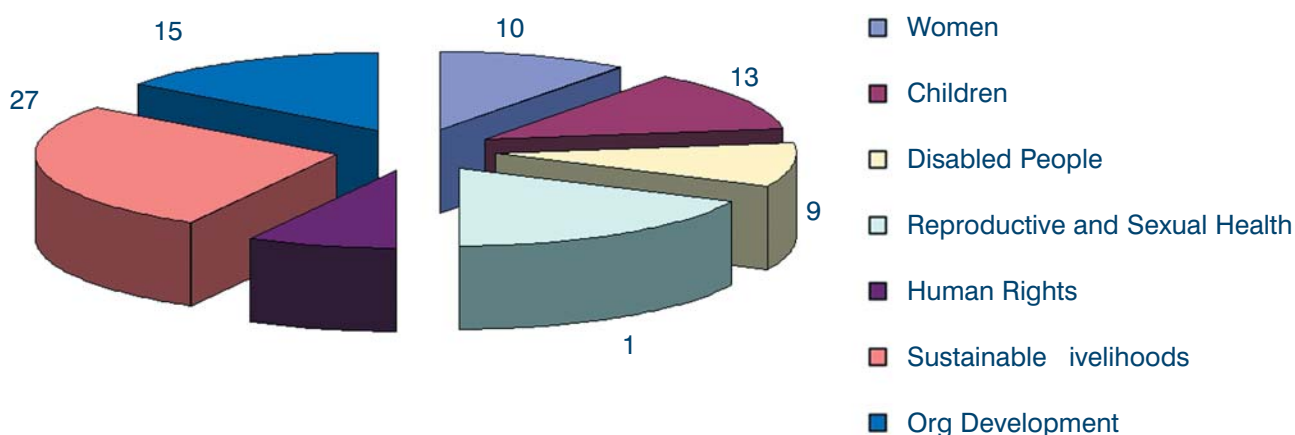


Figure 2: Breakdown of Development Workers by target group 2005-06

Figure 2:

This breakdown of DW activity is determined by the main focus of their role within the organisation.

A large proportion of placements still focus on broader community development activity, rather than on the new strategic targets. As the first year of implementing a new strategy focusing more on our priority target groups and themes, there are a number of partnerships which will be phased out over the coming year. Within the next year, we aim for 90% of development worker placements to focus on target groups and themes.



DEVELOPMENT OUTCOME 1

Skill sharing, organisational and institutional development

To strengthen capacities of organisation to deliver effective pro-poor programmes and improve the way development is practiced at regional and country level, focusing on prioritised target groups and themes defined in IS strategy 2005-10.

Disability

International Service defines disability as the disadvantage or restriction of activity caused by the way society is organised. This often takes little or no account of people who have impairments and can result in their exclusion from the mainstream of social, political, economic and cultural life. Whilst many organisations working on disability focus on service delivery, our priority is to develop the human rights' agenda, to enable and empower disabled people to take their rightful place in society, gain access to services, and make their voices heard.

Our work in disability focuses on inclusion, dignity, awareness raising and the correlation of opportunities for disabled people.

IS Strategic Plan 2005-2010

We are using a twin-track approach: supporting specific initiatives to enhance the empowerment of people with disabilities, and addressing inequalities between disabled and non-disabled people in all strategic areas of our work. We will implement this using capacity building and rights-based approaches, complemented through a focus on full and active participation of partners and disabled people.

Mainstreaming activity

In addition to working directly with disabled people's organisations, IS prioritises working with all our partner organisations to actively encourage the inclusion of disabled people and their organisations both at the level of programme development and within their beneficiary groups. Any decision to work with a partner is based on a wide-ranging appraisal process with all staff to discuss their needs and develop plans for implementation. As part of this process we encourage all partners to mainstream disability and seek to provide them with access to expertise and advice, to ensure the involvement and empowerment of disabled people as well as an improvement in their physical or economic benefits through our work.

In this first year of the new organisational strategy, our priority has been to assess the numbers of partner organisations currently working on disability rights issues, and those engaging in mainstreaming disability throughout their activities, in order to set the baseline for measuring our achievements during the strategic period. The assessment was based on the following criteria:

- The development of a disability policy within the partner organisation
- Disability awareness work with beneficiaries
- HIV/AIDs and sexual health awareness among disabled beneficiaries
- Disability policy influencing / advocacy.

From the data collected (see **Appendix 1 – mainstreaming engagement in partner organisations 2005**), only our partners in Burkina Faso – where we have an established programme of working with disabled people - have any established mainstreaming activity. In Bolivia and Palestine, a number of partners have experience of advocacy on disability policy issues and in the assessment all other partners in were found to have 'little' or 'none' in regards to mainstreaming activities.

From March 2005 to 2006, IS successfully completed a project on disability mainstreaming with 3 partner organisations in Burkina Faso and Mali, funded by, amongst others, Comic Relief. The core objective of the project was lesson learning regarding the “process” of disability mainstreaming with 3 African NGOs who had no prior experience of integrating disabled people into their beneficiary groups. Awareness raising workshops and discussion groups were conducted with the partner organisations and their beneficiaries concerning the issue of disability. This participatory process fed into the elaboration of pilot projects into which disabled people were integrated.

Since the focus of the project has been primarily on “process”, the lessons learned will help IS to develop a systematic approach to disability mainstreaming across all or our overseas programmes. Comic Relief will also be using the lessons learned from the project to establish funding criteria on disability mainstreaming, which will soon become an obligatory component of all of their long-term strategic grants.

In response to implementing disability as a key strategic priority, our Bolivia programme has placed a short term DW consultant to identify through participatory action research the needs and demands of disabled people and evaluate the current work of national, and regional institutions, and - where the statistical information is lacking - how they contribute to the national picture. The outcomes of this research will help us to determine the nature of our intervention in Bolivia, working with Disabled People’s Organisations, National and Regional Committees and more widely with all our partners on mainstreaming activities.

Organisational learning - disability

In 2005 we introduced and began implementing a disability policy, outlining our commitment to equal opportunities for all. The policy is working to ensure that disabled people:

- Have a voice in defining their own development needs
- Are mainstreamed as beneficiaries of IS’s programme work
- Have equal opportunities to work for IS, to serve on the IS Board or be considered as a development worker
- Have access to its office premises, event venues and access to its website and printed materials.

See International Service Disability Policy

As part of the implementation we received recognition from the Employment Service to use the ‘two ticks’ disability symbol. IS agreed to take action to meet five commitments regarding the employment, retention, training and career development of disabled employees.

As part of our annual staff meeting, all IS staff participated in a mainstreaming disability workshop to establish what mainstreaming means in practice and define how we implement it throughout our programmes and partnerships. A set of guiding principles was drawn up, which will now determine how we monitor our progress both in the field and organisation wide.

Gender

During 2005 IS worked with a free-lance gender specialist in drawing up a new gender mainstreaming policy. This will be discussed with all Field Staff at our Annual Staff Meeting early next year in order to finalise our approach. The aim of the policy is to underline ways in which we will practically work towards the mainstreaming of gender in our programmes ensuring that every intervention benefits all people. IS’s projects mainstream gender in every aspect of the project cycle from appraisal to final evaluation. This means that women’s contribution is consciously valorised, desirable changes in social structures and power relations assessed, and the gender differentiated impact of all IS interventions is considered. Barriers to women’s participation in, for instance, the labour market, are consciously addressed in the programmes which IS supports.



It is clear that to work towards gender equality is to challenge the concepts and institutions which underpin women's lack of access to resources and rights. IS works in two ways, promoting women's agency and empowerment and supporting organisations which run gender awareness programmes to sensitise women and the wider community to the consequences of gender discrimination. The social structure of gender varies with local context. Such variations include polygamy, patrilocal marriages, the specifics of the gender division of labour and women's ownership rights. Factors such as these have been investigated by IS evaluator Alice Walters in 2003 and help shape IS interventions.

Both Burkina Faso and Palestine have prioritised working with women's organisations in their Country Strategy Plans and this is taking the form of support for literacy training and micro-finance cooperative building as well as supporting women's organisations structurally so that they can more readily represent their constituents. For example, in Bolivia OMAK (the Organisation of Aymaran Women of Kollasayo) is a grass-roots organisation for indigenous women where IS development worker, Adele Pander, has significantly strengthened the organisation's ability to achieve its aims by fund-raising, networking and training in communications technologies.

An IS Development Worker has been working with our partner organisation ADAC Mali on developing sustainable livelihoods for women.

See Case Study 2: Reducing poverty by empowering local women in Mali

As an example of our mainstreaming approach to gender, the Coaching for Hope scheme has made a priority of ensuring that girls get access to football coaching and that female coaches are encouraged to take part in the football and HIV education sessions. For many of the girls, this is the first time they have played football or put on sports clothes and the empowering effect of this should not be underestimated. As Katrin Rohde, Director of Burkinabe orphanage AMPO said after the first Coaching for Hope school:

"for the boys this is marvellous but for the girls it's amazing".

Sexual and Reproductive Health

Our new strategy focuses on increased awareness across all our programmes in relation to HIV/AIDs and reproductive and sexual health with particular reference to vulnerable groups such as adolescents, disabled people and women.

At the organisational level, IS has developed a policy on "HIV/AIDS in the workplace", which is soon to be ratified by the Board of Trustees. We hope to roll out this policy not only in our UK headquarters, but also across all overseas field offices. It will provide a 'model' to share with our partner organisations, who we expect will become increasingly concerned with mainstreaming HIV/AIDS into their development work.

Across the period 2005-10, a 'rolling workshop' on HIV/AIDS and mainstreaming will move across our 5 country programmes. The first will take place in Brazil in August 2006. Our Development Workers and partner organisations - especially those who have no prior experience in dealing with the issue of HIV/AIDS - will attend. The objective of the workshops will be raise awareness, thereby ensuring that HIV/AIDS is treated as a cross-cutting issue by both IS and its partners, as opposed to an issue to be tackled only through specific initiatives directed at sufferers.

All overseas field offices have built up a network of key local partners working in the field of HIV/AIDS. By adopting an approach of "challenge and channel", we will ensure that our partner organisations can be directed towards the best local sources for information on HIV/AIDS when they express an interest in the issue. We have also ensured that our field staff know how to treat people who approach IS to be tested and where to direct them (i.e. local testing centres and counselling services).

In Brazil, a health professional has been working with a partner in Manacapuru in Amazonas state, to develop a programme of peer education primarily among sex workers.

As a result of the success of the Princess Project, the Development Worker is now undertaking a short term placement with the IS Brazil Programme to advise on how to implement this innovative and successful approach to SRH awareness among other vulnerable groups, and implement a partner workshop on appropriate methodologies, lesson learning and sharing of innovative practice in grassroots HIV prevention among some of the poorest communities in Amazonas state. Building on the success of the Princess Project, in Brazil we are developing an initiative with The Amazonas State HIV Programme to replicate the peer education model in a further 6 regions within the state, linking up Development Worker and partner activity in each region to share their approaches, ideas and resources to broaden the impact of HIV prevention in northern Brazil.

See Case Study 3: The Princess Project- promoting sexual health in Amazonas, Brazil

In Bolivia, an IS development worker, supported by DFID, has been working with an organisation to increase awareness in schools of sexual and reproductive health. Encouraging teachers to mainstream sexual education into the curriculum, the organisation held an inter-school competition to test over 420 students on their newly acquired knowledge.

See Case Study 4: IS development worker strengthens local schools knowledge of SRH & HIV/AIDS

In West Africa, we are working with local partner organisations to improve the lives of disadvantaged children and adolescents and raise awareness of HIV/AIDS through Coaching for Hope. Coaching for Hope uses the skills and methods of UK based football coaches, in partnership with UK Football Clubs and the FA, to train youth workers in Mali and Burkina Faso to deliver football, HIV/AIDS awareness and art education to disadvantaged children.

Coaching for Hope is a key initiative in delivering cross cutting themes of HIV/AIDS awareness and children's rights to both youth workers and children including disabled children. It also has great potential in its implementation and application in our other programmes to tackle vital social and rights issues affecting children and adolescents such as bullying, drug abuse and violence, as well as sexual and reproductive health and HIV/AIDS awareness.

See Case Study 5: Coaching for Hope - Using football as a force for good in Burkina Faso and Mali

Children

Children are a priority target group in Mali, Bolivia, Brazil and Palestine. In countries with such youthful populations, focussing on the next generation is a vital priority and we aim to work with the most vulnerable children and young people. From shoe shine boys, under-age sex workers and orphans we have partnered with organisations who are able to reach such vulnerable groups and listen to what they want.

The process of internal migration towards the cities in West Africa has led to an increasing amount of urban poverty. Demographic trends indicate large amounts of young people moving from rural areas to the cities, where they are vulnerable to abuse, social marginalisation and conditions of extreme poverty. In July 2004, IS embarked upon a 5-year, Comic Relief funded project working with marginalised, urban youth in Bamako (Mali), Ouagadougou (Burkina Faso) and Lomé (Togo). Working through partnerships with relevant local organisations in each city, we are supporting local initiatives that aim to provide vocational training and small loans to such young people, thereby creating real opportunities and fostering aspiration. The process of working across 3 countries should provide important comparable data and will enable IS to elaborate methodologies which can be applied at a broader, organisational level.



New initiatives such as Coaching for Hope specifically target young people by both giving them access to sport and coaching as well as empowering them to become peer educators in HIV/AIDs awareness. Another new initiative aimed at young people is **Same Difference**, a roving art project which uses art and creativity workshops to boost the confidence and self-esteem of children living with HIV, disability, conflict and extreme poverty. It also aims to give their carers, teachers and parents new skills in the use of simple art techniques which can then be used with other children and incorporated into the educational experience which children have. This project started out in Craigmillan in Edinburgh and will build up a portfolio of art work as it travels round the world. Each child is asked to produce a piece of art work the size of a CD case which will collectively form an evolving art exhibition on display in each country at the end of the workshops. In Bolivia in this exhibition was covered on national TV and radio and a reception was held by the British Embassy. An Art Ed website has been linked to the Coaching for Hope website (www.coachingforhope.org) where anyone can download the art templates used in the art workshops. These are low-cost and innovative teaching aids which will be continually added to.

So far more than 2,000 children have taken part in the Same Difference project and many teachers have gained new skills which they will incorporate into their work with kids.

See Case Study 6: The Streets and Squares Group, Recife, Brazil

DEVELOPMENT OUTCOME 2

Development awareness

To increase awareness of development and extend the constituency for pro-poor policy change by promoting the concept of global citizenship.

In 2005 the Africa Commission report and the Make Poverty History coalition ensured that international development was at the forefront of the political and media agenda like never before. We continued to build on our existing successful development awareness activities, and through newer initiatives such as Coaching For Hope, were able to engage with new audiences – such as the footballing community in the UK - not traditionally interested in development.

- Coaching for Hope has targeted football supporters as a key audience and has accessed over 40,000 football fans through club websites, match programmes and the distribution of leaflets at games. As a result of this the Cubs have organised fund-raising activities for us and generated a lot of interest amongst their supporters. Widespread national press and TV coverage has also brought the issue of child poverty to a much wider audience than we have ever reached before. We are now developing a UK Awareness strategy for Coaching for Hope having seen the enormous potential it has to build support for Development with non-traditional audiences.
- 52 copies of educational resource “My village, my life” have been sold, taking total sales to 316.
- There has been a 21% increase in the take up of the “Making Connections” scheme.
- The educational resource “Better by the Year” – which encourages KS2 school children to evaluate progress against the MDGs has been launched to schools initially in the Yorkshire region: (www.betterbytheyear.org.uk)

Human Rights Awards

Through our work we have learnt that in order to reduce poverty, human rights must be at the heart of our agenda. In the UK, the International Service Human Rights Awards are made annually in four categories: Women, Children, Disabled People and HIV/Aids, each reflecting our strategic priorities. The awards seek to ensure that the human rights of those honoured are less likely to be violated, along with those for whom they work.

See Case Study 7 – Human Rights Awards



Coaching for Hope

International Service's Coaching for Hope project has encouraged UK football supporters and coaches to understand more about issues facing some of the world's poorest people. Jacob Naish, a professional football coach at Brighton and Hove Albion FC found that his view of life in developing countries was completely changed after taking part in Coaching for Hope:

"I went to Burkina Faso believing that poverty was about material things, and left knowing that it was actually about an inability to make decisions concerning your own life".

We have now formed formal links with Brighton and Hove Albion FC and Hull City AFC and in the former we are paying part of the salary of the first "International Football Inclusion Officer" they have employed which involves outreach into the community to promote the CFH scheme and support for international development in the Sussex area. This has so far involved over 20 schools, the fire service and after-school clubs in the area in a number of activities. Next year we plan to partner with the influential "Playing for Success" scheme in developing some lesson plans with an Africa theme starting with Hull City's scheme which reaches 60 schools in the Humberside area.

Employee Volunteering Conference

In October 2005, we held a Conference on Employee Volunteering at Cranfield University to mark the Year of the Volunteer. Over 100 delegates attended mainly from the Corporate Sector and we used the conference to promote the concept of volunteering as part of a continuum. We had a lot of interest in the idea of overseas volunteering as a tool to develop staff and the workshop on international volunteering was well attended. Since the conference we have maintained contact with many of the delegates and their companies and several of them attended our World Cup Party at the FA HQ in Soho Square to promote Coaching for Hope.

Corporate Forum

We have developed a network of supporters from the corporate sector who as a forum help raise funds and awareness to support International Service's work. Sitting twice a year the Forum provides advice on new initiatives, support, contacts and specialist skills towards increasing International Service's profile and effectiveness. Corporate Forum contacts have given us start up money for Coaching for Hope and have sponsored the Human Rights Awards for the past 3 years.

Study tours

To date we have held three study tours and we plan to hold another one in Burkina Faso next January. These have been attended by senior people from the corporate and public sector as well as by journalists who have produced excellent copy about their experiences. To draw influential people into supporting the cause of international development, there is simply no substitute for first-hand experience. Our Study Tours have been well structured and carried out in small groups which enables us to make visits to remote villages without being too intrusive. The tours have resulted in each individual becoming more involved either through fund-raising, writing articles or seeking to recruit someone for a future tour. We are now discussing with the University of Leeds, the idea of accrediting the tours so that they can be marketed as a qualification which may attract a wider audience and be more attractive to employers as part of a leadership training programme.



DEVELOPMENT OUTCOME 3

Development awareness

Increasing effectiveness of programme management and organisational processes

Now that each of our country programmes has a clear focus on two out of three of our target groups, we are working towards a focussed programmatic approach which will enable us to increase cross-programme learning. At our Annual Staff Meetings we have had training on child protection, disability awareness and HIV//AIDS awareness and we are resourcing the field offices in such a way that we can improve our thematic learning and knowledge sharing. An example of this is a workshop held by three partners in West Africa on mainstreaming disability.

We are continually improving our M&E systems and have installed a new data-base so that we can assimilate data from field reports in order to establish clear base-lines for new initiatives.

We have been granted the Department of Employment's "Positive about Disabled People" two ticks as we have met all the requirements for this symbol.

We have obtained significantly increased media coverage with a total PR value of £5 5,152. This has been principally for Coaching for Hope and the Human Rights Awards which have attracted a lot of media interest.

See Appendix 2 on Press/PR coverage

We have reviewed our fund-raising strategy and have begun to break into new areas of fund-raising such as corporate funding. Nationwide have sponsored Coaching for Hope, Galliard Healthcare have sponsored the Human Rights Awards and we are now talking to Adidas, littlewoods Pools, Standard Chartered Bank and MTV. All leads which have come out of our initial contacts in the Corporate Forum.

Case Study 1

Same Difference

Same Difference uses art and creativity workshops to boost the confidence and self-esteem of children and vulnerable adults and living with conflict, disability and extreme poverty, and strengthen the partner organisations working with them.

Ross Georgeson, an IS Development Worker, who has previously worked as an art therapy trainer in OPT, is working with partners in each of IS's programmes to work with children and adults with learning disabilities, and train their teachers, carers, parents and partner staff in methods to improve the quality of creative learning, confidence building and coping strategies.

In a three month placement in Palestine as part of Same Difference:

- 342 children, young people and disabled adults took part in art workshops
- 94 teachers and youth workers were trained in integrating art and creative teaching techniques into the curriculum, benefiting over 10,000 children throughout Gaza and the West Bank.
- Same Difference art installations were created with each partner organisation, enabling the participants to exhibit their work to a wider audience

One group of adults with learning disabilities at Burj Al Aq Aq in Jerusalem, focused on working together with art, drama and music to develop expression, communication and tasking skills. The group members have little education, little chance of employment and display emotional and health problems, a wide range of abilities and attention spans and concentration. The DW and Burj Al Aq Aq's staff worked to develop their talents and social skills by a large-scale collaborative art effort – depicting the Old City of Jerusalem using drawing painting, collage and printing using 'folklore' textiles. Over several weeks, the group built the picture up, each staging introducing a new aspect of image making and determining strengths and weaknesses that could be developed the following week.

"The group is not an easy one" Ross identifies. "There is a wide range of abilities and attention spans and concentration in some is extremely limited. Ideally there should be two smaller groups or more staff, but economically this is not possible. The time together is also used to solve personal and inter group problems and emotions sometimes ran high".

The project culminated in a public display of the work, enabling the participants to display their creative work and raise awareness of their contribution.

Using this approach, Ross is undertaking similar activities with our partner organisations in all programmes, promoting the sharing of skills, methodologies, and experience of the impact of art and creativity in learning and boosting confidence and self esteem of the poorest and most marginalised people.



Case Study 2

Reducing poverty by empowering local women in Mali

International Service has been supporting a Malian NGO, ADAC, for several years through a capacity building intervention on a project that aims to improve living conditions of rural women. ADAC established a savings and credit institution and upon their request, IS placed an experienced Togolese Development Worker in microfinance, Lami Tchabebou, within their team. Lami's role was focused on improving the management of the 'caisse' and its reimbursement rates, and also to develop the capacity of ADAC's staff through training and skill sharing.



Lami with a beneficiary

IS and ADAC started at the joint assumption that by developing the skills and knowledge of the staff who were administering the *caisse*, ADAC would be better placed to respond to the need for a savings and credit institution that can support women to improve their incomes.

Success and failure in the placement of an IS Development Worker is determined by many factors. For example, the local partner organisation's financial, technical and organisational capacity at the point of intervention can place limitations of the process. The main obstacle Lami faced during her placement was the fact

that the majority of her local colleagues in ADAC were not paid regularly due to insufficient core funds. Such problems not only create practical/material obstacles to the achievement of goals, but they also have a detrimental effect on staff morale. When Lami arrived at ADAC, the *caisse* was not robust enough to be able to guarantee basic pay for its staff for the duration of her placement.

ADAC was therefore facing two fundamental problems at the start of Lami's placement:

1. The reimbursement rate at the *caisse* was very low
2. Its staff lacked skills, preventing the organisation as a whole from achieving its poverty reduction objectives.

To address the problem of the **reimbursement rate**, Lami first placed a lot of emphasis on training beneficiaries, because she thought it was important to demystify the *caisse*, by explaining why it exists, how it works, where the money comes from and how to take out a loan. She believed people would be more inclined to reimburse to make better use of the *caisse* once this had been achieved.

Second, she set up a life insurance programme. This fund was set up from small deductions from each loan, to be used upon the death of a borrower. Then, by involving the loan holder's relatives and traditional authorities, it increased peer pressure on individuals to meet their reimbursement obligations.

In terms of **capacity building and skill sharing**, Lami first trained the *caisse* staff in micro enterprise management, so they could advise their beneficiaries in setting up small businesses.

Second, ami also supported the formation of women's associations. She contributed to setting up of a new *caisse* unit, which was set up without any start-up fund (i.e. the fund was comprised exclusively from the women's contributions and savings). She and the local staff raised awareness among women's groups about the benefits a savings institution would bring.

"Lami proved to people that they don't always need external assistance to mobilize and find money for their projects. She was concerned that this general principle be understood by the people."

(Chief Executive, ADAC).

The approach of IS is to work through Development Workers, who strengthen our local partners in order for them to be able to make sustainable improvements in the impact of their work. Once our partner organisation's capacity is significantly improved, then it can operate with increased autonomy and begin to find solutions itself. Following this model of development, ami was placed to support and improve the skills of ADAC's staff and the capacity of the organisation as a whole. She benefited from her professional experience in Togo, where savings and credit schemes are much more integrated in current development practices than in Mali.

ami had several impacts on the *caisse* and its beneficiaries:

- The reimbursement rate increased
- There was a large increase in the number and amount of loans taken out by the women
- There was a visible increase in women's ability to pay for their children's education, general care and food
- The organisation of women into groups was successful
- The skills of ADAC's staff were developed, especially in micro-enterprise
- The *caisse* is now able to fund small community projects

This placement, therefore, can be said to have contributed towards gender equality/women's empowerment and poverty reduction (as defined in the Millennium Development Goals) as well as the Malian Poverty Reduction Strategy Paper.

Metadata

Date of ADAC's project funding: 2000-2003

Date of DW placement: October 2003-2005

The local partner was the NGO ADAC, which was running the savings and credit institution (*caisse*) and who hosted our Development Worker, ami.

The original financial partner on this project was Comic Relief, who funded the setting up for the *caisse* savings and credit institution. Following that, however, funding for the placement has come from DFID.

This is, on the whole, a **success story** in the sense that ami achieved her objectives, despite the financial problems of ADAC. The impact of her placement can not only be felt at the level of improved 'technical' skills among ADAC's staff, but also a deeper levels: namely, in ADAC's organisational culture, and a tangible empowerment of its beneficiary groups.



Case Study 3

The Princess Project- promoting sexual health in Amazonas, Brazil

The Princess Project focuses on preventing STI's and HIV amongst sex workers and other vulnerable communities in Manacapuru, Amazonas, Brazil. International Service placed a health professional with the princess project to strengthen the organisational capacity and sustainability of the project.

UNAIDS estimates suggest that the number of people living with HIV in Latin America has now risen to 1.1 million. Despite its excellent treatment record, Brazil presently accounts for a third of these infections. Social and economic inequality plays an important part in the Brazilian epidemic. Data from the National Programme demonstrates that women and the non-white community are increasingly vulnerable, with a marked North-South divide (between 2000 and 2005, rates of infection decreased 10% amongst white Brazilians, but increased 10% amongst their non-white counterparts who predominate in the Northern and North-east regions).

Far away from the internationally recognised cities of São Paulo and Rio, and accessible only by boat and road, Manacapuru is a municipality typical of many in the Amazon region. With a population of almost 100,000, it has seen the number of HIV cases increase dramatically over the last decade (from 17 to 32 identified cases in the last 2 years alone).

The Princess Project was originally developed by a local doctor to tackle this escalating problem in 1997. Using teams of peer educators to spread the safe sex message and sell condoms at cost price, the concept was innovative and dynamic. However, over time, political disinterest led to eventual stagnation of the Project activities.

International Service was requested to support the project through the recruitment of a creative development professional to help them explore innovative ways of increasing the project's sustainability and increase the capacity of the peer educators.

This is an important strategic area for DFID to support as it provides grassroots experience of working with HIV prevention with some of the world's most vulnerable communities. In addition, very few international organisations provide continuous support to such isolated communities. Strategically, the support is also important as the State HIV prevention programme is wanting to replicate the project's experiences in other municipalities. The success of this project has led to IS developing multiple placement programmes with the Amazonas State HIV prevention programme, providing Development Workers to work in other municipalities in the interior of Amazonas to increase the reach and impact of the state programme. These new projects were inspired by the success of the Princesinha project.

In partnership with International Service, the Princess Project identified a need to have a development worker over a 2 year period. As a nurse specialising in HIV and sexual health, the chosen development worker brought clinical, management and training experience to the Project, and provided a key role in negotiating a new organisational structure, as well as offering support and education to the local health professionals and peer educators.

Original project activities were resumed and renewed, while responsibility for their management was placed in the hands of local coordinators who were provided with training, organisational and management support.

Results included:

- A new Project organisation, allowing overall management by the Municipal co-ordinator and day to day supervision by the most able of the peer educators.
- Securing of long-term financial support for all three Project areas (sex workers, men who have sex with men, and teenagers).
- Resumption and strengthening of existing activities (eg visits to red light and 'hang out areas' areas of the town).
- New activities introduced and established (eg 2 monthly prison visits).
- Clinical care improved (eg reorganisation of the weekly sex worker's clinic/ implementation of HIV 'rapid testing').
- Peer educators strengthened in terms of technical and organisational capacity
- A positive impact was perceived from both the target beneficiaries as well as the local team. As an inmate in the local prison commented:

"we used to feel forgotten - now we learn about condoms"

Key facts and figures:

- full time peer educators contracted with ongoing funding.
- Re-introduction of condom sales providing a small independent income maintaining Project activities.
- 24,336 condoms sold at cost price/3,000 sachets of lubrication gel distributed by peer educators during the second year of the partnership, in comparison with 576 condoms (and no gel) in the year prior to the partnership.
- 129 sex workers attended the sexual health clinic 343 times (96 HIV/ syphilis tests, 76 smear tests and 66 STI screens performed) in the second year of the partnership in comparison with less than 20 sex workers attending the year prior to the partnership.
- 39 HIV tests performed during the week long World Aids Day 'street campaign' in 2005- a new initiative which looks to be repeated annually.
- Workshops about safe sex, domestic violence, gay sexual health, hairdressing, Hepatitis B (196 vaccinations completed), and teenage pregnancy performed during the second year of the partnership, compared to nil the year prior to the partnership.
- 43 presentations involving 1605 pupils performed by the teenage focused peer educators (project had been previously suspended).

Weblinks

National Programme Brazil (Document on the national programme)

www.aids.gov.br/final/dados/publicacoes_cientificas.htm

International Service web site UK

www.internationalservice.org.uk

International Service web site Brazil (with links to Princesinha project info):

www.unaids.org.br/latin_america/pages/brazil_home.htm

Elton John AIDS Foundation

www.ejaf.org

UNAIDS

www.unaids.org

FUAM

www.nepci.ufam.edu.br/fuam.htm

Brazil National HIV Programme

www.unaids.org.br

Amazonas state site

www.seplan.am.gov.br/ddr/Condensadov3/Conteudo/subregiao7/15-manacapuru.html

Municipal Government site

www.interlegis.gov.br/comunidade/casas_legislativas/municipal/AM/c1703

HIV Brazil congress

www.hiv.org.br/internas_materia.asp?cod_secao=congresso&cod_materia=335

Metadata

- IS supported the Princesinha Project from April 2004-April 2006
- Project Partners are the State HIV prevention Programme.
- Funding Partners include DFID and the Elton John AIDS Foundation.

This is an example of the way that DFID is innovatively supporting progress towards MDG 6 to combat HIV/AIDS Malaria and other diseases. It also links into MDG 17 promoting partnerships, through IS's ability to be able to disseminate experiences and support scaling up of projects.

This is success story in so far as the Development worker managed to provide an important amount of continuity to the project during a time of great upheaval paving the way for the project to be replicated in other regions. Also, the project decided not to request a new development worker at the end of the two years as it felt it was ready to take the project forward without external support following a successful two year placement. As such it should be considered a success.

Case Study 4

IS development worker strengthens local schools knowledge of SRH & HIV/AIDS

The DFID supported IS development worker Emanuela Jacobs has been fundamental in strengthening the organisation Aynisuyu, in particular in one of its projects to increase awareness in schools amongst teachers and adolescents on various issues surrounding sexual and reproductive health (SRH).

Understanding sexuality depends much on cultural, social and religious factors, which in Latin America – especially Bolivia, often stems from a stark inequality in the perceptions of masculine and feminine sexuality. Add to this a lack of appropriate information on SRH, prejudices within society and the subject generally being taboo with many families, it is not too surprising that there are problems amongst adolescents regarding STDs, use of contraceptives, unwanted pregnancies and abortion. Even teachers often view the theme as ‘dirty’ and ‘untouchable’, leaving a wide gap in the education of adolescents. Aynisuyu attempts to bridge this gap by opening up this discussion with adolescents, and offering capacity building to teachers and students alike on various issues surrounding SRH & HIV/AIDS. This year it held an inter-schools competition to test the beneficiaries on their newly acquired knowledge.



DFID supports IS development workers through its PPA. As part of this agreement, a current area of synergy a focus on reproductive and sexual health awareness as a development priority, which this particular project responds to by increasing awareness and promoting good practice with adolescents.

The main objectives of the project were to encourage teachers of the schools targeted to mainstream the inclusion of sex education into the education system, whilst the students were to gain a good understanding of SRH & HIV/AIDS, strengthen their self esteem and develop a positive attitude to viewing their sexuality in a healthy and responsible manner.

A total of 59 teachers benefited from the Aynisuyu workshops, and directly a further 423 students between the ages of 15-17 years old have received sex education from these teachers. The competition was a complimentary event that helped widen the reach of the information. 1,200 students were watching and supporting their 96 classmates who were participating and presenting the material learned in a variety of methods including mini-dramas, speeches and question firing by the judges and health experts.

The competition was organised in coordination with local governments, health and education authorities and was a good sign that inter-institutional relations are being strengthened through the work of Aynisuyu and the DW. Jos Claros, Director of Aynisuyu commented:

“The competition is a huge social and educational event, which involves students, teachers, parents and authorities being proud to represent their school. The knowledge about SRH, HIV, rights and other issues reaches the wide target group that we have been aiming for, and thus achieves the desired impact.”



In relation to the MDGs, the project contributes to goal 3, promoting gender equality and empowering women, through the increased awareness and attention given to women’s roles in SRH and the importance of it being understood by young males too. Indirectly it addresses goal 6 by dealing with educational and preventive methods in combating the spread of HIV/AIDS. Additionally within goal , the cooperation between Aynisuyu and its Northern funders is strengthening global partnerships for development.

- Local Partner: Aynisuyu (“Reciprocal and”) Bolivian NGO founded 1994. Health & education of women and youth in 16 municipalities.
- IS development worker: Emanuela Jacobs, Institutional Strengthenener since February 2003. Funded through DFID’s PPA with IS.
- Other funds: Recent approval from EC 100,000 Euros for 2 years: 06-0 Smaller project from UNIFEM \$10,000 for months.

Weblinks

- www.aynisuyu.org (in Spanish)
- www.isbolivia.org (in Spanish)
- www.internationalservice.org.uk

Metadata

The project to train the teachers began in May 2005, thereafter Aynisuyu has been monitoring the subsequent education methods and materials that the teachers have been using for their pupils. Following the success of the trial competition in September 05, the schools requested it be an annual event, which – if funds allow, Aynisuyu is keen to arrange. This will also provide an opportunity to assess longer term impact and reinforce the work already begun.

Case Study 5

Coaching for Hope

Using football as a force for good in Burkina Faso and Mali

Working with local schools, youth centres and orphanages in Burkina Faso and Mali, Coaching for Hope changes lives by increasing access to football, HIV/Aids and art education for orphans and vulnerable youths.



Burkina Faso and Mali are the third and fourth poorest countries in the world¹. Schools in these two countries are over crowded and under resourced with a concentration on basic literacy and numeracy to the exclusion of other subjects such as sport, art and HIV/Aids education. The result is that an entire generation of young people are missing out on the opportunity to develop their passion for sport and creativity as well as facing a persistent lack of information about the dangers of HIV/Aids.

By funding and supporting Coaching for Hope, DFID is helping to redress these imbalances. Coaching for Hope does this by training local coaches and youth workers to deliver football, HIV/Aids education and in some cases art education for young people in some of the poorest communities in the world. Local youth workers receive coaching tuition from professional UK coaches as well as ongoing training and support to help them run HIV/Aids awareness sessions, and in some cases art workshops, with local children.

Coaching for Hope has brought great benefit in our development awareness activity the UK. By using CFH as a way of focussing on the role of sport in development, we have identified partnerships with the sporting world and harnessed their skills and experience to support some of the poorest communities in the world. Football also offers an opportunity to engage the UK audience more widely in development work and opens access to a constituency not traditionally interested in development work.

When UK coaches return home, they can't wait to share their experiences with as many people in their communities as possible, by writing articles in their club's programmes and local newspapers, taking part in TV and radio interviews, they are engaging a new audience in their local communities in issues affecting the lives of beneficiaries in West Africa. The local community offers support through collecting and donating football kit for use at future schools, and fundraising activities.

Jacob Naish, a professional football coach at Brighton and Hove Albion FC found that his view of life in developing countries was completely changed after taking part in Coaching for Hope. He said

"I went to Burkina Faso believing that poverty was about material things, and left knowing that it was actually about an inability to make decisions concerning your own life".

1. The 2004 UNDP classification places Mali and Burkina as 174th and 175th out of 177 countries.



Key facts and figures

- So far over 5 million people in the UK have had the opportunity to find out more about Burkina Faso and Mali through coverage of Coaching for Hope.
- Since this project began in the summer of 2005, over 60 local youth workers and coaches in Burkina Faso and Mali have received training in HIV/Aids awareness as well as coaching tuition from professional UK coaches sent by The FA, Queens Park Rangers, Brighton & Hove Albion and Hull City football clubs.



Jacob meeting children from AMPO orphanage in Burkina Faso

- Over 700 vulnerable children have benefited from football and art workshops that promote confidence, team work and fair play
- 130 children in Burkina Faso are benefiting from HIV/Aids awareness sessions run by local Coaching for Hope graduates (this number is expected to have doubled by the end of 2006).

Weblinks

Coaching for Hope football manual – goals without goalposts

Press releases

http://www.coachingforhope.org/whats_new/what_new.htm

<http://www.internationalservice.org.uk/>

External websites

http://www.mirror.co.uk/sport/topstories/tm_objectid=16154895&method=full&siteid=94762-name_page.html

<http://www.telegraph.co.uk/sport/main.jhtml?xml=/sport/2005/09/21/sfnwin21.xml>

Metadata

In 2005-06 two Coaching for Hope schools in Burkina Faso (16-23rd July 2005 and 6th–16th Jan 2006) and one in Mali (12th -26th Sep 2005) have taken place. Youth workers who are trained as football coaches receive training materials including an HIV manual and football coaching manual (“Goals without Goalposts”) from International Service’s field staff to help them put their knowledge into practice with the children they work with.²

Coaching for Hope would not be possible without its partners, here in the UK and in West Africa. In the UK football clubs Queens Park Rangers FC, Hull City FC, Brighton & Hove Albion FC and Brentford FC, donors including DFID, Nationwide Building Society, and FCO, The Football Association for its advice, contacts and support, and partners in the field who include AMPO orphanage in Burkina Faso and the ASE orphanage in Mali.

Funding for 2005/6 financial year:

£70, 160	DFID
£12,500	Nationwide Building Society
£37,402	Voluntary sources including UK trusts, and donations from individuals and football club community sources.

2. There are currently over 130 children in Burkina Faso benefiting from HIV/Aids workshops run by local Coaching for Hope graduates and more sessions are being planned for the coming months.

Case Study 6

The Streets and Squares Group, Recife, Brazil

Grupo Ruas e Praças is a project working with vulnerable and marginalised street children and, in some cases, their families. Responding to their request, International Service placed an experienced Capacity Builder with Grupo Ruas e Praças (The “Streets and Squares group) to strengthen the organizational capacity and sustainability of the NGO.

GRP was formed by a group of educators committed to:

- Promoting the integrated education of children and adolescents who are living on the streets or are in at-risk situations – by way of educational processes that focuses on street education and on a process of action- reflection – action
- Strengthening the levels of organisation of the children and adolescents, aiming to increase their search for their rights and active citizenship. In this way seeing them as subjects of their own future
- Playing an active role in the decision-making processes with the aim of increasing the service of the public authorities
- Encouraging actions that combat violence of any nature against children and adolescents
- Promoting psycho-social educational work with the families
- Offering temporary shelter for the street children and adolescents.

The project is approaching its 20th year and in the last 2-3 years the organization has recognised the need to strengthen their organisational capacity in order to ensure sustainability of activities and have a greater voice in policy making. Most importantly they seek to promote the voice of the target group, by taking a rights based approach to working with some of the world’s most excluded young people. Success of this project will ensure the continuity of support to young people living in/on the street as well as increase possibilities for influencing local policy makers to ensure that they are listening and responding to the voices of these young people in the construction of social policy.

IS’s DFID funded Development Worker is providing training and organisational support to GRP in order to strengthen: planning, monitoring and evaluation, orientation and accompaniment of volunteers, fund raising and communications.

So far results include:

1. Increased learning and strengthened evaluation for all the programmes

Outcomes: Review of M&E, introduction of new reporting and proposal formats, training on terminology and use of indicators, development of organisational calendar

Impact: clearer system of dividing and allocating processes to staff equitably (via calendar) tentative adoption of long term planning understanding the importance of improving knowledge of monitoring and evaluation.

2. Development of communication and fundraising strategy

Outcome: Overhauling and devising a new campaign strategy, re-igniting contact with an ad agency who has offered work pro-bono, updated and translated our folder, produced a new bulletin, designed and updated a dissemination list, reviewing content of the website



Impact: more accessible and user-friendly report formats credible and more professional image of GRP on paper and on streets (see communication impact in above section)

Develop and conduct actions specifically in the area of operational/action planning

Outcomes: written feedback from volunteers better informed and selected volunteers volunteers absorbing shortfall of staff on the street enabling them to conduct other actions volunteers running their own workshops SWOTS for each programme. Rapid analysis conducted of staff training needs.



Impact: greater integration of volunteers into work of GRP, recognition of the value and contribution of volunteers more committed volunteers positive experience – return in the future also possible identification of DW in a more neutral, organisation-wide analytical role.

These results will affect the sustainability of GRP and most importantly the capacity of the organisation to scale up impact, influence policy and increase the voice of the young people they work with in the long term. Providing opportunities for street children is a key objective for the local government in Recife and it is also necessary if the MDGs are going to be achieved as street children represent an extremely vulnerable group who are largely excluded from social assistance programmes.

- Recife, estimated population of 1.46 million and the fourth largest city in Brazil.
- Out of the national population there are considered to be about 61 million children and adolescents (Unicef 2003), the percentage for Pernambuco is slightly higher with about 39% of the population under the age of 14.
- Over 50% of children live in homes where the total household income is only half of the average minimum wage (1999 – Unicef).
- A large percentage of households with children and adolescents have inadequate sanitation or a clean water supply.
- In a study undertaken by FUNDAJ (Joaquim Nabuco Foundation) at the end of 2003, 2,793 young people were interviewed and found to be on or in the street in Recife.
- Almost 3/4 were aged 15 or under and about 40% had not received a complete school education (matriculated). Main reasons cited for being in the street were for earning money and family meeting obligations.
- Out of the total interviewed 2% said they slept at home at night, maintaining a familial link and a smaller percentage could provide a fixed address. Only about 270 identified the street as their living place.
- Speaking to a number of educators at GRP, many felt that although they recognised the problems counting absolute numbers of street children, the numbers in the study were an underestimate, and numbers of street children was likely to be around 1,200.
- In a recent study by IPEA, cited in IBASE, there are more than 1 million children and adolescents in a shelter in Brazil. It was considered that an improvement in the living conditions of the family would be sufficient to maintain children in the home, 24% of children were “left” at shelters owing to lack of money.
- Despite a decrease in the numbers of working children in Brazil, 2.7 million children (compared to 5.1 million children 10 years ago), the state of Pernambuco occupies 4th place in the northeast with more than 20,000 children and adolescents between 5-17yrs involved in domestic labour.

- Bra il has some of the most innovative legislation regarding children and adolescents with the Children & Adolescents Act (ECA) which came into force 15 years ago. The ECA outlines the rights of and obligations towards children and adolescents, and details their entitlements to adequate home, shelter, food, education, health care, sport and leisure and their right to be heard, to participate and have a voice.
- The responsibility to ensure these rights are fulfilled is held by different decentralised government agencies. In Recife, COMDICA, the Municipal Centre for the Defence and Promotion of the Rights of Children and Adolescents is in charge of ensuring there is constant dialogue on children's rights and that it is on the political agenda, it also acts as a sort of inspectorate, holding civil society and the local government to account.
- The Conselho Tutelar, General Advisory Council, ensures access to services for children and adolescents whether it be drug treatment or shelters but also works to enact national policies on the eradication of child labour (PETI) and on combating abuse and sexual exploitation.
- In 2003 after the development of the metropolitan pact on street children, and in keeping with changes in terminology and thinking, in Bra il development circles street children (meninos/as de rua) are referred to children and adolescents in a street situation (criancas e adolescentes em situacao de rua) and "at risk" children are referred to those who are in a situation of rights vulnerability (em vulnerabilidade de direito).

Weblinks

World Bank: "Street Children: promising practices and Approaches, Elena Volpi"

www.worldbank.org

Jornal de Comercio – article 15/01/04 regarding the survey above. Diario de Pernambuco – 2005, online section on Child labour in Bra il

www.pernambuco.com/comunidade/materias/2005/trabalho infantil/principal.htm

FUNDAJ – Joaquim Nabuco foundation "Pacto Metropolitano pelas Crianças e Adolescentes em Situacao de Rua" – Anexo ii e Relatorio de Pesquisa de levantamento

International Service web site UK

www.internationalservice.org.uk

New Internationalist Bra il profile 2003

www.newint.org

BBC Bra il profile

www.bbc.co.uk

IGBE, Bra il Statistics

www.igbe.org.br

Unicef – general profile

www.unicef.org and www.unicef.org.br

"Indicadores sobre Crianças e Adolescentes Brasil 1990-1999"

www.devinfo.info/brazilchildequity

IBASE

www.ibase.org.br



Metadata

IS has had a DW with GRP since March 2005.

This is an example of the way that DFID is innovatively supporting progress towards MDG 1 to combat poverty. It also links into MDG 8 promoting partnerships, through IS's ability to disseminate experiences and support the scaling up of projects.

So far, after a year of working on the project the placement can be seen as a success. However, there has been a great deal of resistance to organisational change and it has not always been the easiest of working environments. However, after focusing on building up relationships with the staff and assisting in all areas of the work, the DW is beginning to developed more comprehensive training programme to have a longer term impact. She has, already had a significant impact on streamlining and systemati ing internal structures and in particular, planning.

Case Study 7

International Service Human Rights Awards

The International Service Human Rights Awards, launched in 2003, highlight the special role international development workers play in protecting and defending the human rights of some of the world's most vulnerable people, as well as honouring the organisations and brave individuals that they work with.

Through our work we have learnt that in order to reduce poverty, human rights must be at the heart of our agenda. The International Service Human Rights Awards are made annually in four categories: Women, Children, Disabled People and HIV/Aids.

Nominations for the awards are invited from UK and Irish based international development agencies and human rights organisations. These organisations may enter an individual or an organisation (including local partner organisations and international NGOs) working in international development in any country.

The judges come from various areas within the field of human rights, and all are independent. These awards do more than give recognition and a little money to support the NGOs concerned. They protect lives. They seek to ensure that the human rights of those honoured are less likely to be violated, along with those for whom they work.

The winner in each category receives £3,000 and an expenses-paid trip to London to receive their award. The awards are made at a ceremony at the House of Commons, hosted by Jon Snow.

"This award allows me to exercise the privilege of being able to speak and be heard in this world. And I thank International Service for letting me use this opportunity to speak on behalf of the victims of the violence in my city."

Esther Chavez, Award Winner in 2004

The number of people attending the awards has increased every year:

- In 2003 we invited 1 3 people and 1 attended
- In 2004 we invited 371 people and 123 attended
- In 2005 we invited 739 people and 155 attended

The awards have gained coverage in the UK media every year:

- In 2004 over 1 million people had the opportunity to find out more about the awards.
- In 2005 over 5 million people had the opportunity to find out more about the awards.

Each year the awards and winners received coverage in the following media:

- Radio 4
- Radio Five live
- BBC World Service
- BBC Radio Scotland
- The Independent
- The Scotsman
- BBC.co.uk
- Vanguard
- CBC News



- The American Prospect
- Developments
- Die Tages eitung

Weblinks

www.internationalservice.org.uk

http://www.internationalservice.org.uk/anniversary/HRA_entry_form_pdf.pdf

<http://www.developments.org.uk/data/issue32/wind-change.htm>

<http://www.indymedia.org.uk/en/2004/11/300632.html>

http://www.cbc.ca/correspondent/feature_051211.html

http://www.bbc.co.uk/radio4/womanshour/2004_46_fri_04.shtml

http://www.bbc.co.uk/radio4/womanshour/2005_49_fri_03.shtml

Metadata

Award dates

15th December 2003

10th November 2004

th December 2005

Entrants are given two months to submit nominations, they are then distributed to the judges, who have two months to decide on the winners. Two of the categories are funded by Bryan Sanderson, one is funded by Galliard Healthcare Communications, and the final award is funded by DFID's support through the PPA.

Appendix 1 Mainstreaming engagement in partner organisations 2005

Disability

Countries	Disability Policy development within Partner organisation					Disability Awareness work w/beneficiaries /immediate area					HIV/AIDS & Sexual Health awareness among disabled beneficiaries					Disability Policy Influencing/Advocacy				
	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented
Bolivia	54%	44%	14%	38%	17%	73%	0%	0%	0%	0%	0%	0%	0%	0%	0%	64%	9%	9%	9%	0%
Brazil	44%	11%	0%	0%	0%	56%	0%	0%	0%	0%	44%	11%	0%	0%	0%	56%	0%	0%	0%	0%
Burkina	14%	7%	14%	7%	0%	14%	0%	14%	7%	0%	14%	0%	14%	0%	21%	7%	7%	7%	7%	0%
Mali	38%	50%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Palestine	17%	0%	17%	0%	0%	33%	0%	0%	0%	0%	33%	0%	0%	0%	17%	0%	17%	0%	0%	0%
Final for the year	35%	17%	9%	1%	1%	35%	0%	3%	1%	3%	31%	7%	1%	3%	31%	3%	7%	1%	1%	1%

Gender

Countries	Gender equality Policy development within Partner organisation					Gender Awareness work w/beneficiaries /immediate area					Gender sensitive HIV/AIDS & Sexual Health awareness to beneficiaries					Gender Policy Policy Influencing/Advocacy				
	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented
Bolivia	17%	8%	17%	8%	17%	0%	8%	42%	17%	0%	33%	17%	0%	8%	0%	8%	25%	8%	17%	8%
Brazil	0%	11%	22%	14%	0%	0%	0%	33%	22%	0%	0%	0%	44%	0%	11%	11%	11%	33%	0%	0%
Burkina	7%	14%	7%	14%	0%	0%	14%	21%	7%	7%	14%	7%	14%	7%	14%	14%	21%	7%	0%	0%
Mali	38%	25%	38%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Palestine	17%	0%	17%	0%	0%	17%	0%	17%	0%	0%	17%	0%	17%	0%	17%	0%	17%	0%	0%	0%
Final for the year	16%	12%	20%	9%	5%	3%	5%	23%	9%	4%	13%	5%	15%	3%	4%	10%	12%	13%	3%	3%

Children & Youth

Countries	Child rights Policy development within Partner organisation					Child Rights Awareness work w/beneficiaries /immediate area					Gender & Youth sensitive HIV/AIDS & Sexual Health awareness to beneficiaries					Youth / Child Rights Policy Influencing/Advocacy				
	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented
Bolivia	45%	18%	0%	9%	0%	9%	18%	36%	9%	0%	55%	18%	9%	0%	0%	45%	9%	9%	9%	0%
Brazil	22%	0%	22%	0%	11%	11%	0%	22%	11%	11%	0%	11%	11%	22%	11%	11%	22%	11%	0%	11%
Burkina	29%	14%	7%	0%	0%	29%	14%	7%	0%	0%	14%	7%	7%	0%	21%	29%	0%	0%	0%	0%
Mali	75%	25%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Palestine	17%	0%	17%	0%	0%	17%	0%	33%	0%	0%	17%	0%	17%	0%	16%	0%	33%	0%	0%	0%
Final for the year	38%	11%	9%	2%	2%	10%	6%	20%	4%	2%	17%	10%	9%	6%	2%	16%	12%	11%	2%	2%

HIV/AIDS

Countries	HIV/AIDS policy development within Partner organisation					HIV/AIDS Rights awareness work w/beneficiaries / immediate area					General Sexual Health awareness work w/beneficiaries/ immediate area					Sexual & Reproductive Health Policy Influencing/Advocacy				
	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented	None	Little	Some	Much	Implem- ented
Bolivia	64%	22%	29%	50%	17%	45%	27%	9%	0%	0%	27%	18%	18%	9%	0%	45%	0%	18%	9%	0%
Brazil	22%	0%	0%	0%	11%	0%	33%	11%	0%	11%	0%	22%	0%	22%	11%	11%	33%	0%	0%	11%
Burkina	29%	14%	0%	7%	0%	14%	29%	0%	0%	0%	14%	14%	7%	0%	21%	14%	14%	7%	7%	0%
Mali	50%	38%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Palestine	17%	0%	0%	0%	0%	33%	0%	0%	0%	0%	33%	0%	0%	0%	33%	0%	0%	0%	0%	0%
Final for the year	36%	17%	4%	1%	2%	19%	18%	4%	1%	2%	15%	11%	6%	8%	2%	22%	10%	5%	3%	2%



Appendix 2 Press/PR Coverage 2005

Date	Publication	Circulation	Total reached	Equivalent advertising rate
10-Jan	Yorks Eve Press	37,208	37,208	£5,247
26-Jan	Third Sector	20,067	20,067	£228
Feb-05	YO1 Magazine	37,208	37,208	£3,280
Mar-05	Radio York	117,000	117,000	
Mar-05	Compass (CMPS Magazine)			
Mar-05	Yorks Eve Press	37,208		£5,247
Apr-05	Radio York	117,000		
2-May	Yorks Eve Press	37,208		£1,093
11-May	BBC Look North	638,000	638,000	
11-May	Radio York	117,000		
23-Jun	Therapy Weekly	12,000	12,000	£625
Jun-05	Reform Magazine	13,000	13,000	£2,500
Jun-05	Financial World	37,867	37,867	£3,955
Jun-05	www.qpr.co.uk			
Summer 05	Executive Eye			
Summer 05	Football in the Community			
Jun-05	Radio Brighton			
1-Jul	Yorks Eve Press	37,208		£5,247
1-Jul	www.seagulls.co.uk			
1-Jul	www.hullcityafc.net			
2-Jul	Sky Sports News			
8-Jul	Radio York	117,000		
1-Jul	www.seagulls.co.uk			
21-Jul	Sidwaya			
1-Aug	Communique			
1-Sep	www.qpr.co.uk			
1-Sep	QPR Programme	10,000	10,000	£588
8-Sep	QPR Programme	10,000		£1,175
1-Sep	Hull City Magazine			
12-Sep	Independent on Sunday	210,715	210,715	£3,283
13-Sep	Seagull Programme	8,000	8,000	£1,410
14-Sep	www.thefa.com			
20-Sep	The Argus	46,627		£3,952
21-Sep	Telegraph	914,169	914,169	£44,000
21-Sep	Mirror	1,943,382	1,943,382	£73,600
24-Feb	Knaresborough Post	3,708	3,708	£1,312
14-Oct	Northallerton Times	811	811	£2,624
14-Oct	Ripon Gazette	6,462	6,462	£3,498
20-Oct	The Argus	46,627	46,627	£1,976
28-Nov	bbc.co.uk			
4-Dec	Radio 5			
5-Dec	Guardian	392,479	392,479	£6,500
9-Dec	Radio 4		9,370,000	
9-Dec	bbc.co.uk			
9-Dec	Independent	235,491	235,491	£10,000
11-Dec	CBC News World			
13-Dec	Yorks Eve Press	37,208		£1,093
20-Dec	The American Prospect			
23-Dec	Evening News	71,940	71,940	£2,319
23-Dec	The Scotsman	70,203	70,203	£10,300
31-Dec	Vanguard			
		Total audience	14,196,337	£195,051
				£585,152

Advertising value
PR value

	general IS press coverage
	Coaching for Hope
	Human Rights Awards

List does not include value of BBC TV, radio, and web coverage



International Service

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