

## REPORT ON THE PPA 2004/5

### INTERNATIONAL SERVICE

#### INTRODUCTION

This is the final report on the PPA with DFID 2001/5. A full evaluation of the PPA was submitted during 2004 which concluded "there is sufficient evidence for the evaluation study to conclude that IS's programmes are making a significant difference to the effectiveness of their partners, and consequently to the improvement of the lives of some of the world's most disadvantaged people".

Therefore, this report will not seek to go over old ground but to briefly highlight some of the specific developments of the last year and to illustrate this with a few case studies in the form of "Making Connections" messages from development workers.

#### PERFORMANCE ON OBJECTIVES

On objective one, the following key activities are highlighted: -

- An evaluation of the impact of International Service's support to partners with projects in the Micro-finance sector in Mali and Burkina Faso was conducted. It concluded "International Service development workers are found to have considerable impacts on the organisations with whom they work, primarily in the form of institutional capacity building. .... These influences combine to improve the sustainability, both institutional and financial, of the partner organisations, which in turn enhances the likelihood of the programmes being able to offer sustainable services to their clientele"
- An evaluation of our collaboration with youth organisation "Jeunesse et Development" in Mali called "Young People Acting for Change" concluded that "Overall this evaluation has observed some very positive impacts on the lives of young people living in difficult situations, particularly in terms of: -
  - a) bringing stability and reducing immediate risks
  - b) generating social consideration and increasing self-esteem
  - c) supporting social/family reintegration and
  - d) building young people's skills and capacities

J & D are highly appreciated and perceived as very dynamic by partners and beneficiaries. They have healthy management

practices, including gender sensitivity, and have established a good collaborative relationship with International Service”

- We posted our first development worker to Chile to work on organisational development and information management with Consumers International in their Santiago office

On objective two the following is worthy of comment:

- We achieved Investors in People accreditation at the end of 2003
- Annual workshops were held in Mali, Brazil, Bolivia and Burkina Faso on relevant themes
- Revised reporting formats began to result in better information for organisational learning, particularly the success ranking exercise which we have used to work on definitions of success and how to create more opportunities where we can achieve it!

On objective three we have been really busy and achieved the following: -

- Established the IS Corporate Forum – a group of senior business people who are working with us to help us gain access to new audiences, obtain sponsorship for our projects and open doors for us in the corporate world. This led to the launch of IS Study Tours, sponsorship of our Human Rights Awards and sponsorship of the Coaching for Hope scheme in West Africa
- Human Rights Awards ran for the second time and were well attended and covered in the media
- Involvement with Common Purpose led us to developing short and focussed sessions to fit in with a leadership training course. These brought a development focus into a course for future leaders and was well received. It will run again this year
- Work on disability issues has continued and we are in the process of working with Baroness Wilkins and Rachel Hurst to establish an ad hoc parliamentary group of Friends who will bring the international dimension of disability on to the agenda of standing committees
- The Making Connections Scheme has been extended and the response rate from civil society groups has increased due to development of on-line communications with pdf messages

- Following the launch of My Village, My Life our schools pack, we have now established our presence within the Yorkshire and Humberside Global School's Association and more widely. The pack has sold out its first edition and repeat orders have come from several of the regional DEC's. A review of the production, trailing, promotion and use of the resource is planned prior to a second resource being completed

On Objective four we have also been active and have achieved the following milestones:

- We have developed a fully comprehensive media and marketing strategy and have seen a marked increase in the number of articles appearing about our work
- We have developed a new fund-raising strategy looking to diversity our fund-raising and have successfully attracted new funders from the Corporate Sector to sponsor some of our new activities
- We have begun to establish a new data-base and improve donor care in order to understand our supporters' needs more thoroughly
- We have been short-listed for two national charity awards

Jane Carter  
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Annexes:

- Development Worker Statistics
- Examples of Making Connection Case studies