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. 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 long-term 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.

100 projects in 100 days.

An important keyword at Childhood is PREVENTION.

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 launch 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.

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 launch 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.

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 launch 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.
In 2015, Childhood supported 100 projects in 16 countries.

**BELARUS**

**BRAZIL**

**CAMBODIA**

**CHINA**

**GERMANY**

**LATVIA**

**LITHUANIA**

**MOLDOVA**

**POLAND**

**RUSSIA**

**SOUTH AFRICA**

**SWEDEN**

**THAILAND**

**UKRAINE**

**USA**

**SWEDEN**

Maskrosbyn

Maskrosbyn organizes summer camps for children to parents with alcohol and/or mental problems. The camps give the youth an opportunity to spend part of the 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**

Blaha gives Roma children a future

Blaha in Ukraine operates a 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.

**RUSSIA**

Doctors to Children

One portion of Childhood’s gift provided support for a social worker unit at school. This social worker unit assists staff in identifying disabused or at-risk children. In 2015, 702 children received support at the unit. The project also trains professionals responsible for support to children who are victims of crime.

**SOUTH AFRICA**

**SWEDEN**

**THAILAND**

**UKRAINE**

**USA**

**RESULTS 2014 – 2015**

How was support and carework distributed per target group?

See the charts below.

**BELARUS**

31% Families at risk

8% Children in alternative care

8% Street children

53% Children exposed to violence and abuse

**BRAZIL**

**CAMBODIA**

**CHINA**

**GERMANY**

**LATVIA**

**LITHUANIA**

**MOLDOVA**

**POLAND**

**RUSSIA**

**SOUTH AFRICA**

**SWEDEN**

**THAILAND**

**UKRAINE**

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

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:

1. Analysis of the situation of Childhood’s target groups in the respective country. What is already being done by others – authorities or NGOs? What are the main problems? Where can Childhood make a difference?

2. Identification of and visits to local organisations which already work with Childhood’s target groups and may be relevant partner organisations. A first assessment of the organisation is completed and possible projects are discussed.

3. The organisation submits a formal application to Childhood. Applications are reviewed by programme officers who may ask additional questions, contact the references and go through relevant research on the subject.

4. Childhood’s Advisory Board – an independent panel with expertise in international development, children’s rights, psychosocial work with children and families in vulnerable situations and work with child victims of sexual abuse – reads and discusses all the applications and reaches a joint recommendation that is submitted to the Board of Directors.

5. The Board of Directors makes decisions based on the overall assessment of the quality of the application, its relevance and where Childhood could be of most help.

6. Childhood funds a project for up to six years with a gradual phase-out starting in the fourth year. Project partners must apply for continued support every year or every other year.

7. Programme officers at Childhood are in close contact with project partners and visit all projects twice a year. Mentoring constitutes an important part of a project’s capacity development in terms of performance monitoring, long-term funding, and the extent of child participation.

8. The reporting process consists of two written reports per year in which the project’s challenges and results are reported, four financial reports and an annual audit. Payments are made quarterly, provided that the reporting requirements are fulfilled.

9. Current project partners can seek additional grants from Childhood for capacity development. Priority is placed on smaller, inexperienced organisations that may need a lot of support in building a stable organisation. Childhood can also finance study tours for the more established organisation, training in leadership or financial monitoring, or consultancy support to improve performance monitoring and strategic planning.

10. Childhood project partners may also seek additional funding to do something extra special for the children they work with. This may involve arranging an outing or a holiday party or building a playground. The aim is to create happier and more carefree moments for as many children as possible.

11. In some cases, Childhood will end its cooperation with a project partner after only a year or two. It may be that the project did not develop as expected, the reporting was unsatisfactory or there is no longer need for support.

12. Most project partnerships will be phased out after six years. It is possible to deem a project successful in several different ways, for example through the development of a new method or model to support children and families in difficult situations that has been proven effective; the acquisition of new knowledge on a specific target group or support method; the continued funding of an organisation or project from local authorities or other donors; an improvement in the quality of the organisation’s work with vulnerable children and families, or that an organisation which was previously small has become more professional and established.
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.

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 about 1,800 street children every year. Its field workers regularly visit these 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 turn, 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 deodorant.

In this way, Mith Samlanh builds 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.

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.

For several years, Childhood has collaborated with an organisation in Moldova called Partnerships for Every Child, who work tirelessly to give vulnerable children – those who are separated or at risk of being separated from their families – a safe and secure future.

Partnerships supported a project which involved the development of foster homes as an alternative to institutional care. Previously, abandoned children 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, in that with the right help they can continue to take care of their 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.

Children in
Street children.

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.

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 about 1,800 street children every year. Its field workers regularly visit these 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 turn, 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 deodorant.

In this way, Mith Samlanh builds 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.

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.

For several years, Childhood has collaborated with an organisation in Moldova called Partnerships for Every Child, who work tirelessly to give vulnerable children – those who are separated or at risk of being separated from their families – a safe and secure future.

Partnerships supported a project which involved the development of foster homes as an alternative to institutional care. Previously, abandoned children 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, in that with the right help they can continue to take care of their 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.

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.
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 service is a 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 50% 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 resolving 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 children at risk.

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.

Berta 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. But parents, the program offers support groups, home-visits and referrals to parenting skill 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 set 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 going 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!”
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 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 engage on these 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—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.”

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

Where children are just children, living in a world guided by the principles of equality, non-discrimination, peace, and social justice.
Refugee children need our shelter, our attend-
ance and our support. Childhood Germany has
had refugee children in its portfolio since it
was founded. They possess sound expertise in this
field, and, has illustrated through many initiatives, how ref-
gee 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, host best practice, initiate exchange of
knowledge, and point our that integration can
be possible, Childhood Germany carried out
a symposium in Würzburg, Germany titled, “Safe places for refugee children – help and future”.

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

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 field trip by tram, but before the tram 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 trains affected
the young girl. One of PCH’s trauma-special-
ists 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 trains.
While she was fleeing Syria with her family, she
witnessed the death of a father and a baby who
were struck by a truck. This scene had trauma-
ized her and continued to provoke extreme
cases of anxiety each time she saw a train.
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.

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 na-	ion 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 immi-
grant children (Legal Services for Children, San
Francisco), (2) supporting the situation for pre-
vention programs led by Peer Health Exchange
in New York City and in San Francisco, and (3)
we celebrated the CIJ International Award to Kate Albright, the leader of the Childhood-sup-
pported San Francisco Child Advocacy Center.
We secured the prestigious UN accreditation as
an affiliated NGO. This will become invaluable
as Childhood exponentially increases its collec-
tive impact for good by aligning with the UN
and the SDGs. We also connected global leaders
and decision makers at the UN, participated in
important international meetings and
invested in scaling up our social media
initiative, #MyWay2Open, 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 empow-
ering our efforts to help children. Two examples of this were two important meetings
that Childhood USA convened in 2015.

The Role of Information and Commu-
nications Technology (ICT) in Child
Protection.

On May 15, Childhood hosted a roundtable at
Columbia University on “The Role of Informa-
tion 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,
smartphones, etc.).
and mobile phones) and the role the enabling technologies play in the rise of sexual grooming, bulling 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 the 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 Memor 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 about the European Refugees 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. Robinstein was an invited speaker at the UNICEF and ACTIV meeting in Istanbul of the Early Childhood Development and Peace Consortium. Later, she was invited to join the steering committee of Childhood ThankYou Awards, bestowed for awareness about child sex abuse.

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 ThankYou 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 awards were: Her Majesty Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan, Mrs. Marilyn Carlson Nelson of Carlson Companies and the IKEA Foundation. The gala chair, Monica Hofmild, and several celebrities, including Uma Thurman and Forest Whitaker, attended the event. In addition to the Awards, a video on the work of BOVNET, one of Childhood USA-funded projects in Brazil, was screened, and H.R.H. Princess Madeleine’s #EyesWideOpen (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. Robinstein and Karine Gustafsson-Tornera, 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 return on investments in social 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 55 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 2020.
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 a 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 #TBYT.

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.

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
Heimbild Foundation
Offlame - af Jochnick Foundation
SAP AG
Skandia
TeliaSonera AB

15,000,000 IMPRESSIONS GATHERED WHEN THE #EYESWIDEOPEN INITIATIVE DISPLAYED ON TIMES SQUARE BILLBOARDS.

100 PROJECTS IN 16 COUNTRIES RECEIVED SUPPORT FROM CHILDHOOD IN 2015.

28,000 CHILDHOOD BRACELETS WERE SOLD IN 2015.