



Annual report 2011
The facts



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'Creating change'

Fight against poverty as a **business strategy**



In Cambodia, 649 households now make use of the rice banks. (source: ICS archives)

Doing business and fighting poverty. For a long time those two seemed almost irreconcilable. But that kind of thinking has changed over the past few years - partly due to ICS' own experience in Asia and Africa. In 2011, ICS definitively embarked on the course that it had already set out in 2007. Director Ronald Messelink about the direction of ICS:



'ICS was originally a child-oriented organisation. We have been running educational programmes in rural areas in Africa and Asia for years now. Through that work we saw that a good living environment is indispensable for a future for children. Not only in the family, but also in a wider sense, in the community. Over the past years, together with our colleagues in Africa and Asia we also saw that our projects were increasingly often becoming properly sustainable when combined with economic development and growth of income. That is why we now also give a central spot to social business in our approach, alongside our focus on creating social services and child protection.'

Why social business?

'Children growing up in an economically

flourishing environment have more chance of a prosperous future. You can ensure that children obtain a diploma, but what happens if there is no prospect of a paid job for them afterwards? That has a terribly discouraging effect. We believe in the fight against poverty as our business strategy.'

Better contribution

'Getting both sustainable economic development and sustainable social development going gives added value. In an integrated way. One essential step is to get people together. ICS brings farmer groups together and helps them to set up a good business case. And then we link these farmer groups up with investors. We link the world of the underprivileged entrepreneur to the world of business cases and investors. And that is where we make use of our roots: knowledge and experience that can ultimately result in successful enterprises and happy societies. Investment in projects instead of money being handed out forces the (future) entrepreneurs to think about issues such as profit and loss. But this is done

Lessons learned in 2011

Of course ICS learned some lessons too from 2011. It turned out that the harvest of jatropha in Kenya was disappointing, despite thorough preliminary investigations. A pre-test phase will therefore be emphasised more strongly in new enterprises. The cohesion and synergy between the programmes will also be further optimised in 2012. Precisely due to simultaneous development of social enterprise on the one hand and social facilities in child protection, education and good parenting on the other, prosperity and welfare can grow sustainably. ICS has seen that working together with local authorities and partners in this is fruitful.

This is ICS 2011

Vision

People all around the world are able and prepared to guarantee the well-being of children and bring about a change themselves.

Mission

In collaboration with people and their organisations, we stimulate cooperation on initiatives and enterprises that ensure continuing social and economic changes so that the well-being of children is guaranteed.



(source: ICS archives)

at a level that is feasible for them. That creates a real basis for change. And our role becomes clearer. We can bring about actual social change by getting good entrepreneurial plans to succeed in rural Africa and Asia.'

Better profit

'But does investment in entrepreneurship mean that ICS believes that money brings happiness? No. Growth of prosperity must go hand in hand with social development. For instance, development in education, child protection, knowledge about upbringing, good parenting and saving programmes. ICS integrates all these themes in its work. Of course it is important for a community to have a school. But it is even more important that the parents earn money so their children can go to school. That there is enough money for food to eat, so the children can concentrate better at school. That a sustainable energy supply is available, so homework can be done in the evenings.

And that children know where they can turn to if they do not feel safe at home. Social entrepreneurship thus plays a very important part in the fight against poverty, because learning a trade and being an entrepreneur are the future. The future of the community, the family and the child.'

Better future

'Creating Change,' our new pay-off line, really says it all. ICS wants to bring about sustainable change in socio-economic improvements and the protection of children. The new direction of ICS resulted in 2011 in the appointment of a new director and new Fundraising & Communication manager and a renewal of the house style. The name of the organisation was also changed to 'Investing in Children and their Societies.' It was important to retain the letters ICS. This fits in well with the step that ICS took in 2011: a new direction, but the same goal. Because that stays the same: a better future for children and young people in rural Africa and Asia.'

A few results of 2011

- 1574 local producers were strengthened.
- In Cambodia, 649 households use the rice banks.
- In Cambodia, 273 households use clean water.
- In Meatu, Tanzania, 387 households use solar energy.
- In Suba, Kenya, 160 households use solar energy.
- 5,128 children were able to take part in the 'Child Social and Financial Education' programme. 2,901 children were from Africa and 2,227 from Asia.
- 36 schools were made more child-friendly.

More results of several highlighted projects can be found below in this annual report.

Working together on economic and social development



In 2011, the plans for the five-year Together4Change programme were set out in more detail. (source: ICS archives)



Together4Change is made up of:

- Wilde Ganzen
- Wereldkinderen
- SOS Kinderdorpen
- ICS

ICS is part of the Together4Change alliance. It was formed in the run-up to the application for a co-financing subsidy (MFS II) from the Ministry of Foreign Affairs. This alliance also includes the Dutch organisations Wilde Ganzen, Wereldkinderen and SOS Kinderdorpen. The application of Together4Change was rewarded with the granting of a five-year subsidy.

The cooperation of Together4Change revolves around strengthening economic and social development. Of particular importance is change starting from the people and society itself. Strengthening the local economy is also a major point of special interest. Ultimately the lives of young people and children must improve through this. By joining forces and sharing knowledge from different fields of work, the programme can reach more people. This gives more people in developing countries the chance of a better existence.

ICS as secretary

ICS is secretary of the alliance. In legal terms, this means that ICS is the organisation with ultimate responsibility for the subsidy received. It means that ICS is the direct discussion partner with the ministry and takes on a coordinating role. This involves tasks such as translating the requirements and

obligations under the subsidy into quality procedures and formats.

Kick-off in Kenya

A kick-off meeting was organised in Kenya in January 2011. Representatives from all participating organisations in the Together4Change alliance were present. The plans for the five-year programme were worked out in various sessions. New projects and opportunities for collaboration were also examined. The capacity of local organisations to raise funding themselves is a theme that was identified during this meeting as a possibility for cooperation. This was followed up in 2011 by an inventory of the specific needs of the different organisations. In the Child Protection programme of ICS, all the local partners operating in Kenya made plans and performed concrete activities in fundraising around the theme of 'Skilful Parenting'.

Baseline measurement for progress

It is very important for the organisations to be able to measure their progress. That is why Together4Change monitors the results continuously. The organisations concerned then report on their results. Moreover, it is one of the essential requirements for receiving the MFS II subsidy. In order to measure progress, a baseline measurement must first be made at the start of the project. A number of indicators are then used to measure the current situation. In the period February to April 2011, baseline measurements were performed for all programme areas and for all partners participating in Together4Change. Every year, the progress of projects and/or programmes is measured again for the reports to the ministry.

Joint venture partners of ICS in 2011



- 1 The Netherlands**
 SOS Kinderdorpen
 Wereldkinderen
 Wilde Ganzen
 Context, international cooperation
 Aflatoun
 Child and Youth Finance International
 Stichting Het Groene Woudt
 Health[e]Foundation
 Pastoralist Development Initiative)
 Orname Ltd (part of OMASI)
 Dutch Orkonerei Social Initiative Limited (Dosi) (onderdeel van OMASI)
 IOPA – Institute for Orkonerei Pastoralist Association
 SAHVT – Simanjiro Animal Husbandry Vocational Training Centre
- International**
 Pan-African (based in Ethiopia)
 The African Child Policy Forum (ACPF)
- 2 Cambodia**
 Commune Council Odar Meanchey
 SST – Sor Sor Troung CIDO
- 3 Laos**
 Sunlabob Renewable Energy Ltd.
- 4 Thailand**
 PATH
 Raks Thai
 ECPAT
- 5 Uganda**
 ABC Children’s Aid
 Child Restoration Outreach (CRO)
- 6 Tanzania**
 Adilisha
 C-SEMA
 Orkonerei Maasai Social Initiative (OMASI)
 Mkombozi
 MPDI (Monduli)
- 7 Kenya**
 The Green Forest Social Investment Initiative (GFSI)
 Green Forest Holo Ltd. Osielala, Friends of Lake Victoria
 CLAN (Child Legal Action Network)
 KAARC (Kenya Alliance for the Advancement of Children)
 Rural Education and Economic Enhancement Programme (REEP)
 Fascobi
 Akukuranut Development Trust (ADT)
 KEWACTA (The Kenyan Woman and Child Transformation Agenda)
- Networks:**
 Partos
 Vereniging
 Fondsenwervende Instellingen (VFI)
 Violence against children working Group (VAC)
 Child Protection Services working Group (CPS)

Presenting power to change

In 2011, ICS carried out a total of 47 projects in Cambodia, Laos, Thailand, Uganda, Tanzania and Kenya. These projects all rest on the five cornerstones of ICS: Social Entrepreneurship, Children's Rights, Civic Driven Change, Regional Focus and Integrated Approach. The total project list is here. The projects highlighted in this annual report portray the power to change of ICS.

Cambodia

Chicken Farming

Sor Sor Troung

Facts and figures

- Sor Sor Troung signed a 10-year land lease contract with local government.
- A business plan was developed.

Child-friendly Schools

ICS Cambodia

- 20 schools took part in this programme.
- 25 training courses were given to teachers, parent committees and school committees on reducing corporal punishment.
- Two local bookshops and 27 satellite sales points were set up and supported.
- 6,300 students/schoolchildren use these services.

Community Water Enterprise

ICS Cambodia

- 1,600 households make use of clean and affordable drinking water.
- Six awareness campaigns set up on hygiene and clean drinking water.

Community Multi-purpose Bank

ICS Cambodia

- Two traditional rice banks supported and transformed into 'Multi-purpose' banks.

Community Pig enterprise

ICS Cambodia

- A model farm was established.
- Two social enterprises are running. They are supported by local entrepreneurs.

Support to Commune Councils

ICS Cambodia

- The municipal council provided 7,500 m² free of charge for 10 years to ICS to start the Community Pig Enterprise.
- The municipal council invested 2,000 euros in the 'Community Water Enterprise' and undertook to invest 1,000 euros in the 'Community Pig Enterprise' in 2012.

Laos

Community Social Enterprise: Rice Banks and Solar Power

ICS Laos

Facts and figures

- A joint venture agreement was entered into with Sunlabob, a business that distributes sustainable energy solutions.
- An innovative solar energy system was set up in two villages, whereby households can use affordable solar energy lamps and batteries via a central charging point.
- The project provides 120 households with solar energy (more than 500 children).
- Two committees and several technicians have been trained in managing the solar energy enterprises of the communities.

Young Entrepreneurs Society in Saravane

ICS Laos

- 60 young people took part in a practical week during which they started up test enterprises.
- Four group enterprises continued with start-up capital and support from ICS (for example, for mushroom production and fish farms).

Thailand

Child Friendly Schools & Child Social and Financial Education

ICS Sri Sa Ket

Facts and figures

- There are 112 children's clubs in 22 schools.
- 1,948 children take part in the children's clubs.
- Small-scale economic activities are supported.
- There are 21 awareness campaigns on children's rights.

Community[e]Education in South-East Asia

Health[e]Foundation

- 1,460 children and young people were reached with information about safe migration.
- 1,382 young immigrants have access to reproductive and sexual health services.

Prevention of Sexual Exploitation and Trafficking of Children

ECPAT

- 9,600 parents and other community members were reached by young people via information and awareness-raising to prevent sexual exploitation and human trafficking.
- 3,478 children and young people are able themselves to undertake action against sexual exploitation and human trafficking.

Safe Migration

Raks Thai

- The training modules and materials were adapted to the specific context of South-east Asia (Thailand).

Thailand
Youth Friendly Services
PATH

Facts and figures

- 16,314 young people used the Youth Friendly services via mobile clinics and via Love Care clinics.
- 167 young people contacted the 'helpline' for questions on sexuality and reproductive health.
- 170 young women were advised on unwanted pregnancies.

Uganda
Community Radio
CRO

Facts and figures

- The community has a weekly radio programme.
- 226 street children (186 boys and 40 girls) took part in the rehabilitation programme through 4 'drop-in' centres.
- 196 local leaders took part in consultation on actions for child protection.

Education
ABC Fund

- 166 children in kindergarten and primary school are supported with school uniforms, teaching material and a nutrition programme.
- 96 children/young people at secondary and vocational training schools are supported with school uniforms, teaching material and a nutrition programme.

Tanzania
Agribusiness
ICS Meatu

Facts and figures

- Farmer's groups were identified and selected for participation in agribusiness (corn and sunflower seeds).
- 210 farmers received seed and fertiliser for one hectare per farmer.

Child Helpline
C-SEMA

- A feasibility study was carried out.
- Consultation with the government on starting up a children's helpline is at an advanced stage.

Child Protection & Skilful Parenting (Street Children)
Mkombozi

- 200 young people and 112 teachers have been trained in children's rights and child protection.
- Two informal child protection structures are supported.
- 53 cases of child abuse were reported and followed up (police, hospital and school).
- 24 radio programmes were made and broadcast on children's rights and child protection.

Tanzania
Child Protection & Skilful Parenting
Adilisha

Facts and figures

- 44 teachers were trained in the area of child protection and children's rights.
- 41 members of the community were trained as social workers who give support in upbringing.

Child Rights in School Improvement Program & Child Social and Financial Education
IOPA

- 25 schools, 950 children and 42 teachers trained in the area of children's rights and social and financial education.

Early Childhood Development
ICS Meatu

- Four new 'Early Childhood Development' centres set up.
- 378 new children registered for education at the ECD centres.

Integrated Dairy Development
DOSI

- 32 farmers trained in keeping dairy cows.
- A dairy programme was developed for the community.

Masai Community Radio
Orname

- Community radio for the Masai is supported.
- Radio programmes are made and broadcast, for example about children's rights, the importance of education and conflict mediation.
- Reporters in the community are trained and active.

Skilful Parenting
Monduli Pastoralist Development Initiative (MPDI)

- 17 members of the community are trained as social workers who give support in upbringing around the local knowledge and traditions.
- A DVD documentary was developed: 'the Masai child'.
- 200 parents are trained and active in the skilful parenting programme.

Solar Enterprises
ICS Meatu

- Two new villages now have solar energy.
- The local management committees have been trained.
- 152 new solar energy units have been distributed.

Twinning with SAHVTC school in Emboret
Prinsentuin

- Practical modules in laboratory education and cattle breeding developed.

<p>Kenya Agribusiness ICS Busia/Kakamega</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • 72 farmer's groups were identified and selected for participation in agribusiness projects (corn and sorghum). • One participant in each group is trained to train his own group members (agribusiness concept and modern agricultural techniques and methods). • A business plan was developed.
<p>Kenya (Suba) Agribusiness (Jathropha, Aloe, Charcoal) Green Forest Social Investment Initiative</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • 11 local tree nurseries were established. • 407 farmers planted 1,467 hectares with trees for charcoal production. • 238,540 seedlings were produced and sold.
<p>Kenya (Busia/Kakamega) Beekeeping ADT</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • 100 farmers were trained. • 6 carpenters were trained. • 260 apiaries were made. • The trained farmers produced 166 kg honey. • 300 farmers were trained in collecting honey. • 10 tree nurseries were established.
<p>Kenya (Suba) Beekeeping Green Forest Social Investment Initiative</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • 302 apiaries with a total of 2,742 beehives were made and are in use by small-scale farmers. • 290 individual farmers produce organic honey. • A total of 970 farmers and carpenters are organised in honey production groups and active in tree nurseries and the production of apiaries. • 2,922 kg honey was produced and sold.
<p>Kenya Child Legal Protection Child Legal Protection Network (CLAN)</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • One new legal protection centre was started up with two lawyers. • 48 informal legal protection workers (from REEP and KEWACTA) are trained and coached. • 51 cases of child abuse are reported and followed up.
<p>Child Protection KAACR</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • Formal child protection structure on municipal level supported and active in eight different areas. • A training course was developed in child protection. • 50 children's clubs were trained in rights and responsibilities.

<p>Kenya (Busia/Kakamega) Child Protection & Skilful Parenting The Kenyan Woman and Child Transformation Agenda (KEWACTA)</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • An emergency shelter was established. • 50 social-legal workers were trained. • Action was undertaken on 20 child abuse cases.
<p>Kenya (Suba) Child Protection & Skilful Parenting Fascobi</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • Three awareness campaigns were set up on children's rights, child-friendly upbringing and education methods. • 6 local municipal groups were trained and supported in reproductive and sexual health.
<p>Kenya (Busia/Kakamega) Child Protection, Skilful Parenting and Legal Protection Rural Education and Economic Enhancement Programme (REEP)</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • 38 social-legal workers were trained and are actively at work. • 79 cases of child abuse were reported.
<p>Kenya Child Rights in School Improvement Program ACDT</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • 24 teachers, school management committees and members of parent-child associations were trained to abolish corporal punishment at school and introduce child-friendly alternatives.
<p>Child Social and Financial Education ACDT</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • 67 teachers and employees were trained to apply child-friendly teaching methods at least once monthly in the area of social and financial education.
<p>Kenya (Busia/Kakamega) Combating Child Labour ILO/ICS</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • Two local child labour committees were established. • An inventory was made of around 1,200 children. • Direct support was provided to 1,008 children (for example, through school uniforms). • Radio programmes and awareness campaigns were set up on child labour and the importance of education. • 24 teachers were trained in 'SCREAM' (Supporting Children's Rights through Education, the Arts and the Media).
<p>Kenya Girls Secondary Education Kagoro Girls Secondary School</p>	<p>Facts and figures</p> <ul style="list-style-type: none"> • Teachers were trained in child-friendly teaching techniques.

Kenya
Sexual Reproductive Health and Rights
ACDT

Facts and figures

- Teachers in Busia were trained to give sex education.
- Introduction of the project in Kakamega (where the project will be rolled out).
- 11 teachers now give sex education at least once per month.

Kenya (Busia/Kakamega)
School Wash Program
ICS/UNICEF

- 13 latrine units were built in 7 schools.
- The latrine design of ICS was taken on as the example for UNICEF and the Ministry of Health in Kenya.

Kenya
Twinning with AHITI Kabete and Baraka Agricultural College
Aeres Groep

- Practical short courses and teaching materials were developed.

Twinning with Sang'alo Institute of Science and Technology and Bukura Agricultural College
AOC Oost & AOC Lentiz

- Practical teaching modules in horticulture and cattle breeding were developed..

Kenya (Suba)
Village Solar Project
Green Forest Social Investment Initiative

- Solar panels were installed at 160 households (640 children, 480 adults).
- Two workshops were organised on making solar panels.
- Three women from the community trained for six months in India in making and maintaining solar panels.

International
Capacity Strengthening on Social Business, Civic Driven Change and Social Return on Investment

Context, international cooperation

Facts and figures

- Publication of a book on Social Business 'New approaches to international development cooperation'.
- A training course and chain analysis performed on the topic of honey. This training course had 30 participants.
- In the five-year social business training programme, two modules were developed and given with around 35 participants per course.
- A training course was developed and given at several organisations on Social Return on Investment.

Child Friendly Banking
Child Finance

- Two child-friendly banking products were developed.

Child Social and Financial Education
Aflatoun

- Aflatoun programmes were started in 20 new countries (the total is now 81).
- 316,445 new children reached (the total is now 1,300,000).

Pan-African
Research, Lobby and Advocacy on Child Wellbeing

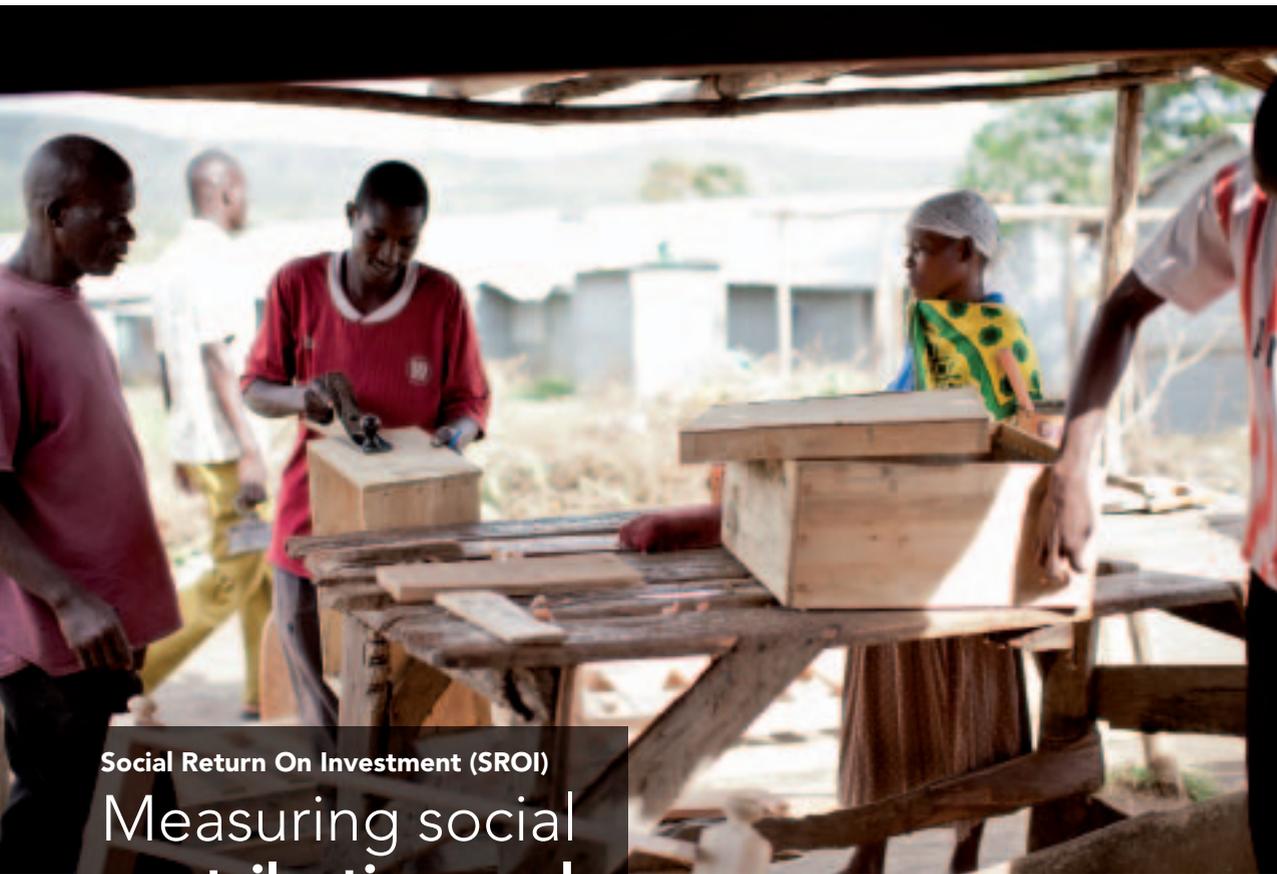
African Child Policy Forum (ACPF)

- The documentary '10' about children and young people in prisons was released.
- A study was started into the child-friendliness of five African countries in the area of handicapped children.
- An active website was established for the African 'Civil Society forum' on children's rights.
- The African Report on Child Wellbeing 2011 was published.

Skilful Parenting

Parenting in Africa Network (PAN)

- Four newsletters were made and distributed.
- There is a new website.
- A publication came out on the opinions of children on good parenting.
- 38 organisations participate in the network.



Social Return On Investment (SROI)

Measuring social contribution and return

ICS performed an SROI analysis of the social return on honey production in the West Kenyan Suba in the Gwasssi Hills. (source: ICS archives)

SROI and the background

Social Return on Investment (SROI) is used to measure the social return of a local initiative. It goes further than just the financial aspects. SROI also includes the social, economic and environmental aspects. In the SROI, the investigators examine the social contribution and return of all the players who are involved in an initiative. Examples are villagers, businesses and the local authorities. That is why it is important to get all these players round the table. Together they investigate what the change is and what its social costs and returns are. A positive recommendation follows once everyone is convinced that the results are greater than the costs. The analysis

can also result in the recommendation to organise an initiative differently in order to increase the return.

SROI and ICS

In 2007, ICS and Context started a partnership whose goal was to make SROI applicable to development cooperation. It resulted in a manual that describes how an SROI analysis can be performed. ICS performed an SROI analysis in West Kenya together with Context in 2011. The collection, production and distribution of honey was investigated. The key question was: what is the social return of the production of honey? The farmers were given the opportunity to start a small business in the production of honey. This gave them a better income. Besides the farmers, ICS also invited all other parties that were involved in the processing and distribution. A major secondary goal was for these parties to gain better understanding of where the most financial and social value was created in the chain. In the end this approach resulted in the producers and the bank also coming to appreciate the social return of new investments, apart from the financial return.

SROI and the future

In 2011, a lot of time was spent on preparing SROI analyses of new projects. The aim is to make an SROI analysis of all projects that have something to do with social entrepreneurship. These analyses take place in the first half of 2012.

Context

'Successful application of SROI'

'ICS and Context have been collaborating for several years in the field of social business, in which we apply Social Return On Investment (SROI). SROI is about making the social results of projects quantifiable and visible. Besides the financial value, you can thus also show how you create social value, as well as ecological value, for instance. Context has a great deal of experience in this method and that is why we are working together with ICS. One thing we do is provide joint training. We did that in Kenya and Tanzania in 2011. A good practical example of the successful use of SROI is the analysis of the honey production chain in Kenya. For this project we carried out a comprehensive SROI analysis together with ICS and another partner. All the parties involved in the honey chain were involved: the beekeepers, carpenters, dealers and microfinancers. Jointly discussing how they could achieve better results helped them understand each other and each other's position better. This led to better cooperation. When it emerged that the production method did not satisfy the credit conditions, the beekeepers consulted together with the microfinancers on modifying the conditions.'



Hotze Lont is a senior consultant at Context.

Stichting Het Groene Woudt
'Doing a lot more together'

'When I started as the new director of Stichting Het Groene Woudt (SHGW) on 1 August 2011, I didn't know much about ICS. What I saw at the time was an organisation that was undertaking a huge change. Social entrepreneurship was to play a major part in the approach and work of ICS. This is great for cooperation with each other. Previously ICS and SHGW worked more in parallel with each other, but now we can do many more things really together. We speak each other's language and share the same basic principles. The mission of SHGW is to stimulate economic development in rural areas in the south by setting up social enterprises as commercial operations. Of course it is important with social entrepreneurship to recognise the priority of the social principles, but possible profit and output can also be discussed. If you want to implement a fundamental change in society, you have to do that in an enterprising way. Because only that will provide the prospect of a future. That creates space for investment, for instance in education and healthcare. When you decide to tackle problems through social entrepreneurship, then I believe that ICS has chosen the right method and approach for it in its work.'

Alfred Geitenbeek
 is director of
 Stichting Het
 Groene Woudt
 (SHGW).



Green Forest Social Initiative (Kenya)
Development of
local economy

ICS has been investing in the economy and society of the Gwasssi Hills in Kenya since 2008, in collaboration with the Stichting Het Groene Woudt (SHGW). The Green Forest Social Initiative (GFSI) consists of the business GFSI Ltd. and the social branch GFSI Trust.

Periods of protracted drought are interrupted by sudden downpours of rain in the Gwasssi Hills region. Excessive wood cutting means there is less and less forest to prevent or curb mudflows. Fertile soil is washed away and it is difficult for families to make a living. That is why boys already have to go to work early to help supplement the family income and girls are married out off a young age. The Gwasssi Hills suffers from a chronic shortage of skilled people and good infrastructure. Until a short time ago, these were important reasons for businesses not to set up in this area.

In order to develop the economy in Gwasssi Hills in Kenya, ICS and SHGW stimulate entrepreneurship in the population itself. (source: ICS archives)

In order to develop the economy in the area, ICS and SHGW stimulate entrepreneurship in the inhabitants. Examples are the support of families in the development and sale of products that are important in the region. GFSI Ltd., for example, invests in the processing of products and thus in a favourable outlet for farmers. GFSI Trust in turn invests in social development, such as the Kagoro girls school. GFSI Trust also collaborates with local partner Fascobi (Family Support Community Based Initiatives). They focus on children's and women's rights.

Their endeavours are achieving success. In 2011, 290 farmers in the region produced 2,922 kg of honey from beekeeping. In Suba, Kenya, carpenters were also trained to produce the beehives. They sell the beehives they make to the Micro Finance body of GFSI. This body then offers them on credit to the farmers. In 2011, this delivered a total extra

income of around €86,000 for 20 carpenters. The farmers are also supported to cultivate trees, on the basis of credits. Wood obtained from thinning out and pruning can be sold to the charcoal factory. There it is used to produce charcoal. In 2011, 56,564 kg of firewood was supplied. Eleven tree and plant nurseries were established in communities. More than 238,540 seeds and seedlings were produced and sold to GFSI to distribute to farmers on the basis of microfinance. The investments of ICS mean that increasingly more households in the area are gaining access to electricity through solar energy. In 2011, this gave 150 households light, which is used gratefully by 640 children and 480 adults. The Kagoro girls school employs eight teachers, while 16 staff members provide support services. A total of 36 girls are enrolled at the school.

Child Legal Protection (Kenya)

Social, psychological and legal support

Young victims of child abuse, assault or neglect need help and support. This should preferably come from their own parents and family, but if that is not possible, then from professionals. In the West Kenyan district of Busia, the ICS partner organisations Children's Legal Action Network (CLAN) and Rural Education and Economic Enhancement Programme (REEP) help children and families.

Frustration due to poverty. A malfunctioning legal system. Little respect for the rights of children. Abuse of positions of power. These are causes of many abuses in Africa. Children are also neglected, abused and battered. The victims need social, psychological and legal support. But that help is difficult to find. That is why ICS started the Child Protection programme. It concentrates on children, but

also on the people caring for them, service providers and policymakers.

Partner organisations CLAN and REEP defend the rights of children. They do this by talking about those rights with teachers, public servants, lawyers, parents and carers. And with children themselves. Through education, they also teach children how to reduce their risk. In addition, the different organisations also guide victims to inexpensive or free legal and medical aid.

CLAN works together with local partners in legal assistance. This gets the community more involved in children's rights. In turn, REEP focuses on protecting the rights of the most vulnerable groups in communities in Kenya. These groups are children, people with HIV/AIDS, widows, carers and women.

In 2011, the first 'legal protection centre' opened in Busia. It has since handled 51 cases. Two lawyers also work full-time on taking care of and supporting people. There are another 38 legal-social workers active in various villages in Busia District. This means there is always someone close by who victims can turn to. CLAN trained these workers and went through two further coaching sessions with them. In 2011, a total of 78 cases were reported in these villages. In addition, police and doctors in Busia have been trained in providing support to victims of sexual abuse in a child-friendly manner. And finally, in 2011 a training course was developed for a solution-oriented method of coping with conflict.

Maaïke Stolte (Manager Child Protection) on Child Protection:

'Besides projects in the field of social business, ICS works in Africa on the protection of children. We have two programmes for that: Skilful Parenting and Child Protection. The first programme concentrates on the upbringing of children, while the second one aims at their protection. Child Protection especially supports access to services in the area of child protection. One example is a place where people can go to a professional with their questions about child abuse or mistreatment.'



African Child Policy Forum 'Ranking the best and the worst countries'

'As a pan-African think tank on children's rights, the African Child Policy Forum (ACPF) aims to increase the knowledge of and skills in children's rights in Africa. We also want to document the problems concerning this as well as possible. The ACPF supports African governments in getting their legislation into order so that it meets the Convention on the Rights of Children. The ACPF also carries out all kinds of research. We examine topics like children with a handicap, households of children, youth justice system and delinquency, and HIV/AIDS. The ACPF also monitors how well African governments perform on children's rights. We make a compilation of those findings in our yearly 'African Report on Child Wellbeing.' It ranks the countries from best to worst performers in the area of the rights of children. The governments involved are very sensitive to ranking and follow this report closely. The report has thus developed into an important document. ICS supports the ACPF in all these tasks. Financially, but also through training and courses for the employees of the ACPF in Africa.'



Jaap Doek is emeritus professor of law (family and juvenile law) and board member of the African Child Policy Forum (ACPF). He has many years' experience in international children's rights.

Parenting in Africa Network 'Giving children a voice'

'There is still an awful lot to do in Africa for children, their wellbeing and their rights. This has to do with a lack of good parenting skills. But the changing society is also one of the causes. One example is the increased number of households of children due to HIV/AIDS. ICS and the African Child Policy Forum (ACPF) want to do something about this. They aim to get people listening more to children. That is the reason they set up the Parenting in Africa Network (PAN) in 2010, a network of African children's rights organisations. ICS is still actively involved in PAN. ICS provides assistance with fundraising and technical support. That helped us achieve a great deal already last year. We held a conference on parenting, at which we brought members from our network and potential new members together. The large turnout made the meeting highly successful. Another important point in 2011 was our website. We expanded and improved it, adding many downloads and a chat function that is already enjoying quite a lot of use. Our newsletter, which has appeared four times, is well read. But what we are particularly proud of is the production of a book and videos in which children themselves do the talking. That is what we want with PAN: giving children a voice to say what they think is good parenting.'

Josephine Gitonga is secretary of the Parenting in Africa Network.



Solar energy in Africa

From rays of sunshine to economic and social improvement

Solar panels are a boon for areas outside the range of the power grid. Areas like Meatu in Tanzania and Suba in Kenya. ICS brings solar panel technology within their reach. And the inhabitants use it to expand their prospects for the future.

Not much can be done in the evenings if there is no source of energy. People cannot continue to work once the sun has set, and children cannot do their homework. The social and economic development of the population suffers from this. The inhabitants usually burn kerosene for lighting, but this creates health problems.

In 2008 ICS started a project for making a new and clean source of energy available in Meatu and Suba: solar panels. The plan was to enable the inhabitants to make use of the abundant sunshine for their own development. Eight women from Meatu and three women from Suba were trained at the Barefoot College in India. There they learned

Thanks to their enterprise, the female entrepreneurs are appealing role models for other women and growing children. (source: ICS archives)

how to construct, repair and maintain solar panels. Now these women have workplaces in their own villages. The female entrepreneurs save and use this money for maintenance and for purchasing parts. Their fellow villagers now buy solar panels that they use for lighting or to charge mobile phones and radios. In Meatu, there are now 387 households using solar energy and the women have installed 774 solar panels.

Moreover, thanks to their enterprise, the female entrepreneurs are appealing role models for other women and growing children. Besides having their own income, their sense of self-esteem has increased greatly. The women were invited in 2011 to attend various events organised by agencies from the United Nations and the government of Tanzania. ICS wants to implement this successful project in many more villages. That way, even more women can be well trained and obtain jobs, and more villages can obtain solar energy.

Talking about upbringing and good parenting



ICS works actively with local partner organisations on programmes for upbringing that make it possible to discuss good parenting. (source: ICS archives)

The Skilful Parenting programme looks at the basis of the wellbeing of children: their upbringing. Good parenting revolves around love, responsibility and the creation of a safe living environment. This does not always work as well as everyone would like it to. ICS and partner organisations therefore support and counsel parents in six districts in West Kenya and North Tanzania.

Parents in West Kenya and North Tanzania are going through hard times. Poverty forces some parents to work far from home. That means they don't have (much) time to be with their children. Children often have to rely on foster parents, grandparents, or older brothers and sisters. There is a big risk of neglect, assault and abuse. ICS works actively with local partner organisations on support programmes for upbringing that make it possible to discuss good parenting. With parents, carers and children. Parents and carers can indicate what kind of support they need to bring up their children in a good and safe way. The participating organisations (REEP, Kewacta, Fascobi, Adilisha, MPDI and Mkombozi; see box) combine their

knowledge and experience through the Parenting in Africa Network (PAN). ICS wants this programme to help break parents out of having to face things all on their own. They have a great need to exchange ideas. The organisations that ICS supports also provide parents and carers with information about other forms of assistance and where they can find it. For instance, help in finding work, arranging welfare or obtaining child benefits. Currently 38 organisations from the whole of the south and east of Africa are affiliated with PAN. Documentaries have been made about what parents, children and professionals think about good parenting. Moreover, in 2011 there was an investigation in all the communities where ICS works into what children and parents currently know about good parenting and what they want to learn more about. The six local partner organisations with which ICS collaborates employ a total of 102 social workers. They work on setting up and supporting parent groups.

Operational partners in Skilful Parenting:

PAN (Parenting in Africa Network) was established by ICS. The network has now expanded into a network with 38 affiliated organisations from all over South and East Africa. Also have a look at the website of PAN: www.parentinginfrica.org

REEP (Rural Education and Economic Enhancement Programme) Is active in the protection of the rights of the most vulnerable groups in communities in Kenya: children of people with HIV/AIDS, widows and women.

Kewacta (The Kenyan Woman and Child Transformation Agenda) Aims at improving the living conditions of all children and their families in Teso South District in Kenya.

Mkombozi Mkombozi works in Tanzania in the Kilimanjaro and Arusha regions to help street children go back to their parents. They do this through education, investigation and lobbying.

Fascobi (Family Support Community Based Initiatives) Supports better living conditions for children and women in Suba, Kenya.

Adilisha (Child, Youth Development and Family Preservation) Aims at the development of young people and the preservation of families. Adilisha invests in better parenthood in Tanzania through capacity development, psychosocial support, research, counselling, advocacy and lobbying.

MPDI (Monduli Pastoralist Development Initiative) This development organisation supports the Masai in North Tanzania. The MPDI concentrates on education and care of pre-school children.

Social business in Cambodia

Rice banks raise a water purification plant

From rice banks to water purification plant. A wonderful example of entrepreneurship in Cambodia. Through investing in nine rice banks in Oddar Meanchey, sixteen hundred households now also have access to clean drinking water. With the profits from the rice bank, the rice bank management built a water purification plant.

Small rice farmers in Cambodia are often so poor that they don't have any sheltered place to store their harvest. While the harvest is growing, they already have to borrow money to survive. The only thing these farmers can do is sell their harvest for a knockdown price. If the farmer and his family are starving, the farmer is even driven to buying back his own rice. For an exorbitant price.

In order to break this cycle, ICS helped nine communities in Cambodia to build rice banks. The farmers can store their surplus rice there. When they need the rice, they can buy it back for a reasonable price. These banks are run by the villagers themselves.

With the interest accrued, the rice banks in Pou Thmei and Prasat Lbeuk were able to increase their capital by one fourth. The profit from the rice banks is also invested in extra services for the local community. So that in the future, they can also offer the farmers small financial loans, marketing help and affordable agricultural products. In addition, the farmers are trained to gain optimum yield from their farming practices. The rice banks thus contribute greatly to the welfare and food security of the area.

Two rice banks are now making a profit. ICS provided a loan for the purchase of a water purification plant. The rice bank management used the profit from the rice banks to construct a building for the plant. The rice banks can invest in this, thanks to the success of the rice loans. The management of the rice bank invested 3,728 euros in the construction



Two rice banks are now making a profit. ICS provided a loan for the purchase of a water purification plant. (source: ICS archives)

of the plant. The municipal council invested 1,491 euros. ICS provided a loan of 11,184 euros. The purified water is sold on the market for an affordable price. Besides clean water, the plant also provides employment. Once the ICS loan has been paid off, the plant can start making a profit. That profit can then be put to use, for instance for setting up enterprises and providing microcredit. It is a way of fighting poverty sustainably. The ambition of ICS is to set up at least another nine water purification businesses in Cambodia in the next three years.

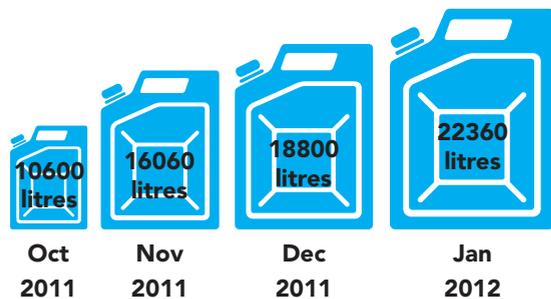
Aflatoun: 'Making children self-confident and independent'

'ICS is the oldest collaboration partner of Aflatoun. From the very first moment – in 2008 – ICS has supported us. Financially, but also through coaching and advice so we could get a footing in the Netherlands. An Indian organisation forms the roots of Aflatoun. ICS believed immediately in our concept: making children all over the world self-confident and independent, thanks to a combination of social and financial education. We use the Aflatoun method to teach children how to save. It is something they are already very good at in many other areas. All children save something, whether it's pebbles or football cards. We teach them to handle money the same way. We have developed teaching materials for this purpose. Teachers in 83 countries around the world use the Aflatoun method. Now ICS is putting it to use at forty schools in Tanzania and Kenya. One example there is children learning how they can organise a fair to raise money for setting up a vegetable patch at school. Our method intends primarily to allow children to discover what they are capable of themselves - and through that increase their self-esteem. But it also has positive repercussions on their surroundings. I remember a little boy in



Albania who told his father: "If you stop smoking, we can go on a holiday next year."

Hidde van de Veer is director of Aflatoun.





Outlook for 2012

Growth in many areas

ICS wants the local population to profit as much as possible from the economic possibilities. (source: ICS archives)

Crisis and opportunities go hand in hand in 2012. ICS looks ahead and targets growth. In Africa and Asia, as well as of our own organisation. In 2012, we focus on the following seven points.

1. Economic growth for everyone

Emerging markets are often first discovered by people and organisations that want to make a quick profit from the predicted growth. The local population often remains destitute. ICS has identified a role for itself in doing something about this. It is possible through translating economic growth to rural areas and social programmes, but also by developing the entire chain and where necessary, controlling it. For example, ICS can cooperate with groups of farmers on a profitable business case for corn. This enables the local population to profit as best as possible from the economic possibilities. Another good example is the rice banks in Cambodia that ICS helped to develop. These rice banks, expanded into multi-purpose banks, ensure that dodgy middlemen no

longer have a foothold in the chain to earn money by trampling over the backs of the local population.

2. Africa: 'lost continent' becomes 'emerging market'

Africa is often considered to be a 'lost continent'. Civil wars, political abuses, droughts and humanitarian disasters have ensured that many people no longer believe in the continent. But Africa has been experiencing striking economic growth in the past few years. In December 2011, The Economist even calculated that the growth of the past five years was not inferior to that of East Asia. An average economic growth of 6% is expected for the coming years. However, this also creates the need for a different attitude: 'Less aid and more trade.' ICS already embraced this starting principle in 2007 and since then, has completed the corresponding learning curve. That makes ICS a reliable and experienced business partner, where business development and lessons learned go hand in hand.

3. Cambodia: joining in on growth

Asia has been experiencing spectacular economic growth in the past decades. Cambodia is also starting to catch on in the past few years. ICS supports this growth in communities where the strength to change could use a helpful boost. One example is the development of Water Enterprises. In 2012, ICS will expand these water enterprises further and extend them.

4. Cooperation through co-creation and forms of finance

In 2012, ICS will seek cooperation with partners even more emphatically. Funds, the business sector, Public Private Partnerships, Private Sector Investment programme, but also especially co-creation with the local population through cooperatives. Years of experience in the field have provided ICS with a proven track record in bringing farmer groups together, and especially in selecting the right people for the right plan.

That, and the new spearheads in the ICS policy, also justify further intensification of the cooperation with the Dutch government, and a permanent broad financing of ICS projects in the future.

5. Social Return on Investment

The use of SROI methods is a strength of ICS that sets us apart explicitly. Through measurements and applications, the theory around Social Return on Investment can be developed further. A business model with good profit is the starting point for this. It is how ICS creates financial and social profit at the same time. Business, however, is not the same as facilities. ICS realises this too. By setting these programmes alongside each other, specialisation is created. This means that maximum focus can be applied in both programmes. In brief, this is the way we achieve the maximum possible social and economic impact.

6. Social programmes: education, child protection, children's rights and parenting

The social programmes for children and their societies will also be carried out in 2012. We do that together with the many trusted partners that ICS has gathered around itself. Education is and remains a key to success, in the view of ICS. That is why the focus on primary education will be expanded to secondary schools and vocational training and even the combination of education and starting entrepreneurship. Child protection and children's rights remain unchanged at a high position on the agenda. To that end, ICS will carry out programmes in the field and work together directly with local organisations. But also through organisations like ACPF to ask for attention for children's rights from national governments. Good parenting or 'Skilful Parenting' is an important spearhead in 2012. We will expressly seek partners who can identify with these programmes and finance them. Through training courses, setting up centres and boosting the capacity of professionals, ICS collaborates with local populations on supporting the upbringing of children. This gives the child a better chance of a good future.

7. Further professionalisation

The internal organisation of ICS has changed over the past few years. Examples are the cooperations within MFS I and MFS II, changes on management and board level and a new strategy that was brought into operation in 2007. Another professionalisation move is being taken in 2012 at the Dutch office as well as the field offices in Kenya, Tanzania and Cambodia. Thus, in the Netherlands ICS hopes to move to a new office in Amersfoort. New staff members are also being appointed for Human Resource Management and Business Development. The office in Asia is moving from Bangkok (Thailand) to Siem Reap (Cambodia).

Transformation with the same letters



ICS underwent a transformation in 2011. The changed direction launched by the organisation revealed itself in a new house style. ICS also changed its name. But the letters stayed the same.

It's not the first time in its history that ICS changed its logo. The challenge that ICS took up in 2011 was to express the change in course in a house style as well. In collaboration with communication agency Schrijf-Schrijf and the designers of Room for ID's, we worked on an appearance that would give ICS a fresh, businesslike but also dynamic character. The use of colour in the new house style of ICS, introduced in the autumn of 2011, gives a suggestion of three-dimensionality. This represents the broad outlook that ICS has on the issues in its areas of work. The house style was implemented in all communications. One striking example was the newsletter. The 'Weldoen' newsletter was renamed 'CC', for 'creating change'.

ICS logos over the years



1981 – 2005

ICS



2005 – 2007

International Child Support

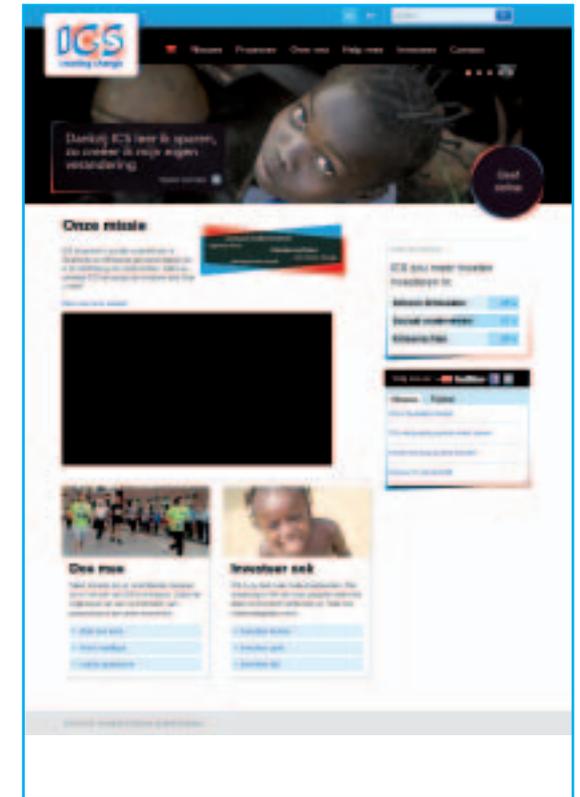
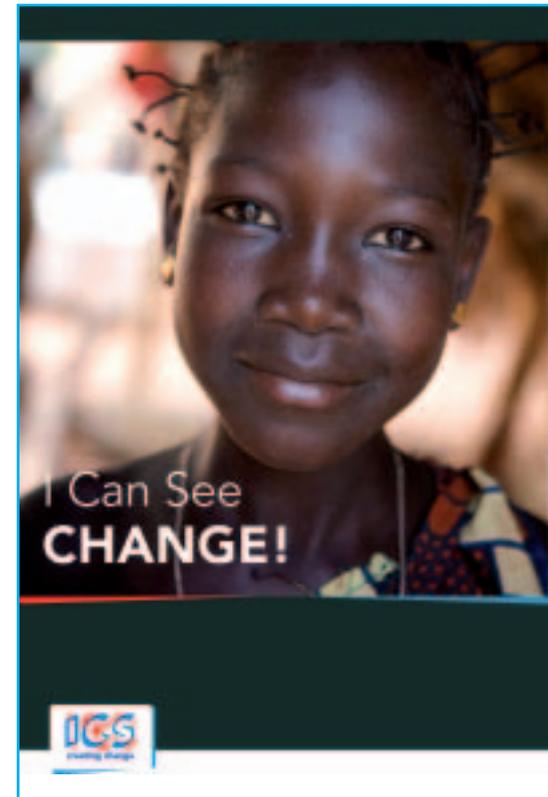


2007 - 2011

ICS Creating change



from November 2011



The direct mailings to donors, the brochure and the website were also given the new look.

The change of course also brought a new name, without losing the familiar abbreviation ICS. While this previously stood for 'International Child Support', now it is

'Investing in Children and their Societies.' This also expresses the broader view of ICS. A view that reaches further than the child and concentrates strongly on the whole region. The name was also given a payoff line: 'Creating Change'. Because creating change is still the key to the work of ICS.

Fundraising

Three Dutch donor-advised funds supported the work of ICS in 2011. ICS will work more actively in the future on raising funds through donor-advised funds. Not only on the Dutch market, but also internationally. ICS will also strengthen the contacts with national and international service clubs.

Rotary LarenBlaricum: dining and donating

For the sixth time, Rotary club Laren-Blaricum organised a village dinner, on Sunday 29 May 2011. The money raised at four previous dinners was donated to ICS. More than 750 guests dined in white or light-coloured clothing at beautifully decorated tables. More than €100,000 was raised for education and healthcare projects in the Bantey Ampil district of Cambodia. The proceeds were also made possible through NCDO, Wilde Ganzen and a Matching Grant from the Rotary Foundation.



Rotary NoordVeluwe: walking for water

In 2011, seven Rotary clubs on the North Veluwe in the Netherlands made an active effort to do something for underground water tanks in Meatu, Tanzania. Rotary clubs

Walk for Water on the Veluwe, March 2011

(source: ICS archives)

Oldebroek, Hattem/Heerde, Epe, Nunspeet, Harderwijk and Ermelo/Putten participated in the 'Walk for Water' campaign on 23 March. This was an initiative of Aqua for All. Primary school children from Group 7 and 8 experienced what their peers in development countries have to do to get clean drinking water. They had to walk an average of six kilometres with six litres of water. The Rotary club Ermelo also organised a successful motorbike tour on 28 March. They did this together with the Veluwse Motor Tour Club (VMTC). The proceeds from these two activities were doubled by the Rotary organisation. A contribution from Wilde Ganzen was added to that. The total proceeds amounted to more than €150,000.

Dam to Dam Run: slaving away for solar energy

In September 2011, 33 joggers supported ICS in a very active way. They participated in the Dam to Dam Run. They raised sponsor money for solar energy in Kenya. These proceeds were rewarded with a contribution from Wilde Ganzen. This meant the action raised more than €38,000.

The persons who submitted the complaints stated that ICS handled their complaints to their satisfaction. Office Support registers the complaints. In 2011, all complaints were handled by the Fundraising & Communication department. The procedure will be evaluated in 2012 and if necessary, revised.



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Complaints

Seven official complaints were received by ICS in 2011. This is about the same as previous years. Three complaints related to the organisational costs of ICS. Two complaints addressed the fact that the Christian faith was no longer visible in the work of ICS. Two other complaints concerned the administration of donations.

