



KidsRights Annual Report 2014



“KidsRights gives a voice to the voiceless”



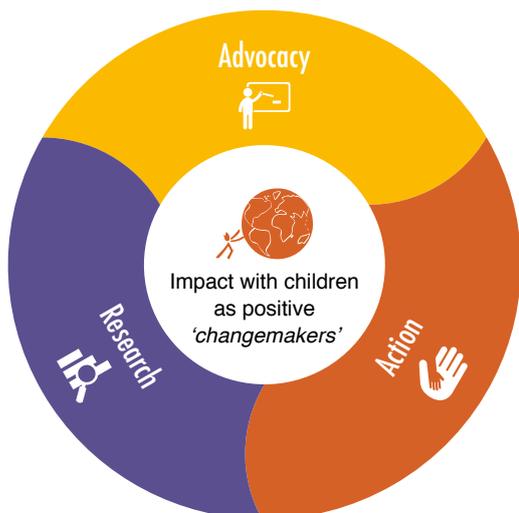
With this report we are pleased to summarize and share what KidsRights has achieved in 2014 with your support.

About KidsRights



KidsRights promotes the wellbeing of very vulnerable children across the world and advocates the realisation of their rights. KidsRights sees children as *changemakers* in this process.

What we do



Advocacy

We do advocacy and raise awareness about children's rights, to ensure they are put on the agenda globally.

Action

We take local action to directly improve the realisation of children's rights and stimulate child participation and changemaking in our local projects.

Research

We do research to provide insight in the status of children's rights globally.

Advocacy in 2014



Special jubilee celebration International Children's Peace Prize

On November 18, American Neha Gupta received the tenth International Children's Peace Prize. Desmond Tutu presented her with the prize. Since the age of nine Neha has made it her mission to help the children of the world, and with extraordinary dedication and leadership, she has led her peers across the world to do just that. Through *Empower Orphans*, assisted by teenage volunteers like herself, she has raised over \$1.3 million and touched the lives of over 25,000 children worldwide. Also present at the jubilee celebration were His Majesty the King Willem-Alexander of The Netherlands and Nobel Peace Prize Winner 2014 Kailash Satyarthi.



Youth platform *The KidsRights Youngsters* launched

We also launched *The KidsRights Youngsters*; a unique youth-led platform for advocacy and awareness, formed by the winners of the International Children's Peace Prize. The Youngsters aim to realise children's rights, as outlined in the Convention on the Rights of the Child. They urge decision-makers to constantly put children's rights at the core of the (inter)national agendas and to collaborate with children and youth to substantially improve the quality of life of children around the globe.



Over 600 Dutch schools have learned about children's rights

KidsRights believes it is important that children learn about their rights and take action to move the world. That is why we provide our children's rights curriculum free of charge to primary schools in the Netherlands. In the 2014 school year 608 primary schools with 1496 classes have covered the curriculum. Furthermore, in collaboration with the national children's news papers *Kidsweek* and *7Days* we have reached nearly 300,000 children and youth with the inspiring stories of the winners of the Children's Peace Prize and the importance of children's rights.



Advocacy in 2014



Jubilee book "Changemakers": 5000 copies already sold!

In honour of the tenth anniversary of the International Children's Peace Prize, KidsRights published *Changemakers*. The book contains special stories, inspiring interviews and unique images of the ten International Children's Peace Prize winners. There are now more than 5000 copies sold in Netherlands.



Millions of viewers for Dutch TV series *Peter R. Over de Grens* (Peter R Crossing Borders)

With the television series renowned Dutch journalist Peter R. De Vries raised awareness for children's rights violations in 6 countries. KidsRights supported the TV-Series with expertise and in addition provides care to the individual children from the program. Thousands of new donors signed up with KidsRights.



Nobel Peace Prize 2014 for Children's Peace Prize Winner and KidsRights project partner

On December 10 Children's Peace Prize Winner Malala Yousafzai and KidsRights' long-standing project partner Kailash Satyarthi received the Nobel Peace Prize 2014. KidsRights is very pleased that with the selection of these winners the committee of the Nobel Peace Prize has drawn attention to children's rights and the oppression of children and young people.

Action in 2014



In 2014 KidsRights supported **ten projects** across **three continents** reaching **more than 5,300 vulnerable children** directly. A selection of our projects:



Pakistan

We have launched two new projects in Pakistan that focus on girl education. One of these projects is "School with room and board" in the Swat region, where Children's Peace Prize Winner Malala comes from. This school offers quality education and shelter for vulnerable children, who have lost one or both parents and therefore often do not go to school.



South Africa

The Sizanani project in South Africa cares for 1.300 aids orphans and vulnerable children in eleven community centres. The children receive school supplies, such as pencils and uniforms. And every day, returning from school, they receive a warm nutritious meal. Children who are infected with the hiv virus are regularly examined and have access to the care they need.



Dominican Republic

With the support of KidsRights, birth certificates are provided to children, giving them access to education and health care. Also, KidsRights and our project partner offer additional educational support for children living in great poverty.



Research in 2014



KidsRights Reports

For the TV series *Peter R Crossing Borders*, KidsRights performed research in six different countries. On the occasion of the International Children's Peace Prize 2014, KidsRights also wrote the research report *Child Participation - From Rights to Reality*. With these reports, KidsRights offers local and international organizations the opportunity to raise awareness for children's rights with national governments and the public as a whole.

The reports were developed in collaboration with Leiden University and NautaDutilh.



KidsRights Index

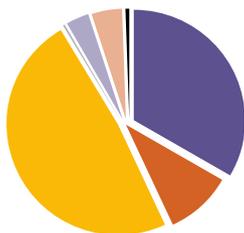
The KidsRights Index provides insight into how countries score worldwide in the implementation of children's rights. In early 2014 the index was presented to the UN Committee on the Rights of the Child. In June the KidsRights Index Conference was held with representatives from universities, United Nations and (inter)national children's rights organizations.

The KidsRights Index is developed and published in collaboration with the Erasmus School of Economics and International Institute of Social Studies of Erasmus University.

The figures



Our total income of 2.202.361 euro came from:



- Business Partners & Friends: € 737.487 (33.5%)
- Trust funds: € 212.000 (9.6%)
- Individual Donors: € 1.069.216 (48.3%)
- Legacies: € 5.464 (0.2%)
- In-kind Gifts: € 70.000 (3.2%)
- Spontaneous donations: € 100.421 (4.6%)
- Income from third party campaigns: € 7.773 (0.4%)

Our total spending of 2.363.985 euro went to:



- Executing on our purpose: € 1.736.901 (73.5%):
 - - Advocacy and Awareness: € 889.527 (37.6%)
 - - Research: € 208.416 (8.8%)
 - - Action: € 638.958 (27.0%)
- Fundraising expenses: € 421.081 (17.8%)
- Management & administration: € 206.003 (8.7%)

KidsRights team



In 2014 5,3 FTE worked at KidsRights. KidsRights is grateful for the help of volunteers, partners, Business Friends, ambassadors and donors who make our work possible.

More information?



For daily updates on our activities, please follow us on Facebook and Twitter.



www.facebook.com/KidsRights



twitter.com/kidsrights

KidsRights thanks all its donors and relationships for the wonderful results in 2014!