



World Childhood Foundation

Activity Report 2015

CHILDHOOD

WORLD CHILDHOOD FOUNDATION
FOUNDED BY H.M. QUEEN SILVIA OF SWEDEN

This is Childhood.

World Childhood Foundation was founded in 1999 by H.M. Queen Silvia. It is an international organization that works to promote everyone's right to a safe and loving childhood.

Our vision

Every child has the right to a childhood, to safety, happiness, playfulness and curiosity about life. Everyone has the right to grow up and develop, both socially and intellectually.

Our mission

The mission of Childhood is to defend the rights of the child and to promote better living conditions for vulnerable and exploited children at risk all over the world. We want to give all children the opportunity to develop into strong, secure and responsible human beings.

Target group

We primarily work preventatively, to stop children from being sexually abused or exploited, and to allow them to have a safe and loving childhood. Childhood has identified four target groups where children are most at risk of being abused or exploited. These are:

- Families at risk
- Children who are victims of abuse
- Children in alternative care
- Street children

How we work

We have offices in Sweden, Brazil, Germany and the United States, but we do not have staff in the field. Instead we support projects run by local organizations, as these organizations have a longterm approach, and often have the best understanding of the problems within a specific region.

We support the projects with funding, as well as strategic advice, capacity development and networking opportunities.

We believe that cooperation, knowledge transfer and capacity building provide the preconditions for a cost-effective and qualitative way of working with children. Childhood's project managers work closely with the local organizations to provide help and support, both from our offices and through personal visits.

Core values

All our work is based on the UN Convention on the Rights of the Child (UNCRC), the Global Compact's children's rights principles, and the ethical codes defined by Childhood.

FACTS ABOUT CHILDHOOD

- Childhood was founded in 1999 by H.M. Queen Silvia.
- Childhood's work is based on the UNCRC, and is religiously and politically unaffiliated.
- Childhood has offices in Sweden, Brazil, Germany and the United States.
- Childhood provides support to more than 100 projects in 16 countries.



PHOTO: UNITED NATIONS PHOTO LIBRARY

In September 2015, Queen Silvia of Sweden held a speech at the United Nations to draw attention to children's rights. A day prior to the meeting of world leaders at the UN headquarters in New York to discuss the new sustainable development goals, Swedish delegates held a meeting together with World Childhood Foundation and Mentor International at the UN entitled "Children and the Sustainable Development Goals".

During her speech, the Queen said that the new global goals regarding children were something Childhood has aimed to achieve since the organization started.



PHOTO: SANTA FE

100 projects in 100 days.



FACTS

Paula Guillet de Monthoux

Work: Secretary General of the World Childhood Foundation.

Lives: Stockholm

Family: Husband and twin girls.

Education: MBA – is about to complete a thesis on finance and fundraising.

Leisure: Spending time with family and friends.

Background: Secretary General of SOS Children's Villages in Denmark and, before that, several senior positions at UNICEF.

AS THE NEW SECRETARY GENERAL of Childhood, it's very exciting to look back on the past year. In 2015, I completed my first 100 days at Childhood. During these 100 days, I have, among other things, looked closely at some of the 100 projects that we worked on in 2015. Above all, I am impressed by the knowledge and experience that exists both within the organization; knowledge and experience that has been transformed into projects, programs, support efforts, partnerships and action plans that change and improve the lives of children around the world.

An important keyword at Childhood is PREVENTION. We know that child abuse is not a necessary evil, but something that we can prevent. The first, but important step, is to dare to look at the problem. Sixteen years ago when she founded Childhood, Queen Silvia of Sweden had the courage to acknowledge the problems of violence against children. Undeterred, she has ventured into the public sphere to talk about the vulnerability of children, the acts of violence and sexual abuse committed against them, and has helped shed light on these issues. For example, in the autumn of 2015, Queen Silvia attended a seminar at the Vatican on the subject of trafficking. There, she gave a speech on the trafficking and sexual abuse of children, concluding with the appeal: "Let's give a voice to the most vulnerable of

“ An important keyword at Childhood is PREVENTION.

children". The Queen also spoke at the United Nations' meeting entitled "Children and Sustainable Development Goals" in September 2015.

What makes Childhood unique is that we help small organizations and new ideas to grow and prosper. We have numerous examples of organizations that, as a direct result of support from Childhood, have been able to stand on their own feet. Many of those with whom we collaborate emphasize their appreciation for the extent of our support. Not only do our project managers visit the projects and organizations, but project managers help their partners pinpoint their needs and requirements, set ambitious goals, support decisions, assist in developing project methods and improve their organization, help them build a network of organizations... the list is long and can be even longer.

Childhood's voice is being heard in international contexts. We are in dialogue with other child rights organisations, governments, and others in positions of influence who have the possibility of help children's lives. We have the opportunity to influence global agendas

and thus change – and improve – the lives of children around the world.

The ambitious, new sustainable development goals that were decided upon at the United Nations meeting last autumn give us a platform to focus even more on children. For the first time, the world's nations agreed to include a goal of stopping violence against children. In 2016, we at Childhood look forward to further intensifying our efforts in making that goal a reality.

We will do it – together with our project partners, our generous donors, our co-founders, our board of directors, and our founder and honorary chairman Queen Silvia of Sweden.

We hope you'll want to be part of it!

PAULA GUILLET DE MONTHOUX
Secretary General
World Childhood Foundation

Paula Guillet de M

Childhood around the world.

In 2015, Childhood supported 100 projects in 16 countries.

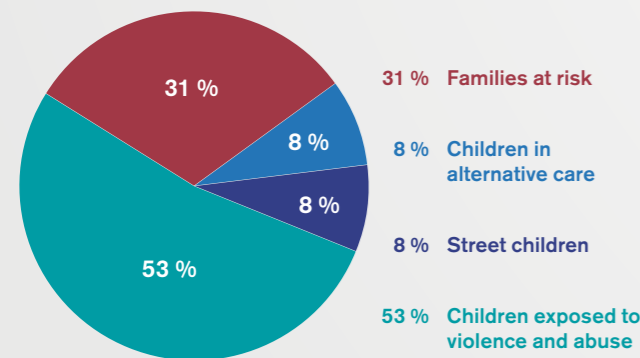
- BELARUS
- BRAZIL
- CAMBODIA
- CHINA
- GERMANY
- LATVIA
- LITHUANIA
- MOLDOVA
- NEPAL
- POLAND
- RUSSIA
- SOUTH AFRICA
- SWEDEN
- THAILAND
- UKRAINE
- USA

USA
Under the transformative leadership of Katie Albright, The San Francisco Child Abuse Prevention Center (SFCAPC) is becoming a model child-friendly facility that uses a comprehensive approach to treatment. By engaging law enforcement, victim advocacy, and medical and mental health services, the SFCAPC is supporting those at risk and victims of abuse. Katie Albright is a winner of the international Child10 Award 2015 for this work. By developing replicable and scalable models, SFCAPC plans on reproducing successful programmes outside of San Francisco. SFCAPC aims to end child abuse within its city by 2075.

GERMANY
Safe places for refugee children – help and future
In September 2015, Childhood arranged a popular and well-attended symposium on the refugee situation of children, in the hope of giving them a positive future. Queen Silvia of Sweden attended the conference and gave the opening speech. Since 2007, Childhood has organized projects for refugees in Germany and acquired extensive experience on how unaccompanied minors can be integrated through nurse, grammar, and high schools, sports activities, youth clubs and even businesses.

BRAZIL
Childhood Brasil has been working in the Olympics project since 2014. This project relies on a number of partners (Rio 2016TM, Oak Foundation, Carlson Family Foundation and EY – formerly Ernst&Young) and the objective is to prepare the city of Rio de Janeiro to protect children and adolescents during the Olympics (jointly with the private and public sectors) against sexual violence and to leave a positive legacy for the city.

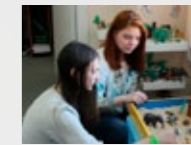
RESULTS 2014 – 2015
How was support and carework distributed per target group?
See the charts below



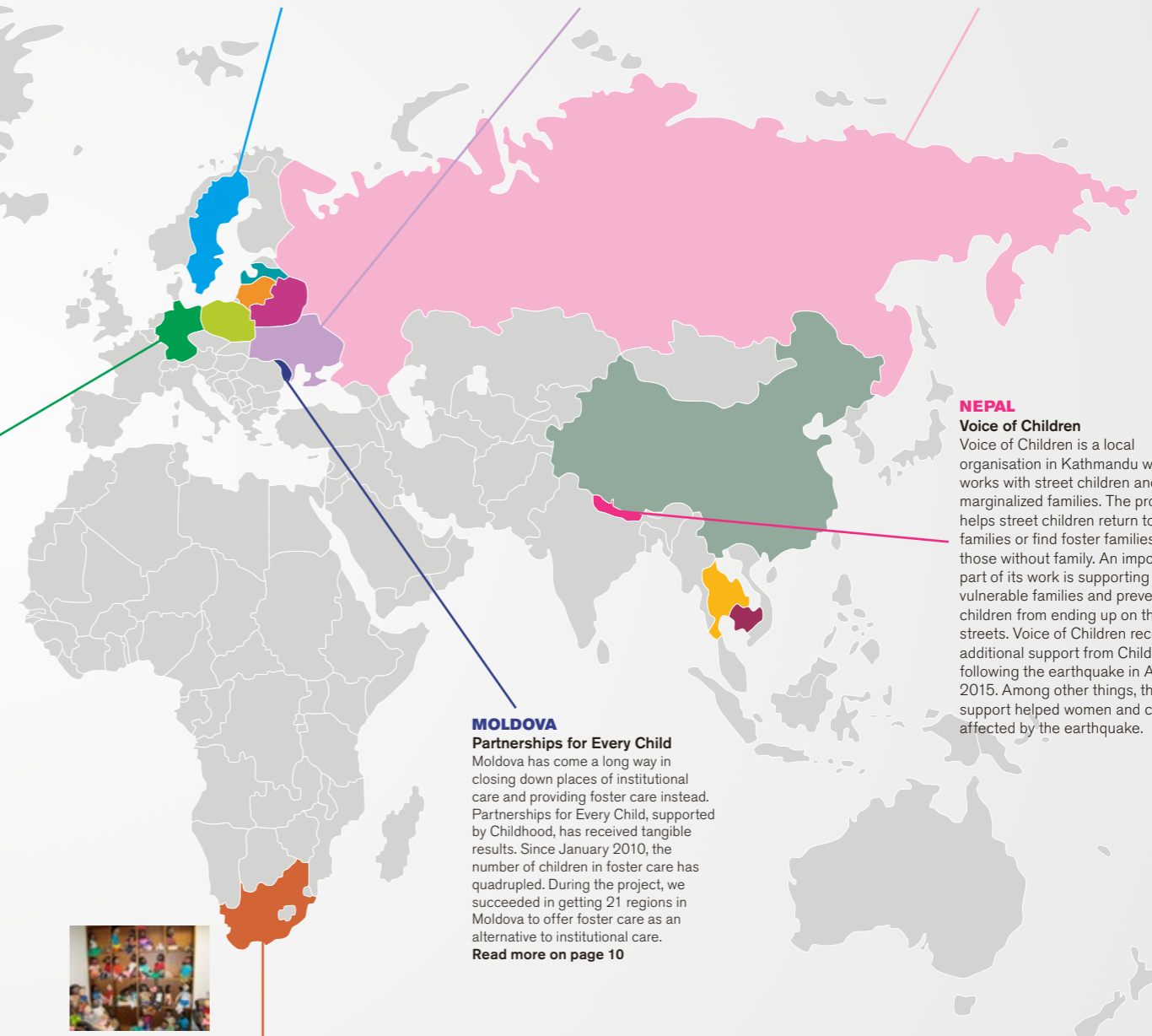
SWEDEN
Maskrosbarn
Maskrosbarn organizes summer camps for children to parents with alcohol and/or mental problems. The camps give the youth an opportunity to spend part of their summer holiday without feeling responsible for their parents and share their experiences with other young people in a similar situation. The project results in strengthened resilience and reduced sense of loneliness among the participating youth.



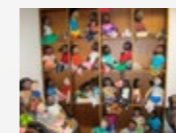
UKRAINE
Blaho gives Roma children a future
Blaho in Ukraine operates a pre-school for Roma children at risk. After spending time at the pre-school, the children are better prepared to start school and have the chance to receive a proper education like other children. Tests show that pre-school or preschool children develop rapidly in a short space of time. One significant result is that many of the Roma children choose Ukrainian schools after attending the pre-school school.



RUSSIA
Doctors to Children
One portion of Childhood's grant provided support for a social worker unit at a hospital. This social worker unit assists staff in identifying disadvantaged or at risk children earlier. In 2015, 702 children received support at the unit. The project also trains professionals responsible for support to children who are victims of crime.



MOLDOVA
Partnerships for Every Child
Moldova has come a long way in closing down places of institutional care and providing foster care instead. Partnerships for Every Child, supported by Childhood, has received tangible results. Since January 2010, the number of children in foster care has quadrupled. During the project, we succeeded in getting 21 regions in Moldova to offer foster care as an alternative to institutional care.
Read more on page 10



SOUTH AFRICA
Ububele Home Visiting Project
Childhood's partner, Ububele, has developed a home visiting scheme for new mothers in Alexandra, one of Johannesburg's poorest townships. Many mothers in Alexandra live in extreme vulnerability to poverty, addiction, violence, and overcrowding. Through Ububele's program, the new mothers received regular support and advice from other women within the same area. Every year, over 100 mothers get support which enables them, despite major challenges, to develop a close, safe and loving relationship with their children.

NEPAL
Voice of Children
Voice of Children is a local organisation in Kathmandu which works with street children and marginalized families. The project helps street children return to their families or find foster families for those without family. An important part of its work is supporting vulnerable families and preventing children from ending up on the streets. Voice of Children received additional support from Childhood following the earthquake in April 2015. Among other things, this support helped women and children affected by the earthquake.

How Childhood chooses which projects receive support.

Projects granted support from Childhood go through a rigorous assessment process. Explore Childhood's application, approval, and follow-up procedures for new projects below:



Children in alternative care.

Children feel best growing up alongside adults with whom they feel safe. Childhood's goal is that no child should have to grow up in an institution, and that all children should grow up in a family or an environment which resembles a family.

With support from Childhood, Partnerships for Every Child has developed new models to ensure that children do not need to end up in orphanages. Previously, abandoned infants were always placed in an orphanage in anticipation of a long-term solution. With the help of Partnerships for Every Child, abandoned children can find a safe and loving foster family. Partnerships for Every Child provide support for families in distress, so that with the right help they can continue to take care of their children.

FOR SEVERAL YEARS, CHILDHOOD has collaborated with an organisation in Moldova called Partnerships for Every Child, who work holistically to give vulnerable children – those who are separated or at risk of being separated from their families – a safe and secure future. Childhood supported a project which involved the development of foster homes as an alternative to institutional care and the results have been very good.

“Partnerships for Every Child has played a crucial role for vulnerable children in Moldova. Its work with children and families, as well as local communities and authorities such as social services, has given very positive results”,

says Åsa Wikström, project manager at Childhood responsible for this particular project. She continues:

“It works together with authorities to bring about change at a national level. Compared to other countries in Eastern Europe, Moldova has come a long way in closing down places of institutional care and providing foster care instead. Partnerships for Every Child can take a lot of credit for that.”

The project which Childhood supported achieved several concrete results. Since January 2010, the number of children in foster care has quadrupled. Without the efforts of Partner-

ships for Every Child and the support from Childhood, many of those children would have probably grown up in an institution. Among other things, Partnerships for Every Child has ensured the establishment of a national network of foster care homes.

“For those children who, for various reasons, cannot live with their original family or with relatives, foster care is one of the most common options used almost all over Moldova. During the project, we succeeded in getting 21 regions in Moldova to offer foster care as an alternative to institutional care”, says Åsa Wikström.

Street children.

Children who live on the streets are one of the most at risk groups for being abuse or exploited. Childhood's partner organization, Mith Samlanh in Cambodia, seeks out children in the city of Phnom Penh who live and work on the streets and helps them leave this harmful and often dangerous environment.

Many children who live on the streets have lost confidence in the adult world. Therefore, projects which focus on street children put great emphasis on re-establishing this confidence and to motivate them to want to accept help. It is important to strengthen the independence which they have built, instead of making them dependent on help. This means that, above all, the projects focus on building a long-term and secure existence beyond life on the streets, rather than distributing food and providing children with temporary beds, which in the worst case can lead to children staying on the streets even longer. This is how our partner organization, Mith Samlanh in Phnom Penh, Cambodia, works. Through its outreach work, it touches the lives of around 1,800 street children every year. Its field workers regularly visit those areas of the city where children and families live on the streets. They visit the same place several times a week and lay out tarps on the ground to gather the children and adolescents. Quickly, small groups form when they do street outreach. The social worker chooses some books and toys for the smallest children. On another tarp, teenagers gather to discuss sex and relationships, or something else that's important to them. Young mothers are given advice on breastfeeding and how to keep their infants healthy. Elsewhere, a nurse attends to children who need, painkillers or delousing.

In this way, Mith Samlanh built up the children's trust and was able to offer them the opportunity to come to a drop-in centre, where, for example, they could eat a meal, wash themselves and talk to an adult about the reasons why they ended up on the streets and if they have any relatives they could contact. The next step could be to make up for lost schooling. There is a program for children with classes a few hours a day. After a while, children can be reintegrated into a normal school. Older children can get help with career training, in a restaurant or as a motorcycle mechanic, for example. An important part of this work is to track

down the children's families or other relatives who can take care of them with the support of Mith Samlanh. Of course, the longer a child has lived on the streets, the harder it is for them to move back to their family, but most of them have someone with whom they can reconnect. That is why outreach work is so important for children who have recently ended up on the streets – so that they can be quickly identified and helped to get away from an environment that is harmful to them, both in the short and long term.

On many occasions, Mith Samlanh works with entire families who live on the streets or in slums, where children are forced to beg or collect garbage to help support the family. Mith Samlanh's work may include supporting adults to find a job, helping them start their own small business, or getting them out of alcohol or drug addiction. It is imperative to make the families realise that although, in the

short term, the children can bring in a large portion of the family income by begging on the tourist trail, it's more important for them to get schooling so that they can get a job and support themselves and their family when they grow up.

Just as in our work with all our target groups, Childhood puts great emphasis on preventative work. Supporting families in need is important in order to prevent children from ending up on the streets. Helping families at risk can in turn help prevent child abuse or children ending up on the streets or being taken care of by the community.

For those children who already live on the streets, our aim is to reintegrate them into society, a process that takes time and varies depending on each child's personal situation.

“ Childhood's goal is that no child should have to live or work on the streets.”



Families at risk.

In Sangkhlaburi in western Thailand, near the border with Myanmar, Childhood's partner organization, One Sky, works with children and families at risk.



IN SANGKHLABURI, WIDESPREAD poverty is a major challenge and contributes to many social problems. The proximity to the border complicates support for children and families who often move between Thailand and Myanmar without permission or identity documents. The area is very isolated, and the nearest social services are situated four hours away in Kanchanaburi.

"Before One Sky began its project in Sangkhlaburi, children who were suffering had no one to turn to, nowhere to go", says Joel Borgström, project manager at Childhood and responsible for Childhood partnerships in Asia.

For many poor families, the only option was to send their children to one of the 17 orphanages in the area. Currently, there are more than 600 children being cared for in these orphanages. The majority of these are unregistered and operated by people without relevant training. A survey conducted by One Sky showed that three quarters of the children were living with their parents before they came to the orphanage, and for 60% of the children, access to schooling was the reason they were placed in care. Only 50 of the children had lost both parents.

"Although almost all parents want their children to remain at home, they often believe that placing them in an orphanage is the only way out of a very difficult situation. It is also the result of the lack of support for families who are struggling in everyday life", says Joel Borgström.

With support from Childhood, One Sky has continued its efforts to introduce other options for parents, so they aren't forced to send their child to an orphanage or out on the streets.

"One Sky gives early support to families at risk by seeking out these families in villages and ensuring that they get help with things such as supplies, food, home to school transport, school uniforms, and therapy. They also help with the registration of children who lack identity documents", says Joel Borgström and continues, "One Sky has also developed a strategy for involving local orphanages and eventually getting them to support the children and families in the villages, instead of contributing to the breakdown of families."

In addition to its work with children and families, One Sky also works with local authorities to establish methods which enable the early identification of child abuse.

Children exposed to violence and abuse.



IN CAPE TOWN, CHILDHOOD'S partner organization, James House works with teenage boys facing a combination of destructive behavior at home and at school, domestic violence and who are engaged in risk behavior such as criminality, school suspension and drug abuse. The program also includes the boys care-givers, to help them to become more secure in their role as parents. The boys accepted to the program, which is called Boy's Best, typically display extremely challenging behavior at school, at home and in the community. The boys are usually absent or suspended from school and have been engaged in violent and abusive behavior with their peers. In many cases the boys are either at risk of being removed from their families or of running away from home due to violence in the home.

There is a huge demand for effective early intervention programs for youth and families and the Boy's Best program has showed very promising results so far. Britta Holmberg, Childhood's Program Director writes about a special meeting with participants from the program:

"I feel energized and full of hope when I leave a meeting with two young fathers in Hout Bay, Cape Town. Their sons used to be the

trouble-makers at school and the situations in their homes were not that good either. Through the program, the boys received support in their school-work and life skills training in a group where they were provided a safe space to talk about life and parents and expectations in a group with other boys in a similar position. They also participated in a therapeutic camp where they started the journey to process the difficulties they were going through and so far had expressed by acting out in a destructive way. For parents, the program offers support groups, home-visits and referrals to parenting skills trainings.

James House, that runs the program, have tried hard to engage one father figure for each boy in the program. That has not been easy since far from all the boys have one. And if they do, maybe not anyone who is prepared to participate in a program like this. So the two young men I meet are the exceptions. So far. They tell me how difficult it was to take the step and attend the program. How they did not want to sit in a group and talk about feelings... But then I realize, that all they do during our meeting is talking about feelings. They share some of their own complicated history with their fathers and how happy they are to see the change their sons are going through. And the change they are go-

ing through themselves. The relationship with their sons has improved so much! They communicate better and spend more time together. They are so proud of their sons, in a way that all parents should be, but I know that these kids seldom get the chance to hear this kind of praise. They talk a lot about how important it is to hug their kids and show how much they love them. And both fathers repeatedly say that they really want to be there not only for their own sons but also for other kids in the community since they know that there are so many children that lack a positive male role model. These two were brave enough to step forward to be part of a positive change for their children. And I feel confident that more will follow as soon as they hear these two!"



PHOTO: BRITTA HOLMBERG

Childhood protection: everyone's commitment.

“Society can—and must—help fight sexual violence against children and adolescents”.

Many challenges and obstacles must be overcome before the culture of childhood is fully respected, but several international and Brazilian organizations are committed to gradually transforming this ideal into a reality.

Over the past 16 years, Childhood Brasil has been working to achieve this dream. A dream where children are just children, living in a world free of abandonment, violence, or exploitation. One which is guided by the principles of equality, non-discrimination, peace and social justice. But we can't do it alone. The protection of children and adolescents is everyone's responsibility.

As a steadfast advocate for ensuring the rights of children and adolescents, Childhood Brasil has helped create and implement numerous public policies in support of children. These

efforts have led to concrete initiatives and practices for confronting sexual abuse and exploitation.

The Special Deposition project is but one example. Although the right to protected listening in legal proceedings was already included in Brazil's Child and Adolescent Statute, Childhood Brasil developed a practical model and methodologies applicable for local court proceedings. This development involved the National Council of Justice to recommend that the courts adopt specialized listening services for child and adolescent victims or witnesses involved in legal cases. As a result, the Special Deposition project has brought about a paradigm shift, which has reaffirmed the right for children to participate in all matters which affect them and, based on their age and maturity, given them the chance to express themselves and be heard.

During the coming years, Childhood Brasil's goal is to continue to engaging on these fronts that being active on those fronts that have delivered results for protecting children by broadening the impact and scope of our projects and campaigns. We seek to increase our engagement with Brazilian society in order to secure commitments which defend the rights of children and adolescents. Accordingly, our challenge is to continue demonstrating how the private sector, the general public, and the government can—and must—help fight sexual violence and minimize the risk of child vulnerability. The engagement of everyone is essential for us to make this world a place where children can be children, and get the respect, care, and attention that is rightfully theirs.

” Where children are just children, living in a world guided by the principles of equality, non-discrimination, peace, and social justice.

SPECIAL DEPOSITION

A CHILDHOOD BRASIL INITIATIVE

MORE WELCOMING ENVIRONMENT WITH JUST THE CHILD AND THE INTERVIEWER IN THE ROOM

PEOPLE PARTICIPATE IN THE HEARING IN A SEPARATE ROOM

DEFENDANT AND VICTIM DO NOT MEET



QUESTIONS ARE ASKED IN LANGUAGE SUITABLE FOR CHILDREN

CHILD REPORTS THE FACT FREELY

CHILD SPEAKS ONLY ONCE

FOLLOWING ARE JUST SOME OF THE RESULTS THE SPECIAL DEPOSITION PROJECT HAS DELIVERED SO FAR:



Launched the first version of SEARCH: Deposition Without Fear (?): Mapping of Special Depositions Given by Children and Adolescents

3

strategic classroom training courses taught in São Paulo by the National Children's Advocacy Center (NCAC), an American organization

Training of over **11,000** local justice system officials who provide direct assistance to children and adolescents

In partnership with the National Council of Justice, creation of a course on Methodology and Best Practices for justice system officials throughout Brazil to listen to children and adolescents



Launch of Listening to Child Victims of Sexual Violence: Theoretical and Methodological Aspects in partnership with UNICEF and the Catholic University of Brasilia

Installation of over **150** Special Deposition facilities

Completion of the **Brazilian Protocol for Listening to Children and Adolescents**

Coordination of the Law Project for Listening to Children and Adolescents as part of the specialized listening services



Creation of a Listening Group coordinated by the Brazilian Secretariat for Human Rights



Childhood in Dialogue.

Andrea Möhringer, Executive Director at Childhood Germany, talks about an inspiring symposium in Würzburg: "Safe places for refugee children – help and future"



Refugee children need our shelter, our attendance and our support. Childhood Germany has had refugee projects in its portfolio since 2007, possesses sound expertise in this field, and, has illustrated through many initiatives, how refugee children and unaccompanied minors can successfully be integrated into kindergartens, schools, sports, youth clubs, and companies through many of its initiatives. In order to share the results of our projects' work, show best practice, initiate exchange of knowledge, and point out that integration can be possible, Childhood Germany carried out a symposium in Würzburg, Germany titled, "Childhood in Dialogue: Safe places for refugee

children – help and future".

This event gathered professionals directly working with the refugee crisis in Germany and encouraged a dialogue about different approaches to new solutions the crisis has created.

On the day of the event, Queen Silvia of Sweden and more than 200 people participated. Key-note speeches were given by members of the German Expert Committee, who discussed the symptoms and causes of traumata refugee children face. Other presentations were given by Childhood Germany project representatives, who shared their experiences working with refugee children.

By teaming up with Wilhelm Rörig, The Independent Commissioner of Sexual Child Abuse in Germany, Childhood Germany made an important step towards linking the issue of abuse to the situation and treatment of refugee children, elevating the topic on a national level. Mr. Rörig expressed his deep appreciation of our work but expressed his concerns about security standards for refugee accommodations. For the first time, he publicly presented a checklist of minimum standards against sexual violence in refugee accommodations.

Then in several workshops, the attendees had the opportunity to learn and discuss issues like integration of refugee children in kindergartens,

schools, assisted living, and companies. In the kindergarten workshop, an interesting project "Willkommenskita" (Welcome to our Kindergarten) noted that the trauma caused by the abuse of refugee children often leads to mental overload, anxiety, conflicts and a loss of identity in the children. In another workshop, the attendees learned from the Psychosocial Center in the city of Halle about resource oriented support of refugee children and young adolescents and raising awareness on this issue with staff in schools and youth clubs.

In Bremen, a cooperation between a soccer club, Werder Bremen, and a counseling center, Refugio Bremen, was set up in order to offer free-of-charge, regular training sessions for refugee children and German children. "If you play soccer, nobody asks, where you come from, but if you would like to join." Further, the participants were informed about the current situation of unaccompanied refugees and their living in sheltered housing. Finally, Childhood Germany launched an "Ausbildungs-Charta", in which companies give their commitment to offer internships and apprenticeships to young refugees. This Charta was signed by 14 companies and is a great example of how help can be organized without red tape.

Stop the Fear – The Psychosocial Center in Halle supports traumatized refugee children through counseling services and certain activities.

After fleeing Syria, a five-year-old girl from Syria found safety in a German communal accommodation with her parents. Even though they left the war behind, the girl was shy, timid and often cried.

A period of time later, she was admitted to a kindergarten. Once, the kindergarten group went on a fieldtrip by tram, but before the class could get on, the young girl panicked, refusing to enter. The kindergarten staff did everything they could for the girl but they could not comfort her. They approached the Psychosocial Center

in Halle (PCH) to find out why trams affected the young girl. One of PCH's trauma-specialist started to work with her using play and art therapy. After analyzing the art the girl created, the specialist finally managed to understand the reasons for the girl's panic attacks in trams. While she was fleeing Syria with her family, she witnessed the death of a father and a baby who were struck by a tram. This scene had traumatized her and continued to provoke extreme cases of anxiety each time she saw a tram. Together with the staff of PCH, the girl learned about her fear and was able to accept and over-



come it. After four months of therapy, she was able to happily ride on a tram without fear. And now she loves to go to the kindergarten.

Childhood USA: New Beginnings.

The new global agenda brings unprecedented opportunities to end sexual abuse and exploitation of children.

Dr. Joanna Rubinstein's first year as President and CEO of Childhood USA.

In January 2015, Dr. Rubinstein was appointed to lead Childhood USA. Along with her many years of working as a leader in international development and global health, she brought to Childhood the experience garnered as a scientist and dean at Karolinska Institute in Sweden and Columbia University in the U.S. Even more importantly, she brought to Childhood her vast network of leaders – in government, the United Nations, civil society and the private sector. Her appointment helps align Childhood with the new global agenda.

In September 2015, at the UN, every nation adopted the most ambitious goals ever propagated: the Sustainable Development Goals (SDGs). These 17 universal goals, to be achieved by 2030, provide Childhood with an unique opportunity. The SDG 16.2 - "end abuse, exploitation, trafficking and all forms of violence against and torture of children" –

clearly articulates Childhood's mission to ensure that every child can reach its full potential.

2015 was a very busy year for Childhood USA. We awarded continuation grants for successful projects (1) focusing on unaccompanied immigrant children (Legal Services for Children, San Francisco), (2) supporting the education for prevention programs led by Peer Health Exchange in New York City and in San Francisco, and (3) we celebrated the C10 International Award to Katie Albright, the leader of the Childhood-supported San Francisco Child Advocacy Center. We secured the prestigious UN accreditation as an affiliated NGO. This will become invaluable as Childhood exponentially increases its collective impact for good by aligning with the UN and the SDGs. We also convened global leaders and decision makers at the UN, participated in important international meetings and invested in scaling up our social media initiative, #EyesWideOpen, spearheaded by H.R.H. Princess Madeleine. The latter was

made possible thanks to the support of the Swedish Postcode Lottery Cultural Foundation. In addition to developing new projects, Dr. Rubinstein has established a thought-leadership role for Childhood USA that will enable it to develop even stronger ties with the powerful organizations and corporations, further amplifying our efforts to help children. Two examples of this were two important meetings that Childhood USA convened in 2015:

The Role of Information and Communications Technology (ICT) in Child Protection.

On May 15, Childhood hosted a roundtable at Columbia University on "The Role of Information and Communications Technology (ICT) in Child Protection" with experts from academia, UN, civil society, the private sector and the Childhood-funded projects. One of the major challenges in ending sexual abuse of children is the increased access to connectivity (internet



(L-R) Chef Marcus Samuelsson, Christine Mack, Joanna Rubinstein, Actress Rosario Dawson, Kofi A. Boateng of the West Harlem Development Corporation, and Karini Gustafson-Teixeira in Harlem.



(L-R) Chef Jamie Oliver, HRH Princess Madeleine, Skavlan, Adele, Christopher O'Neill.

and mobile phones) and the role the enabling technologies play in the rise of sexual grooming, bullying and trafficking. The same technologies bring many benefits to society. They bring new opportunities to scale up access to health care, education and markets, and are seen as the most transformative tools for development. ICTs are an important booster of global economy. But the goal must be that every child is safe online. Therefore, it is important that we also accelerate development of new technical solutions to protect children. Childhood USA is now actively working with partners to harness the power of technology for child protection.

Children and the Sustainable Development Goals: Giving Every Child a Chance.

On September 23, Childhood USA convened a high-level meeting at the UN titled, "Children and the Sustainable Development Goals: Giving Every Child a Chance" in collaboration with the Swedish Mission to the UN and Mentor International. The UN meeting highlighted how the new SDGs' framework can support children's rights, especially focusing on SDG 16.2. At the meeting, keynote addresses were given by Her Majesty Queen Silvia of Sweden alongside Jan Eliasson, Deputy Secretary

General of the UN, Her Excellency Jeannette Kagame, First Lady of Rwanda, and Irina Bokova, the Director General of UNESCO. Among speakers were Diana Nelson, Chair of Carlson Companies (a Childhood USA Board Member), Hans Vestberg, CEO of Ericsson, Per Hegggenes, CEO of IKEA Foundation and Ambassador Dho Young-shim, MDG Advocate of the UN Secretary General. In conjunction with the meeting, the moderator, CNN Anchor Robyn Curnow, interviewed H.M. Queen Silvia about the European Refugee Crisis and its impact on children for CNN International. One of the highlights of 2015 for Childhood USA's President and CEO was joining H.M. Queen Silvia and H.R.H. Princess Madeleine at the Child Trafficking meeting and the meeting on Climate Change and Trafficking at the Vatican on April 27 and 28. Also, Dr. Rubinstein was an invited speaker at the UNICEF and ACEV meeting in Istanbul of the Early Childhood Development and Peace Consortium. Later, she was invited to join the steering committee of the Consortium.

Celebrating Childhood USA legacy and the new projects for raising awareness about child sex abuse.

In 2015, Childhood USA focused on raising awareness about our work in the U.S. by organizing an awards gala and by launching a social media initiative, #EyesWideOpen. On September 24, the first Childhood Thank-You Gala was held at the Plaza Hotel. The Childhood ThankYou Awards, bestowed for significantly furthering the cause of children's rights worldwide, were launched and presented by H.M. Queen Silvia. The 2015 awardees were: Her Majesty Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan, Mrs. Marilyn



(L-R) Uma Thurman, CEO of IKEA North America Anders Persson, HM Queen Silvia at the Sept 24 gala.

Carlson Nelson of Carlson Companies and the IKEA Foundation. The gala chair, Monika Heimbold, and several celebrities, including Uma Thurman and Forest Whitaker, attended the event. In addition to the Awards, a video on the work of BOUNCE!, one of Childhood USA funded projects in Bronx, was screened, and H.R.H. Princess Madeleine's #EyesWide-Open (#EWO) initiative for prevention of sexual violence against children was presented. This new social media initiative was launched the same week at the Global Citizen Festival and displayed for ten days on Times Square billboards.

The objective of the #EWO initiative is to mobilize the public to take action in addressing the global challenge of child sexual abuse and child trafficking. Supporters are asked to upload a picture of their eyes on Instagram, Twitter and Facebook, and to pledge to end child sexual abuse and trafficking. On November 20, International Children's Day, #EWO launched its first Child Protector Tool Kit for Adults to promote education about child sexual abuse, and give voice to and spread knowledge about child protection.

On December 6, Childhood joined 700 children and parents from the West Harlem Community at an event celebrating the Holiday season, and presented three ThankYou Young Artist Awards for the best drawings on the theme "Every Child Deserves...". Actress Rosario Dawson and celebrity chef Marcus Samuelsson launched #EWO at the event and were joined on stage by Dr. Rubinstein and Karini Gustafson-Teixeira, Co-Founder of #EyesWideOpen. They discussed the importance of protecting children, especially during the holiday season. On December 11, Childhood USA board member, H.R.H. Princess Madeleine, was interviewed together with singer Adele and chef Jamie Oliver on the popular TV talk show, Skavlan, and expressed her commitment to Childhood and the cause of ending child sexual abuse.

Significant returns on investments in social



HM Queen Silvia speaking at the United Nations on Sept 24, 2014.

and traditional media Childhood USA media presence in the US, Germany, Sweden and internationally dramatically increased, due in part to our September events in New York that were featured on CNN International, NPR, Daily Mail, BUNTE, Swedish media and more, resulting in over 450 million digital media impressions. The #EyesWideOpen initiative displayed on Times Square billboards was seen by millions. Later, the #EyesWideOpen Adult Toolkit and the West Harlem Community event generated over 60 million digital impressions, and coverage in Page Six, Hello Magazine and E! News. By December 2015, Childhood USA work garnered over 600 million media impressions and our digital platforms saw unprecedented increase in traffic.

All these new developments and accomplishments in 2015 put Childhood USA on the path to expand its reach, increase its impact, and become a recognized leader in the mission to end child abuse and exploitation by 2030.



(L-R) Jan Eliasson, HM Queen Rania, HM Queen Silvia at the Sept 24 gala.



The year that was 2015.

January

Childhood's project managers visit projects in 16 countries to ensure that payments have been received, projects are being run well, to provide support and help in developing project activities. Dr. Joanna Rubinstein assumes role as Childhood USA's President and CEO.

February

Childhood launches a fundraising campaign with special ThankYou-bracelets for Valentine's Day.

March

Childhood opens up the possibility for partner organizations to apply for a so-called "Silver Lining Grant". A Silver Lining Grant could for example be a picnic, a trip to the ocean or a Holiday Dinner.

April

On April 25, Nepal is hit by an 7.8-magnitude earthquake that causes tremendous damage. Childhood launches a special fundraising campaign, where all the donations were ear-marked for our projects in Nepal.

May

We celebrate the 12th consecutive Childhood Day at Gröna Lund in Stockholm. Since 2003, this annual event has raised more than \$1 million for Childhood.

June

As a part of our global initiative, ThankYou by Childhood, Childhood launches an awareness campaign on Instagram under the hashtag #TBTY.

July

Childhood is the official charity of the Stena Match Cup Sweden in Marstrand, the largest international sailing event in the country and part of the World Match Racing Tour.

August

Childhood receives a report from a silver lining project in Odessa, where Childhood's project partner The Way Home has organized a picnic including a treasure hunt for the children in the project.

September

On September 23, Childhood USA convened a high-level meeting at the United Nations on "Children and the Sustainable Development Goals: Giving Every Child a Chance" in collaboration with the Swedish Mission to the UN and Mentor International.

October

Paula Guillet de Monthoux is the new Secretary General for World Childhood Foundation.

November

On November 20, International Children's Day, Childhood USA's #EyesWideOpen initiative launched its first Child Protector Tool Kit for Adults to raise awareness about child sexual abuse and spread knowledge about child protection strategies.

December

During the board meeting in December, nine new projects are approved. On December 11, H.R.H. Princess Madeleine, was interviewed on National TV and expressed her commitment to Childhood and the cause of ending child sexual abuse.

Childhood by the numbers.



100

PROJECTS IN 16 COUNTRIES RECEIVED SUPPORT FROM CHILDHOOD IN 2015.



28,000

CHILDHOOD BRACELETS WERE SOLD IN 2015.

15,000,000

IMPRESSIONS GATHERED WHEN THE #EYESWIDEOpen INITIATIVE DISPLAYED ON TIMES SQUARE BILLBOARDS.

A big thank you to all of you who supported Childhood in 2015!

Childhood's co-founders:

When Childhood was founded by H.M. Queen Silvia in 1999, 14 families, companies and foundations – so called co-founders – contributed USD 1 million each to start operations and project funding. Their capital investment provided Childhood a financially stable platform on which to build the organization. The investment income of that capital covers the majority of our administrative costs, which means that almost all of the donations that Childhood receives go to the projects.

ABB

Axel Johnson Gruppen

Charles B. Wang Foundation

Curtis L. Carlson Family Foundation

Daimler Corporation Fund

Family Barbro E. Heinz

Family Jan H. Stenbeck

Family Jane och Dan Olsson

Family Sven Philip-Sörensen

Heimbold Foundation

Oriflame - af Jochnick Foundation

SAP AG

Skandia

TeliaSonera AB

CHILDHOOD

WORLD CHILDHOOD FOUNDATION

FOUNDED BY H.M. QUEEN SILVIA OF SWEDEN

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