

Charity registration number 1100045

Company registration number 04607292 (England and Wales)

KIDS FOR KIDS
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022



KIDS FOR KIDS

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr F D N Campailla Mr P H Doyle Mr A King-Smith Mrs P M Parker OBE, Chairman Mrs E A Sutton Mr K M O Abulrahman	(Appointed 11 June 2021) (Appointed 11 November 2021)
Charity number	1100045	
Company number	04607292	
Independent examiner	Darren Harding ACA FCCA DChA Richard Place Dobson Services Limited 1-7 Station Road Crawley West Sussex RH10 1HT	

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CHAIRMAN'S STATEMENT

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Recognition at the highest level!

Many of you will have known that I had been honoured with an MBE (Member of Order of the British Empire) before I started Kids for Kids for voluntary work I had done before I was 50. Then I went to Darfur, and founded Kids for Kids in 2001. There is no more isolated or overlooked region of the world than Darfur. There is no outside investment in the region and therefore no one has a vested interest in Darfur. Those in authority – and with the power to do something about them – choose to do nothing. Journalists do not write about Darfur, unless they occasionally report violence. Tourists do not go there. There are no monuments, or historic sites to visit. There is only poverty and people, out of sight, struggling to survive. Lack of electricity and the lack of internet access, mean that people have no voice. Darfur is truly out of sight. It therefore never occurred to me that Kids for Kids, and my role in it, would receive any recognition at all, let alone one of the highest honours in the UK. Yet this year, her late Majesty Queen Elizabeth II awarded me a higher Honour, the OBE (Officer of the Order of the British Empire) for “services to children in Darfur and the UK”. One of the last Certificates of its kind that Her Majesty personally signed. It means a huge amount to me personally that the children I feel so passionately about and who deserve justice, have at last been heard. They have the right, as do all our children, to the essentials of our modern day world – yet they lack even water. And this year they face starvation.

A year of contrasts

As I write, world leaders will be meeting in Egypt for the global climate conference at COP27. Will they realise that time is running out? Much has been written about the effect of global warming in Africa. It could not be more stark than in Darfur. When I was first there, lawyers in Khartoum told me that in 1956 Mallit, the second largest town in North Darfur, had fountains and was green and beautiful. Not when I saw it in 2001. The dam was a dust bowl, cracked and dry. But droughts were cyclical, every five to seven years and people had coping mechanisms. Now drought is almost annual. It takes two to three years to recover from a year of drought. Today traditional ways of withstanding months without rain do not exist. Yet there is hope if only the world leaders would listen and take action now – not just promise changes in years to come. Since 2007, Kids for Kids has been planting trees. With hard work, watering and caring for them for two years, they survive, even in years of drought. And the result? Animals and birds are returning to our community forests. Shade trees hold back the desert. Underplanting means that vegetables grow. The difference psychologically a canopy of green makes is incalculable. But we cannot do it alone. We must do more, but we need help. We need your help!

Our constitution sets out the aim of Kids for Kids to provide assistance to the children of Sudan, and especially in Darfur. This year the World Health Organisation warned early on that at least half the population of Sudan would face serious food shortages. They now project that 2023 will see half the population of Darfur in ‘food insecurity’. How can this be allowed? Darfur, isolated in the centre of Africa, far from the Sudanese capital Khartoum, always suffers the most. This month children across the whole Darfur region are hungry. It is the smallest who succumb first. I am devastated that reports from our villages say that children under five need emergency feeding. What about the children in villages we have not been able to adopt yet? We are doing our best. We have an appeal for The Greatest Need. This allows me to react quickly when I hear of problems.

As you know however, Kids for Kids’ strength is in providing projects that lift families out of abject poverty long term. Sustainability is a buzz word with charities these days. In Darfur, sadly, I have seen no evidence of the durability of projects. Too often training that is given, in good faith, is not followed up. People, who at best have a rudimentary education, cannot be expected to implement change in their traditional life styles, without more help than one training course. I learnt early on that unless we followed up the training that we give volunteers with field visits (which are costly) people failed to make real progress. An example: I noticed - from the monthly reports I get during the first two years of our adoption of a village - that more goats were dying than I would have expected in one village. I asked our Programme Manager, who is a vet, to go back to the village to see what was happening. He found that the paravets we had trained were prescribing the wrong drugs to the goats. They had misunderstood what they had been taught during their initial training. The follow up ensured healthy animals, paravets who were trusted and veterinary care at last in a village where there had been none. Follow up is essential.

How to make Kids for Kids sustainable?

This has been a worry of our Board of Trustees for some time now. Earlier this year we appointed our first full time employee to work alongside me with the aim to take over a great deal of my responsibilities outside Sudan. Sadly it did not work out as the person we appointed had to resign due to severe illness. So the search goes on and we are renewing our recruitment drive. I had hoped to be able to stand back by 2023 but that is now delayed, yet again. I am very grateful to **Charlotte Allum** who, despite two small children and other commitments, assists me part-time. She is an excellent strategist and continues to provide me with her invaluable support. I am immensely grateful. Thanks to our Trustee, **Patrick Doyle**, Kids for Kids now has one of the most effective presences on LinkedIn. Patrick arranged for **Bilal Malik** to create our online posts. This has not just expanded our reach but has also resulted in a number of volunteers offering their help, both here and in America. Once again, I am very much indebted to Patrick!

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US Friends of Kids for Kids: I had been very concerned that **Mary Jane Kupsky** would step back from being our Honorary Volunteer Coordinator in the United States before we had found a replacement. She has been a tower of strength and source of many new supporters in America, especially by helping them to donate through Global Giving. I am delighted that **Randi Goldstein** has volunteered. I am hugely grateful to Mary Jane for all she has done for so many years, and now for her support of Randi. We have a great team! Americans have provided much valuable support ever since **Cassidy** and her mother **Kathy** got in touch with me all those years ago because Cassidy, aged 6, was “angry” at how children were being treated in Africa. Another positive is the offer by **Lisa Chapman** to create a Friends of Kids for Kids in Australia. This outreach is what we need if we are to increase our help to families, so essential as their needs soar in the appalling conditions in Darfur. I am looking forward with great anticipation to working with both Randi and Lisa.

Kids for Kids is one small charity started because of one small child, whose walk for water seemed then, and still is, inexcusable, because something can be done to help. Our help is needed even more now. Every one of us can – and must – make a difference if we are to save the Planet. The unusually hot and dry summer in leafy Surrey led to a hosepipe ban: a reminder that water - the key to life - may be in short supply across the world. In Darfur, there are not even standing pipes in villages, let alone running water. Is this to be our fate too? This is no longer a derisible question. Little wonder that people are leaving Darfur. They are desperate to send help to their families they have left behind. Their only income is from what they grow. When nothing grows, what else can they do but leave? With global warming, survival is becoming ever harder.

Is it possible to make a difference when conditions are so bad?

Kids for Kids is showing the way! Our funds are limited, and falling, but our reach has been out of all proportion compared with other organisations. For the past 21 years, our aim has been to improve the lives of children in Sudan long term. And that is what we have been doing. There are 110 villages in Darfur where we have provided our projects and, crucially, training. Without our midwives, countless mothers and babies would not have survived. Each month our paravets report healthy animals. Each September over 1,000 children start at our Kindergartens. Just some of the ways in which we have helped. But still children are dying. Today every bed in the hospital in El Fasher has two or more children in it, struggling to survive malaria. Many will not. They are too weak from months of inadequate feeding. How appalling is that?

I am enormously grateful to those people who have recently become **Children's Champions**. Their generosity over three years means we will be building two more kindergartens in villages where they have been running our projects well. We build the school, we equip it, and it has your choice of name, but they are owned by the village and run by a Parents Teachers Association – the same as we do in the UK! But there are differences too. In Abu Digeise village, where we built our very first Kindergarten, one of our first beneficiaries continues to give free goat's milk to children in need in her village to help them go to school. She was the poorest of the poor and now that she has seen her own children grow up healthier, she is helping others too. She is proud to be able to help others as she was helped.

Political instability sets back the clock, but progress continues

We have taken the decision that - until there is stability in a new democratic political setup in Sudan - it would be foolhardy to visit Darfur ourselves. The region has experienced a resurgence of violence, often mis-reported as ‘tribal conflict’ and, although North Darfur appears more stable, with West and Central Darfur the most vulnerable, we are delaying any visits to Darfur until the situation is more certain. This means that we need to plan for Programme Meetings outside Sudan, unless it becomes possible to hold them in Khartoum. I am very grateful that our new Trustee **Khalid Mekki** is planning to visit our office in El Fasher soon, together with our Khartoum co-ordinator **Hatim Abu Sineina**, who has supported us for so many years in Sudan alongside Honorary Treasurer **Omer Shumeina**. They are mandated to check on the progress of our projects and to discuss future plans with the Kids for Kids Steering Committee, the community leaders who oversee all our projects, and with our Programme Manager **Dr Salim Ahmed Salim** and Project Officer **Hassan Mehisi**. Salim and Hassan have been our mainstays in Darfur ever since we made the decision to work directly with the villagers themselves. Our aim is to empower the communities, especially the women, so that they can improve their own lives long term.

I continue to receive reports from the village leaders every month, and on management, activity and field visits every week. These provide us with invaluable information. Much makes me worry as I learn how soaring inflation, shortages of basic essentials, severe drought followed by floods, and now disease – Covid, malaria and Dengue fever – are affecting people. But there is also much to give me encouragement. Recent reports show successful goat rotations, our key project and instrumental in not only improving the health of children but also in providing an essential income to women, empowering them in a region that is still male dominated.

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But the inability of the Trustees to go to Darfur does not prevent our continuing to help. Thanks to the hard work of our team in Darfur, not just our Programme Team, but also the community volunteers who serve so faithfully on the **Kids for Kids Steering Committee** in El Fasher, lead by **Adam Sabil**, our projects continue to help many more families each year. As here, we have annual accounts and I am pleased that officials from the **Humanitarian Aid Commission (HAC)**, the Government of Sudan's department for monitoring both international and local aid agencies, check in person in our villages and reported their satisfaction that all we say we are doing is proven on the ground by the enthusiastic and grateful reports of the villagers themselves. Everything is documented in the **Kids for Kids Project Implementation Manual** and signed by the village leaders. I was told by the previous Commissioner of HAC during my last visit to Sudan that this is a unique document which he wished other organisations would copy, as it would ensure the sustainability of projects.

How do you choose whom to help, and whom to leave to struggle on their own?

The selection of villages is perhaps the hardest thing for me to do. I recently saw an interview with **Sir Bob Geldof** whose life was changed when he witnessed the famine in Ethiopia. He said he has never forgotten seeing a girl forced to choose which child to feed, and which to leave. I face similar choices each year. Currently we can only afford to adopt five of the smallest villages begging us to help them. The joy of the successful leaders is immense, but the disappointment of those we cannot support is something I find hard to deal with. So that they do not go away empty handed, we provide mosquito nets to each village that has applied for our help. This is a big expense each year but with malaria still the biggest killer in Africa we know that even this small support will save the lives of many children.

Key supporters without whom Kids for Kids would be unable to work

Volunteers are why Kids for Kids has been able to transform the lives of so many people. We need more volunteers here in the UK urgently. Covid has affected us all, and sadly we have lost a number of wonderful friends, either to the disease itself or because of how it has led to changed circumstances in their lives. I need your help please! Please will you volunteer to assist with our events – they are always hugely enjoyable and great value – or to help with our biannual mailings, or with administration? If you can invite friends to lunch, or just a coffee and talk about Kids for Kids, then you are already a wonderful Friend of Kids for Kids!

It is this incredible spirit that permeates our Kids for Kids' supporters across the world. In Khartoum, **Omer Shumeina** and **Hatim Abu Sineina** continue to ensure our funds are safeguarded and every penny of the funds we send to Darfur - once I have checked each project and authorised the expenditure - are documented and accounted for. Behind the scenes **Matt Deubert** provides us with invaluable support keeping our IT going. **Pete Barclay** ensures our database continues to run efficiently and **Claire Atkins** has been working with **Charlotte Allum** to design a new website for Kids for Kids. Rewriting and checking everything for this vast job has been my responsibility and at times I admit I have regretted my determination to ensure everything is detailed - it is a huge undertaking and very time consuming, but we are doing all we can to launch the new site soon.

I am very grateful to our Board of Trustees who continue to support me and to ensure the smooth running of Kids for Kids. I have hugely appreciated the contributions made by **Alan Jenkins** over 11 invaluable years, who has sadly had to step down this year. But I am delighted that **Khalid al Mekki**, who has been a close friend and supporter in Sudan for our entire existence, is now a Trustee. We are looking forward to welcoming **Lee Traxon** and **Alex Wilson** in the new year. Lee will be bringing his financial and company management expertise to the Board and Alex is a lawyer so will assist in particular with our various legal deliberations. There are many complexities to running a charity. We have a Risk Matrix which we review at every Board meeting, helping us maintain a watchful eye on every aspect of the charity, and we do everything possible to ensure compliance with the latest legislation and regulations, including Safeguarding and GDPR. From the start, I have done all I can to ensure that not only are we up to date, but ahead in leading the way on best practice. To me, transparency is essential. We are the recipients of donations, often from people who themselves understand what it is to struggle. I take very seriously the responsibility of ensuring all funds are spent wisely, with as little wastage as is humanly possible. Administrative costs are essential, but I keep an eagle eye!

I am grateful to how my small team have helped me through these difficult months. **Sarah Brownwood**, my Personal Assistant for the last two years, has provided invaluable support. I very much appreciate all her hard work for the charity and for me personally until personal circumstances meant she had to move on. I have been fortunate that my son **Alastair King-Smith**, who is now British Ambassador to Albania, continues to give me as much support as his enormous commitments allow. I am fortunate that I can take my laptop and run Kids for Kids from just about anywhere in the world! It has been a privilege to visit Albania and I was delighted that a number of new Albanian friends joined us at this year's Ambassadors' Ball. It was the most successful ever. We are now recruiting for a part/full-time PA/Fundraiser, plus a full time UK Operations Manager, to underpin my work as CEO. If you know anyone keen to help us make even more of a difference in Darfur, please do let me know. These are exciting roles. We need individuals who are ambitious for themselves and for the charity. There is so much more Kids for Kids could do!

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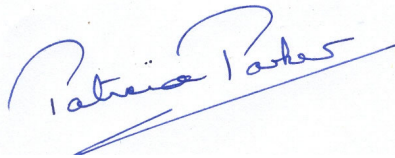
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.Investment Policy

As notified in last year's accounts we do now have outside financial advisors. To ensure our future security, it is essential that we have reserves so that we do not let down the poorest people in the world. To my mind it is out of the question to promise help and then to fail to deliver it, for whatever reason. We took the decision to invest part of our funds with Rathbones and Tilneys investment firms. In the context of the worldwide financial challenges, these funds have recently been struggling to keep pace with inflation, but I am relieved to see that the financial markets are now on the rise. The Board is confident that our funds are secure and we will be able to report increases in interest these fund produce in the future. To cover losses due to the world recession, I am grateful to **Patrick Doyle** for providing us with generous interest rates on a separate investment, which is 100% secure.

Because we rely on individuals donations and the vast majority are one-off donations from supporters, and because of the pressures on household expenditure for all of us now, our income has been steadily decreasing, despite our efforts. This is why **Regular Giving** is more important than ever. Each monthly donation has an impact on my ability to plan projects. Those wonderful, far-sighted people who become **Children's Champions** are more important than I can say in enabling Kids for Kids to continue to implement our life changing projects. We urgently need more regular support like this, from small to large. It has never been more important. If you have not yet committed to donating regularly to Kids for Kids, please do so. There could not be a more important time to help families. We too have challenges, but it is humbling to realise how insignificant these are compared to the daily struggle to survive in Darfur. Your help through Kids for Kids can save lives, transform the prospects for children and lift whole communities out of abject poverty.



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Mrs P M Parker OBE – Trustee

Date: 14 December 2022

