

**UNIQUELY
GLOBAL
and
PROUDLY
SOUTH
AFRICAN**

Thanks to your tremendous support, we helped more than 120,000 children in South Africa last year, achieving lasting, large-scale results.



Gugulethu Ndeble CEO

LETTER FROM THE CEO

Dear friends and colleagues,

By just about any measure and standard 2014 was a tough year for children around the world. Innocent children were caught in the crossfire of conflict in places like Syria and Iraq. They struggled to survive as newborn babies in Nigeria. Children entered school ill prepared to learn and succeed in Brazil. They left home and crossed borders to seek protection from violence in the United States and across Europe. And they felt the fear and loss of Ebola throughout parts of West Africa.

In South Africa, the picture is no different. When you look at the 2014 headlines from South Africa, almost on a daily basis, we saw our children bearing the brunt of domestic violence, crime, abuse, unsafe modes of transport, bullying, rape, and many other violations that no child should ever endure. And these are the reported cases. Hundreds of thousands of our children suffer silently and are thus, invisible.

Our children deserve better.

It is for this reason that Save the Children South Africa invests in childhood – every day, in times of crisis and for our future. As the Save the Children family we do whatever it takes in South Africa and around the world to ensure children survive on the toughest days and thrive in what we hope will be a brighter future. Please take this opportunity to review our annual report of the 2014 results for children which you helped make possible. Thanks to your tremendous support, we helped more than 120,000 children in South Africa last year, achieving lasting, large-scale results. We still have a long way to go, but each and every one of you did your part to make South Africa a better place for children. It is your commitment and support that challenges us to go further, think harder and explore more broadly and innovatively to effect positive change in children's lives. It is you who make me extremely proud to work for an organisation that is uniquely global and proudly South African.

There are many organisations that have important and varied priorities, all doing significant work. However, Save the Children South Africa's vision of inspiring breakthroughs in the way the our country treats its children, in every aspect, is what made me realise that this organisation is really special. The notions inspired by our great leader Madiba, that the soul of the nation is measured by how it treats its children, and that the health of the nation is measured by the health of its children, cannot be disputed. Indeed, how we treat our children today will determine the type of future we have - children are not just the future, they are the present.

Again, thank you for your commitment to the world's most precious resource: our children. As we embark on our new 2015–2020 strategy, "Vision 2020," we hope you will continue to support our work – by raising your voice and by making a financial contribution. Together, we are achieving real change for children today and building a better future for tomorrow.

Gugulethu Ndeble
CEO

A handwritten signature in black ink, appearing to read 'Gugulethu'.

Neven Hendricks
Board Chair

A handwritten signature in black ink, appearing to read 'Neven Hendricks'.



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EXECUTIVE SUMMARY 2014

2014 has been an exciting year for Save the Children South Africa (SCSA). We welcomed our first CEO, Ms Gugulethu Ndebele and developed our Vision 2020 for the organisation which we shared with key members of the public, government and children's rights activists during a launch event in December. With a budget of just over \$5,459,517, SCSA was able to reach more than 120,000 children, partnering with communities, schools, Early Childhood Development programmes, and municipalities. Our efforts are estimated to have impacted over three million children indirectly. This represents a significant increase from 2013 and testifies to increased collaboration with government and other partners in scaling up innovative and effective approaches. Notably, we have increased our reach in:

- Foundation Phase Literacy, where we implement the Literacy Boost model in schools but crucially also through engaging communities to support the reading activities of learners, reaching around 20,000 foundation phase learners throughout the country.
- Through our support to 24 districts, district task teams and school health teams responsible for implementation of the school health policy have been strengthened in reaching significant numbers of learners with targeted messaging and support.
- Through working together with partners we have built the capacity of educators, caregivers and communities in engaging positive discipline approaches in an effort to abolish all forms of regressive physical and humiliating punishment methods towards children.
- SCSA reached 16,753 children through its collective community-driven ECCD approach and extensive training of ECCD practitioners and support staff.

SCSA cemented its status as an influential and truly South African child rights organisation through a number of advocacy and campaign initiatives. The organisation used the important PMNCH forum that met in South Africa in June of this year as a means to raise the profile of SCSA with government, media and other key civil society stakeholders. Significant advocacy gains were achieved, amongst them the fact that SCSA contributed to the adoption of an 'Opt out' policy by the DBE in introducing SRH services in schools. To support increased accountability from government, SCSA supported shadow reporting to the ACERW on the implementation of the African Charter on the Rights of the Child.

In ensuring that SCSA programmes remain relevant and tackle the most pressing child rights issues we conducted a situational analysis of the children's sector that highlighted major challenges and opportunities for improvement. Following on this research we consulted with a group of children from across our variety of programmes to identify the most important issues affecting children. The research informed the development of SCSA's "Vision 2020" and will continue to guide development of strategy and programmes in the future.



EXECUTIVE SUMMARY CONT.

We also embarked on an evaluation of the collective community-driven ECCD model in order to build up and increase the evidence base in order to ensure the scaling up of this innovative and promising initiative that has been successfully implemented in KZN over the last 5 years. Evidence suggests that there exists real effective power through the collective action mobilised via ECD forums. This power means capable mobilisation for the ECD centre itself, for the ECD practitioner, for the community at large and more importantly for the child herself.

This last year also saw changes to the financial department's structuring and management. The finance department is responsible for the effective management of the organisation's financial resources and the associated

risks involved. As an organisation in transition, the department in 2014 focussed on identifying new systems for supporting operations and development of the capacity to implement such systems.

The organisation has operated in the main by adapting the structures and systems taken from the previous SCSA entities which came together to form SCSA. This involved training in the new financial management system, "Agresso", with the intention of completing full transition to the new system in 2015. Concomitant work related to developing policies occurred alongside these changes. No changes to the structure itself occurred in the year of 2014 however as this was slated to begin in 2015 as the strategy of the organisation starts to take shape.



We do whatever it takes in South Africa and around the world to ensure children survive on the toughest days and thrive in what we hope will be a brighter future.





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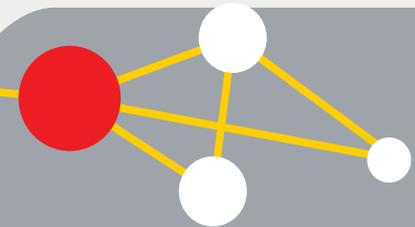
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Foundation
Phase Literacy
reaching around **20,000**
foundation phase learners.



Reaching

16,753 children

mainly through
its collective
community-driven

ECCD



We also embarked on an evaluation of the **collective community-driven ECCD model** to build the evidence base in scaling up this innovative and promising initiative that has been **implemented in KZN**

over the last 5 years.

Building on this, more than 50 children across our current programmes were brought together over the period of 2 days to provide input to answer the following questions in relation to the thematic priorities that the organisation identified:



Background

In 2014, South Africa continued to be marked by very high levels of violence against, and exploitation of children. Latest statistics for the period 2011/12 indicate that 50 688 children were victims of violent crime, 793 children were murdered, 758 were victims of attempted murder, 12,645 were victims of assault and a further 10,630 were victims of assault with grievous bodily harm.

In 2014, South Africa very high levels of **violence** against, and **exploitation** of children

50,688 children

were **victims** of **violent crime**



What are the most pressing issues for children in your community?

What should be done to address these problems?

Who should be addressing these issues for children?

12,645
assault

793
murdered

758
attempted murder

10,630
assault with grievous bodily

BACKGROUND

In May 2014 South Africa held its fifth general election. There have been changes in the structure of the departments, and a new cabinet was nominated. The Department of Women, Children and People with Disabilities (DWCPD) was changed to the Department of Women and transferred to the Office of the Presidency. The children and disability sectors were moved back to the Department of Social Development (DSD). It is widely agreed by civil society that the DWCPD was never mandated appropriately and lacked the ability to fulfil the functions it was set out to achieve. The closure of this Department has also led to children's issues not being addressed by a dedicated department, but have rather lost significant ground in being moved back into the prevue of the DSD. Although children's issues fit well within the ambit of the DSD, there is a concern that these issues will receive less attention due to competing priorities within the DSD.

Service delivery protests continued throughout the course of 2014, with the mining sector strike impacting significantly on the livelihood of many within both urban and rural settings. Coupled with the ongoing economic crisis and Rand value depreciation, many people are struggling to make a subsistence living.

In 2014 South Africa continued to be marked by very high levels of violence against children while the exploitation of children remained just as high. Latest statistics for the period 2011/12 indicate that 50 688 children were victims of violent crime; of which 793 children were murdered, 758 were victims of attempted murder, 12,645 were victims of assault and a further 10,630 were victims of assault with grievous bodily harm.

SCSA developed its programmatic direction for the next 6 year through the development of the organisation's Vision2020 document. Research on the situation of children in South Africa and the child sector landscape informed the strategic process. In addition, staff across the organisation participated in a 3-day strategic meeting which gave direction to ideals, values and purpose of SCSA whilst also helping to bring together all those involved in this relatively new organisation. Building on this, more than 50 children across our current programmes were brought together over the period of 2 days to provide inputs in answering the following questions in relation to the thematic priorities that the organisation identified: "What are the most pressing issues for children in your community?" "What should be done to address these problems?" "Who should be addressing these issues for children?"





THEMATIC RESULTS & LESSONS LEARNT

Early Childhood Development

In aiming to ensure children under the age of five years enjoy safe, stimulating and quality early learning, SCSA reached 16,753 children through its collective community-driven ECCD approach and extensive training of ECCD practitioners; including cooks and gardeners serving in ECCD centres. SCSA also directly administrate two ECCD centres: namely Hlayisanani in Setswetla, Johannesburg and Sizolomphakathi in Tjakastad, Mpumalanga.

Responding to capacity needs identified and communicated by the ECCD community themselves, SCSA provided 379 ECCD centre managers in KwaZulu Natal with accredited training on 'How to manage an ECCD service'. 313 of these received credits towards a qualification. Skills in applying positive discipline were enhanced through practitioner workshops while cooks and gardeners at ECCD centres were equipped with the necessary knowledge and skills.

Through its collective community-driven ECCD approach SCSA supports ECCD services in facilitating 4 community ECCD forums, developing and utilising centres of excellence, providing a combination of monitoring with mentoring services, ensuring access to a dynamic resource kit, establishing and supporting 2 resource centres and facilitating stakeholder networking towards capacitating and advocating to ensure sufficient support to ECCD services. SCSA is also able through this approach to identify ECCD needs and connect ECCD centres with private sector resources and additional support from other NGOs.

In the ECCD forums supported, ECCD practitioners come together to share experiences and good practices as well as being capacitated and in taking collective action. This engagement is scaled up through SCSA administration and support of the KwaZulu Natal Provincial forum where lessons learnt from our engagement in the area forums are shared. The KZN Provincial forum is represented by chairpersons of approximately 64 area forums across the province, a significant increase from last year's 45 forums.

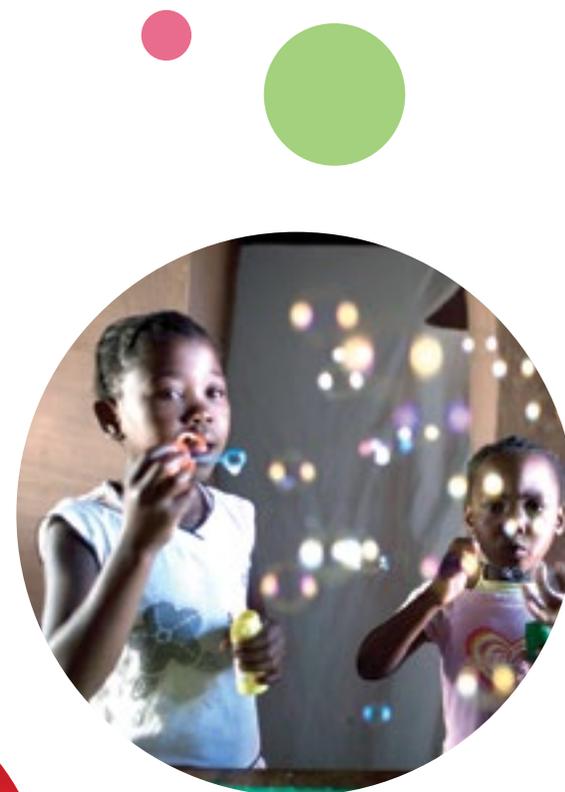
Government departments are using the ECCD Forums as a credible vehicle to drive their programmes and services.

Achievements from advocacy efforts included:

- The collective voice from ECCD practitioners and services (driven by ECCD forums) has contributed to considerable improvement in Government support in the empowerment of ECCD practitioners. Training provided by government departments in the past year covered issues on health, nutrition, infant feeding, hygiene, safety, stimulation and financial management.
- There has been a visible improvement in government support for ensuring young children access adequate water, sanitation and hygiene (WASH). Through persistent local area lobbying access to the following services have improved in the last year: issuing of Vitamin A, the weighing of children, MUAC (Measurement of Upper Arm Circumference) assessments, issuing of immunizations, provision of dental screening and oral hygiene at ECCD sites could be seen. Direct referrals were made to ensure improved access to speech and occupational therapy for children in need.
- Innovative approaches implemented through the ECCD programme have been widely recognised, leading to the programme hosting a number of interested national and international visitors. The collective community-driven ECCD model, with a specific focus on ECCD forums was documented and evaluated this year. Results will support further improvement and future scale out of our approaches.

Lessons learnt

- Setting a solid foundation (infrastructure, processes and systems) for ECCD Forums is critical for its success. Partnerships and relationship building is very important to build long term sustainability. Equally important are members taking ownership and being actively involved through the allocation of portfolios and sub- committees as this will assist with a smooth succession plan. For SCSA, monitoring and mentoring at various levels is key to ensuring ECCD Forums achieve these principles.
- The skills level and capacity needs of Home Based ECCD Services is different to that of Community \ Based ECCD sites. As a result, it is very important not only to offer training to ECCD practitioners operating in Home based services specifically, but to enhance capacity building through annual mentoring visits.



Early Childhood Development

In aiming to ensure children enjoy safe, stimulating and quality learning SCSA reached



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SCSA SUPPORT ECCD SERVICES IN:

- facilitating **4** community ECCD forums;
 - developing and utilising centres of excellence;
 - providing a combination of monitoring with mentoring services;
 - **2** establishing and supporting resource centres;
 - ensuring access to a dynamic resource kit;
 - and facilitating stakeholder networking, capacitating and advocating to ensure sufficient support to ECCD services.
-

KZN Provincial forum is represented
by chairpersons of



64 area forums

a significant increase from last year's

45 forums

Health and Nutrition

SCSA was part of a project consortium with the primary objective to reduce maternal and child mortality. Its role has been to manage one of the key outputs to strengthen school health services through the implementation of the National Integrated School Health Programme (ISHP). Through the project called the Reproductive, Maternal and Child Health (RMCH) project, we reached almost 40,000 children and more than 2,000 government officials in 24 Districts, across 8 Provinces. District officials, health workers and school officials received capacity building for effective implementation of the ISHP, 475 schools were reached with strategies to promote demand for ISHP, and school learners received health education messages including sexual and reproductive health information. Ultimately best practice and lessons learnt from the project was shared through provincial ISHP workshops. A RMCH School Health Manual and case studies have been produced by the project to be disseminated to all of the country's 9 provinces and 52 districts, providing guidance, illustrating best practices and sharing lessons learnt.

Through the RMCH project, SCSA has developed innovative approaches to the delivery of school health through strengthening coordination, demand and access to health. SCSA's support in the development and operation of district ISHP Task Teams have helped districts to offer more effective support. We have also advocated that school based support teams (SBST) expand their network to incorporate the three streams of primary healthcare re-engineering to strengthen the ISHP referral system. The RMCH District Reporting Tool is a key innovation that will support the task teams in standardising all these processes. Within RMCH evidence and advocacy contributed to

a move within the DBE to change the policy on the implementation of Sexual and Reproductive Health Services (SRH) in schools to opt-out instead of opt-in. Guidelines that will facilitate capacity building and standardised consultations between school governing bodies (SGBs) and parents in respect to the school community agreement for sexual and reproductive health (SRH) services to be provided in schools through the ISHP have also been approved by the DBE following SCSA lobbying. Ultimately, these interventions will greatly increase access for adolescents to obtain SRH services as well as strengthening family planning in this age group and reducing teenage pregnancy.

Lessons learnt

- The implementation of ISHP relies on effective leadership. Clarity of roles and effective communication, collaboration and co-ordination between three key government departments i.e. the Department of Health (DoH), the Department of Social Development (DSD) and the Department of Education (DoE) is essential.
- Effective leadership and coordination to bring three departments together requires a clear coordinating structure with clear ToR (for the Provincial and District ISHP Task Teams and the SBST), a clear agreed upon implementation plan to implement the ISHP policy with each role player identified, and a clear monitoring and evaluation plan with agreed upon performance indicators.
- The accessibility of youth friendly SRH services for older learners needs to be greatly improved in South Africa.



Education

SCSA's Basic Education programme has reached almost 25,000 children in the past year, mainly through our Foundation Literacy intervention programme. The intervention is aligned to the global SCSA Literacy Boost approach and in support of its global breakthrough of ensuring that all children can read by the time they leave primary school. SCSA, together with its partner Penreach in Mpumalanga Province is implementing an innovative approach in 57 school communities in Free State and Mpumalanga of providing training to teachers to improve classroom teaching, building capacity of leadership to support effective Foundation Phase literacy education, increasing the availability and use of reading materials in the community and supporting reading delivery systems at district level. Reading activities within communities have shown tremendous potential in mobilising support amongst members of the community to assist and support Foundation Phase learners to read. Reading Awareness sessions for parents were well attended and many community members signed up to support weekly reading camps in the community. Reading camps have thus far been attended by large numbers of learners.

SCSA works closely with the DoE in the Free State Province in support of their Foundation Phase Reading Strategy and ensuring sustainable change occurs within schools. DoE Subject Advisors have been trained in the Literacy Boost curriculum and have been supported to roll out Foundation Phase teacher training across the Province. The Subject Advisors commented that the training enhanced their skills to properly support and encourage teachers to follow proper literacy sequence/s.

A whole-school approach to improve the quality of education implemented in 10 schools in the Free State over the last 4 years have also shown positive results. Matric Results in the two secondary schools have improved steadily over the last 3 years. In the past year, we engaged in capacity building of teachers of Intermediate; Senior, Further Education and Training

(FET) phases in English, Mathematics, Physical Science, and Accounting and Natural Science to ensure that a solid foundation is laid in preparation for matric examinations. The findings of the Quality Learning Environment (QLE) evaluation conducted in the 10 schools also showed improvement in the guiding principles of physical safety; and psychological and emotional wellbeing of learners. Support in these areas are specifically provided by Youth Facilitators placed in schools and attest to the focus placed in promoting implementation of the Priority Areas of DBE's Care and Support for Teaching and Learning (CSTL) Programme. In Limpopo province, in the four schools supported by SCSA we have been able to provide guidance and support to teachers that had limited exposure to the CSTL Programme to implement it more effectively.

Lessons learnt

- Our approach of supporting the FSDOE in rolling out Foundation Phase teacher training is reaching children at scale across the province. However, the FSDOE have not been able to roll out the training in the time and manner planned hampering the extent and quality of the support that SCSA can provide and ultimately the outcomes from the intervention.
- The recently introduced CAPS system have pushed schools to put in extra time in mastering the methodologies in adapting to the CAPs system. This has contributed to inadequate improvement in academic performance: SCSA have been able to provide effective support in 10 target schools to master the new system especially to schools offering Grade 12.
- Lack of financial resources impact the department's ability to do proper monitoring and support of schools. This leaves a gap and contributes to challenges already facing these poorly resourced schools. The schools have been encouraged to exercise a cluster exchange visit approach where strong schools can support each other in certain areas and don't have to wait for the district officials to provide individual support.

Health and Nutrition

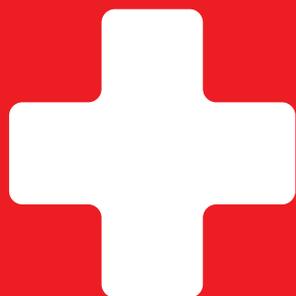
Save the Children was part of a project consortium with the primary objective to **reduce maternal and child mortality**.



Key outputs:

Strengthen school health services through the implementation of the

National Integrated School Health Programme (ISHP)



Through the Reproductive, Maternal and Child Health (RMCH) project, we reached almost:

40,000
children

> 2,000
government officials

24
Districts

8
Provinces



475 schools were reached

school learners received health education messages including **sexual and reproductive health information**.

RMCH School Health Manual and case studies have been produced by the project to be disseminated to all of the country's

9 provinces & 52 districts,

providing guidance, illustrating best practices and sharing lessons learnt.



Education

Save the Children's **Basic Education** programme has reached almost

25,000
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in the past year,
mainly through our

Foundation Literacy intervention.

The intervention is aligned to the

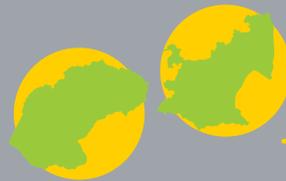
global

Save the Children
Literacy Boost



Save the Children and Penreach in Mpumalanga province is implementing an innovative approach in

57 school communities
in Free State and Mpumalanga



In Limpopo province, in the four schools supported by SCSA we have been able to provide guidance and support to teachers that had limited exposure to the CSTL Programme to implement it

and in support of its global breakthrough of ensuring that all children can read by the time they leave primary school

Providing training to teachers to improve :

classroom teaching, building capacity of leadership to support effective Foundation Phase literacy education, increasing the availability and use of reading materials in the community and supporting reading delivery systems at district level.

A whole-school approach to improve the quality of education implemented in

10 schools

in the Free State over the last

4 years

have also shown positive results

the DoE in the Free State province support their Foundation Phase Reading Strategy

Child Protection

SCSA reached 33,166 children in 2014 through its child protection work with children on the move, children in informal foster care, vulnerable children accessing services at SCSA drop-in centres and work on prevention of violence and physical and humiliating punishment.

Violence Against Children

SCSA has made great strides in building the capacity of children and other duty bearers in reducing violence against children. We reached more than 30,000 children through building the capacity of more than 2,000 adults, which included parents, care givers, district authorities, school management, teachers and ECCD practitioners to promote positive discipline. Many more people were made aware of the value of positive discipline through distribution of fact sheets on myths, posters to NGOs and libraries, info-graphics through media networks and mailing lists, training packs targeting religious communities, opinion pieces and interviews in national media including newspapers, television and radio. In addition, children participating in 120 school-based children's committees in the Free State have learnt how to recognise, prevent and respond to violence. Coordination and collaboration between schools and service providers (local duty bearers including Departments of Education, Social Development, the Police and local child protection service providers) were strengthened through the Networks of Care platform, linked to the 120 schools we work with. This model aims to ensure better monitoring and more efficient case management processes to respond more effectively to children's needs identified within the school setting.

Capacity building efforts have been underpinned by the development of evidence-based programming and research:

- A curriculum on the prevention of violence in schools was developed in partnership with MiET Africa, UNICEF and the Department of Basic Education (DBE) with the aim of increasing children's knowledge about violence, provide them with tools to assess their school environment and to develop action plans to prevent and respond to violence.
- SCSA partnered with Phoenix Child Welfare to undertake action research in rolling out the SCSA 7 Step Programme on ending corporal punishment in 15 schools. The programme activities at schools include forming working committees to lead the process of promoting positive discipline, undertaking assessments of the extent of corporal punishment, and the introduction of a pledge to implement positive discipline in the school. Four schools already reported shifts in educator attitude favouring positive discipline as opposed to corporal punishment as an effective system.
- Through providing financial support to the Centre for Child Law for the publication called Promoting Effective Enforcement of the Prohibition Against Corporal Punishment in South African Schools SCSA contributed to a better understanding of the extent of corporal punishment at schools, the laws and policies to enforce the ban on corporal punishment, efficacy of measures to enforce the ban and recommendations to reduce corporal punishment in schools.

In advocating for the abolishment of corporal punishment in the home, the Working Group on Positive Discipline that SCSA coordinates submitted a discussion document to government on banning physical punishment in the home. Progress has been made through the ACERWC recommendation on the Initial State and Complementary Reports on the ACRWC which states that:

“...the State Party is recommended to expedite the process of amending the Children's Act to explicitly ban corporal punishment in all settings including in the home.”



Child Protection

Save the Children have made great strides in reducing violence against children, reaching:

>30,000 children
2,000 adults

including parents, care givers, district authorities, school management, teachers and ECCD practitioners to promote positive discipline.

Spreading awareness of the value of positive discipline through distribution of:

- **fact sheets** on myths,
- **posters** to NGOs and libraries,
- **info-graphics** through media networks and mailing lists,
- **training packs** targeting religious communities,
- **opinion pieces** and **interviews** in national media including newspapers, television and radio.



Children participating in

120 school-based children's committees in the Free State

have learnt how to **recognise, prevent and respond** to violence.

Coordination and collaboration between **schools and service providers**

Departments of Education, Social Development, the Police and local child protection service providers

were **strengthened** through the **Networks of Care platform, linked to the**

We rolled out our **7 Step Programme on ending corporal punishment** in **15 schools.**

Children without Appropriate Care

SCSA reached 1,385 children in Vhembe district to ensure that fewer children in Southern Africa suffer violence, abuse, and exploitation as a result of irregular migration. SCSA works with four temporary places of safety or Child and Youth Care Centres by providing non-food items and building the capacity of caregivers and management members to ensure that unaccompanied migrant children access care and protection through places of safety. We are also supporting the Department of Social Development (DSD) to strengthen case management systems in order to guarantee that a long-term solution is found in an appropriate and timely manner for every UMC with the child's best interest as a founding value. Moreover SCSA is working with four schools to establish child protection referral systems, provide educational support and promote the inclusion of migrant learners. In 2014 utilisation of child protection services for UMC improved slightly in assessment by social workers to enter the child protection system, the tracing requests filed to find the families of children, access to legal documentation and enrolment in schools. However, the few number of children that are reunited with their families is still of great concern. The quality of services provided by places of safety, social workers and community structures are inadequate and are contributing to preventing children to access appropriate protection. The result from the assessment of services has informed plans going forward.



- SCSA is working in partnership with counterparts in Zimbabwe and Mozambique through supporting two cross-border coordination structures in order to increase policy harmonisation and co-ordination between the governments of South Africa, Zimbabwe and Mozambique. SCSA also concluded a Memorandum of Understanding (MOU) with IOM South Africa to strengthen advocacy and joint implementation of interventions to promote and protect migrant children's rights and needs in South Africa.
- In the eThekweni, Umzinto and Highflats areas of KwaZulu-Natal, SCSA provided support to 173 children during the period when their biological parents are unable to provide for them and the State has not yet assumed its responsibility to provide care and support for the children. The Programme consists of providing assistance to the children and their care givers through the provision of food vouchers, ensuring access to education, health requirements, and providing assistance by liaising with the relevant authorities. In the Umzinto area, Sinamandla Savings Clubs have been introduced to assist parents and care givers to generate an additional income to support their dependants.
- At the Sizolomphakathi Centre in the Tjakastad area in Mpumalanga Province, SCSA support 129 vulnerable children through a Drop-In Centre. We have a very strong partnership with the Community Workers Programme who assists volunteers at the centre in cooking and supervising children. SCSA aims to develop Sizolomphakathi into a centre of excellence. Through its programmes at the centre SCSA will develop, test and document approaches to demonstrate effective services to the young child in a resource poor setting.

Child Rights Governance (CRG)

Save the Children's work is aligned to the organisation's global breakthrough of ensuring that all children, especially the poorest, benefit from greater public investment and better use of society's resources in realising their rights.

SCSA reached **1,769** children through targeted activities at national and local levels. **3,544** adults

We supported the co-ordination of involvement of **312 civil society organisations** in the development of the report

Interagency Group (IAG) representing **13** international NGOs SCSA contributed to the development of a training programme for the ACERWC on Child Protection Systems Strengthening

> 1,500
children

participated in local planning processes and to advance children's rights.

On Sunday the 19th of October 2014 Save the Children South Africa hosted a local **Race for Survival**

for over 800 participants at the Johannesburg Zoo to draw attention to the plight of children who die from preventable causes

In South Africa **50,000** children die every year before the age of five



Lessons learnt

- Children's assessments of the safety or protection risks they face at school still highlights the widespread prevalence of corporal punishment in South African schools, which is consistent with the latest evidence on school safety.
- The gap in the provision of psychosocial support services for learners and schools need to be addressed. It is important to equip community members and school officials with basic skills when discussing children issues related to violence and abuse in order to avoid secondary victimisation.
- More effort and specific resources should focus on the capacitating of a school official to support and mentor learners in order to maximise the potential of Children's Committee and their inclusion in governance structures. Direct mentoring of learners by SCSA is not a sustainable option for long term support.
- National level advocacy regarding UMC rights and needs is weak. SCSA needs to build stronger partnerships with inter-agency organisations and form a coalition that will ensure that migrant children are seen and treated like local children in need of care and protection in order to foster an environment of support and understanding in which the child does not disassociate themselves due to feeling like an outsider.
- The lack in implementing proper case management procedures in dealing with UMC is not only a matter of capacity but also often relates to individual attitudes towards migration. Targeted advocacy related to non-discrimination and social inclusion of migrants should be implemented by SCSA.

Child Rights Governance (CRG)

SCSA's work is aligned to the organisation's global breakthrough of ensuring that all children, especially the poorest, benefit from greater public investment and better use of society's resources in realising their rights. We contributed to this breakthrough by ensuring that a) children's issues are included in the Municipal Plans and Priorities, and b) that they are included and considered when resources are allocated. In 2014 SCSA contributed to strengthening government child-rights systems and mechanisms through its support to the complementary reporting process on the ACERWC. It strengthened implementation of national systems through research and strategic litigation processes and mobilised and strengthened civil society to promote and defend children's rights through the local government planning (IDP) processes, supporting child participation and providing capacity building and support to civil society and communities. SCSA reached 1,769 children and 3,544 adults through targeted activities at national and local levels to ensure that the South African child right system delivers and monitors children's rights.

Strengthening National Child-Rights Governance Systems

SCSA participated in two important processes that occurred at a Pan African level. Firstly, SCSA was involved in compiling and editing of South Africa's initial complementary report on ACERWC. We supported the co-ordination of civil society engagement in the process, which resulted in varying levels of involvement of 312 civil society organisations in the development of the report. SCSA was present at both civil society and government meetings with the ACERWC. The second achievement was its contribution to the ACERWC's commitment to have state parties report using a Child Protection Systems lens. As part of the Interagency Group (IAG) representing 13 international NGOs SCSA contributed to the development of a training programme for the ACERWC on Child Protection Systems Strengthening, and the subsequent framework to facilitate state parties to report using a system's lens. It also presented the case study on South Africa.

At a national level, SCSA supported policy and legislative changes through the process of litigation. The cases related to the rights of learners in impoverished schools to receive school furniture, protecting the interests of child social grant beneficiaries amidst a tender dispute between companies awarded the tender to pay social grants, the institutional abuse of children, legal representation of child rape victims, and placement of child offenders on the sex offenders register. SCSA built civil society capacity to promote and defend children's rights through a national Advocacy Conference attended by civil society organisation representatives. Localised capacity building initiatives based on local needs around child rights included advocacy, the Births and Deaths Registration Act, and child safeguarding.

Building the Awareness and Capacity of Non-State Actors

In partnership with the South Africa Local Government Association (SALGA) and the Department of Social Development (DSD) SCSA supported the development of a Child-Friendly Community Framework that aim to engage children, communities and decision-makers around children's rights and needs issues. It provides local government with proposed tools to assess the situation of children in their community and structures to better coordinate the implementation of child rights strategies and programmes. Moreover, it advocates for a significant engagement with children and civil society organisations during planning and budgeting processes. A child friendly integrated development plan (IDP) process was developed to ensure that children understand the process and participate meaningfully. In 2014 SCSA implemented the framework in three local municipalities and built stakeholder capacity on Children's Rights and Needs, Child Participation, Child Rights Monitoring, Child Friendly Budgeting, and Practical Steps to generate Political Will. The strong partnership with SALGA has been a key success factors in getting buy-in from local government and ensuring the scale-up of the model in other South African municipalities.

Through its local government work as well as in building the capacity of civil society and communities on children's rights, SCSA has established and worked extensively with Children's groups to enhance child participation at local level and to act as agents of change for themselves and other children. More than 1,500 children have been involved in groups established in communities and schools to participate in local planning processes and to advance children's rights.

Lessons learnt

- Though the project to mainstream children's rights into the local government planning and budgeting was entirely funded by SCSA, transferring ownership to SALGA is one of the key success factors. SALGA is perceived as the employer for Municipalities, thus a strong SALGA Provincial Office is a guarantee for positive response and commitment to the project. It is therefore critical for SCSA to concretise the working relationship with SALGA.
- Committing resources to train and build the capacity of Municipal Officials is a valuable investment because they perceive this as a career path for them within and outside the Municipality. Thus, they take it seriously and make efforts to translate everything learnt into practice. As a result, they start to take children's issues seriously and become advocates for children's issues.
- The Ward-Based Children's Committee is an ideal approach to Child Participation which could potentially help children to advance their Civil and Political Rights. However, it is costly and time consuming. It requires sufficient resources to cover children's travelling costs from all the corners of the ward, skilled Young people to mobilise and energise children and a secured central venue. It is therefore important to include these in the budget and the plan.



ADVOCACY, COMMUNICATIONS & CAMPAIGNS

EveryOne Campaign

SCSA positioned itself in the last year strongly both with government and civil society; and built strong media relations. The PMNCH Partners' Forum, co-hosted with the Government of South Africa (Countdown to 2015, A Promise Renewed and independent Expert Review Group) took place in South Africa in June 2014. In the build up to the forum, we brought together CSOs working on Maternal and child health issues in South Africa to mobilise awareness-raising on Maternal Newborn Child Health. As part of the CSO coalition we hosted a high level reception called the Common Thread: Reaching Every Woman and Every Newborn. The event attracted over 150 guests with speeches from the Director General of the World Health Organisation Margaret Chan, South African Minister of Health Dr. Motsoaledi, the Minister of Foreign Affairs from Ethiopia, prominent academic Joy Lawn and a mother from Soweto - who shared her story about the pain of losing her daughter - and the need for Mothers to visit ante-natal clinics early on to avoid possible birth complications. A media and online campaign to Ending Newborn Deaths increased public visibility of the issue and positioned SCSA as a leader on advocacy and campaigning on child health.

Race for Survival

In South Africa, 50,000 children die yearly before reaching five years of age. The high rates of poverty and inequality mean that children do not start life on an equal footing and their chances of survival are often dependent on where and in what circumstances they are born. On Sunday the 19th of October 2014 SCSA hosted a local Race for Survival for over 800 participants at the Johannesburg Zoo to draw attention to the plight of children who die from preventable causes and to call for action for children living in the toughest places to survive. SCSA joined forces with Dettol (Reckitt Benckiser), the Johannesburg Zoo, Johannesburg City Parks and SABC (Metro FM) to host the event.

The social media campaign was successful in terms of promoting the event, increasing the number of unique visitors to the website and increasing the number of campaign supporters. The media exposure from the National Metro FM Radio promotion, National TV and newspaper coverage and the public engagement on the day increased awareness about SCSA.



Vision 2020

The event, **VISION 2020** took place on the 9th of December 2014 at the historic Turbine Hall in Newtown was named after SCSA's ambitious strategic plans which were shared on the night through a number of visual presentations and videos and was hosted by Bob Mabena of Kaya FM. It was a glittering event that was attended and supported by South African children, government officials, business leaders, media, NGO's, and individual supporters. The audience was treated to an electrifying performance by local artist Bo Denim of his single "Rise" encouraging us all to rise up and stand together to support children.

Bo Denim, together with actress/producer Terry Pheto, were officially announced as SCSA's first Ambassadors. Bo and Terry who themselves faced various challenges as children both spoke passionately about why they had chosen to become ambassadors and the voice of children in South Africa. Bo further pledged his support by donating part of the proceeds of his upcoming album sales to the organisation.

MANAGEMENT & OPERATIONAL RESULTS

Fundraising

In 2014, SCSA continued to focus its efforts on optimising and diversifying its income streams across three core areas including Face to Face Fundraising, Corporate Partnerships and Digital. As of the end of 2014 SCSA has 5372 regular monthly supporters and 18 once-off supporters. Total income raised from individuals amounted to R2,048,549. Total corporate partnerships income totalled R464,00.

Face to Face Fundraising

Face to Face fundraising remained a core part of the fundraising programme, raising R1,917,696 million and generating 93% of income that is received from individuals. The programme is a key method of bringing on monthly donors, providing a reliable and predictable source of income. 2014 saw the successful launch of the in-house Face to Face programme which accounted for 31% of income generated in that year.

Corporate Partnerships

With the appointment of the Corporate Partnerships Manager in July 2014, SCSA began engaging with the corporate sector. Whilst developing a prospect list of potential corporate partners, both locally and globally, there were quick wins in the form of existing SCSA global partnerships such as GlaxoSmithKline, Proctor and Gamble (PnG) and Reckitt Benckiser now known as RB. Conversations are continuing for programmatic partnerships and these should come to fruition in 2015. RB through their Corporate Day activities that involves their employees elected to support the Hlayisanani Early Learning Centre. As part of their global fundraising goals for 2014, they raised R464,000 for SCSA.

Digital

The general consensus in the marketplace is that digital/social media offers a lot of promise for non-profit organizations in terms of brand awareness, engagement and fundraising. Digital marketing proved to be a successful tool for public engagement in 2014:

- Over 1million users were reached through key digital channels
- Over 16,000 new social media followers joined our networks, bringing the total of followers to 17,000 by the end of the year.
- Facebook engagement rate averaged 61% for 2014 and there were 25,523 new users visiting our website.
- Even though there were no dedicated online recruitment campaigns in 2014, R64,400 was raised through online channels



SCSA Ambassador, Terry Pheto



SCSA Ambassador, Bo

2014 AT A GLANCE

Fundraising

As at the end of 2014, Save the Children has **5372** regular monthly supporters and 18 once off supporters.

Total income raised from individuals

R2,048,549

Total corporate partnerships

R464,000

Face to Face raising

R1,917,696

and generating 93% of income

2014 saw the successful launch of the Face to Face programme which accounted for 31% of income generated



Reckitt Benckiser raised R464,000 for SCSA.

Over 1 million users were reached through key digital channels:

17,000
social media followers

61% Facebook engagement
25,523

new users visiting our website



R64,400 raised through online channels

FINANCIAL RESULTS

SUMMARY INCOME STATEMENT

	2014	2013
	\$	\$
GRANT INCOME	4 469 363	2 462 118
OTHER INCOME		
Donations	82 403	131 190
Fundraising Income	251 113	101 668
Other Income	39 467	15 842
Interest Received	31 758	14 418
Surplus Realised On Business Combinations	-	872 533
TOTAL REVENUE	4 874 105	3 579 788
OPERATING EXPENSES	4 802 399	3 096 712
SURPLUS FOR THE YEAR	71 705	501 075

As we embark on our new strategy, Vision 2020, we hope you will continue to support our work – by raising your voice and by making a financial contribution.

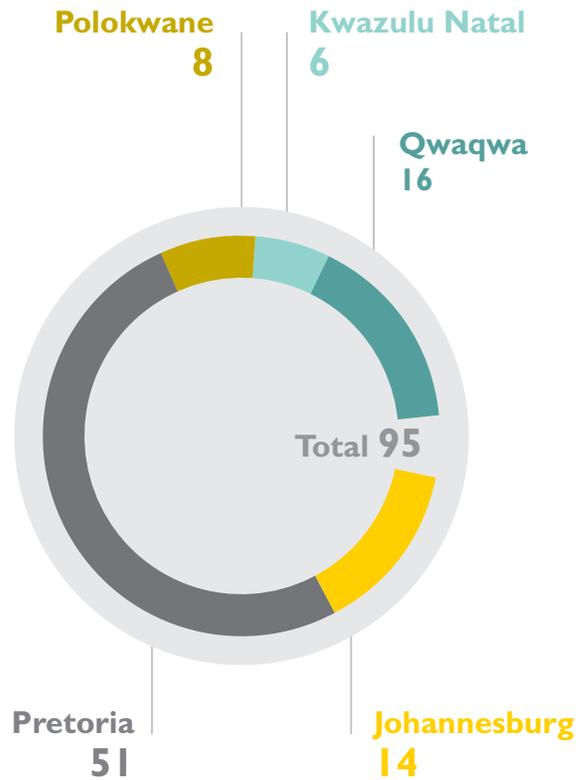
STATEMENT OF FINANCIAL POSITION AS AT 31 DEC

	2014	2013
	\$	\$
NON-CURRENT ASSETS		
Property, Plant and Equipment	182 964	125 425
CURRENT ASSETS		
Trade and Other Receivables	1 220 129	717 991
Cash and Cash Equivalents	319 386	258 780
	1 539 515	976 771
TOTAL ASSETS	1 722 479	1 102 196
EQUITY AND LIABILITIES		
Equity		
Retained Income	954 595	579 243
Liabilities		
Current Liabilities		
Trade and Other Payables	443 644	154 261
Deferred and Unearned Revenue	324 240	368 692
	767 884	522 952
TOTAL EQUITY AND LIABILITIES	1 722 479	1 102 196

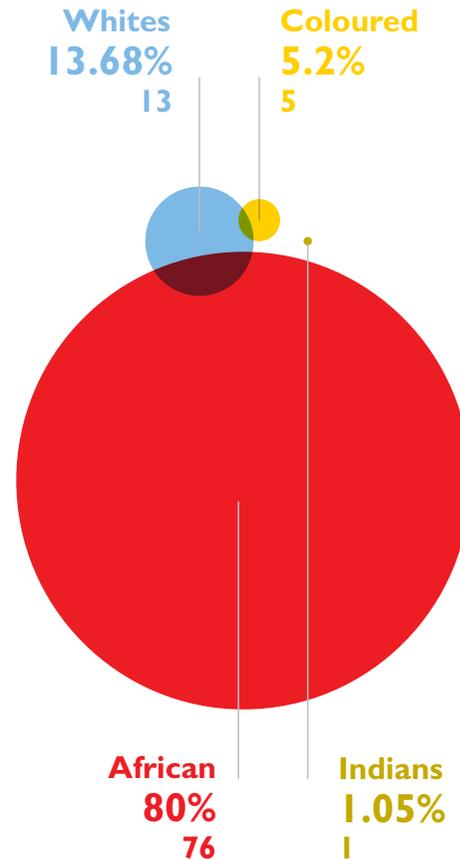
Note: The detailed audited financial statements can be accessed from the SCSA website from August 2015.

WORKFORCE PROFILE

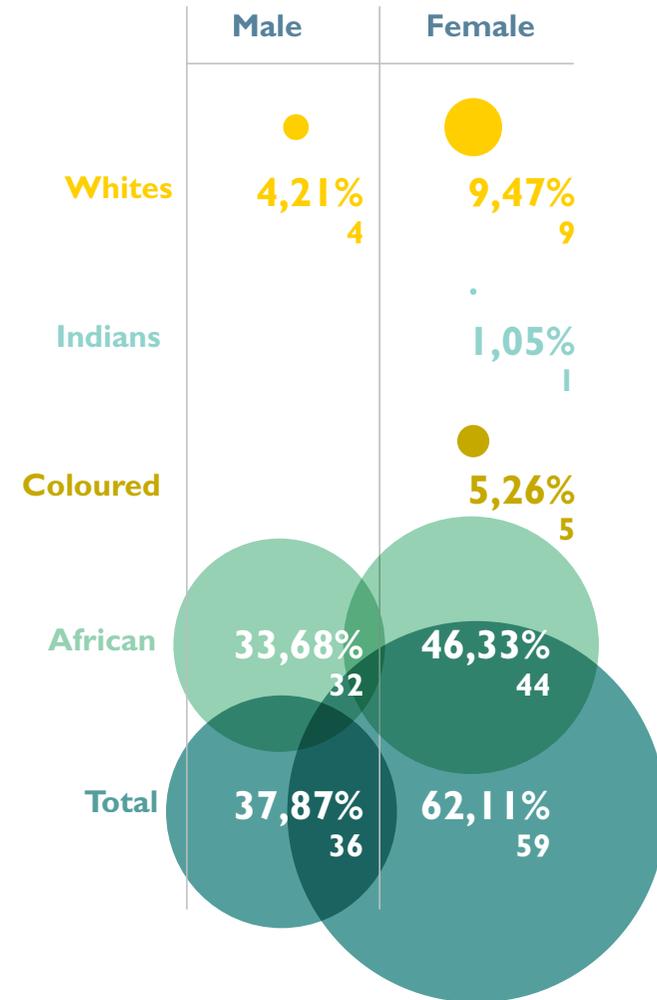
Numbers per area



Race Distribution



Gender Distribution



Appointments and Turnover

In 2014 leadership positions stabilised as there was very minimal turnover in various senior management positions. One critical position that was filled was the CEO one in April 2014. The Reproductive, Maternal and Child Health (RMCH) programme came to the end of its funding period at December 2014 after running for 2 years. 4 out of 10 employees from RMCH were placed in other areas to ensure skills retention and business continuity.

Labour Relations

The year closed with no legal cases or CCMA referrals. This is indicative of the peaceful labour relations climate experienced during the period. Employee engagement and morale appeared to be satisfactory, with no significant issues identified. However, this is one area that needs constant enhancement.

Partnerships

SCSA is grateful to our generous funders and committed partners, who make our work possible. We proudly acknowledge their trust and support.

The year closed with 95 employees - out of which 17 were Foreign Nationals and 78 South Africans. The permanent and non-permanent employees' number were sitting at 71 and 24 respectively. This total reflects the increase of 35 employees from 2013. This increase is attributed to, among other things, the number of programmes executed in 2014.

The Race table above indicates that the distribution of race is not far removed and resembles the Economically Actively Population (EAP) in the country. However, caution should be paid to the risk of overrepresentation and underrepresentation of races as vacancies become available.

The Gender table is also indicative of the attention and effort that has been paid in empowering women in support of the national agenda.

It should be noted that the numbers above exclude the volunteers and interns that were accommodated during the year. These cannot be reflected as employees; however their accommodation is an initiative that is aimed at supporting the development of skilled in the country.



SCSA is grateful to our generous funders and committed partners, who make our work possible. We proudly acknowledge their trust and support.

PARTNERSHIPS

SCSA is grateful to our generous funders and committed partners, who make our work possible. We proudly acknowledge their trust and support.

Limpopo:

Strategic partnerships

Municipalities: we worked with ward-committee members on child protection, SGBV and children's right campaigning

Schools: resource centre, OVC support

UNHCR: training for DSD social workers

on BID, SGBV campaign

LHR: SGBV campaign

IOM: national MOU

SAPS: SGBV campaign, referral training

SANDF: SGBV campaign, referral training

Jesuit Refugees Service (JRS) : 16 Days of Activism in Makhado

DSD: campaigning, capacity building training (BID, complaints and response), cross-border coordination

Inter-agency working group: UNHCR, IOM, LHR, JRS, MLAO

Zimbabwe government: cross-border coordination

Shelters: capacity building, non-food items, case management

Funding partnerships

European Commission (through Save the Children

International and Save the Children Sweden)

Save the Children Italy

Free State:

Strategic partnerships

Different government departments in the province through the Provincial Action Committee for Children affected by AIDS (PACCA) and 5 districts (DACCAAs) as well as 47% of local municipalities (LACCAs). Regular feedback is provided to all partners on campaigns and events pertaining to DSD, ISHP implementation, Premier's office including GBV and reporting and partners' events.

Funding partnerships

Department of International Development (through UNICEF)

ELMA Foundation

USAID

Gauteng:

Funding partnerships:

Ivy May Colere Trust

Hugo Gautier who had made ad hoc food donations

during the year, offered to donate R5000.00 per

month for the food budget of Hlayisanani.

Alex Hetherington, enabling us to employ a senior teacher

Lotto Fund

Together, we are achieving real change for children today and building a better future for tomorrow.



KwaZulu Natal:

Strategic Partnerships

Partnerships have been intensified with national, provincial and local government departments, industry, small business, the local media tabloids, international and local community organizations.

KZN Department of Health Quality Assurance and Infection Control Programme/ Health-Nutrition/ Health Promotion, School Health Programme (district and provincial offices)
KZN Department of Sport & Recreation,
KZN Department of Human Settlements
KZN Department of Agriculture
EThekwini Municipality: Environmental Health Department/ Community Health/DSW Education/Water and Sanitation
KZN Department of Transport -Road Safety
KZN Department of Social Development
KZN Department of Education (ECD)
National Departments of Social Development
National Department of Human Settlements
National Department of Health
Tertiary Organisations of UKZN Nursing, UNISA, UKZN ECD, Mangosuthu Technikon
Overseas volunteers from Holland & America
Organisations include the HSRC, Childline, Child Welfare Durban and District, Save a Life, Natal Blind Society, Umduduzi, Umzamo Clinic, Music Voyage, and Montessori

Funding partnerships:

Oxfam
UNICEF
Sapref
Mondi
Engen
Old Mutual

Health & nutrition:

Strategic Partnerships
National, Provincial and District Departments of Health, Education and Social Development
UNICEF
UNFPA)
LoveLife
Soul City
Medical Research Council (MRC)

Funding partnerships:

Department of International Development (through Futures)

Child protection:

SCSA partnered with the following civil society organisations during 2014:
Umtata Child Abuse Resource Centre
Centre for Child Law
University of Pretoria
Alliance for Children's Entitlement to Social Security
Phoenix Child Welfare
Community Law Centre
University of Western Cape
Sonke Gender Justice.

Funding partnerships:

SIDA through Save the Children Sweden

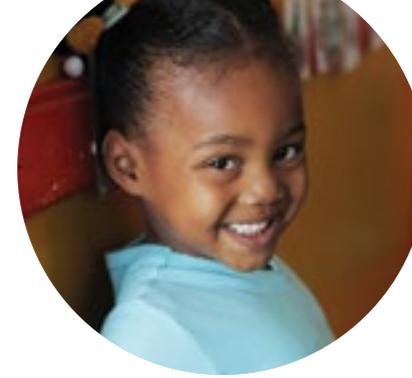
Child Rights Governance:

Funding partnerships:
Save the Children Norway

Education:

Strategic Partnerships

National Youth Development Agency
Funding partnerships:
Landis Gyr





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 www.youtube.com/user/SavetheChildrenSA

 www.linkedin.com/company/save-the-children-south-africa

 www.plus.google.com/u/0/101554071168435983167/posts

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