



# Who we are

Save the Children is the world's leading independent organisation for children.



55m

In 2014, we **reached over 55 million children** directly (51% girls, 49% boys) through our and our partners' work.

## Our vision

A world in which every child attains the right to survival, protection, development and participation.

## Our mission

To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

From Ebola to crises in Syria and South Sudan, events in 2014 showed that it's harder than ever to be a child in many parts of the world.



South Sudan: Mark Kaye/Save the Children

Save the Children exists to help children affected by crises, or those who need better healthcare, education and protection. We work on the ground, and we campaign to secure positive change.

The year ahead is a turning point for children. It's the deadline for the Millennium Development Goals and world leaders are agreeing new sustainable development goals. Our staff will do whatever it takes to meet these goals for children.

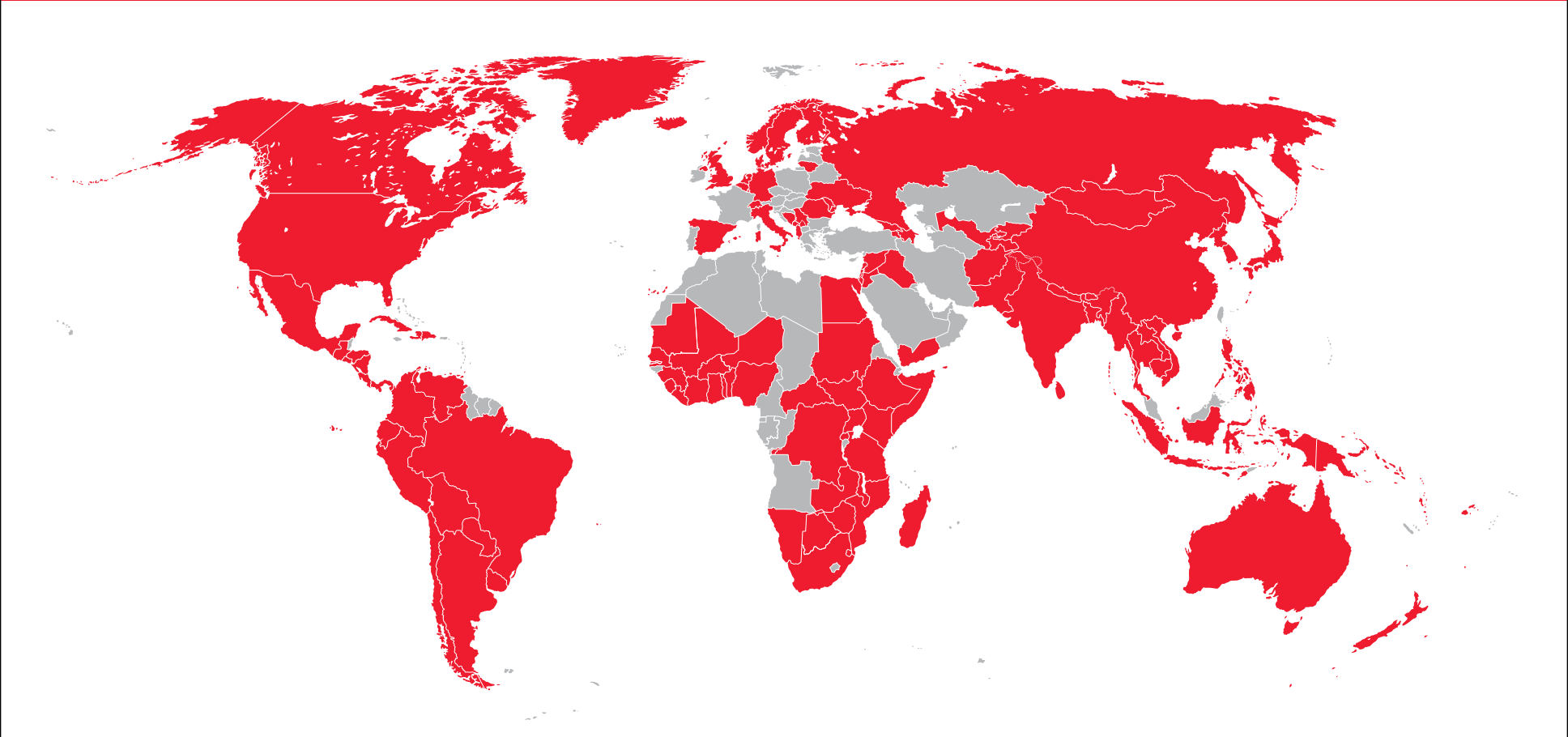
Thank you to all staff, volunteers and partners for their hard work, and to you for your support. Together, we've achieved a lot for children.

**Jasmine Whitbread**  
CEO, Save the Children International

Jasmine Whitbread with 8-year-old Dhuor (name changed to protect identity). After conflict in South Sudan separated his family, we reunited Dhuor and his siblings with their mother.

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Save the Children works in around 120 countries to achieve breakthroughs in the way the world treats children.



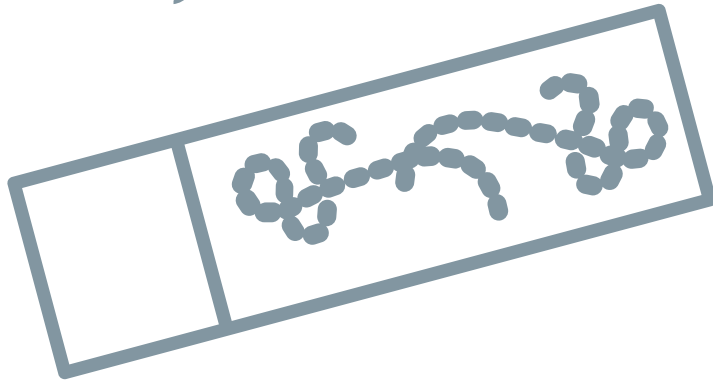
For more information visit our [global site](#).

information correct as of December 2014

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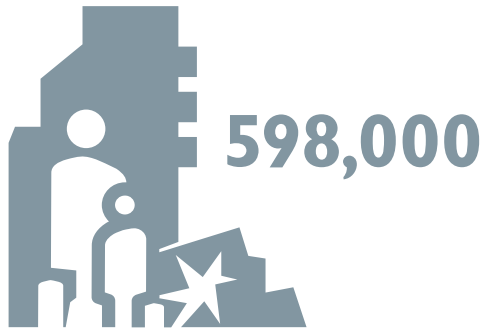
We save lives by preparing for, and responding to, humanitarian emergencies caused by natural disasters, disease outbreaks and armed conflict.

## 867,000

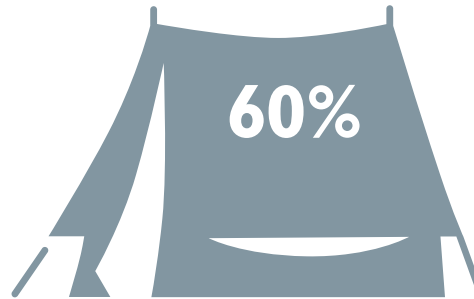


In Ebola-affected regions of Sierra Leone, Guinea and Liberia, we directly reached **867,000** people with **life-saving care, awareness-raising and hygiene kits.**

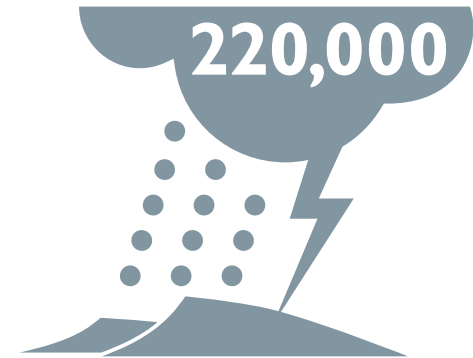
In 2014, Save the Children directly reached 4.3 million children affected by conflicts, disease outbreaks, floods and cyclones through 103 humanitarian responses. As well as saving lives, we help children and families to recover and rebuild their lives.



We increased the scale of our operations inside Syria by more than 80%, directly **benefiting 598,000 children and family members.**



In emergencies, we provide basic needs for children like shelter, protection and clean water. Almost 60% of our humanitarian responses **targeted needs in at least four of these areas.**



We reached **more than 220,000 children** affected by **Typhoon Haiyan** in the Philippines in just five months during late 2013 and early 2014.

Visit our [global site](#) to find out more about our humanitarian work.

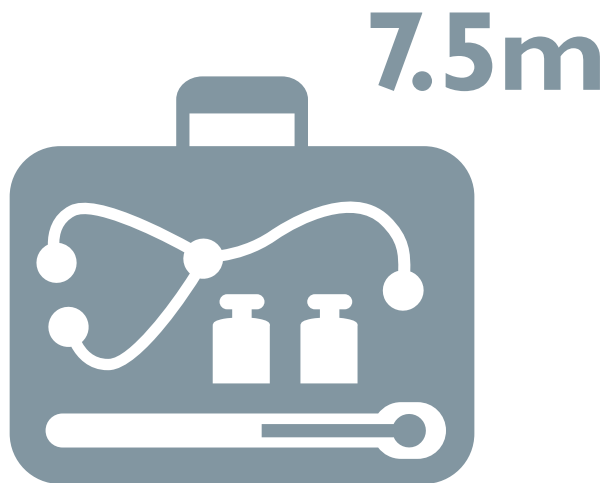


Sierra Leone: Helen Mayelle/Save the Children

“I started feeling symptoms. We decided to rush to hospital because the earlier you go, the better the chances you have. Coming here to work will give me courage to focus on the future.”

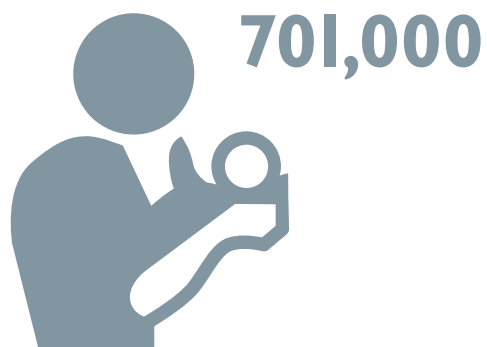
Daniel, 18, received life-saving treatment at our Ebola treatment centre in Kerry Town, Sierra Leone, but he lost 27 relatives to Ebola. After training, Daniel now helps care for children at the centre.

We want a world where: no child under five dies from preventable causes, and public attitudes will not tolerate high levels of child deaths.



In 2014, our work led to **7.5 million life-saving health interventions** for children in 34 countries. This represents a 75% increase compared to 2013.

We've made dramatic progress in reducing child deaths. The number of children dying each year has halved since 1990. But 6.3 million young children still die each year from preventable causes. Save the Children is living up to our name by saving the lives of babies and young children around the world.



We ensured **skilled birth attendants** were present at more than **701,000 births**, giving mothers and babies the best start.



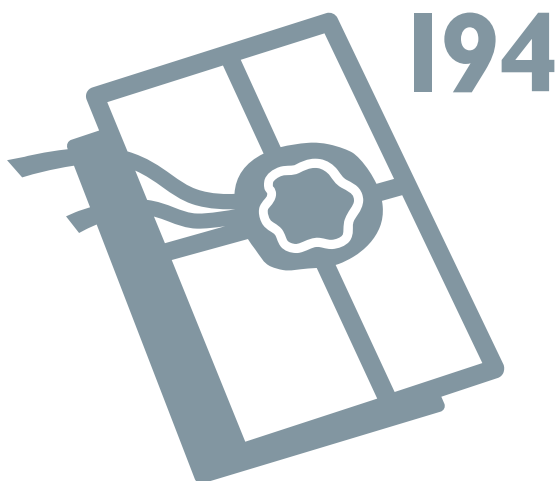
We supported the **treatment of 5.8 million cases** of diarrhoea, pneumonia, malaria and acute malnutrition in children under the age of five.



We supported the **training of 116,000 health workers** in 40 countries. Since 2010, we've helped train nearly 500,000 health workers around the world.

Visit our [global site](#) to find out more about our health and nutrition work.

EVERY ONE is our five-year global campaign to end preventable child deaths.



Our campaigning helped to secure the adoption of the global **Every Newborn Action Plan** in **194 countries**, setting targets to end newborn deaths and stillbirths.

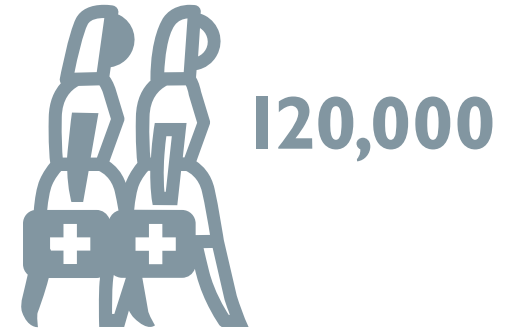
Through our EVERY ONE campaign we use Save the Children's global voice and knowledge to influence government action and enable hundreds of thousands of people to demand an end to preventable child deaths.



After years of campaigning in Nigeria, we helped secure a **national health bill** that could save the lives of **3 million** mothers and children over five years.



As part of our global child-focused event, Race for Survival, nearly **50,000** children from **60** countries called on their governments to prevent deaths among young children.



In Pakistan, we helped persuade local governments to **increase** the number of **female health workers** from around 98,000 to **120,000**.

To find out more about our EVERY ONE campaign, visit our [campaign site](#).

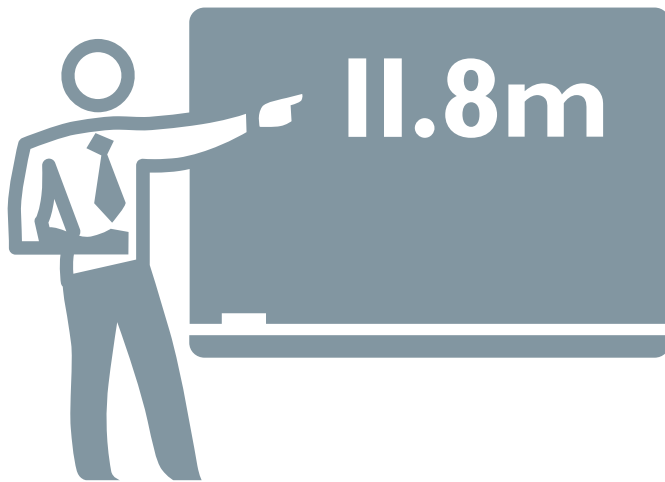


South Sudan: Dom Kehat/Save the Children

“I am happy. I have a healthy child. I have big dreams for my baby. I dream he will grow up, go to school and become a doctor or lawyer.”

Babunie, from South Sudan, gave birth to her son Emmanuel at a hospital supported by Save the Children. “Women come from far because [the hospital] is free. Save the Children saves lives,” says midwife Jane who helped Babunie give birth.

We want a world where: all children can read by the time they leave primary school; and children caught up in humanitarian crises have access to quality education.



Our education programmes directly reached 11.8 million children around the world in 2014.

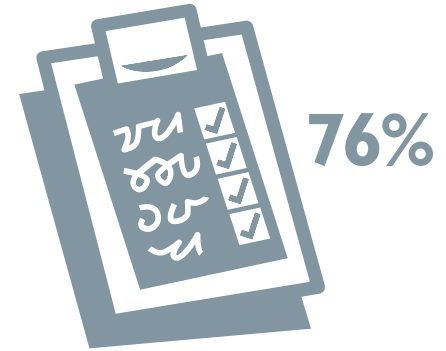
Education is a right and is linked with better long-term health, well-being and income levels. Save the Children focuses on quality education because 250 million children struggle to read and write by grade 4.



In **19 countries**, Save the Children co-leads international agencies' **emergency education** work.



Our Literacy Boost programme in Bangladesh, Ethiopia and Indonesia **tripled** the average percentage of **children who understand what they're reading to 60%**.



**76%** of the Save the Children-supported **early learning spaces** that we assessed **meet young children's** physical, emotional, language and intellectual **needs**.

Visit our [global site](#) to find out more about our education work.



Haiti: Riccardo Venturi/Save the Children

“I am in the 6th grade, my favourite subject is French. When I finish school I want to be a nurse. [During] the earthquake, a block of concrete fell on my knee. Save the Children helps the school.”

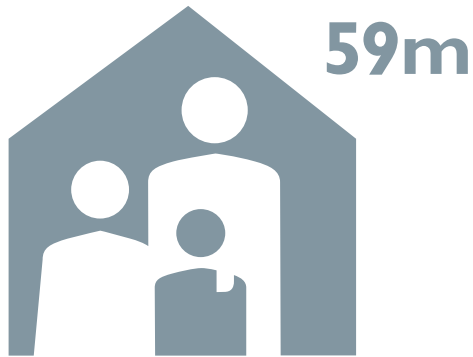
Our education work in Haiti is reaching over 30,000 children like 13-year-old Betchina. Many children struggle to learn because of poor teaching and facilities. We help to make classrooms safe, provide equipment and train teachers.

We want a world where: all children thrive in a safe family environment and no child is placed in harmful institutions.

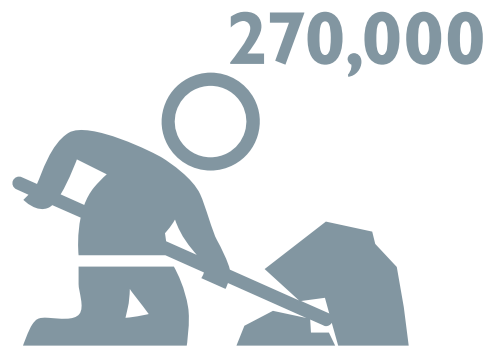


Our **child protection** work in 2014 directly reached **2.1 million children** around the world.

Save the Children works to end all forms of violence against children, including physical, sexual and emotional violence. As well as working to prevent these harmful practices, we support and speak out for children who have been abused or exploited, or who lack appropriate care.



Our lobbying contributed to a complete **ban on corporal punishment** in Brazil, increasing the protection of **59 million children**.



We helped over **270,000 children involved in harmful work** to access education, services and information to protect themselves.



We worked in **15 countries** to **reunite children separated from family members** during humanitarian crises. In South Sudan we started this within 72 hours.

Visit our [global site](#) to find out more about our child protection work.



Jordan: Chris de Bode/Save the Children

“I spend my days in the child-friendly space. I play with friends [and] the lessons are fun. Life in the camp is difficult. I want to go back to Syria – back to school and to play with my nieces.”

Bashira\*, 10, lives with her parents and eight siblings in Za’atari camp, Jordan. At Save the Children’s child-friendly space, professionals provide Bashira and other children with psychosocial support and protection from violence.

\* name changed to protect identity

We want a world where: all children, especially the poorest, benefit from greater public investment and better use of resources in realising their rights.



3.7m

In 2014, our **child rights governance** work directly reached **3.7 million children** around the world.

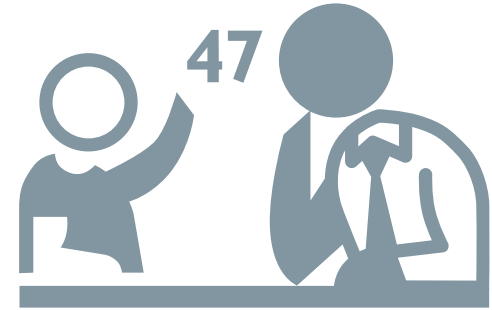
Nearly all countries have made commitments to children's rights, but sometimes action lags behind commitments. Save the Children aims to make countries invest effectively and enough to fulfil all children's rights. We do this by campaigning with children and other organisations, and working with governments.



We helped **18 countries** to change policies or laws to make child rights a reality for more children.




We enabled **40,000 people** in Nepal, Bangladesh and India to access social protection, improving family livelihoods and allowing thousands of children to stay in school.



We persuaded the Human Rights Council to focus on investment in child rights, and **ensured that 47 member governments** listened to the concerns of children from 70 countries.

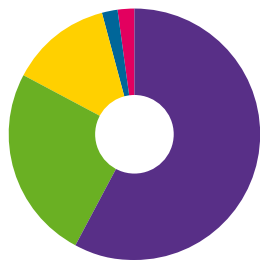
Visit our [global site](#) to find out more about our child rights governance work.

A close-up photograph of a young woman with short, dark, curly hair, smiling warmly at the camera. She is wearing a black and white leopard-print top and a blue beaded necklace with a red tassel. She is holding a bundle of light-colored reeds or grass, which she is weaving into a mat. The background shows a rustic setting with a thatched roof and a white plastic bottle hanging from a wooden pole.

“Many children do not go to school because [of] fees. I did not finish school. Youth in Action will help me overcome challenges. It has taught me budgeting skills. Making mats is our main income – I like weaving them.”

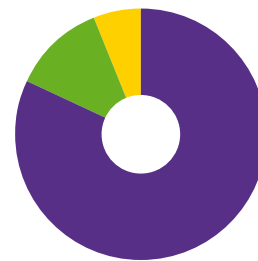
Save the Children’s Youth in Action programme is improving the livelihood opportunities of 40,000 rural youths in five African countries – like Majesta, 16, from Uganda. We’re building their literacy, numeracy, financial, entrepreneurial and life skills.

In 2014, Save the Children's net income grew by US\$91 million (5%) from the previous year. Our combined revenues amounted to over US\$2 billion.



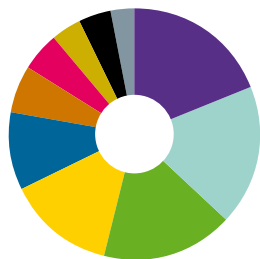
## Income sources

- Institutions 58% (including governments)
- Individuals 25%
- Corporations and foundations 13%
- Gifts in kind 2%
- Other 2%



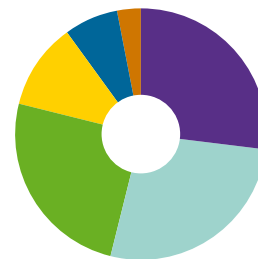
## Expenditure by sector

- Global programmes 82%
- Fundraising and marketing 12%
- Administration and governance 6%



## Global programming by region

- South and Central Asia 19%
- Middle East and Eurasia 18%
- East Africa 17%
- South East and East Asia 14%
- West and Central Africa 10%
- Southern Africa 6%
- Europe 5%
- Latin America and Caribbean 4%
- Pacific 4%
- North America 3%



## Expenditure by programme area

- Humanitarian relief 27%
- Health and nutrition 27%
- Education 25%
- Child protection 11%
- Child poverty/livelihoods 7%
- Child rights governance 3%

## Save the Children organisations' income\*

Organisation	US\$m 2014	Organisation	US\$m 2014
Australia	118.8	Korea	54.0
Brazil	12.5	Lithuania	1.1
Canada	51.5	Mexico	6.3
Denmark	75.2	Netherlands	34.6
Dominican Republic	0.7	New Zealand	6.5
Fiji	0.2	Norway	82.0
Finland	29.8	Romania	5.4
Germany	19.4	South Africa	4.5
Guatemala	2.4	Spain	27.0
Honduras	2.3	Swaziland	0.9
Hong Kong	14.1	Sweden	142.2
Iceland	0.6	Switzerland	13.9
India	23.5	UK	576.1
Italy	82.2	USA	689.4
Japan	25.7	SCI	8.3 §
Jordan	9.9	<b>Total gross income</b>	<b>2,121.0 †</b>
		<b>Total net income</b>	<b>2,004.3</b>

### Explanatory notes

\* Save the Children comprises 30 national Save the Children member organisations and Save the Children International.

§ SCl income represents the value attributed to pro bono professional services donated directly to Save the Children International and income generated in country offices.

† Gross income figures include transfers between Save the Children organisations of US\$117.3m.

Data is converted, where relevant, from local currency to US\$ using a year end exchange rate.

Data is consolidated from Save the Children organisations' reports. Because of time constraints, not all figures are based on audited accounts.

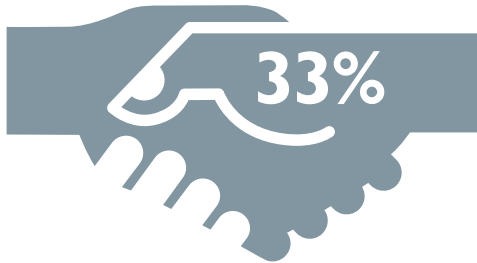
Each Save the Children organisation publishes detailed accounts. Please contact the individual Save the Children organisation for more information.

Read more or contact a Save the Children organisation.

# Global corporate partnerships

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A huge thank you to all of Save the Children's global corporate partners, who help us to transform children's lives.



We **increased our global corporate partnerships by 33%** in 2014, expanding our presence and impact.

We're able to scale up effective programmes thanks to our long-term relationships with global corporate partners:

Accenture  
Bulgari  
C&A  
GSK  
IKEA Foundation  
Johnson & Johnson  
Procter&Gamble  
RB  
Unilever

Our impact for children is made stronger with professional support from our venture partners, in particular:

BCG  
Egon Zehnder  
Freshfields Bruckhaus  
Deringer LLP  
Baker & McKenzie

Visit our [global site](#) to find out more about our global corporate partnerships.



**Save the Children**

Gerald, 9, returns to school in Leyte Province, Philippines after we helped repair classrooms and hygiene facilities destroyed by Typhoon Haiyan.

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Statistics are based on latest available figures from Save the Children programmes or recognised international sources.

We use an agreed methodology to obtain data through our global annual reporting process. For this publication we used significant figures. This means rounded up or down to the nearest 10, 100 or 1,000. If the next number is 5 or more, we round up; if the next number is 4 or less, we do not round up.