



**clean  
water**

In Nepal, our water and sanitation programme reached over 40,000 people.

**47,000  
blankets**

distributed in the six months following the earthquake in Haiti.



**shelter**

provided for 58,000 people after the earthquake in Haiti.

**250%**

Our work with the Batwa community in Burundi has resulted in an increase of 250% in school enrolment.



**Sierra Leone**

4,394 babies were delivered in Concern-supported Health Units in Sierra Leone.



Our aim is to reduce HIV incidence and to minimise the impact of HIV and AIDS among people living in extreme poverty.

After the flooding approximately one-fifth of Pakistan's total land area was underwater.

**1/5**

**20 million**

Concern undertook its biggest ever emergency response after the flooding Pakistan affected 20 million people.

**83%**

In Timor Leste, 83% of people we work with are now food secure with over 92% of households eating three times a day.

# 98%

of Somalian students in grades 1 to 8 passed their final exams in Concern-supported schools.

# 11,000

In Zimbabwe, 11,000 farmers in our Conservation Farming programme produced enough food to feed their families all year round.

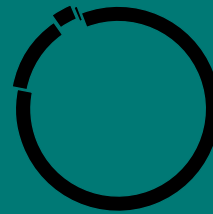
# 31.2m

Concern reached 31.2 million people either directly or indirectly in 28 countries.

# February 2010

In the first month of our six-month recovery plan in Haiti, Concern provided water, sanitation and shelter, reaching one third of the earthquake-affected people we targeted.

## How money was spent



### 84%

Relief & development

### 12.3%

Fundraising

### 3.2%

Advocacy

### 0.5%

Governance

### Worldwide

## 499,635

people benefited directly from Concern's education programmes across 13 countries

### Pakistan

## 20 million

people affected by flooding

### India

## 12 years

providing support

### Haiti

## 1.3m

people were homeless after the earthquake

### Angola

## 5/10

participants in our Farmer Field Schools were women

### Rwanda

## 87%

of people that Concern works with now know how the HIV virus is transmitted

### Bangladesh

## 6,600

households received food following the floods in the remote Haor area

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# 80%

Over 80% of the world's poor are subsistence farmers, many of whom are women.

Zibet Hussein (16), threshing the wheat with her father. South Wollo, Amhara region, Northern Ethiopia. Photographer: Kim Haughton



# 3/4

Three quarters of the world's poorest people are subsistence or small holder farmers, but they cannot grow enough food to feed themselves all year round.

**Foreword from the Chair**

Even by Concern Worldwide's standards, 2010 was an unusually busy year. Within two weeks, on 12 January 2010, a massive earthquake hit the Haitian capital of Port-au-Prince, resulting in a final death toll of close to 250,000 and making more than 1.3 million people homeless. Concern's team of 100 staff on the ground, with some additional reinforcement, responded immediately to the earthquake and as the months went by moved from the life-saving response of providing water, food and the basic necessities of living, to laying the foundations of longer term recovery and rebuilding lives.

Eight months later, in Pakistan, massive flooding impacted on the lives of almost 20 million people over a vast area of the country. Here again, Concern was in a good position to respond quickly and effectively, building on its long-term presence in the country and on the emergency response capacity of 36 local NGOs which we had supported and trained over the previous three years. Concern rapidly provided shelter, food and household supplies to over one million people in fifteen of the most affected districts and implemented recovery programmes with resources from the UK Department for International Development (DFID).

The two major emergencies in Haiti and Pakistan were among the largest and most complex disasters in recent years. This report provides a detailed account of Concern's response and work in all our programme countries during 2010. It highlights the many practical and exciting achievements in our work in education, in supporting livelihoods, in improving health services and in responding to the tragedy of HIV and AIDS. Many of these achievements bring important short-term improvements to the lives of our target group – the world's poorest people – but it is crucial to situate such improvements within a vision of long-term sustainability.

That is as true of organisations as it is of people, and in addition to dealing with major emergencies and all its ongoing work, Concern has spent a good deal of time in 2010 considering how best it can contribute to achieving its mission over the next five years. The result is its Strategic Plan for 2011-2015, called: 'Greater impact in an increasingly vulnerable world.' The plan affirms that Concern will continue to address extreme poverty, focusing on what it calls 'poor-vulnerable' countries, through existing programmes of education, food, incomes and markets, and HIV and AIDS; and that it will scale up its efforts in hunger and health. Concern Worldwide (UK) is in the process of developing its own five year strategic plan which will identify how it will contribute to the strategic goals set out in Concern's overall plan.

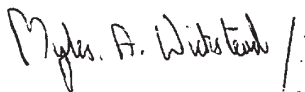
The direction of the new strategic plan sits very well with other events that took place in 2010. I watched the first results of the May UK General Election coming through in the airport lounge in Dar es Salaam, where I had been attending the Africa World Economic Forum meetings; and of course at that time, one key question was whether whatever Government came to power would maintain the commitment to international development. Thankfully, it has done so, difficulties with public expenditure notwithstanding. The political consensus has held, and we should be enormously proud of that.

The new coalition Government has spent some time looking at its international development policies, and has confirmed that there is to be a stronger focus on 'fragile states' – not a million miles from Concern's focus on 'poor-vulnerable' countries.

One other major event was the Millennium plus 10 Summit in September in New York, where progress against the education and health targets set in 2000 was assessed, with only five years to go until 2015, the date by which they should be achieved. In fact, there has been very good progress in many areas, but with a significant distance to travel in particular on reducing child mortality and improving maternal health. This has resulted in a campaign spearheaded by the UN Secretary-General called 'Every Woman, Every Child' – and Concern's strengthened focus on hunger and health fits very well with this.

An important commitment set out in the strategic plan is the decision to invest in, and strengthen, the UK Office – for example by integrating more specialist programme staff into the organisation. The key role of Concern UK in advocacy and persuasion – and of course in fundraising too – has long been recognised, and this is further evidence of Concern becoming a better integrated and more joined up operation. It is, too, a massive vote of confidence in Concern UK. We are delighted to have Rose Caldwell back as Executive Director after a period of maternity leave in the second half of 2010, but I also want to record thanks on behalf of the whole Board to Caroline Hickson who did an outstanding job as Rose's replacement for that period.

I decided towards the end of the year that the time had come (after five years) for me to step down as Chair of Concern UK. A search committee has been established to find a new Chair and a number of new Trustees, and we hope there will be a seamless transition in the middle of 2011. I believe the future for Concern is bright. It is clear about its humanitarian mission and its development focus and priorities. It has a formidable reputation and is hugely respected. It has dedicated, talented and committed staff. To all of them – whether in London, Belfast or Glasgow – and to my colleagues on the Board, I am enormously grateful; and I am very confident that Concern will continue to go from strength to strength.



**Myles A Wickstead, CBE**

Chair of Board of Trustees



## **Concern Worldwide – Identity, Vision, Mission and Values**

### **Our Identity Who We Are**

Concern Worldwide is a non-governmental, international, humanitarian organisation dedicated to the reduction of suffering and working towards the ultimate elimination of extreme poverty in the world's poorest countries.

### **Our Vision for Change**

A world where no-one lives in poverty, fear or oppression; where all have access to a decent standard of living and the opportunities and choices essential to a long, healthy and creative life; a world where everyone is treated with dignity and respect.

### **Our Mission What We Do**

Our mission is to help people living in extreme poverty achieve major improvements in their lives which last and spread without ongoing support from Concern.



# 150 schools

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In Bangladesh, our  
Amader Schools Project,  
working across 150  
schools, has seen pass  
rates more than double.

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## Core values

# Concern's core values derive from a single central value: Extreme poverty must be targeted

The quality of our overall endeavour must ultimately be measured by its contribution to the rapid elimination of the extreme form of poverty defined by the United Nations as "absolute poverty".

Our other values, stated below, are subsidiary to this central value:

- » Respect for people comes first
- » Gender equality is a prerequisite for development
- » Development is a process, not a gift
- » Greater participation leads to greater commitment
- » All governments have responsibility for poverty elimination
- » Emergencies call for rapid response
- » Democracy accelerates development
- » The environment must be respected
- » Good stewardship ensures trust



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Concern's core values derive from a single central value: extreme poverty must be targeted.

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## **Our Concern Works: Review of our work in 2010**

**To achieve its mission, Concern Worldwide (UK) supports the overseas programmes of Concern Worldwide – we do not implement our own overseas programmes.**

We also seek to address the root causes of poverty directly through our advocacy and development education work.

In 2010, Concern Worldwide worked in 28 countries as follows:

Afghanistan	Haiti	Rwanda
Angola	India	Sierra Leone
Bangladesh	Kenya	Somalia
Burundi	Lao People's	Sudan, North and South
Cambodia	Democratic Republic	Tanzania
Chad	Liberia	Timor Leste
Democratic People's	Malawi	Uganda
Republic of Korea	Mozambique	Zambia
Democratic Republic of	Nepal	Zimbabwe
Congo	Niger	
Ethiopia	Pakistan	

Concern Worldwide (UK) contributed funds to operations in 26 of these countries.

Our countries of operation continued to be chosen from the poorest countries on earth as measured by the UN Human Development Index. In addition, the countries of operation spanned a variety of contexts from more secure developing countries to fragile, insecure states and states struggling with serious internal conflict.

In the course of the year we estimate that 31.2 million people benefited either directly or indirectly from Concern Worldwide's programmes.

Examples of the work that was carried out in 2010, both overseas and in the UK, are set out in the following section.

## Review of Our Work in 2010

**In 2010, Concern Worldwide worked either directly or indirectly with 31.2 million of the poorest people in 28 of the world's poorest countries.**

# 2,000

In Quetta, Pakistan, more than 2,000 children who work in the slums visited Concern supported drop-in centres during the year.

Many of the countries where we choose to work are sometimes referred to as 'fragile states' - countries marked by poor governance, weak institutions, often marred by conflict and subject to increasingly frequent natural disasters. They are not easy places in which to work but they are the places where people are in most need of support and therefore where our mission takes us.

2010 demonstrated the increasing vulnerability of poor people in these places. During the year we responded to 41 emergencies, spending £51.1 million. The scale of catastrophes that hit the headlines like the Haiti earthquake and the Pakistan floods were a major challenge, but we also continued to respond in the many places out of sight of the news cameras, where grinding poverty combines with shocks like droughts and flooding to rob people of what little coping capacity they have, putting them at risk of hunger, disease and death.

Despite the huge challenges which exist in the places Concern chooses to work, we know that even the very poorest people are equipped with the resilience and energy to transform their lives and that simple solutions can make a world of difference. In 2010, we continued to work on the ground with people to deliver real and lasting improvements to their lives. Through our work in four sectors - Food, Income and Markets, Health, HIV and AIDS, and Education - we supported over 28 million people to tackle immediate problems such as lack of food, water and healthcare, to move out of poverty through education and enterprise and to gain a voice in the decisions that affect them. In particular, we continue to focus on the position of women in the communities where we work; tackling gender discrimination and promoting equality - for example ensuring girls go to school - is core to development success.

We continue to innovate, seeking solutions which can go beyond our own work and be scaled up by our peers across the globe to maximise the impact we have on the lives of poor people, and help the international community meet its MDG targets. In 2010, for example, we expanded our conservation farming programme across three new countries. This simple yet innovative approach could revolutionise the ability of smallholder farmers to feed themselves and their families. We brought our learning on these and other solutions to bear on policy decisions made at a local, national and global level.

In 2010 we were proud to be accredited with Humanitarian Accountability Partnership membership, attesting to our high standards of transparency and accountability, not only in emergencies but across the entire spectrum of our work. Due to the high priority we place on being accountable to our beneficiaries and carrying out work that genuinely meets their needs, five countries piloted 'Complaints and Response Mechanisms,' where our beneficiaries can feed back to us and lodge complaints about any aspect of the service we provide them.

Partnership remains an underpinning value of all we do. Supporting local organisations to develop, improve and scale up their work not only permits us to maximise our impact now, but ensures we contribute to the development of a vibrant civil society and more effective government within the countries we work. In 2010, we supported 456 partners in 26 countries. Our national and international partnerships with peer international NGOs allow us to scale up our work, while maintaining efficiencies through shared working. We remain a committed member of Alliance2015, a grouping of seven international non-governmental organisations (INGOs) across Europe, collaborating in many fields as well as on advocacy campaigns targeted at the European Union.

2010 also saw us completing our withdrawal from four countries; Timor Leste, Nepal, Lao PDR and Angola. As a result of the economic downturn in 2009, we made the decision to focus our resources more narrowly in order to maintain and increase the quality of our programmes in the countries in which we remain. It was not an easy decision; however during 2010, each country put in place a detailed exit plan with a number of ongoing programmes handed over to trusted partners.

At home, across the UK, Ireland and the US, our hundreds of thousands of supporters remained the backbone of our organisation, empowering us to put their concern to work to transform the lives of many of the world's very poorest people.





Erzulia Danus goes to get water with her daughter Renette (3). Photographer: Kim Haughton.



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**£4.8 million**

Raised after January's earthquake

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**55,000**

displaced people benefited from  
our camp management services

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**58,000**

We provided access to  
clean water to 58,000  
people following the  
earthquake.

A young girl with dark hair in pigtails, wearing a white dress with a blue collar and ruffles, is walking away from the camera on a gravel path. She is holding the hand of an adult whose arm is visible on the left. In the background, there is a camp with several tents and some trees.

# Haiti

# Our Concern Works



Concern provided shelter for 58,000 people after the earthquake

Approximately one million people are still living in emergency shelters

## play, games & art

We helped over 7,000 children deal with trauma through play, games and art

## 28 schools

were re-opened with our help

**£18m**

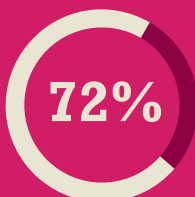
emergency response budget

## february 2010

In the first month of our six-month recovery plan Concern provided water, sanitation and shelter, reaching one third of the 150,000 earthquake-affected people we targeted

**7.0**

Haiti's earthquake magnitude



of Haiti's population live on less than \$2 a day



pregnant women received extra food



## life expectancy

of people in Haiti

**47,000**

blankets

**2,300**

tents

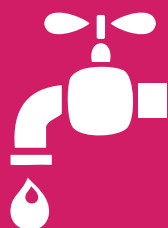
**10,000**

mosquito nets

**5,000**

hygiene kits

Distributed in the six months following the earthquake in Haiti in January 2010



## clean water

In the immediate aftermath of the Haitian earthquake, Concern delivered clean water to 130,000 people

# In Haiti



In Port-au-Prince, we have met the needs of 75,000 displaced people, providing 6.5 litres of water per person per day, installing latrines and showers

## 36,586

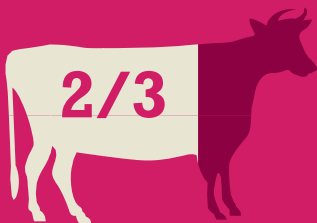
Households received emergency supplies distributed by Concern, these supplies reached 178,000 people

## over 110,000 people

in Haiti depend upon us for survival and basic needs

## 1.3 million

people were homeless after the earthquake



Two-thirds of all Haitians work in the agriculture sector, mainly small scale subsistence farming

2010 was dominated by two of the largest and most complex emergencies that the international community has responded to in recent years. The earthquake that struck Haiti in January 2010 devastated much of an already desperate country. The sheer scale of the damage combined with the existing frailty of the Haitian state and the immense poverty of its people posed enormous challenges to the response and recovery effort.



# \$1.5 million

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In April 2010, The Accenture Foundations awarded Concern US \$1.5 million to fund a conservation agriculture project to train 6,400 farmers in Malawi and Zambia.

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Katawa Banda with the goat he received from Concern in Malawi. Photographer: Pieterella Pieterse.

**499,635**  
people

benefited directly from  
Concern's education  
programmes across  
13 countries.

## Our Overseas Programmes

Concern organises its work  
into five core organisational  
programmes, comprising:

Education  
Food Income and Markets  
Health  
HIV and AIDS  
Emergency Response

Our programme approach links our work at grassroots to wider outcomes at local and national level aiming to improve services for poor people in each country we work in, as well as developing learning across countries to feed into international best practice and policy.

The expenditure on each of our programmes during 2010 was as follows:

Overseas programme	Concern Worldwide total cost £'000	Funded by Concern Worldwide (UK) £'000	Funded by Concern Worldwide (UK) %
<b>Health</b>	<b>23,500</b>	<b>4,174</b>	<b>18%</b>
<b>Education</b>	<b>6,674</b>	<b>820</b>	<b>12%</b>
<b>Food, Income &amp; Markets</b>	<b>31,847</b>	<b>5,207</b>	<b>16%</b>
<b>HIV/AIDS</b>	<b>3,357</b>	<b>546</b>	<b>16%</b>
<b>Emergency</b>	<b>51,083</b>	<b>7,693</b>	<b>15%</b>
<b>Total</b>	<b>116,461</b>	<b>18,440</b>	<b>16%</b>



A photograph of three children standing against a light blue wall. On the left, a boy in a blue polo shirt holds a large drum. In the center, a boy in a blue button-down shirt holds a large drum. On the right, a girl in a blue hijab and dress holds a smaller, beaded drum. All three are smiling at the camera.

# 72 million

children around the world are not enrolled in school; Concern Worldwide focuses on providing basic education to those who need it most. Access to education is not only a basic human right, but also a key factor in reducing poverty and child labour.

# 1/10

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More than one in 10 children in the developing world never get the chance to go to school.

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## Concern Works in Education

**In 2010, 499,635 people benefited directly, and 1.8 million indirectly, from Concern's education programme. Over 1 million were girls.**

The programme aims to ensure that poor and vulnerable children, especially girls, can **access** primary school, that they are **safe** there and that they receive a **quality** education. Depending on the context, this can require a variety of activities from assisting local authorities to provide and equip school buildings, to teacher training, to dealing with the underlying reasons why some children, often girls, don't go to school. Advocating with governments to make primary education accessible to the poorest children is an increasing feature of our work, as is working to ensure schools are free of physical and sexual abuse.

### Proven Results

It is encouraging that our education work is reaping measurable results even in some of the toughest contexts we work in. Despite prolonged fighting and a complex security challenge in **Somalia**, our education programme - run in 24 community-owned schools in Mogadishu and Lower Shabelle region - is making great strides. In 2010 enrolment increased by almost 1,000 students, 46% of whom were girls. An emphasis on quality ensured that 98% of students in grades 1 to 8 passed their final exams. In **Bangladesh**, we work to ensure the poorest children access formal education. The Amader Schools Project, working across 150 schools, has seen excellent results. In 2010 the enrolment rate reached 100%, but most importantly the quality of education has greatly improved. An analysis of the exam results for the academic year 2009/2010 showed that pass rates have more than doubled from the baseline of 28% three years ago. In some grades they were as high as 62%. The majority of our education work in **Ethiopia** is through the Alternative Basic Education (ABE) programme, designed to reach school-age children who can't access formal education. During 2010, in rural areas of Wolayita alone, Concern created access to quality basic education for 2,516 children, 49% girls, through 7 ABE schools and one formal school partnership. In Addis Ababa, 98% of students from the final stage of ABE passed the exam that allows them to move into the formal system. In Northern **Ethiopia**, 65 of the 430 orphans and vulnerable children given additional help outside class ranked in the top ten of their class.

## Involved Parents

In every education programme, the involvement of parents/guardians is a critical success factor. In **Bangladesh** the commitment of voluntary school management committees and parent teacher associations was amply demonstrated by their fundraising success; amongst the poorest communities they succeeded in raising contributions of £8,787. In **Burundi**, we work with the minority *Batwa* community. As parents had themselves been discriminated against at school, many elected not to send their children to save them potential humiliation. A huge element in the success of the programme has been the work we have done with parents to persuade them of the benefits of education for the next generation. Thanks in great part to changed parental attitudes, we have seen a 250% increase in school enrolment of *Batwa* children since the inception of the programme.

## Good Teachers

A classroom is only as good as its teacher, thus teacher training always comprises a core part of our education work. In **Sierra Leone**, where the remoteness of the areas we work demands a distance learning approach, Concern collaborated with the District Education Authority to assess what impact our approach is having on the quality of teaching. Results were positive; observations of 130 teachers in 66 schools found that 86% have mastered their subject, understand lesson planning and are using better teaching techniques. In all education programmes reviewed in 2010, there was evidence that corporal punishment had decreased. In **Niger**, we worked nationally, supporting the Ministry of Education to develop tools to measure the quality of teacher training. We also led the process to harmonise the format of school inspections.

## Safe Schools

In some of the countries we work, providing teachers with sex is too often accepted as the inevitable price of an education. Tackling sexual and other forms of abuse in schools is therefore of paramount importance and it is gratifying to see real changes emanating from our programmes. In Suba district in **Kenya**, following training for teachers and community members on effective responses to the issue, 11 teachers were indicted for sexually abusing pupils. Previously they would simply have been transferred. In **Sierra Leone**, Concern supported a major stakeholder meeting on the subject, bringing together relevant ministries, local authorities, human rights organisations and traditional chiefs. Meetings were also held with over 3,000 students. Protocols for dealing with abuse were agreed and a radio campaign aired. The results were immediate; within six months fifteen cases of abuse were reported to the district Family Support Unit and forwarded to court. In **Mozambique**, Concern has prioritised putting the issue of abuse in schools onto the national education agenda; programme teams reported this year that education authorities are beginning to accept the significance of the issue and are showing a willingness to address it.



## Better Run Education Systems

Concern recognises that ultimately a country's government must bear responsibility for implementing an effective education system. Therefore we work with government to support them in their efforts, as well as advocating to ensure the poorest children in their societies receive an equal right to a good education. In **Kenya**, Concern supported radio programmes that helped citizens understand the provisions in the draft constitution which protect the education rights of children. The Kenya team also continued its support of the successful *Urban Slums Basic Education Campaign*, completing an analysis of education financing in the urban slums which is being used to lobby for increased allocation of state resources to primary education in the slums. In **Liberia**, Concern provided training for District Education Officers in teacher standards, codes of conduct and abuse within schools. We are also participating at national level in the development of the new curriculum, as we are in **Burundi**. Following efforts in **Mozambique**, the Provincial Education Authority committed to nominate a staff member in each district to support school councils, an important step in ensuring the continuance of these councils post Concern's support. In **Niger**, we have been supporting local government to deliver the National Ten Year Education Development Programme. In 2010, enrolment of girls had increased by one third since we began our programme five years ago.

## Review of Progress and Lessons Learned

In 2010, six of our education programmes – **Somalia, Angola, Sierra Leone, Haiti, Kenya** and **Rwanda** were evaluated; five were final evaluations and one (Kenya) a mid-term review. As well as documenting the important changes and outcomes achieved during the lifetime of the programmes (many of which are cited above), our evaluations are key to learning how we can make improvements. Three main learnings emerged: firstly, while school management and parents' committees have been very active in keeping children in school and monitoring education standards, there is a need to better involve the wider community so they understand their responsibility to select good members for these committees and oversee their work. Secondly, our teacher training programmes would be stronger if they included more practical work along with theory. Finally, we need to continue our efforts to ensure that more women become teachers; indeed, in the **Mozambique** evaluation, female teachers were cited as the largest motivational factor for girls to stay in school. These lessons will now be incorporated into our education programme to continue to strengthen the impact of our work in 2011 and beyond.



# 70%

Given that up to 70% of those living in absolute poverty are female, empowering women is a key priority within our livelihoods programmes.

Alganesh Assef got a loan to buy goats and set up her business. She started a year ago with 3 goats and now she has 10. She has also paid back half of her loan. Photographer: Kim Haughton.




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In Tanzania, where we supported the establishment of 309 Farmer Field Schools, over 80% of farmers adopted new skills to increase their yields.

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## Concern Works in Food, Income and Markets

Food, Income and Markets is Concern's largest non-emergency programme. In 2010, 3.2 million people benefited directly from the programme and 14.3 million indirectly. In total 8.5 million of the beneficiaries were women and girls.

Concern works holistically to address extreme poverty as we know there is seldom one clear solution to the complex problems encountered by the people we work with. However, we are sure of one thing; if there is no **food**, there is no progress. Without adequate nourishment people will not have the physical or mental capacity to lift themselves out of poverty. Thus we strive not only to eliminate hunger, but to ensure that people receive the nutrients they need to flourish. Three quarters of the world's poorest people are subsistence or small holder farmers; the irony is that they cannot grow enough food to feed themselves all year round. Our programmes first work to close this 'hunger gap,' often through innovative **agricultural** interventions, and then to ensure people have surplus to sell so they can make an **income**. Urban and landless poor people are supported to start a business or trade, often through small '**microfinance**' loans. Ensuring linkages to **markets** is an important factor in enabling people to sell produce and goods. Finally, across the developing world poor people seldom have control over the resources that they need to survive, not even owning the often tiny parcels of land on which they grow their food. Thus we advocate for land, water and other **resource rights** as well as better government support of agriculture and enterprise development for the very poor.

## Higher Yields

In many countries, a combination of trials of new techniques, training for farmers and the provision of seeds and tools continue to increase yields. In Southern Maniema, **Democratic Republic of Congo**, Concern's work has contributed to increased agricultural productivity. Between 2006 and 2010 rice production has risen from 31,333 metric tons (mt) to 160,000mt, maize from 26,004mt to 155,000mt and groundnuts from 6,601mt to 240,000mt. In **Timor Leste**, rice yields have risen by 62% in three years; 83% of people are now food secure with over 92% of households eating three times a day. Only 7% of people / households were food secure at the inception of the project, so in this final year of our work in Timor Leste we are satisfied that we are leaving these communities and our partners approaching self sufficiency. In 2010, the maize production of farmers in our **Somalia** programme increased 6.25% from the previous year, while in Mongu, **Zambia** our efforts to diversify production is paying off, with 80% of participating farmers growing more than three different crops. Previously mono-cropping was the norm.

## Farming Sustainably

In **Zimbabwe**, 11,000 farmers in our Conservation Farming programme produced enough food to feed their families all year round. This method of farming maximises the nutrients in the soil, and has consistently produced higher yields. We trialled a higher support level to 2,200 of them, which took them beyond food security to being able to sell surplus and start rebuilding an asset base. Working in partnership with Accenture, in 2010 we extended Conservation Farming to **Malawi** and **Zambia**. In **Malawi**, we launched the scheme in Nkhosatoka. Participating farmers saw their yields increase 2.5 times per hectare and almost all are now food secure. In **Lao**, 'integrated upland farming' is allowing farmers to produce crops year round and is preventing damaging 'slash and burn' agriculture, while a similar approach in **North Korea** has seen a 400% reduction in soil erosion. In **Kenya**, the re-introduction of Red Maasai sheep, a traditional breed which is more adaptable to the changing climatic conditions is helping preserve food and income during drought.

## Higher Incomes

In some parts of the remote Char area of **Bangladesh**, improved agricultural techniques and better linkages with government services have led to a doubling in household income from crop sales since 2007. For many people, this has meant the first time ever they have been able to save. 97% of participants reported that they saved something in 2010; only 15% were able to put any money aside three years previously. The project has also generated employment opportunities, halving the short term migration of workers. In **Zimbabwe**, prior to our conservation farming programme the poorest among our participants only had a tiny portion of their income available to spend on health and education; after the project they could afford to use 17% of their income on this vital expenditure. Our **Cambodian** programme has also positively impacted the wealth of households. Almost a third of the poorest have changed their wealth ranking since the programme started, taking them one or more steps up the income ladder. In **Kenya**, where the arid lands of the Maasai are being devastated by increasingly frequent droughts, we supported pastoralists to begin baling hay. One group of 24 earned £8,597 from hay sales during a drought period in 2010. In **Pakistan**, skills training in mobile phone repair, beauty therapy and dressmaking contributed to higher income in urban areas.

Our microfinance programmes made tens of thousands of small loans in 2010, enabling poor people, especially women, to set up small enterprises. In **Bangladesh** the demand for credit is so great that we have facilitated a direct partnership between commercial banks and community lending groups. A second bank, Rupali, came on board with an injection of 7.9 million taka credit (£65,700) across eight savings and credit groups. Banks would not previously have provided credit to those with no assets, but repayment rates of 100% are an attractive proposition. Bringing the indigenous private sector on board promises the project a long and fruitful life long after Concern departs. In **Mozambique**, groups are also moving towards sustainability; a number of associations have presented their plans to their local authority and have received support from district development funds.

## Markets for Produce

Once farmers and small enterprises begin to succeed, it is imperative that they can find a market to sell their produce. This is often difficult in the very remote regions where we work and can necessitate some creative thinking. In **Burundi**, Concern linked up poor farmers who were producing white sorghum to Burundi Breweries. In 2010, we worked in partnership with the brewery to field test the suitability of various varieties of white sorghum for beer making. Farmers are now being supported to grow the most suitable and the involvement of the brewery from the get-go provides them a guaranteed market. We found an equally appropriate local solution in **Rwanda**. Gakenke is near the tourist hub for treks to the famous mountain gorillas. Hotels and guest houses have a demand for mushrooms and thus we supported the trial of a mushroom co-operative. Sixty three families participated. Each averaged an income of £5 a week during the growing season, up to seven times the income of some households prior to the scheme. In Wolayita, **Ethiopia**, Concern completed and handed over one bridge to the local community, and started construction on one other; these bridges give small rural communities access to larger provincial markets. In **Somalia**, we supported the creation of local village markets in rural areas where farmers could buy and sell crops without having to travel huge distances.

## Land and Resource Rights

Land reform is a crucial tenet of development. Concern supports many communities to gain title to the lands and resources without which they cannot survive. In **Lao**, we worked with the government to categorise over 11,000 hectares of land in a manner that protects it for the good of the people currently living there; for example villages now have rights over local forest and common land. Over 900 hectares were distributed in individual titles of three hectares per family. In **India**, we have been supporting the implementation of the 2006 Forest Rights Act. By September 2010, over 1 million people in Orissa, India's poorest state had received title to their land with 30,000 more titles ready for distribution. We also made good progress in **Tanzania**, where, in Iringa, 800 plots of land have been demarcated for allocation to poor farmers. Each will be protected through the receipt of a customary right of occupancy certificate. In **Cambodia**, our work focuses on gaining government recognition of community forests and fisheries. Fifty- two forestries received official recognition from the Ministry of Agriculture, Forest and Fisheries at the provincial level and nine at the national level in 2010.

## Better Support for Farmers

In Tanzania, where we supported the establishment of 309 Farmer Field Schools, over 80% of farmers adopted new skills to increase their yields. Four Farmer Resource Centres in **Liberia** provide services to 170 Farmer Field Schools, such as the teaching of new farming techniques trialled at the centres.

In 2010, communities served by the local schools reported an improved food situation with most families eating two meals a day. In **Angola**, a notable achievement was the involvement of women in Farmer Field Schools; in a strongly male dominated environment, half of the participants were female. In **Pakistan**, poor farmers (of whom half were women) went on exposure visits to agricultural research and development institutions. Our conservation farming methods in our project farm in Sinyang, **North Korea** have been so successful that conservation farming has become Ministry of Agriculture policy, with all 16 co-operatives farms in Sinyang now starting their own government supported trials. In **Malawi** we engaged with government to support the development of an effective agriculture strategy that incorporates the needs of small farmers. In **Uganda**, we involved the private sector in delivering training to farmers. Not only was quality training delivered speedily, but the company providing the training also has a commodities' buying arm and has organised to purchase sesame seeds from the farmers in the area - a very real incentive for farmers with the potential for significant results.

## Review of Progress and Lessons Learned

In 2010, we evaluated 22 programmes, across 15 countries, within the Food, Income and Markets sector. While there were many positive outcomes, it is equally important to review where we need to improve. A key finding was the need to adopt the planned agricultural training structures we have in place in **Sierra Leone, Somalia and Liberia** across all our countries of operation, to ensure we provide the necessary level of ongoing support to farmers. Another area where improvement is required is the establishment of stronger systems to measure cost efficiency. For example, in **Afghanistan**, while some of the trades we support were making a profit, tailoring has suffered because of too much competition.

Several programmes are supporting adult literacy, particularly for women. One issued raised in the **Somalia** evaluation was the need to develop standard indicators to measure when an acceptable level of literacy has been achieved and to compare the effectiveness of the different approaches in literacy. Evidence of Concern's commitment to protecting the environment was highlighted in an evaluation in **Pakistan**. It reported a 50% decrease in the use of firewood following the distribution of 413 economy stoves and the installation of 52 biogas stalls.

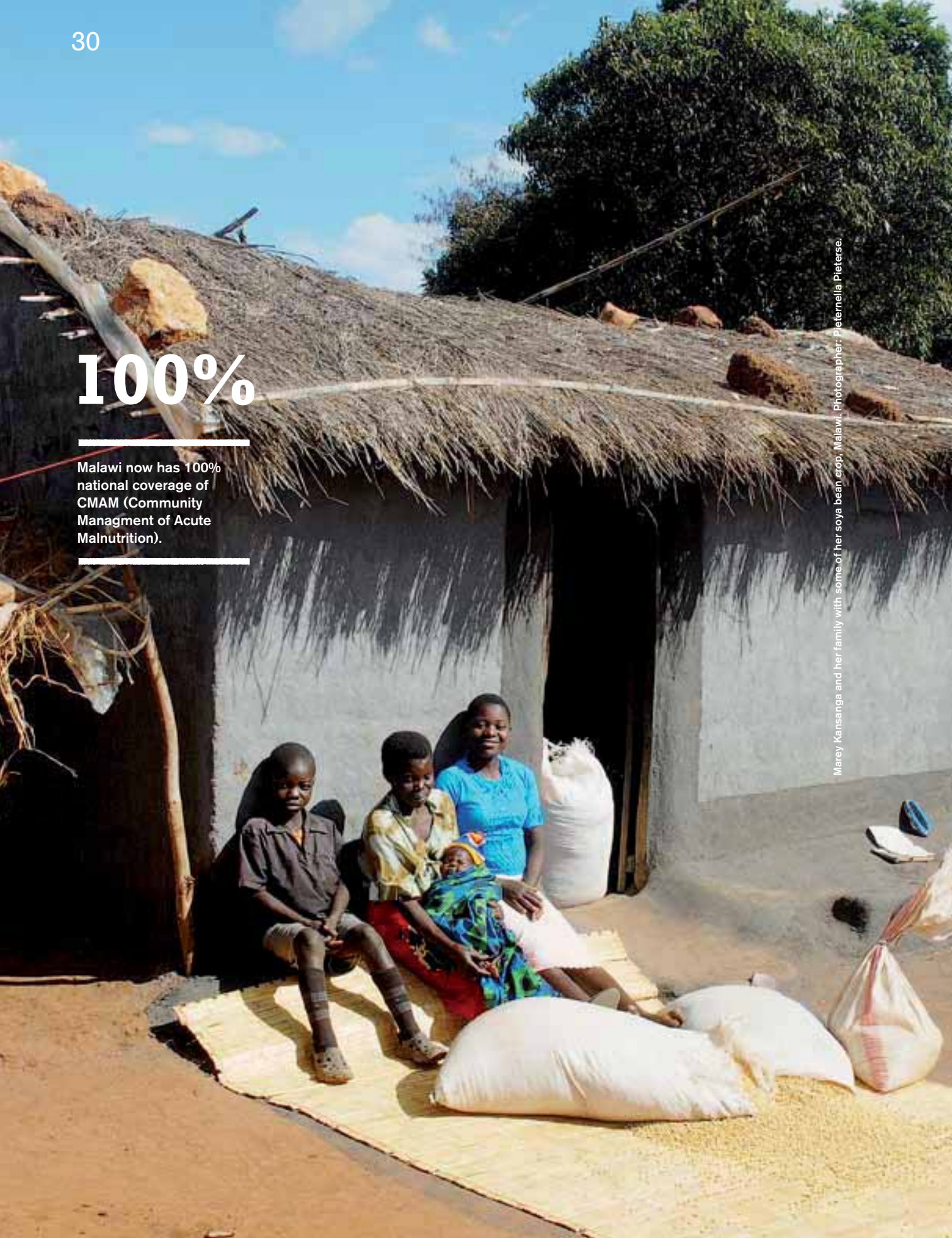
In **Tanzania**, the evaluation of the Rights Based Approach (RBA) programme reported significant improvements in the lives of poor people. It highlighted improved participation in village councils and local institutions, particularly by women. However, the evaluation also recommended there could be better follow-up on the issues raised at village councils. We will incorporate this learning into future programmes.



# 100%

Malawi now has 100% national coverage of CMAM (Community Management of Acute Malnutrition).

Marey Kansanga and her family with some of her soya bean crop, Malawi. Photographer: Pieterella Pieterse.








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In Niger we treated 34,389 moderately malnourished children and 4,585 pregnant and breast-feeding women.

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## Concern Works in Health

Concern's health programme reached 1.6 million people directly and 4.3 million indirectly in 2010. 3.3 million were female.

Our health programme focuses on three areas. Driven by the appalling fact that 3.5 million children under the age of five still die from insufficient nourishment every year, Concern has become a world leader in the treatment of **malnutrition** in children of this age group. The approach we developed with Valid International in 2002, now called Community Management of Acute Malnutrition (CMAM) has become the UN standard of best practice and has been responsible for saving millions of lives. Concern continues to treat thousands of children in our own programmes but increasingly we are assisting developing country governments to bring CMAM into national health policy and scale up treatment across whole countries. While treatment is vital to treat sick children now, we also seek to eradicate the need for it in the future. Thus 2010 saw us starting to ramp up prevention strategies. Improving overall **maternal and child health** is part of this, as well as being a second crucial plank of our health programme in its own right. Our community based approach to Child Survival has had significant impact on health and mortality statistics in Bangladesh and is now being implemented in Rwanda, Burundi, Niger and Haiti. Finally without **clean water**, no health intervention will succeed, so water and sanitation continue as a vital underpinning platform of our health programme. Alongside this, we work to build awareness about basic hygiene and to encourage simple changes in behaviours, such as hand washing, that can save people's lives.

## Lives Saved

Concern treated 23,709 severely malnourished children across ten countries during the first nine months of 2010 through its CMAM programme. A number of these countries, such as **Sudan, Niger, Somalia** and **Haiti** presented very challenging emergency situations; however across the organisation, all of our CMAM programmes met Sphere standards (under 10% mortality rate) for recovery. Even in Niger, where 50% of our programme areas were affected by severe food crises and we faced challenges of distance and difficult terrain to access semi-nomadic communities, we achieved international standards of care. Additionally, we treated 34,389 moderately malnourished children and 4,585 pregnant and breast feeding women. Community participation is hugely important in helping identify children at risk and ensuring they come for treatment; in **Somalia**, for example, we discovered that involving male leaders and chiefs in discussions around malnutrition was a highly effective intervention, as it moved the issue from being purely a female concern, to one where the wider community viewed themselves as responsible for the health of their children.

## Clean Water and Good Hygiene

In **Nepal**, our water and sanitation programme reached over 40,000 people and 95% of communities no longer practice open defecation thanks to latrine construction and education about health risks. In **North Korea** 166,000 people, in **Liberia** 124,000, in **Sierra Leone** 20,500 and in **DR Congo** 20,000 people now have access to safe drinking water. The **Liberia** programme reported that 99% of participants now wash their hands, and similar initiatives in **Pakistan** have seen both communities and clinical data record a reduction in water-borne diseases. Due to a number of factors, including climate change, the face of extreme poverty is becoming increasingly urbanized, with massive slums posing enormous health risks to those who dwell in them. In Quetta, **Pakistan**, more than 2,000 children who work in the slums visited Concern supported drop-in centres during the year. Visible changes such as hair combing and the wearing of shoes are clear signs that the children are adopting the personal hygiene behaviours promoted in the centres. In **Kenya**, Concern has been supporting a campaign to close Dandora Dumpsite, a huge health risk to the dwellers of the Nairobi slums. In October, one of our partners notified the City Council of their intention to institute human rights proceedings; before the expiry of the notice, the council published, in the national newspapers, its intention to close the dump and convert the site to a recreational park. Concern will continue to monitor progress to ensure the council follows through on this commitment.

## Healthy Mothers with Thriving Children

Our Child Survival Programme (CSP) works through building knowledge and capacity at every touch point of child health; mothers, traditional healers, community and religious leaders, health workers and health departments. In the challenging environment in **Haiti**, we broadened CSP into the camps of earthquake survivors, teaching mothers to recognise the danger signs in sick children, as well as problems they need to look out for in pregnancy. In **Rwanda's** CSP, the number of children who received oral hydration salts for diarrhoea rose from 19% to 31%. Children with respiratory difficulties who received correct first line treatment rose from 13% to 49% in 2010 while 97% of those suffering from fever were seen within 24 hours of onset. In **Haiti**, we ensured that almost 23,000 children under two with symptoms of pneumonia were seen by trained medical personnel. In **Kenya**, Concern collaborated with the Ministry of Health and a Kenyan NGO to run radio features targeting mothers on good child nutrition, while **Sierra Leone** ran radio slots on reproductive and sexual health aimed at adolescent girls. Sierra Leone's Concern-supported Health Units saw 4,394 safe deliveries of babies, approaching a 100% success rate.

## New Ideas for Better Maternal and Child Health

2010 saw the first full year of a new five year programme run by Concern with the support of the Bill and Melinda Gates Foundation. The Innovations project supports the development and field testing of new ideas to overcome the barriers that prevent mothers and babies from receiving good healthcare in developing countries. The last 18 months have seen us launch the project in **Malawi, India** and **Sierra Leone** carrying out extensive primary research in each to determine the major barriers to service delivery. We invited people from all walks of life to send in their ideas as to how these barriers could be eliminated. Whoever submitted the winning idea would then be supported by Concern to develop and implement their solution. Across the three countries over 14,000 ideas were received. Each competition was judged by an independent panel, which included health specialists and private sector representatives. In **Malawi**, two winning ideas were chosen, both focusing on the use of information and communications' technology to address delays in women and children accessing health services. In **India**, Dactar Mali, a 21 year old male student, won through his idea to recruit and train male health workers to work in a traditionally female profession, while in **Sierra Leone** three ideas were picked, all of which addressed ways to improve the quality of health staff. These ideas will be developed in 2011 for pilot testing.

## An End to Stunted Lives

2010 saw the planning stages of an initiative which aims to have significant international impact on the prevention of stunting that results from childhood malnutrition. Development work in agriculture and in health tends to run in parallel streams; agriculture focuses on improving income and economic status, while nutrition takes a more medical approach, for example the development and distribution of special supplements or fortified foods. Simply increasing yields may provide a family with food, but not with the nutrients needed for healthy development. If a child does not receive the correct nourishment before his or her second birthday, he or she may be irreparably stunted, both mentally and physically. Concern has been working for a number of years in **Zambia** to help farmers diversify production to include vegetables and other nutritious food and we have now embarked on a partnership with the International Food Policy Research Institute (IFPRI) and Irish Aid to build on this experience by designing and piloting a new cross sector approach: Realigning Agriculture to Improve Nutrition (RAIN). Essential components will include homestead production of nutritious crops, intensive promotion of better practices for feeding babies and toddlers and referrals to appropriate health care. A rigorous evaluation component will contribute to much-needed, but currently scant, evidence linking agricultural interventions to a reduction in childhood stunting. This will be used to improve global policy and practice, ultimately supporting the development of healthy, thriving children everywhere; such a basic right cannot continue to be ignored.

## Better National Responses

**Malawi** now has 100% national coverage of CMAM which is a milestone towards the institutionalisation of the approach developed by Concern and Valid. In 2010 two District Health Offices supported by Concern in Malawi have now taken full responsibility for the programme, ensuring local sustainability. Our five-year National CMAM programme in **Ethiopia** which aimed to institutionalise CMAM within the regular Ministry of Health services concluded this year. The programme has treated 41,233 children to date and Sphere standards were met by the final year. The technical capacity of the Ministry of Health has improved; there is a more effective and timely response to nutrition emergencies and most health facilities have included CMAM in their action plans and staff training modules. The Ministry of Health in Rwanda was so impressed by the effectiveness of the Care Group model within our Child Survival Programme that they have now incorporated our programme into the health system and have scaled it up significantly. By October 2010, the number of Care Groups had risen from 157 in 18 health centre zones to 660 groups - with over 12,000 members - in 85 zones. In **Nepal**, we supported the Bardiya province District Health Office to integrate CMAM into the primary health care system, running a pilot with them prior to national roll out. The death rates were notably low at 0.34% and the district will roll out the full programme in 2011 with knowledgeable staff committed to the approach.

UNICEF is now using the Bardiya pilot as a model district for CMAM across Nepal. In **Sierra Leone**, we provided technical assistance to the Human Resources department of the Ministry of Health to support fast track recruitment and deployment of staff needed to launch the country's new Free Health Care Initiative.

### International Learning

The experience of the **Haiti** Child Survival Programme was disseminated at the International Urban Health Conference, as, prior to the earthquake, the project had made significant progress towards its objectives. Concern worked as part of the Global Nutrition Cluster of the UN to develop strategy, made two presentations at the Irish Forum for Global Health conference and participated in a wide number of international conferences and working groups in order to share lessons learned from our practice in the field and advocate for wider change.

### Review of Progress and Lessons Learned

In 2010, we evaluated thirteen of our Health Programmes in eleven countries. As well as documenting much of the success we have detailed above, a hugely important part of these evaluations is to discover where we can make improvements. There were some common lessons from CMAM programmes particularly around sustainability. Strong and frequent communication with Ministries of Health is required and we need to improve our inputs into supervision of health staff and volunteers, community mobilisation and the transportation of ready-to-use food. In our water and sanitation work, while we are strong on the hardware side (providing wells, latrines etc) we need to ramp up our hygiene promotion work, putting it front and centre of programming to ensure good health outcomes. Finally, we need to improve our Monitoring and Evaluation systems ensuring we have strong baseline information; for example, while most of our water and sanitation programmes reported an improvement in health status of the communities, this was mostly based on anecdotal evidence and secondary sources. These recommendations will be brought into our health programming in 2011.



# 87%

of people in Rwanda,  
that Concern works with,  
now know how the HIV  
virus is transmitted

Chantal Mukarubuga who is a Community Health Worker in the village of Nkima in Nyaraguru. Photographer: Noel Gavin/Alpix.




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Our aim is to reduce HIV incidence and to minimise the impact of HIV and AIDS among people living in extreme poverty.

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## Concern Works in HIV and AIDS

During 2010, Concern's HIV and AIDS programme reached almost 360,000 people directly and 1.2 million indirectly. 775,000 were female.

Tremendous strides have been made in the treatment of people with the HIV virus in Africa and other developing countries. Nearly 4 million people in Africa are now receiving HIV and AIDS medication, up from only 50,000 people in 2002. However, the extreme poor still suffer enormously from the effects of the virus. Many live in remote areas where health systems do not function so drugs are unavailable to them. Those who can get them are often undernourished and cannot stomach them, or the treatment regime is too complicated for them to manage, so the treatment is ineffective. The burden is hugely increased by the stigma that many still face; often they are outcasts from their communities, and even their families, just when support is most needed. Cultural attitudes of men towards women leave women and girls particularly vulnerable. Concern's HIV and AIDS programme has a number of goals: to **prevent** the transmission of HIV, to tackle **stigma** and discrimination against those affected, to support people to **access care and treatment**, and to ensure people living with the virus receive good **nutrition** and give them an opportunity to continue to **earn their living**. We also support and advocate for national and international strategies to effectively tackle the disease in developing countries.

### Prevention

Concern has found that involving community leaders in prevention efforts is a powerful tool. In **Liberia**, one of our partners in Montserrado made a breakthrough when they successfully engaged traditional, religious and local leaders to promote the campaign in schools, churches and mosques. Through their efforts HIV and AIDS messages are being heard and important prevention measures such as condoms are becoming increasingly acceptable in these traditionally conservative institutions. The **Zimbabwe** programme has also targeted community leaders, resulting in open discussions on safer sex and an uptake in the use of condoms. Training on the Zimbabwean legal framework was also given with 14 cases of rape and 44 of child abuse reported to the police in 2010. Previously they would have been referred to traditional courts and settled with a small payment of livestock or cash. In **Zambia**, following awareness campaigns, women have become increasingly assertive on the use of condoms, and Zambian schools where we support anti-AIDS clubs have reported a great reduction in girls dropping out of school due to pregnancy. In **Haiti** over 65,000 condoms were distributed. Our programme in **Rwanda** has seen a massive surge in awareness about the disease; previously only a third of households could name three ways of contracting HIV but in 2010 over

87% of people displayed a comprehensive knowledge overall and correctly identified how the virus is transmitted. This compares extremely positively with the Rwandan national average of 11.1% of 15 – 24 year olds who know the transmission pathways. An important learning of the Rwandan programme has been the importance of targeting men, as culturally it is difficult for women to negotiate safer sexual practices.

## Effective Treatment

In **Liberia**, over 4,600 people benefited from counselling, testing, care and support provided by Concern through a local partner. In **Rwanda**, when we began our programme only 8.6% of 15 – 49 year olds had been tested for HIV; now, in 2010, this has surpassed 96%. Numbers being tested also rose in **Ethiopia** by 20%, deaths due to AIDS have reduced and the quality of life for people living with the disease has improved due to better treatment and care services. In **India**, we worked with the Orissa State AIDS Control Society to pilot a tracking system for patients who left their Antiretroviral therapy (ART) regime, so the health system can follow up and ensure they continue to receive treatment. The pilot has demonstrated evidence of initial success. In **Uganda**, we provide support to the Uganda National AIDS Service Organisation to build the capacity of four local networks to provide HIV and AIDS service delivery. All these networks have harmonised their advocacy positions giving them a more powerful voice, evidenced by a significant success this year in the shape of improved access to antiretrovirals (ARVs) at sub-county level in Rakai. In **Zambia**, knowledge about treatment has increased from less than a third to three quarters of programme participants. 79% are now adhering to their regime as they understand the importance of consistency. Concern's advocacy efforts contributed to the Zambian government's decision to increase the number of ART centres in two districts from five to thirteen, with two in remote areas.

## Living without Stigma

In **Rwanda**, the efforts of 46 local solidarity groups have borne fruit. During the 2010 programme review, over 95% of participants said that stigma was no longer a serious issue. Previously research from one district had indicated that 44% of people would not sit to share a meal with a HIV positive person. This year anti-AIDS club members organised a community event where invitees from across the community happily ate together. In **Zambia**, we have observed an equally dramatic reduction in previously widespread behavior that stigmatised and segregated people, for example, separate eating and washing facilities, isolation, divorce and loss of employment. The attitude of staff in health centres has also changed and this has contributed to an increased uptake of voluntary testing and counselling. In **India**, we tackled attitudes of Grade IV frontline staff in hospitals, i.e. receptionists, help desk personnel, hospital aides and security. Often these employees are the first point of interaction for patients. An assessment following training in 18 hospitals showed that their hesitancy to mix with HIV positive patients had drastically



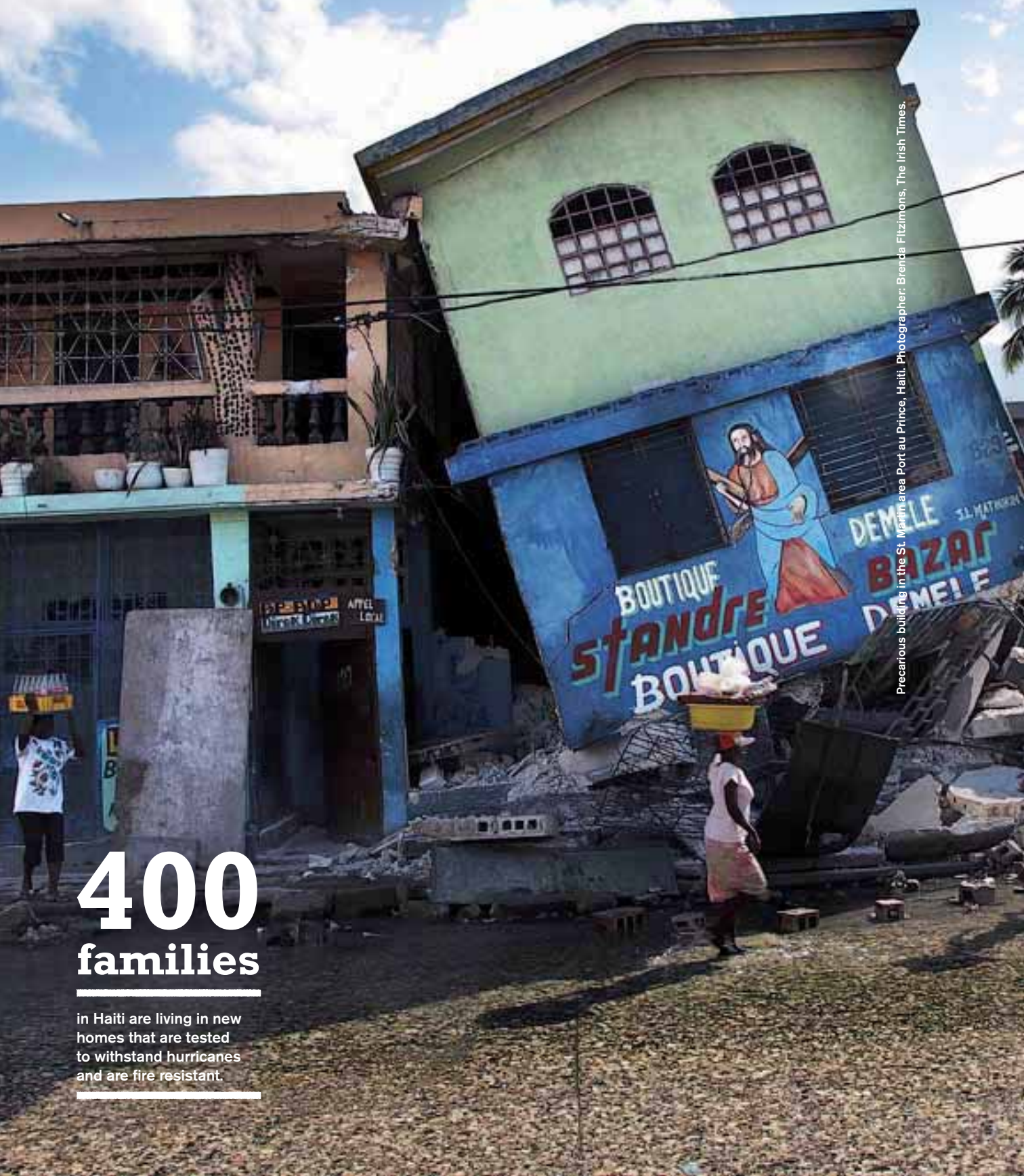
reduced; participants said they would now use the same bathroom as a person with HIV and accompany them as required within the hospital.

### **An Assured Income**

In **Zimbabwe**, Concern-supported projects designed to boost the income of HIV infected women and girls consistently contributed 60 - 80% of household income during the year. The 1,700 plus participants spent an average of 31% of this income on education and 26% on food. In **Rwanda**, 72% of people with HIV or AIDS who receive support to farm or manage other small enterprises now have an income of 10,000 RwF to 15,000 RwF (£10 - £15) up from only 6,500 RwF (£6) in 2007. 100% of the participants are involved in savings and credit groups and are saving an average of 6,400 RwF (£6) per month. Vegetable and livestock production in **Zambia** has also boosted incomes, helping people pay transport costs to hospital, but equally importantly people have reported that they have gained weight, and have fewer infections, thanks to better nourishment. In **India**, our livelihood support initiative for people living with HIV and AIDS has been documented as a case study in success by the Indian National AIDS Control Organisation and the United Nations Development Programme and will be included in state sponsored initiatives across India.

### **Review of Progress and Lessons Learned**

In early 2010, a review of all recent HIV evaluations was completed and whilst overall it reflected positively on Concern's work, it also noted potential improvements in some areas. While Concern's response to the changing needs of People Living with HIV (PLHIV) was commended, more attention needs to be focused on the Greater Involvement of People Living with AIDS (GIPA) principles. The evaluation reflected positively on our partnership approach but suggested that there needs to be greater clarity on roles and responsibilities around monitoring and evaluation. It also highlighted the need to improve the gender dimension in our programmes. The number of men taking part in programmes and groups remains low thus increasing the burden on women and reducing the impact on changing male behaviours. These issues will be addressed in our 2011 programmes.



Precarious building in the St. Martin area Port au Prince, Haiti. Photographer: Brenda Fitzmons, The Irish Times.

# 400 families

in Haiti are living in new homes that are tested to withstand hurricanes and are fire resistant.



In Haiti, we provided camp management services to 55,000 displaced people in 13 spontaneous and planned settlements.

## Concern Works in Emergency Response

**In 2010 Concern responded to 41 emergencies in 16 countries, meeting the needs of 3.7 million people.**

2010 was dominated by two of the largest and most complex emergencies that the international community has responded to in recent years. The earthquake that struck **Haiti** in January 2010 devastated much of an already desperate country. The sheer scale of the damage combined with the existing frailty of the Haitian state and the immense poverty of its people posed enormous challenges to the response and recovery effort. We lost one of our Haitian staff and many others suffered the trauma of losing homes and loved ones, but despite the immense difficulties, we quickly got our response up and running. Through our long-term presence in Haiti, we had become a trusted community partner in the worst slums of Port-au-Prince and this enabled us to work with communities there to rapidly address immediate needs as well as help people to begin recovery over the longer term.

In **Pakistan**, we did not face just one emergency but a continuous series of floods over six weeks that ultimately covered an area the size of England, affecting twenty million people. However, we were also well placed to respond as we had spent the previous three years building up the emergency response capacity of 36 local NGOs. When the worst happened, we rapidly engaged the best placed of these partners and scaled up to our biggest ever emergency response in Pakistan, with a budget of £15.5 million.

Many emergencies fell outside the headlines; prolonged crises in **Somalia**, **North Sudan** (Darfur), **South Sudan** and **Chad** were mostly related, directly or indirectly to conflict. Extreme weather also continued to be a major contributor in 2010. We now recognise the cyclical and increasingly frequent nature of these emergencies and carry out preparedness activities such as pre-positioning stocks and developing early warning systems. In **Niger**, this preparedness resulted in an early response to the summer food crisis and significantly mitigated the effects in the areas where we work.

# Haiti

## Immediate Life-Saving Response

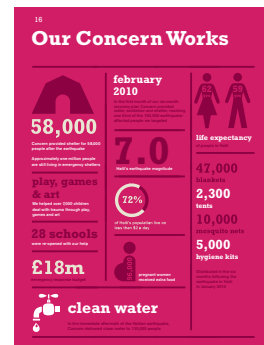
In the immediate aftermath of the earthquake, Concern rapidly responded in the poverty-stricken areas of St Martin and Martissant in Port-au-Prince, on La Gonave Island and in Saut d'Eau. First was the delivery of clean water, reaching 130,000 people, following which we distributed vital supplies – blankets, tarpaulins, tents, solar kits, rope, kitchen sets and emergency shelter sets – to 36,586 households, approximately 178,000 people.

## Healthy Mothers and Babies

We expanded our nutrition programme to cover seven communes, treating 2,178 children for malnutrition, while over 96,000 pregnant women and children received extra food. Mortality rates at 2.5% were significantly below the Sphere maximum of 10%. Initiatives in the nutrition programme included the establishment of mother and baby tents; because mothers felt intimidated to breastfeed in the open environment of the temporary camps, the risk of malnutrition was much higher. We supported 8,193 mothers and babies in these tents and an encouraging development was seen during the year when 19% of mothers changed their babies from mixed feeding to exclusive breastfeeding. Psychologists were hired to provide post-trauma support to these mothers. The Concern nutrition programme was seen as a model of effectiveness by many other organisations in Haiti, and our staff provided training on baby tents and the management of acute malnutrition to a number of other NGOs.

## Disease Prevention

Since the earthquake Concern has continued to provide crucial water and sanitation services. In Port-au-Prince, we have met the needs of 75,000 displaced people, providing 6.5 litres of water per person per day, installing latrines and showers, carting away rubbish (12,000 m<sup>3</sup> by the end of December 2010) and distributing over 100 metric tons of hygiene supplies (including soap, water containers, mosquito nets, water purification tablets). The distribution of hygiene supplies was significantly increased during the cholera epidemic and accompanied by a campaign to educate people on the disease. In the rural areas, we also implemented water and sanitation activities, including collaborating on technical feasibility studies to develop the two largest springs in Haiti as clean water sources.



See pages 14-17  
for more on Haiti



## Rebuilding Lives

Across all programme areas, we ran a Cash for Work project, providing 81,000 people with a small income, contributing to post-earthquake recovery works and injecting 30 million gourds (£0.4 million) into the economy. We helped over 7,000 children deal with trauma through play, games and art. We trained teachers to provide classes in the camps where children could not yet return to regular school and we made it possible for 28 schools to re-open by replacing lost equipment. We provided camp management services to 55,000 displaced people in 13 spontaneous and planned settlements, prioritising safety and security of residents in some of the most dangerous slums in Haiti.

## High Quality New Homes

One of Concern's major achievements has been the construction of Tabarre Issa, a resettlement site for families situated on the outskirts of Port-au-Prince. Over 400 families are already living in new purpose-built homes. These have been tested to withstand a category four hurricane, are fire and termite resistant and are on raised platforms to guard against floods. Each has a cooking and indoor shower and toilet area. Erected by teams of artisans from the community, the structures have been praised by the UN Shelter Cluster as a model of Transitional Shelter excellence. By mid 2011, 1,500 families will have found a new home in Tabarre Issa and surrounding communities.

Our Emergency Response budget in Haiti was over £18 million in 2010 and the scale of the disaster necessitated an unprecedented expansion of the programme and staff. An independent, external evaluation of our response for the first eight months was very positive, noting the timeliness of our response, the commitment to both rural and urban communities, the breadth of activities, our deep community links and the level of communication, consultation and participation with our work. However, with approximately one million people still living in emergency shelters in this country racked by poverty and political discord the challenges are still huge. Right now over 110,000 people are depending upon us for survival and basic needs, and we will continue to support them and people across Haiti as we work together to rebuild their country.

## Floods in Pakistan ... and across the globe

Concern responded to the needs of one million people affected by the July 2010 floods in **Pakistan**. We rapidly provided shelter, food, household supplies, hygiene kits, water and sanitation services, debris removal kits and emergency medical assistance in fifteen of the worst affected districts in all four provinces - Khyber Pakhtunkhwa (KPK), Balochistan, Punjab and Sindh.

We were well placed to do so, as under our 2007 'Emergency Response Strategy', Concern Pakistan identified local organisations in disaster prone areas. We invited 36 of them to become 'contingency partners', training and supporting them on rapid needs assessments, disaster management, distributions and emergency response best practice. We also maintain permanent stocks of emergency supplies, such as plastic sheeting, hygiene kits, latrine slabs. This work proved to be hugely valuable when the 2010 floods hit. Our initial distributions came from these pre-positioned supplies and were implemented by eight of our contingency partners.

Concern's experience in identifying and assessing local partners was a key factor in the awarding of the US Office for Overseas Disaster Assistance (OFDA)'s *RAPID* grant. Under this grant, we are responsible for overseeing the disbursement of £15.5 million to organisations providing humanitarian assistance in Pakistan. RAPID aims to reach more than 1,150,000 people across the country.

Concern is now moving to early recovery interventions in Pakistan. With the support of the UK Department for International Development, (DFID) and the Consortium of British Humanitarian Agencies (CBHA), in 2011 we will provide transitional shelter, water, sanitation and hygiene services, as well as grants and in-kind support to get agriculture and people's livelihoods up and running again.

In 2010 flooding also affected a wide geographical spread of other countries. In **Bangladesh**, we provided food assistance to 6,600 households in the aftermath of floods in the remote Haor area, while thousands of miles away 1,790 households in Aweil, **South Sudan**, received emergency supplies during floods there. **Afghanistan's** cyclical spring flooding was exacerbated by heavy rains and heavy snow melt. We provided 1,000 Afghan families in 50 villages with shelter materials, hygiene kits and household supplies. Floods also hit the Amhara region of **Ethiopia**, and in **Uganda**, unusually high rainfall in the Amuria district caused waterlogging of land with attendant disruption to farming. In these countries we supported more than 5,000 families to withstand and recover from the emergency.



See pages 50-51  
for more on Pakistan

## Protracted Humanitarian Emergencies

**DR Congo** remained highly insecure with accompanying large-scale population displacement. While we continued to distribute essential shelter and hygiene supplies, 1,770 displaced families also received cash vouchers which they spent at 'closed markets,' where pre-selected suppliers exchanged the vouchers for goods. This had the added benefit of helping traders and boosting the local economy. A Cash for Work initiative provided an important cash injection for vulnerable people, including women, for some of whom it was their first-ever income. The road rehabilitation work carried out resulted in a six-fold increase of mixed traffic, and local communities along the routes now have better access to both aid and market opportunities. South central **Somalia** was also characterised by continued civil conflict in 2010, with an estimated two million people in need of humanitarian assistance. During the year we reached over 300,000 Somalis with nutrition, water and sanitation, cash for work and emergency cash relief. In **Chad**, Concern continued to manage seven camps, where we coordinated efforts to meet the needs of 62,000 displaced people. There is a high level of participation by residents in the running of the camps, and they have told us that they feel safe in the camp and the services we provide are what they need. In West Darfur, **North Sudan** people's lives improved significantly in 2010, with 52% having improved access to land, 60% engaging in agricultural cultivation and 83% reporting acceptable food consumption. In **Zimbabwe** we supported 149,291 people with food assistance for the first three months of 2010, and 15,291 from October to December 2010.

## A New Model of Early Response

In **Niger**, during the height of the food crisis in July 2010, malnutrition levels in Concern's programme area remained under emergency thresholds, thanks to an innovative new integrated approach to mitigation. Recognising that a crisis was on the way in the early part of the year, we brought together a number of the skills that we have honed over time: agriculture, nutrition, and emergency cash payments using mobile phones. We involved myriad actors; communities, government, local market traders, the police and the private sector. Early warning systems such as Fews Net were used to forecast risk, enabling us to identify early on which communities were likely to suffer most. We then developed a support package adapted to the specific needs and market access of the most vulnerable. We supported people to grow their own food by providing seed, fertiliser and tools - or cash to purchase same. Those unable to grow produce could purchase food with the cash instead. The money was transferred through a mobile phone mechanism developed through a partnership with Zain Telecom. We worked with market traders to ensure supply was available to meet the demand generated by the cash transfers. Alongside this package, we scaled up treatment services for acute malnutrition in association with the Ministry of Health, while all children under two received food for four critical months. During the project we reached 18,000 households with our distributions, and fed 30,000 children, which significantly reduced the effects of the drought-related



food crisis that had huge consequences in many other parts of the country. In 2011, we look to build a rigorous evidence base as to the efficacy of this approach so other humanitarian actors can adopt the model.

## Prepared for Disaster

In **Bangladesh** Concern supported local authorities to develop emergency plans. Thirty-three plans were finalised in 2010. In **Sierra Leone** we supported the national Disaster Management Department to review policy to ensure that the most vulnerable people are included. The revised version is now awaiting parliamentary approval. We also supported the department to set up a website and to conduct training across the country. The scenario of potential violence around the time of the independence referendum in **South Sudan** (held under the auspices of the Comprehensive Peace Agreement) led to Concern in late 2010 prepositioning emergency stocks, and making contacts with other agencies with whom we would work should the worst happen. Thankfully, the referendum itself passed off relatively peacefully. In **North Korea**, Concern participated in the development of an inter-agency plan to deal with quick onset flooding, as had happened in 2006 and 2007. In **Somalia**, a process of developing a seasonal calendar on health-related problems with the community was engaged in so people could prepare more effectively to cope with seasonal health risks. We pre-positioned Oral Hydration Salts in every village, and provided mosquito nets to pregnant women and children under five. Most importantly, people actively participated in educating and mobilising their communities to know when flooding or other health threats occur. In **Burundi**, schools have been the focus of our preparedness activities; these ranged from tree planting to fence construction to hygiene. The Burundian authorities took note of the success of the project and a group of representatives visited eight project-supported schools to interview and discuss issues with parents, teachers and children to develop a radio campaign which aired in December.

## Review of Progress and Lessons Learned

In 2010 evaluations were conducted in four countries. An evaluation of the **Haiti** emergency conducted in October 2010 considered the breadth of the programme, the timeliness as well as the prioritisation of meeting needs in such a complex context and concluded that the response had been effective. It was further noted that good progress was made in being accountable to the beneficiaries.

The evaluation of the emergency response programme in **Kenya** considered the programme effective and appropriate. However, a lack of integration between the three programme components of nutrition, hygiene promotion and a voucher programme was noted, and this is an area we will need to bear in mind in future programme design.

The emergency cash transfer programme in **Zimbabwe** was evaluated by Oxford Policy Management. It found that as a result of the programme beneficiaries had sufficient staple food for the time-span involved and thus that the primary aim of the project was fully met. It noted that inputs had a positive impact on intra-household relations but that they needed to be carefully structured to avoid adverse effects on community interaction. This learning was taken on board in the ongoing programme.

A more broadly based joint study conducted by Oxfam and Concern on cash transfers and gender recommended more explicit targeting of women and a greater focus on cash transfers allowing women greater choice in what they will buy. We will build all these lessons into future programming.



Koonj and Hazora, Thatta District Sindh, Pakistan. Photographer: Jennifer O'Gorman, Concern.



**8,000,000**

acres of farmland submerged

**£4.7 million**

donated to help flood-affected families

**six**

months after the onset of the floods, the majority of those affected have now returned to their villages and many have begun rebuilding their homes.

# Pakistan

# Our Concern Works



## shelter

Concern provided transitional shelter to 105,000 people whose houses were destroyed in Punjab, Sindh, and Baluchistan

over  
8 million  
acres

of farmland was submerged in the flooding. Livestock, crops and seed banks were washed away, crippling farmers' ability to produce food

## continuous flooding

affected an area the size of England

literacy  
levels



male 64% female 36%

20  
million

people affected by the flooding

1/5

After the flooding approximately one-fifth of Pakistan's total land area was underwater



## agricultural support

we provided support for farmers affected by the flooding through our food security and agricultural support programme

7,000  
schools,  
5,000  
miles  
of roads  
and rail  
and 400  
health  
facilities

were washed away in the floods



## life expectancy

of people in Pakistan

100%

80%

60%

40%

20%

0



60% of Pakistan's population lives on less than \$2 per day

# In Pakistan



## July 2010

Worst floods in 80 years kill  
at least 1,600 people and  
affect more than 20 million.

### one million people

our emergency response reached  
over 1 million people

### 79,000

In the aftermath of the flooding  
79,000 people benefitted from the  
distribution of 11,300 food kits.

Concern's food kits contain

**40kg flour**  
**10kg rice**  
**2.5kg lentils**  
**2.5kg sugar**  
**2.5kg cooking oil**  
**800g salt**  
**450g tea**  
**10 family packs**  
**of biscuits**

In Pakistan, we did not face just one emergency but a continuous series of floods over six weeks that ultimately covered an area the size of England, affecting literally millions of people. However, we were well placed to respond as we had spent the previous three years building up the emergency response capacity of 36 local NGOs. When the worst happened, we rapidly engaged the best placed of these partners and scaled up to our biggest ever emergency response in Pakistan.



### Concern Works in Advocacy

Concern believes that inequality and injustice are the root causes of poverty, and that advocacy is a key tool in persuading those with power and influence to adopt and implement policies intended to tackle these root causes. Concern's advocacy takes many forms, engaging directly with policy makers at one end of the scale to public campaigning at the other. Our priority themes are Hunger, Emergencies and Humanitarian Crises, and Aid Effectiveness. The choice of themes reflects experience derived from our programmes throughout the world.

### women can't wait

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Over 10,000 signatures were collected as part of our "Women Can't Wait" campaign, which called on world leaders to recognise the plight of poor women farmers.

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## **Towards an End to Global Hunger**

Concern was very active on the issue of hunger throughout 2010. As members of the Hunger Alliance, a joint NGO-DFID coalition, and the African Smallholder's Farmer's group (ASFG), we continued to draw attention to the issue of food insecurity, jointly publishing two reports and meeting with Minister Stephen O'Brien to discuss effective methods to support smallholder farmers in Africa.

Together with Irish Aid and the High Level Task Force on the Global Food Security Crisis appointed by the Secretary General of the United Nations, Concern co-hosted a Dialogue in Dublin in May which brought together representatives of civil society, key multilateral bodies and national governments. The purpose of the Dialogue was to help frame the Comprehensive Framework for Action (CFA), a series of policy recommendations to tackle the problem of food insecurity, and Concern lobbied on the role of women smallholder farmers. The CFA was published later in the year and was widely welcomed.

Concern, both independently and in association with the Nutrition Action Group, a small group of NGOs working in the area of health and nutrition, advocated intensively for greater focus on nutrition and nutrition outcomes in policy making. We endorsed the Framework for Action to Scale-Up Nutrition (SUN) published in April and were actively involved in the initiative taken by Dr David Nabarro, Special Representative of the UN Secretary General for Food Security and Nutrition, which led to the publication in September of the road map for implementation of the SUN.

We also submitted an inquiry submission on the linkages between agriculture and climate change for an All Party Parliamentary Group (APPG) inquiry on global food security, leading to an invitation from the APPG to speak at a high level panel of experts on food security at Westminster in January.

And as part of the APPG on agriculture and development we arranged for four MPs to visit Kenya to see our cash transfers in action.

## **Food Security for All**

For the fourth consecutive year we published the "Global Hunger Index" in co-operation with Welthungerhilfe, our German Alliance2015 partner and the International Food Policy Research Institute (IFPRI). The index assessed the food security of countries based on a number of indicators. Concern's work on nutrition in Bangladesh was featured in the publication.

Our "Unheard Voices" campaign continued to focus on the problems of women marginal farmers. Over 80% of the world's poor are subsistence farmers, many of whom are women. They remain 'farming but hungry'; when there are many proven solutions to increasing productivity and enabling them to feed themselves and their families.

As part of Unheard Voices, our “Women Can’t Wait” campaign was launched in the Houses of Parliament in March in London to mark International Women’s Day, and in the Scottish Parliament in May. Concern directly lobbied the new UK Government on the issue throughout the year. A postcard petition entitled “Women Can’t Wait” was taken up in many of Concern’s countries of operation and the resulting 10,336 signatures were presented by Concern Worldwide’s CEO Tom Arnold to Dr David Nabarro at the UN Summit in New York in September.

During the summit, world leaders acknowledged the critical role played by poor women farmers in ending hunger, and in the outcome document they specifically acknowledged the need for these women to be supported.

## Effective Emergency Response

Concern’s advocacy on emergencies was focused on the two big humanitarian disasters of 2010 – the Haiti earthquake and the floods in Pakistan. In both cases the advocacy was led by the country teams and supported by the Advocacy Unit.

We continued to use our positions of influence with networks such as BOND, the Consortium of British Humanitarian Agencies (CBHA) and the Overseas Development Institute (ODI) to advocate on issues which have come to our attention through experience in responding to humanitarian crises. With the CBHA we worked to influence the UK Government’s review of its humanitarian work, and as part of the BOND conflict group we lobbied the Government on a range of conflict issues, in particular its defence review.

At a time when the engagement of some donor governments appears to be unduly affected by security and economic considerations, Concern continues to make the argument that humanitarian interventions should be dictated first and foremost by the needs of the people and aid should be delivered in a way that is consistent with the humanitarian principles of independence, impartiality and neutrality.

We also worked closely with fellow INGOs to advocate against UN structural integration in Somalia; in such a complex political environment it is more imperative than ever to ensure that we adhere to humanitarian principles in order to retain the space to respond to urgent need in this difficult context.

## Country Level

Just as the humanitarian space in many countries has shrunk in recent years so too has the space for advocacy. Some countries, not all of them fragile states, have introduced laws or regulations with the avowed purpose of rendering it more difficult, if not impossible, to engage in advocacy.

As a general rule, Concern's advocacy strategies are closely linked to programme objectives and experience. In many countries advocacy is carried out by Concern's local partners; in others Concern has been instrumental in establishing networks or other bodies to facilitate advocacy.

### **Campaigning for Change**

Concern's participation in campaign and coalition work is yet another means through which the voices of our supporters and beneficiaries can be heard. Our involvement in the Stop Climate Chaos coalition highlighted the need for additional technical and financial support to Developing World countries impacted by climate change.

In Northern Ireland, Concern continued to engage with local and regional government, through our involvement with the Coalition of Aid and Development Agencies NI (CADA). CADA, working with the NI Assembly All Party Group on international development, has developed a strategic framework to acknowledge and promote Northern Ireland's international development effort.

In Scotland, Concern continued to work as part of NIDOS, the Network of International Development Organisations in Scotland, to raise the profile of a number of international development issues amongst parliamentarians. This was achieved through many activities, including an international development hustings, where all the major parties in Scotland came together and presented their party's international development policies.

Concern was also one the major players amongst a group of aid agencies who successfully lobbied the Scottish Government last year to maintain its international aid budget at £9 million.

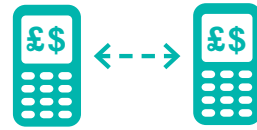
## Concern works with Information Technology

### Information and communication technology has revolutionised the way Concern works.

Fifteen years ago, communication with the field was a matter of faxes at best, and more often mail couriers. Twenty years ago, an exchange of information could take weeks to complete, and people had to travel for hours to the nearest pay phone in order to have a one hour phone call. Now we use email and Skype for voice and video conferencing to communicate in minutes. We also use technology across all aspects of our work from how we manage our finances to the use of mobile phones to support cash transfers.

Today, advances in cloud computing technologies have made it easier than ever to provide technological solutions. Cloud computing systems allow for growth and new features without requiring existing infrastructure to be rebuilt. During 2010 we moved from an in-house hosted email system to a system hosted by Microsoft on their cloud computing platform. We hope to be using cloud-based technology further over the coming years.

Concern is always looking at ways to create new, practical and flexible technology to address problems in healthcare, education, agriculture and finance. To make this happen, Concern has built strong partnerships with other International Non-Governmental Organisations (INGOs) through its membership of NetHope, and also with technology providers. Concern believes that Innovation for Development (I4D) is critical to extending the impact, reach and scale of our humanitarian programmes in the developing world.




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We helped over 4,000 households to receive cash transfers using mobile phone technology in Kenya and Niger in 2010.

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We sold 4,683 piglets over the course of 2010.

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### **Your Concern in 2010**

2010 was not only a challenging year in the countries that we work in; it was also a challenging year economically across the UK for many sectors. A difficult fundraising year might have been anticipated, but, as always, when faced with the desperate plight of our fellow human beings in Haiti, Pakistan and elsewhere, our supporters continued to show extraordinary generosity. Despite all, the year saw us raise a staggering £24.7 million.



## Rising to the Challenge of Disaster

When natural disasters struck this year with horrifying results in Haiti and Pakistan, Concern reacted quickly and effectively. The support of the public was no less swift in coming. In total, our supporters across the UK helped us raise £4.8 million for Haiti. When disaster struck in Pakistan just six months later, Concern supporters donated a further £4.7 million to help families affected by the floods.

These campaigns were a great example of how we used old and new fundraising techniques alongside each other. Thousands responded to our emergency mailings in 2010 but we also used online and digital methods to enable supporters to make instant donations. Concern's voluntary support groups in Northern Ireland continued to play a vital role in community fundraising. At their best in emergencies, the groups raised over £300k in 2010 with a host of events ranging from table quizzes to concerts, collections and raffles. A special mention must be made of the Concern Shop in Ballycastle, Co. Antrim. Run purely by volunteers, the shop hit a major milestone as it surpassed the half a million pound mark in funds donated to Concern.

We also received support from some unexpected quarters, with actor Johnny Depp and musicians Shane McGowan, Nick Cave and others releasing a song in aid of our Haiti appeal. The song was available for download online, and received a lot of attention on the web.

## Fasts, Festivals and Running Shoes

This year, Concern used a fresh and innovative approach for our longest running fundraising campaign in Northern Ireland, the Concern Fast. By adding all of the fun of a festival to the campaign and creating the **Concern Festival**, we aimed to make the fasting experience more fun for our supporters and to appeal to new audiences. Hundreds of school children and individuals signed up to fast and the highlight of our 'Fast that thinks it's a Festival' was a comedy night held in Belfast. Some of Northern Ireland's top local comics gave up their time for free in aid of childhood malnutrition and to reward our supporters for going hungry for 24 hours. The Concern Festival 2010 received lots of media attention and helped to highlight the issue of malnourishment in children under-five.

Hundreds of dedicated Concern supporters challenged themselves and pounded the pavements or took to the Thames on our behalf. Concern was the official overseas charity partner of the **Belfast City Marathon 2010** and we were very fortunate to have the support of Irish Olympian Sonia O'Sullivan who launched the event and returned to Belfast to train runners supporting Concern. Over 200 fundraisers ran for Concern, raising over £42k for child survival programmes.

On August 7th and 8th, a 40-strong team of dedicated Concern triathletes took part in the **London Triathlon** and swam, cycled and ran through London, raising over £55k to support our work in Liberia. Thanks to their incredible efforts 10 communities in Bong County will learn vital farming skills, lost during the civil war that ravaged the country.

As a fundraising event, there is no race in the world that comes close to the **London Marathon**. It is a huge personal challenge to anyone taking part, whether a seasoned runner or a novice. Our dedicated team not only took on this amazing challenge but also gave everything they had to raise an amazing £32k for Concern. The funds raised will support our education work in Sierra Leone, which includes helping to build and equip primary schools, providing text books and learning materials, and training teachers.

### Corporate Commitment

2010 saw the further development of key corporate partnerships in Northern Ireland, with year two of our relationship with Tobermore Concrete helping to fund a primary education project in Kenya. JCDecaux also continued their support by displaying billboard posters free of charge on available sites across Northern Ireland. Fashion jewellery retailer and long-term Concern corporate partner Argento, sold a pendant necklace in their 30 plus stores across the UK and Ireland. And George Best Belfast City Airport raised over £7.5k, with the funds going directly to our climate change adaption project in Bangladesh.

### Ways to Engage

Concern and the Sunday Herald continued their ten year relationship to highlight key issues facing the developing world. And in 2010, the joint **'Lives and Journeys'** exhibition held in Queen Margaret University in Edinburgh, featured photographs of Concern Worldwide's work and provided a unique insight into the lives of some of the world's poorest people. Year on year, the Edinburgh Mela Scotland's biggest multicultural event, brings a wealth of cultural and musical acts to the city from around the world. In August, Concern Worldwide took to this international arena to highlight the plight of small scale farmers in developing countries who make up the world's poorest people.

Our **Christmas Gifts** Campaign has been consistently well supported since it started and in 2010 TV personality Patrick Kielty provided a public face to the appeal in Northern Ireland. We also expanded the gifts concept in to a year-round offering for the first time, encouraging people to 'treat the one they love to a meal on Valentine's Day' or to buy 'someone special eggs for Easter'.

Concern also introduced an exciting new fundraising campaign across the whole of the UK. **Bake a Difference**, in association with National Baking Week, was supported by celebrity chefs Paul Rankin and Ainsley Harriot and saw nearly 200 individuals and schools across the UK holding bake sales which raised in excess of £21k in aid of Concern's work.

### Increased Online Concern

Social media is also an increasingly important way for us to hear the voices of those interested in development issues. In 2010 we joined the millions of people around the world on Twitter and Facebook. During the Haiti and Pakistan emergencies,

social media, especially Twitter, was an extremely effective way of communicating with the public about what was happening and what we were doing to help. In particular, we had key personnel from the emergency response team tweeting from Haiti, adding up-to-the-minute reports to our other online coverage. We also used our YouTube channel to broadcast videos about the progress we made and Facebook to communicate to another wide audience. What was the result of all of this communication? Overall, the number of people visiting our website increased, and the donations to our Haiti appeal increased dramatically too. In 2010, Concern was the recipient of **Twestival**, a global festival consisting of a series of events around the world organised and run by volunteers linked through Twitter. The 2010 theme was education, and the money raised has helped change the lives of thousands of people in Liberia, Burundi, Haiti and Malawi.

## Financial support

Despite being a challenging year economically, for both the UK and Concern, our many supporters continued to offer much needed, and much valued, financial support. We are incredibly thankful that many thousands of people choose us as a way to help the world's poorest people. This year, despite the recession, we received an extraordinary £7.8 million from committed giving and public appeals. We are particularly grateful to those who establish direct debits and standing orders to support our work. Without such continuity of funding, we wouldn't be able to plan our work so effectively to help those most in need.

We continued to build relationships with a wide range of trusts, foundations and institutions who were extremely generous in their support of our work. In 2010, 102 charitable organisations supported us. We would particularly like to thank the following for their generosity: Band Aid Charitable Trust, Big Lottery Fund (BIG), The Brilling Charitable Trust, Comic Relief, Constance Green Foundation, The Equitable Charitable Trust, Exit Trust, Guernsey Overseas Aid Commission, The Herrod Foundation, The James Tudor Foundation, Jersey Overseas Aid Commission, Medicor Foundation Liechtenstein, The Mercury Phoenix Trust UK, Nadir Dinshaw Charitable Trust, The Open Gate Trust, Pro Victimis Foundation, Scott Bader Commonwealth Limited, The Waterloo Foundation, World Jewish Relief, and VEGFAM (Feeds the Hungry Without Exploiting Animals).

Donations from trusts and foundations supported a range of work which included emergency relief efforts in Haiti, Pakistan and Kenya as well as long-term development work in Uganda, Liberia, Ethiopia, Pakistan, Cambodia, and Sierra Leone.

The Scottish Government continued its long-term support of our work, supporting our child survival programmes and early year's nutrition work in Rwanda and Malawi.

In a year that was challenging in so many ways, the goodwill and dedication of Concern's many supporters shone through at every stage. Our work would not be possible without you.

1. Chefs Paul Rankin and Ainsley Harriott helping to launch Bake a Difference
2. Jack McConnell MSP lending his support to the 'Women Can't Wait' campaign at its launch in the Scottish Parliament
3. Local comedians Tim McGarry and Jake O'Kane with Siobhan Hanley, Head of Fundraising for Concern in Northern Ireland, generating publicity for Festival
4. Triumphant triathletes celebrate finishing the 2010 London Triathlon
5. Olympian Sonia O'Sullivan starts the Belfast City Marathon for Concern, the event's nominated overseas charity
6. CEO Tom Arnold handing in the Women Can't Wait petition to Dr David Nabarro at the UN MDG summit in New York
7. Paul Rankin meets Hawa Endrie and family on his visit to Concern's programmes in Ethiopia
8. Pete Boyle, Chief Executive of fashion jewellery retailer Argento, long-term corporate supporters, with Concern's with Deidre Murphy
9. Patrick Kielty getting the Christmas Gifts campaign off to a good start
10. Concern's Natalie Jones helping raise funds at Twestival



1	2
3	4
5	6
7	8
9	10



Children playing in the Pavement Dweller's Day Care Centre, Dhaka, Bangladesh. Photographer: Marie McCallan, Press 22.

A photograph of two young children of African descent. The child in the foreground is a boy with a shaved head, smiling broadly at the camera. He is wearing a light blue shirt and a striped scarf. Behind him, another child is partially visible, also smiling. On the right side of the image, there is a teal-colored rectangular box containing white text.

# Trustees' Report and Annual Accounts

# 2010



## Concern Worldwide (UK) Legal and Administrative Information

### Trustees of the Charity

The following were members of the Board of Trustees (and also Directors of Concern Worldwide (UK) for company law purposes), at the date on which the financial statements were approved:

#### Name

Vineet Bewtra  
 Alan Christie  
 Tim Cohen (Honorary Treasurer and Vice Chair)  
 Chris Elliott  
 Ian Hughes  
 Howard Jones  
 Laura Kelly  
 Keefa Kiwanuka  
 Nahid Majid  
 Sean Farren  
 Tom O'Higgins  
 Nora Owen  
 Myles Wickstead (Chair)

Nuala O'Loan resigned as a Trustee of the organisation on 10 January 2011.

# 30 yrs

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For over 30 years, Concern has been working to improve access to basic education among the poorest people in the world. Our education programmes currently span 12 countries, benefiting 528,804 people last year alone.

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**Legal and Administrative Information (continued)****Executive Director**

Rose Caldwell

**Company Secretary**

Alastair Land

**Registered Office**

Units 13 & 14 Calico House  
Clove Hitch Quay  
Plantation Wharf  
London  
SW11 3TN

**Other Offices**

47 Frederick Street  
Belfast  
BT1 2LW  
Northern Ireland

40 St Enoch Square  
Glasgow G1 4DH  
Scotland

**Auditor**

KPMG

Chartered Accountants  
1 Stokes Place  
St. Stephen's Green  
Dublin 2  
Ireland

**Bankers**

Barclays Bank plc  
1 Churchill Place  
London E14 5HP

Bank of Ireland  
Belfast City Branch  
Belfast BT1 2BA

The Royal Bank of Scotland  
Glasgow City Branch  
10 Gordon Street  
Glasgow G1 3PL

**Solicitor**

Withers LLP  
16 Old Bailey,  
London EC4M 7EG

**Concern Worldwide (UK)**  
**Trustees' Report (incorporating a Director's Report)**

The Trustees (who are also Directors of Concern Worldwide (UK) for company law purposes), have pleasure in submitting their annual report and audited financial statements of the company for the year ended 31 December 2010.

**1. Structure, Governance and Management**

**1.1 Legal Status**

Concern Worldwide (UK) is a company limited by guarantee registered in England, not having a share capital, incorporated under the Companies Act 1985 (registered number 4323646). The company is registered as a charity with the Charity Commission for England and Wales (Charity Number 1092236) and with the Office of the Scottish Charity Regulator (Charity Number SC038107).

**1.2 Organisation and Related Organisations**

The company commenced operations on 1 January 2004 when it received a grant of the net assets and trade previously carried out by Concern Worldwide (Northern Ireland).

The activities of Concern Worldwide (UK) are carried out in association with Concern Worldwide a company registered in the Republic of Ireland which is registered as a Charity and is the sole member of Concern Worldwide (UK).

### 1.3 Board of Trustees

As indicated above, Concern Worldwide (UK) is a limited company and all of the Trustees are also full Directors of Concern Worldwide (UK) for company law purposes.

Trustees, all of whom are non-executive, are drawn from diverse backgrounds in business and professional life, and bring a broad range of experience and skills to Board deliberations. The Trustees are appointed in accordance with the provisions of the Articles of Association for Concern Worldwide (UK). Trustees attend an induction course shortly after the Annual General Meeting to familiarise themselves with their statutory responsibilities, their role as Board members, the governance framework within Concern Worldwide (UK), Concern Worldwide (UK)'s humanitarian work and the risk environment. A two-day conference was held for all Trustees in May 2010 and on-going training is arranged as and when a need is identified.

There are clear distinctions between the role of the Board and the executive management team to which day to day management is delegated. The principle that 'management proposes,' 'Board decides,' 'management implements,' 'Board monitors,' forms the basis of Board and the executive management team interaction. Matters such as policy, strategic planning, and budgets are prepared by the executive management team for consideration and approval by the Trustees. The members of the Board cannot under the governance regulations of the charity, receive remuneration for services to Concern Worldwide (UK) and may only be reimbursed for incidental expenses claimed.

The Board meets at least three times a year. It has appointed an Audit and Finance Committee which is made up of the Honorary Treasurer and Vice Chair and one or more other Trustees with relevant experience. The Audit and Finance Committee operates under specific terms of reference, which include responsibility for the monitoring of the organisation's financial systems and policies, including the audit and risk management systems. It met six times during 2010.

## 2. Identity, Vision and Mission

### Our Identity Who We Are

Concern Worldwide (UK) is a non-governmental, international, humanitarian organisation dedicated to the reduction of suffering and working towards the ultimate elimination of extreme poverty in the world's poorest countries.

### Our Vision for Change

A world where no-one lives in poverty, fear or oppression; where all have access to a decent standard of living and the opportunities and choices essential to a long, healthy and creative life; a world where everyone is treated with dignity and respect.

### Our Mission What We Do

Our mission is to help people living in extreme poverty achieve major improvements in their lives which last and spread without ongoing external support.

## 3. Public Benefit Statement

Concern Worldwide (UK) works for the public benefit through its humanitarian and development work and through advocating for the rights for the very poorest people, specifically in the areas of hunger, emergencies and aid effectiveness. In contributing all surplus funds raised to Concern Worldwide, Concern Worldwide (UK) fulfils its charitable duties through a focus on the following five core organisational programmes:

- » **Food, Income and Markets** – To assist poor households to achieve adequate and sustainable access to and control of resources so as to achieve their livelihood rights without undermining their natural resource base.
- » **Health** – To contribute to the achievement of health and nutrition security of the poor within the context of the health related Millennium Development Goals.
- » **Basic education** – To strengthen formal education provision among the poorer sections of society by addressing the obstacles that hinder access to and successful completion of formal primary education.
- » **HIV/AIDS programming and mainstreaming** – To reduce the prevalence of HIV and to minimise the impact of AIDS on the poorest communities.
- » **Emergency response and preparedness** – To respond to emergencies in a timely manner appropriate to the context and where possible to prevent future vulnerability.

Concern Worldwide (UK) is committed to the participation by extremely poor people in decision making and is morally accountable to its beneficiaries. To this end, Concern Worldwide gained accreditation from the Humanitarian Accountability Partnership (HAP) during 2010. The organisation has designed an accountability framework which is a summary of the relevant internal and external standards, codes, guidelines, values and principles to which it is committed. We work with partners at different levels including community organisations, local government institutions, national level institutions, and international agencies. In responding to emergencies, we are guided by international codes of conduct and practice, including the Code of Conduct of the International Red Cross and Red Crescent Movement and Non-Governmental Organisations in Disaster Relief. The Trustees have complied with their duty to note and pay due regard to public benefit guidance published by the Charities Commission.

## **4. Objectives, Achievements and Performance**

To achieve its mission the organisation supports the overseas programmes of Concern Worldwide. It does not implement its own overseas programmes. Concern Worldwide (UK) does however seek to address the root causes of poverty directly through its own advocacy work.

### **4.1 Support to Overseas Operations**

#### **a. Objectives**

Our overall objectives in relation to the overseas operations are:

- » To maximise the amounts transferred to Concern Worldwide in order to finance its overseas activities.
- » To effectively monitor usage of transferred funds in order to ensure that they comply with donor requirements and are effective in targeting poverty.

#### **b. Performance Review – Activities and Achievements**

During 2010 Concern Worldwide (UK) funded Concern Worldwide operations in the following countries:

Afghanistan	Malawi
Bangladesh	Mozambique
Burundi	Nepal
Cambodia	Niger
Chad	Pakistan
Democratic People's Republic of Korea	Rwanda
Democratic Republic of Congo	Sierra Leone
Ethiopia	Somalia
Haiti	Sudan, North and South
India	Tanzania
Kenya	Uganda
Lao Peoples' Democratic Republic	Zambia
Liberia	Zimbabwe

Within the above countries the work of Concern Worldwide focussed on five core organisational programmes as detailed on page 19. Resources provided by Concern Worldwide (UK) funded 16% of the total cost of the overseas work of Concern Worldwide in 2010. Each of the above programmes was part-funded as follows:

Overseas programme	Concern Worldwide total cost	Funded by Concern Worldwide (UK)	Funded by Concern Worldwide (UK)
	£'000	£'000	%
Health	23,500	4,174	18%
Education	6,674	820	12%
Food, Income & Markets	31,847	5,207	16%
HIV/AIDS	3,357	546	16%
Emergency	51,083	7,693	15%
<b>Total</b>	<b>116,461</b>	<b>18,440</b>	<b>16%</b>

In the course of the year we estimate that 31.2 million people benefited either directly or indirectly from Concern Worldwide's programmes.



A description of the overall objectives, activities and achievements of Concern Worldwide in 2010 together with a number of examples of each of its programmes are set out in pages 11 to 51 of this Annual Report. The information is extracted from reports prepared by Concern Worldwide.

Overall we feel that we progressed our objectives significantly during 2010, particularly;

- » In relation to maximising funds transferred, we made a total of £18.4 million available for overseas operations. This represents an increase on the £11.2 million transferred in 2009. This was achieved by an increase in both voluntary and grant income in the wake of the Haiti earthquake and the Pakistan floods.
- » During 2010 we actively monitored the use of funds provided by Concern Worldwide (UK). We achieved this through a mixture of: monitoring and support visits to overseas operations, review of formal evaluations, review of internal and external audit reports and review of project progress reports.

## 4.2 Campaigning, Advocacy and Influencing

### a. Objectives

Concern Worldwide (UK) delivers advocacy (policy and campaign work) to bring about change in international development policies and practice, in support of our humanitarian and development programming. During a year that saw a change in UK Government, Concern Worldwide (UK)'s advocacy has remained consistent in addressing the root causes of poverty, and supporting our beneficiaries, programme staff and southern civil society in engaging in UK poverty-related policy making forums.

In 2010, the primary objective for the policy and campaign team was to work with the UK Government to progress our international advocacy on hunger reduction, nutrition and the necessity of principled humanitarian action.

### b. Performance Review – Activities and Achievements

Under our "Unheard Voices" advocacy campaign, Concern Worldwide (UK) collaborated with the UK All Party Parliamentary Group (APPG) on Agriculture and Food for Development and fellow NGO ActionAid to launch an initiative on International Women's Day called "Women Can't Wait" in the House of Lords. The objective of "Women Can't Wait" was to raise awareness of the challenges women marginal farmers face, with campaigning taking place during the run up to the UK general election and the September MDG review summit.

A public petition of 10,336 signatories called for international development leaders to improve gender sensitivity programming and ensure that women have a voice in decision-making and that vital funds reach them. Concern Worldwide's CEO Tom Arnold presented the petition to the United Nations' Special Representative on Food Security and Nutrition at the September MDG summit and we were pleased to see the final MDG summit report includes an acknowledgment of the importance of supporting women in agriculture. Other highlights of this support include the tabling of an Early Day Motion (EDM), signed by 45 MPs and an APPG visit to a Concern programme in Kenya.

Concern's policy work in 2010 also consolidated our previous work: field based evidence that makes the case for increased international development support to women marginal farmers. During the year, we also published and disseminated the findings from two technical research projects. One piece of research linked women's agricultural livelihoods and nutrition. The second piece explored the role that cash transfer projects in emergencies can have in increasing gender equality. Through Concern's collaboration with the UK Hunger Alliance we also published and launched a report on the food price crisis.

In partnership with the Somali country office, we have also developed a niche advocacy project relating to the promotion of humanitarian principles. Working through coalition groups headed up by Concern colleagues in Somalia, the US and Ireland, Concern Worldwide (UK) has influenced the UK Government and the UN to explore 'strategic' rather than 'structural' integration of UN agencies working in Somalia. As a result of this collaborative work, NGOs have put the issue of an independent humanitarian voice within the UN, in relation to Somalia, clearly on the national and international agenda. Concern has also consolidated its position within the newly established Consortium of British Humanitarian Agencies (CBHA). Through this forum we gave substantial input into the UK Government's Humanitarian Emergency Response Review (HERR), an influential process for DFID programming going forward.

## 4.3 Fundraising

### a. Objectives

The overriding objective in relation to fundraising was to maximise the amount of voluntary income raised and to ensure that we did so with the best cost to income ratios and return on investment. During 2010 we received an overwhelming response from our supporters to our emergency appeals for both the Haiti earthquake and the Pakistan floods. We also continued to develop a series of carefully targeted appeals for our development programmes to our existing supporters and tested new channels to recruit regular givers. Our major donor and trust programmes continued to build on strong and established relationships at the same time as identifying potential new supporters.

## b. Performance Review – Activities and Achievements

2010 was an extremely successful year in terms of fundraising performance thanks to the amazing generosity of our supporters in responding to the humanitarian crises in both Haiti and Pakistan. We raised more than £9.5 million for these two countries alone, and generated income of £24.9 million in total. Of this total £8.7 million was raised from governments or other co-funders. We are extremely grateful for the continuing generosity of all our donors.

**Committed Giving** continues to be a key element of voluntary funding, contributing £3.8 million in 2010, which represents a 3% increase on 2009. The reliability of this income stream is vital in allowing us to budget for the future as well as to commit to longer term development projects. We are delighted to have been able to sustain growth in this area during 2010, despite the difficult economic climate.

Recruitment of new donors is important in developing this area of fundraising and we continued to test various methods during 2010. For the first time in several years we ran a face to face fundraising campaign in Scotland to recruit over 1,000 new donors. We also launched a new Direct Response TV appeal, Born Starving, which was tested alongside our previous appeal Cure Starvation. Both adverts continued to work well for us during the year, as did our London based in-house face-to-face fundraising team, who brought over 3,000 new donors on board. We are greatly indebted to the thousands of people who continue to support us in this way. We will continue to trial new recruitment methods in 2011 and will build results into the new five year strategy currently being developed across the organisation. Continued growth of our regular giving income stream and maximisation of sign up to gift aid will be at the heart of our next strategic plan.

In addition to the emergency appeals for Haiti and Pakistan, we also sent out appeals to help secure much needed funding for our food security work in the Horn of Africa and treatment of child malnutrition in Niger. We raised approximately £260k for our development programmes through these appeals.

Income from **major donors, corporates and trusts** remained in line with 2009 at £1.4 million. We consider this to be a good performance in view of the current economic climate. We are extremely grateful to the very generous major donors and trusts with whom, we believe, we have continued to develop strong and lasting relationships. We will be looking to extend our network of high value donors over the course of our next strategic plan by running a series of prospecting events.

Income from **Legacies** was £457k in 2010, down from £561k in 2009. This type of income is hard to predict and we feel honored by those very loyal donors who have chosen to remember us in this way.

In **Northern Ireland** the major income source (other than committed giving) is from Community Fundraising. There is an extensive network of extremely loyal community groups supporting Concern Worldwide (UK), as well as individuals taking part in challenges such as the Fast or the Belfast Marathon. The commitment of these supporters in the wake of both the Haiti and Pakistan emergencies saw our income grow from £360k in 2009 to £690k in 2010 in these areas. We are extremely grateful for the incredible dedication of these volunteers.

In **Scotland**, in addition to the 1,000 new individual donors who signed up as part of the face-to-face campaign, we continued to receive significant support from the Scottish Government for our projects in Malawi and Rwanda as well as funding from a small number of trusts, community groups, corporate and major donors alike. Once again we would like to thank them all for making our work on behalf of the world's poor a reality.

## 5. Financial Review

The financial outcome for 2010 is set out in the Statement of Financial Activities on page 85.

### 5.1 Income

Concern Worldwide (UK) raised a total income of £24.7 million in 2010, an increase of 70% on 2009 – this result has been driven largely by the generosity of our supporters in responding to the humanitarian crises in Haiti and Pakistan. This overall increase is a result of significant improvement in both grants from governments and other co-funders from £3.8 million to £8.7 million (a 129% increase) and in voluntary income from £9.3 million to £16.1 million (a 73% increase).

### Grants

Concern Worldwide (UK) received a total of £8.7 million from governments and other co-funders in 2010 (see note 2a to the financial statements for analysis by donor). Of this, £5.1 million was from the Department for International Development (DFID), partly funding civil society grants in various countries, but with a significant proportion going to emergency relief programmes in Pakistan in particular. Other significant co-funders include The Big Lottery Fund, the Scottish Government, Asia Foundation and GRM.

## Voluntary Income

We received £16.1 million in voluntary income during 2010 (see note 2c to the financial statements for a breakdown by source) which represented an increase of £6.8m from £9.3m in 2009. The Statement of Financial Activities on page 85 splits grants between "voluntary income" and "grants from governments and other co-funders" according to the nature of the donor and the characteristics of the grant and in accordance with Concern Worldwide (UK)'s income recognition policy.

It is primarily the grants categorised within this heading that has led to the significant growth in income in 2010. Grants categorised under the voluntary income heading include £4.2 million from the Disasters Emergency Committee (DEC) primarily for Haiti and Pakistan; two new grants totalling £1.8 million from Comic Relief for our work in Ethiopia and Uganda; and several grants from the Governments of Jersey and Guernsey for both our ongoing development work, as well as our emergency responses in Haiti and Pakistan.

Income from public appeals and events also grew by 43% from £2.8 million in 2009 to £4 million in 2010 – primarily due to the huge success of our emergency appeals for Haiti and Pakistan.

## Donated Commodities

We did not receive any donated commodities during 2010. This represents a decrease on the £1.4m received from DFID in 2009 comprising non-food items for our work in Zimbabwe.

## 5.2 Expenditure

Our total expenditure for the year was made up as follows:

	£m	%
Charitable expenditure	19.1	87.2%
Fundraising costs	2.7	12.3%
Governance	0.1	0.5%
	21.9	100%

Expenditure on charitable activities increased by 61% compared to 2009 as a result of the increased transfers to the overseas fields of Concern Worldwide, particularly Haiti and Pakistan. Charitable expenditure within the UK rose from £595k to £793k mainly due to increased work on advocacy, primarily aimed at DFID.

Fundraising costs have decreased by 4% on 2009 levels, reflecting the impact of a cost reduction programme implemented in 2009. Whilst we have sought to generate savings by working as efficiently as possible, we have also recognised the importance of maintaining investment in donor recruitment as a way of protecting the long-term income generating ability of the charity. We have strived to invest in areas which will bring long-term benefit to the organisation such as the recruitment of good quality regular donors, and Trusts, Foundations and Major Donor activity where the returns on investment take place over the longer term. At the same time we continue to invest in rapid response emergency appeals to get funds to the most acute disaster areas as speedily as possible and in community fundraising, particularly in Northern Ireland, to capitalise on the enthusiasm in the local community for the charity's work.

Governance costs have remained broadly in line with 2009 and the organisation remains committed to running the Board and other elements of strategic oversight in a cost-effective way without impacting on accountability or good governance.

The Board adopts a number of key performance indicators in order to measure the charity's financial efficiency. The most important relate to efficiency of fundraising. Return on fundraising expenditure is benchmarked against sectoral standards for each major type of fundraising activity. Long-term targets are set and performance is evaluated against the same. In addition, considerable attention is paid to the level of support costs relative to charitable spend.

Indications are that the charity is succeeding in increasing the proportion of its resources on charitable activities and can be shown by the comparison with 2007, 2008 and 2009 below:

<b>Year</b>	<b>Expenditure on Charitable activities (£000)</b>	<b>Percentage of total expenditure on charitable activities</b>
2010	19,179	87%
2009	11,891	81%
2008	10,656	78%
2007	11,108	77%

The Trustees are confident that future incoming resources to the charity will be adequate to support the continuation of existing projects and activities and also to meet other needs which may arise.



### 5.3 Reserves

It is the organisation's policy to retain only sufficient reserves to safeguard the continuity of its operations, thereby committing the maximum possible resources to its current programmes.

The organisation maintains two main types of reserves:

Restricted reserves (£3.1 million), are funds which can only be used for purposes specified by the donors. The level of restricted reserves at 31 December 2010 was in line with expectations, and the requirements of the Standard of Recommended Practice (SORP). The Trustees' plan that all of the restricted funds held at that date will be fully utilised during 2010, with the exception of reserves held for Ethiopia and Uganda which will be expended over longer term of the Comic Relief grants.

Unrestricted reserves (£1.1 million): these holdings fall into two categories:

- » Designated funds of £0.8 million: these represent unrestricted funds which have been allocated by the Board for specific purposes. At the end of 2010, funds had been designated for two specific purposes as follows:
  - To ensure the continuity of operations in the event of a temporary downturn in income.
  - To recognise that a portion of reserves is invested in the charity's fixed assets and is not therefore available for other purposes.

The Trustees have adjusted the level of designated reserves at 31 December 2010 in order to ensure that amounts held are adequate for both of these purposes (see note 13(b)).

- » General unrestricted funds of £0.3 million: these represent funds which are temporarily held pending their application for the general purposes of the charity. In 2006, the Trustees decided that the charity does not need to hold general reserves on an ongoing basis but that general unrestricted reserves should instead be fully utilised for overseas programmes within the year. 2010 unrestricted reserves were in line with 2009, and remained within accepted tolerances.

The Board believes that the charity has adequate resources to continue in operational existence for the foreseeable future. For this reason the Board continues to adopt the 'going concern' basis in preparing the financial statements.

## 6. Future plans

Concern Worldwide's strategic plan 2011-2015, "Greater Impact in an Increasingly Vulnerable World" sets the following strategic goals for the overall organisation:

1. **Increasing our focus on working in the poorest and most vulnerable places:** Concern will remain in about 25 countries but will increase its focus on countries and regions in those countries that are extremely poor but also have high levels of vulnerability e.g. being prone to emergencies, have poor governance and high levels of inequality – i.e. working with those that need us most and for whom the challenge of getting out of poverty is greatest.
2. **Emergency response:** Continuing to improve our capacity and effectiveness in responding to emergencies, both to unusually large emergencies as well improved internal field capacity to smaller emergencies in our countries of operation.
3. **Particular focus on hunger and health:** Over the past decade we have chosen to work in four sectors we regard as key to tackling extreme poverty: improving livelihoods, education, health and HIV and AIDS. We will continue to work in these sectors but we will bring a more strategic focus to our programming by prioritising the themes of Hunger and Health. We plan to build a critical mass of organisational learning and expertise on those themes during this strategic plan.
4. **Addressing the root causes of extreme poverty:** We will do this through ensuring that our contextual analysis captures root causes and that every programme specifically addresses them. It will also be done by seeking to achieve greater influence through our advocacy and active citizenship work with clear objectives and coherence between each.
5. **Accountability & results:** Significantly improving our ability to demonstrate our results and impact and being more explicitly accountable for this as well as being accountable for all our stated commitments to all of our stakeholders.

**6. Improving organisational effectiveness:** Concentrating on the following areas:

- a. Attracting, developing and retaining quality staff (especially in the most difficult places).
- b. Continuing to maximise and diversify our funding.
- c. Investing in and maximising opportunities in the UK and US.
- e. Improving internal coherence, communications and management systems.
- f. Embracing ICT and technology opportunities for efficiency and becoming a 'greener' organisation.

In 2011, Concern Worldwide (UK) will develop its own five year strategic plan setting out how it will contribute to the achievement of Concern Worldwide's overall organisational goals as set out above.

## 7. Staff and volunteers

The organisation acknowledges with gratitude the work of its staff and that of its volunteers in 2010. The major achievements during the year are due to the dedication and belief of all of these people.

Concern Worldwide (UK) is an equal opportunities employer. The aim of its equal opportunities policy is to ensure that all people receive equality of opportunity regardless of gender, race, religion, disability, nationality, marital/family status or sexual orientation.

## 8. Political Donations

No political donations were made during the year.

## 9. Risk Management and Internal Control

The major risks to which Concern Worldwide (UK) is exposed, are identified by the management team and reviewed by the Trustees as part of the annual risk review process. Appropriate systems and procedures are in place to manage these risks and provide reasonable but not absolute assurance against occurrence.

The main risks identified, together with the methods adopted to manage them are summarised below:

1. The global economic downturn may have a negative impact on funds raised.

The organisation aims to mitigate this risk through enhancing our data analysis capabilities so that fundraising campaigns target areas where we can achieve the greatest return.

2. A high turnover of staff may be detrimental to the capacity of the organisation to achieve its objectives.

The organisation has put in place a human resources plan including enhancing career progression and training and development opportunities, and has recently concluded a pay review and implemented the recommendations.

3. The organisation may not receive funds from diverse enough sources to respond to a changing donor environment.

All fundraising channels are under review on a rolling basis and efforts are being made to generate funds from new or under-utilised sources such as legacies, major donors, trusts and new channels for recruitment of regular givers.

4. Concern Worldwide (UK) may not work collaboratively with other parts of the organisation.

Mechanisms are being enhanced that encourage joint working without burdening programme staff overseas with bureaucratic tasks. Strong links have been put in place with desk officers in Dublin who co-ordinate the work of fields and regular conference calls are being put in place for sizeable programmes to ensure any issues are being addressed.

5. There may be a lack of advocacy impact because of limited resources.

Despite the lack of resources Concern Worldwide (UK) has had a growing influence chiefly through targeting resources at areas where it can add the most value, specifically in the fields of hunger, extreme poverty reduction and disaster management.

The Board is satisfied that systems are in place to monitor, manage, and mitigate Concern Worldwide (UK)'s exposure to major risks.

## 10. Post Balance Sheet Events

No significant events have taken place since the year end that would result in adjustment of the financial statements or inclusion of a note thereto.

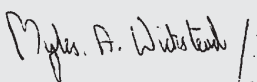
## 11. Auditor

In accordance with Section 384 of the Companies Act 1985 a resolution for the re-appointment of KPMG as the auditor of the company is to be proposed at the forthcoming Annual General Meeting.

## 12. Subsidiary Undertakings

Details of subsidiary undertakings are set out in note 18 to the financial statements. The subsidiaries are not consolidated into these financial statements. All of the subsidiaries are dormant and none had material assets or liabilities at the balance sheet date.

By order of the Board



**Myles A Wickstead**  
Trustee



**Tom O'Higgins**  
Trustee

## **Concern Worldwide (UK)**

### **Statement of Trustees' Responsibilities in respect of the Trustees' Report and the Financial Statements**

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year, in that they are required to prepare the financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accepted Accounting Practice).

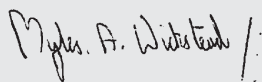
Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the excess of expenditure over income for that period.

In preparing these financial statements, the Trustees are required to:

- » select suitable accounting policies and then apply them consistently;
- » make judgements and estimates that are reasonable and prudent;
- » state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- » prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and the charity will continue in its activities.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the charitable company and to prevent and detect fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the Board



**Myles A Wickstead**  
Trustee



**Tom O'Higgins**  
Trustee



## **Independent Auditor's Report to the Trustees and Members of Concern Worldwide (UK)**

We have audited the financial statements of Concern Worldwide (UK) for the year ended 31 December 2010 which comprise the Statement of Financial Activities, the Balance Sheet, and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and UK Accounting Standards (UK Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charity's trustees, as a body in accordance with section 44 (1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of trustees and auditor**

As explained more fully in the Trustees' Report set out on page 82, the trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed as auditor under Section 44 (1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those acts. Our responsibility is to audit, and express an opinion on, the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

### **Scope of the audit of the financial statements**

A description of the scope of an audit of financial statements is provided on the APB's website: [www.frc.org.uk/apb/scope/private.cfm](http://www.frc.org.uk/apb/scope/private.cfm)

## Opinion on financial statements

In our opinion the financial statements:

- » give a true and fair view of the state of the charitable company's affairs as at 31 December 2010 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- » have been properly prepared in accordance with UK Generally Accepted Accounting Practice; and
- » have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

## Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

## Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- » adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- » the financial statements are not in agreement with the accounting records and returns; or
- » certain disclosures of trustees' remuneration specified by law are not made; or
- » we have not received all the information and explanations we require for our audit.



**Eamonn Russell**  
(Senior Statutory Auditor)

For and on behalf of KPMG, Statutory Auditor  
26 April 2011  
Chartered Accountants  
1 Stokes Place  
St. Stephen's Green  
Dublin 2  
Ireland

## Concern Worldwide (UK)

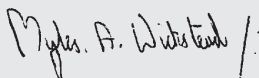
## Statement of Financial Activities for the year ended 31 December 2010

	Notes	Restricted Funds Stg£	Unrestricted Funds Stg£	Total 2010 Stg£	Total 2009 Stg£
<b>Incoming resources</b>					
Incoming resources from charitable activities					
- grants from governments and other cofunders	2a	8,657,238	-	8,657,238	3,847,532
- donated commodities	2b	-	-	-	1,352,192
Incoming resources from generated funds					
- voluntary income	2c	10,099,012	5,967,467	16,066,479	9,300,715
Other incoming resources					
- deposit interest		-	2,644	2,644	11,409
- rental income		-	2,442	2,442	-
<b>Total incoming resources</b>		<b>18,756,250</b>	<b>5,972,553</b>	<b>24,728,803</b>	<b>14,511,848</b>
<b>Resources expended</b>					
Charitable activities	3	15,724,966	3,454,291	19,179,257	11,890,967
Cost of generating voluntary income	4	292,869	2,376,690	2,669,559	2,783,974
Governance costs	5	-	75,140	75,140	76,993
<b>Total resources expended</b>		<b>16,017,835</b>	<b>5,906,121</b>	<b>21,923,956</b>	<b>14,751,934</b>
<b>Net surplus / (deficit) for the year</b>		<b>2,738,415</b>	<b>66,432</b>	<b>2,804,847</b>	<b>(240,086)</b>
<b>Reconciliation of funds</b>					
Total funds at 31 December 2009		375,055	1,023,796	1,398,851	1,638,937
<b>Net movement in funds for the year</b>		<b>2,738,415</b>	<b>66,432</b>	<b>2,804,847</b>	<b>(240,086)</b>
<b>Total funds at end of year</b>	13	<b>3,113,470</b>	<b>1,090,228</b>	<b>4,203,698</b>	<b>1,398,851</b>

The company had no recognised gains and losses in the financial year or preceding year other than those dealt with in the Statement of Financial Activities.

The notes form an integral part of these financial statements.

On behalf of the Board



**Myles Wickstead**  
Trustee



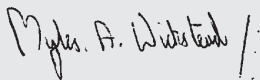
**Tom O'Higgins**  
Trustee

Concern Worldwide (UK)  
Balance Sheet as at 31 December 2010

	Notes	2010 Stg£	2010 Stg£	2009 Stg£	2009 Stg£
<b>Fixed assets</b>					
Tangible fixed assets	9		158,079		175,628
<b>Current assets</b>					
Debtors and prepayments	10	6,479,144		1,848,663	
Cash at bank and in hand	11	<u>1,908,533</u>		<u>577,232</u>	
		8,387,677		2,425,895	
<b>Creditors:</b> amounts falling due within one year	12	<u>(4,342,058)</u>		<u>(1,202,672)</u>	
<b>Net current assets</b>			4,045,619		1,223,223
<b>Net assets</b>			<u>4,203,698</u>		<u>1,398,851</u>
<b>Funded by:</b>					
Restricted funds	13		3,113,470		375,055
Unrestricted funds	13		<u>1,090,228</u>		<u>1,023,796</u>
<b>Funds</b>			<u>4,203,698</u>		<u>1,398,851</u>

The notes form an integral part of these financial statements.

On behalf of the Board



**Myles Wickstead**  
Trustee  
12 April 2010



**Tom O'Higgins**  
Trustee

## 1 STATEMENT OF ACCOUNTING POLICIES

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the charity's financial statements.

### BASIS OF PREPARATION

The financial statements are prepared in accordance with generally accepted accounting principles under the historical cost convention and comply with financial reporting standards of the Accounting Standards Board, as promulgated by the Institute of Chartered Accountants in England and Wales and in accordance with the Companies Act 2006.

The financial statements have also been prepared to comply with *"Accounting and Reporting by Charities – Statement of Recommended Practice" (Revised 2005)* issued by the Accounting Standards Board.

### INCOMING RESOURCES

Incoming resources are recognised by inclusion in the statement of financial activities only when the charity is legally entitled to the income, is virtually certain of receipt and the amount can be measured with sufficient reliability.

#### Incoming Resources from Charitable Activities

Grants from governments and cofunders, are included under Incoming Resources from Charitable Activities where entitlement to the grant income is strictly dependent on the provision of specific goods and services specified in the grant agreements. Income from such agreements (performance related grants) is recognised when receivable i.e. when there are written agreements specifying the amounts, when the activities which the grants are intended to fund have been undertaken, the related expenditure incurred, receipt is virtually certain and all other relevant performance conditions of the grant agreements have been met.

Income due from performance related grants which has not yet been received at year end is included in debtors in the balance sheet, funds already received but not yet utilised are shown in creditors.

#### Incoming Resources from Generated Funds

Voluntary income consists of monetary donations from the public (including Disasters Emergency Committee (DEC) appeals), and non-performance related grants from corporate and other donors.

Monetary donations from the public (including legacies), together with related gift aid are recognised in the period in which the organisation is entitled to the resource, receipt is virtually certain and when the amounts can be measured with sufficient reliability. In the case of monetary donations from the public, this is generally when the donations are received; with legacies it is when we establish unconditional entitlement to the bequest; whereas, with gift aid is the period in which donations are received on which the claim is based.

Grants from corporates and other donors are included in Voluntary Income when they are judged not to be performance related i.e. when entitlement to the grant income is not strictly dependent on the provision of specific goods and services specified in the grant agreements. Income from such agreements is recognised as soon as the charity establishes entitlement, receipt is virtually certain and the amounts can be measured with sufficient reliability, (in practice this is generally when we receive written notification from the donor of entitlement to the funds). Income due but not yet received at year end is included in debtors, and any funds not yet utilised are shown as part of restricted reserves.

### RESOURCES EXPENDED

Resources expended are analysed between costs of charitable activities, costs of generating funds and governance costs.

The costs of each activity are separately accumulated, disclosed and analysed according to their major components.

Support costs, which cannot be attributed directly to one activity, are allocated in proportion to estimated staff time spent on each activity.

The costs of public campaigns - together with related salary costs - which are undertaken to meet the dual purposes of raising funds and of promoting awareness of issues in the developing world, are split between costs of generating voluntary income and costs of charitable activities on the basis which seem the most reasonable and appropriate for each type of campaign.

#### Costs of Charitable Activities

The cost of charitable activities comprises costs of overseas programmes and of development education and advocacy work together with related support costs. Concern Worldwide (UK) works in the developing world by providing resources to the overseas branches of Concern Worldwide. Expenditure of these resources on goods and services on behalf of local branches is expensed when the costs are incurred by Concern Worldwide.

#### Costs of Generating Voluntary Income

Fundraising costs include the costs of advertising, producing publications, printing and mailing fundraising material, staff costs in these areas and an appropriate allocation of central overhead costs. All costs of generating funds are recognised on an accruals basis.

#### Governance Costs

Governance costs represent the salaries, direct expenditure and overhead costs incurred on the strategic as opposed to day to day management of the charity, and on compliance with constitutional and statutory requirements.

1 STATEMENT OF ACCOUNTING POLICIES (continued)

FRS 1 CASH FLOW STATEMENT

The company is exempt from the requirements of FRS 1 (Revised) to include a cash flow statement as part of its financial statements because the charity's cash flows are included in the consolidated cash flow statement prepared by its parent company (note 17).

FUNDS

Concern Worldwide (UK) maintains various types of funds as follows:

Restricted Funds

Restricted funds represent grants, donations and legacies received which can only be used for particular purposes specified by the donors. Such purposes are within the overall aims of the organisation.

Unrestricted Funds

Unrestricted funds represent amounts which are expendable at the discretion of Board in furtherance of the overall objectives of the charity. They consist of Designated Funds and General Funds.

Designated Funds represent amounts that the company has set aside for specific purposes, which would otherwise form part of the general reserves of the organisation. Specifically, Concern Worldwide (UK), sets aside funds so that it can protect its ongoing programme of work from unexpected variations in income and to finance fixed assets for on-going use by the charity.

General Funds represent amounts which are expendable at the discretion of the Board in furtherance of the objectives of the charity. Such funds may be held in order to finance working capital or to finance start-up of new programmes pending receipts of funds.

TANGIBLE FIXED ASSETS

Tangible fixed assets are stated at cost less accumulated depreciation. Assets which cost less than £750 are not capitalised.

Depreciation is calculated to write off the original cost of the tangible fixed assets, less estimated residual value, over their expected useful lives, on a straight line basis at the following annual rates:

Leasehold premises	3%
Furniture	10%
Other equipment	20%
Computer equipment	33%
Motor vehicles	20%

A full year's depreciation is charged in the year of acquisition with none in the year of disposal. Provision is also made for any impairment of tangible fixed assets below their carrying amounts.

PENSIONS

The company makes payments into individual externally administered defined contribution pension schemes for qualifying members of staff. Annual payments to the schemes are charged to the statement of financial activities in the year to which they relate.

FOREIGN CURRENCIES

The financial statements are prepared in sterling (Stg£). Transactions denominated in other currencies are translated into sterling at the rate of exchange prevailing at the transaction date or at a contracted rate. Monetary assets and liabilities denominated in other currencies have been translated into sterling at the exchange rates ruling at the balance sheet date or the contracted rate, and any resulting gains or losses are taken to the statement of financial activities.

TAXATION

To the extent that they are applied to its charitable objectives, Concern Worldwide (UK), as a registered charity, is exempt from taxation on its income and gains falling within Section 505 of the Taxes Act 1988 or Section 256 of the Taxation of Chargeable Gains Act 1992. Irrecoverable value added tax is expensed as incurred.



**2 INCOMING RESOURCES**

<b>(a) Grants from governments and other cofunders</b>	<b>Total 2010 Stg£</b>	<b>Total 2009 Stg£</b>
Department for International Development	<b>5,051,787</b>	2,189,413
Big Lottery Fund	<b>8,146</b>	169,566
Scottish Government	<b>745,001</b>	799,528
Asia Foundation	<b>571,164</b>	548,795
Other Co-funders	<b>2,281,140</b>	140,230
<b>Total</b>	<b>8,657,238</b>	3,847,532

<b>(b) Incoming resources from charitable activities - donated commodities</b>	<b>Total 2010 Stg£</b>	<b>Total 2009 Stg£</b>
<b>Donor</b>		
DFID		
<b>Commodity received</b>		
Non food items	-	1,352,192

<b>(c) Voluntary income</b>	<b>Total 2010 Stg£</b>	<b>Total 2009 Stg£</b>
Committed giving	<b>3,779,552</b>	3,676,556
Legacy income	<b>457,243</b>	561,440
Public appeals and events	<b>3,996,478</b>	2,778,508
Trusts, corporates and major donors	<b>1,402,770</b>	1,447,693
Comic Relief	<b>1,818,000</b>	-
Guernsey Overseas Aid	<b>119,339</b>	80,000
Isle of Man Overseas Aid	-	125,000
Jersey Overseas Aid	<b>324,971</b>	234,889
Disaster Emergency Committee (DEC)	<b>4,168,126</b>	396,629
<b>Total</b>	<b>16,066,479</b>	9,300,715

**3 CHARITABLE ACTIVITIES**

Expenditure on charitable activities can be analysed as shown below. Expenditure on overseas programmes represents contributions by Concern Worldwide (UK), to the overseas programmes of Concern Worldwide. Many of these programmes achieve results in more than one of these categories, but are analysed for these purposes under the principal category only.

	<b>Own work Stg£</b>	<b>Grants to Partners Stg£</b>	<b>Total direct costs Stg£</b>	<b>Support costs (see note 6) Stg£</b>	<b>2010 Total costs Stg£</b>	<b>2009 Total costs Stg£</b>
<b>Overseas programmes</b>						
Health	3,668,557	498,299	<b>4,166,856</b>	6,798	<b>4,173,654</b>	3,163,288
Education	818,264	-	<b>818,264</b>	1,819	<b>820,083</b>	855,672
Food, Income and Markets	5,191,960	-	<b>5,191,960</b>	15,568	<b>5,207,528</b>	3,676,972
HIV/AIDS	543,902	-	<b>543,902</b>	1,726	<b>545,628</b>	438,805
Emergency	7,662,483	-	<b>7,662,483</b>	30,842	<b>7,693,325</b>	3,161,560
	<b>17,885,166</b>	<b>498,299</b>	<b>18,383,465</b>	<b>56,753</b>	<b>18,440,218</b>	11,296,297
<b>Development education and advocacy programme</b>	<b>611,644</b>	<b>-</b>	<b>611,644</b>	<b>127,395</b>	<b>739,039</b>	594,670
<b>Total charitable expenditure</b>	<b>18,496,810</b>	<b>498,299</b>	<b>18,995,109</b>	<b>184,148</b>	<b>19,179,257</b>	11,890,967

**4 COSTS OF GENERATING VOLUNTARY INCOME**

	<b>Campaign costs Stg£</b>	<b>Staff costs Stg£</b>	<b>Occupancy &amp; other direct costs Stg£</b>	<b>Total direct costs Stg£</b>	<b>Support costs (see note 6) Stg£</b>	<b>2010 Total costs Stg£</b>	<b>2009 Total costs Stg£</b>
Committed giving	-	371,257	35,647	406,904	56,233	<b>463,137</b>	494,318
Public appeals and events	951,047	656,381	182,462	1,789,890	68,664	<b>1,858,554</b>	1,942,250
Trusts, corporates and major donors	36,426	198,777	94,300	329,503	18,365	<b>347,868</b>	347,406
<b>Total</b>	<b>987,473</b>	<b>1,226,415</b>	<b>312,409</b>	<b>2,526,297</b>	<b>143,262</b>	<b>2,669,559</b>	<b>2,783,974</b>

## Notes forming part of the Financial Statements (continued)

**5 GOVERNANCE COSTS**

	<b>2010</b>	<b>2009</b>
	<b>Stg£</b>	<b>Stg£</b>
Staff costs	<b>30,284</b>	30,260
Legal & professional fees	<b>22,750</b>	23,430
Office & other costs	<b>22,106</b>	23,303
<b>Total</b>	<b>75,140</b>	76,993

Included in the above is £69,581 of attributable support costs (see note 6)

**6 SUPPORT COSTS**

Where support costs are attributable to a particular activity they are allocated directly to it. Where support costs are incurred to further more than one activity they are apportioned between the relevant activities based on the amount of staff time that each activity absorbs. The allocation of the main types of support costs is detailed below.

	<b>Charitable Activities</b>				<b>2010</b>	<b>2009</b>
	<b>Overseas programmes Stg£</b>	<b>Development education and advocacy Stg£</b>	<b>Fundraising Stg£</b>	<b>Governance Stg£</b>	<b>Total Stg£</b>	<b>Total Stg£</b>
Administration and finance	9,946	59,673	109,402	69,581	<b>248,602</b>	328,774
Other support costs	46,807	67,722	33,860	-	<b>148,389</b>	114,968
<b>Total support costs</b>	<b>56,753</b>	<b>127,395</b>	<b>143,262</b>	<b>69,581</b>	<b>396,991</b>	<b>443,742</b>

**7 OTHER INFORMATION**

	<b>2010</b>	<b>2009</b>
	<b>Stg£</b>	<b>Stg£</b>
The surplus for the year is after charging the following items:		
Depreciation of tangible fixed assets	<b>31,196</b>	29,970
Auditor's remuneration	<b>15,000</b>	15,000
Reimbursement of travel expenses claimed by Board members	<b>155</b>	3,968
Payments under operating leases for premises	<b>97,552</b>	85,932
Loss on disposal of assets	<b>-</b>	2,333

**8 STAFF****(a) Numbers and costs**

The average number of employees during the year analysed by function was as follows:

	<b>2010 No.</b>	<b>2009 No.</b>
Management	5	6
Development	10	7
Marketing	49	48
Administration	3	3
	<b>67</b>	<b>64</b>

The aggregate payroll costs of these employees were as follows:

	<b>2010 Stg£</b>	<b>2009 Stg£</b>
Wages and salaries	1,470,019	1,536,580
Social welfare costs	142,288	112,507
Other pension costs	60,656	78,744
	<b>1,672,963</b>	<b>1,727,831</b>

Other pension costs include employer contributions to individual staff member pension schemes of £60,656 (2009: £78,267) as well as the cost of insurance policies that provide benefits in the event of the death or ongoing incapacity of staff members totalling nil in 2010 (2009: £477).

The staff numbers and costs reflected above include 23 staff (2009: 33), who have contracts of employment with another group company but who work exclusively on fundraising for Concern Worldwide (UK). Their salary costs which amounted to £408,086 (2009: £406,598), are recharged to Concern Worldwide (UK) as they are incurred.

**(b) Salary range**

The number of employees whose remuneration amounted to over £60,000 in the year was as follows:

	<b>2010 No. employees</b>	<b>2009 No. employees</b>
£60,001 to £70,000	-	1

Remuneration includes salaries and benefits in kind but excludes employer pension scheme contributions. No contributions were made to defined benefit schemes for employees whose remuneration was greater than £60,000. Contributions to defined contribution schemes amounted to 7.5% of salary in 2009.

None of the directors of the Concern Worldwide (UK) Board received remuneration for their services. Expenses incurred in travelling to meetings, that were either paid directly to third parties reimbursed to directors amounted to £1,958 (2009: £3,968).

## Notes forming part of the Financial Statements (continued)

**9 TANGIBLE FIXED ASSETS**

	<b>Leasehold premises Stg£</b>	<b>Furniture &amp; equipment Stg£</b>	<b>Computer equipment Stg£</b>	<b>Total Stg£</b>
<b>Cost</b>				
At beginning of year	192,285	180,471	281,131	653,887
Additions in year	-	10,335	3,312	13,647
Disposals in year	-	-	-	-
<b>At end of year</b>	<b>192,285</b>	<b>190,806</b>	<b>284,443</b>	<b>667,534</b>
<b>Depreciation</b>				
At beginning of year	95,586	102,687	279,986	478,259
Charge for year	5,769	23,752	1,675	31,196
Disposals in year	-	-	-	-
<b>At end of year</b>	<b>101,355</b>	<b>126,439</b>	<b>281,661</b>	<b>509,455</b>
<b>Net book value</b>				
<b>At 31 December 2010</b>	<b>90,930</b>	<b>64,367</b>	<b>2,782</b>	<b>158,079</b>
<b>At 31 December 2009</b>	<b>96,699</b>	<b>77,784</b>	<b>1,145</b>	<b>175,628</b>

**10 DEBTORS AND PREPAYMENTS**

	<b>2010 Stg£</b>	<b>2009 Stg£</b>
Grant income receivable	<b>3,102,439</b>	121,796
Donated shares for resale	<b>1,299</b>	5,390
Amounts due from Disasters Emergency Committee (DEC)	<b>2,128,918</b>	25,149
Gift Aid receivable	<b>1,219,014</b>	587,657
Sundry debtors and prepayments	<b>27,474</b>	70,750
Amount due from immediate parent undertaking	-	1,037,921
	<b>6,479,144</b>	<b>1,848,663</b>

All amounts included within debtors and prepayments fall due within one year.

Shares received in 2009 are valued at market value as at the balance sheet date.

**11 CASH AT BANK AND IN HAND**

	<b>2010</b>	<b>2009</b>
	<b>Stg£</b>	<b>Stg£</b>
Funds held in UK banks	<u><b>1,908,533</b></u>	<u>577,232</u>

**12 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2010</b>	<b>2009</b>
	<b>Stg£</b>	<b>Stg£</b>
Trade creditors and accruals	<b>548,504</b>	535,957
Bank overdraft	<b>14,907</b>	8,438
Amounts received from co-funders but unspent	<b>1,721,378</b>	658,277
Amount owed to immediate parent company	<u><b>2,057,269</b></u>	<u>-</u>
	<u><b>4,342,058</b></u>	<u>1,202,672</u>

Amount due to the parent company is unsecured, non-interest bearing and repayable on demand.

**13 FUNDS****(a) Reconciliation of funds**

	<b>Restricted Funds Stg£</b>	<b>Unrestricted Funds Stg£</b>	<b>Total 2010 Stg£</b>	<b>Total 2009 Stg£</b>
Total funds at beginning of year	<b>375,055</b>	<b>1,023,796</b>	<b>1,398,851</b>	1,638,937
Net movement in funds for the year	<u><b>2,738,415</b></u>	<u><b>66,432</b></u>	<u><b>2,804,847</b></u>	<u>(240,086)</u>
<b>Total funds at end of year</b>	<u><b>3,113,470</b></u>	<u><b>1,090,228</b></u>	<u><b>4,203,698</b></u>	<u>1,398,851</u>

## Notes to the Financial Statements (continued)

## 13 FUNDS (continued)

## (b) Movements in funds

	Opening balance 1 January 2010 Stg£	Income Stg£	Expenditure Stg£	Transfers Stg£	Closing balance 31 December 2010 Stg£
<b>Restricted funds</b>					
Afghanistan	-	150,618	(150,618)	-	-
Bangladesh	25,596	86,046	(110,692)	-	950
Burundi	-	1,200	(1,200)	-	-
Cambodia	61,002	577,665	(638,667)	-	-
Chad	-	140	(140)	-	-
DPR Korea	-	6,236	(6,236)	-	-
DR Congo	93,519	148,580	(242,099)	-	-
Ethiopia	32,703	1,041,777	(346,934)	-	727,546
Haiti	-	4,838,681	(3,743,748)	-	1,094,933
India	-	4,314	(4,314)	-	-
Indonesia	19,546	-	-	-	19,546
Kenya	-	384,425	(254,831)	-	129,594
Laos	-	6	(6)	-	-
Liberia	50,000	270,572	(320,572)	-	-
Malawi	37,499	558,829	(411,419)	-	184,909
Mozambique	-	74,610	(74,610)	-	-
Nepal	-	40,910	(40,910)	-	-
Niger	-	342,645	(342,645)	-	-
Pakistan	-	4,670,287	(4,611,638)	-	58,649
Rwanda	-	353,349	(353,349)	-	-
Sierra Leone	39,844	360,458	(400,302)	-	-
Somalia	-	35	(35)	-	-
Sudan North	-	675	(675)	-	-
Sudan South	-	643,251	(643,251)	-	-
Tanzania	-	14,078	(14,078)	-	-
Uganda	-	1,000,110	(113,659)	-	886,451
Zambia	15,346	868	(16,214)	-	-
Zimbabwe	-	2,676,694	(2,676,694)	-	-
HQ Projects	-	498,299	(498,299)	-	-
Others	-	10,892	-	-	10,892
<b>Total restricted funds (i)</b>	<b>375,055</b>	<b>18,756,250</b>	<b>(16,017,835)</b>	<b>-</b>	<b>3,113,470</b>
<b>Unrestricted funds</b>					
General funds (ii)	269,889	5,972,553	(5,906,121)	(63,158)	273,163
Designated funds:					
Tangible fixed asset fund (iii)	157,063	-	-	1,016	158,079
Programme continuity fund (iv)	596,844	-	-	62,142	658,986
<b>Total unrestricted funds</b>	<b>1,023,796</b>	<b>5,972,553</b>	<b>(5,906,121)</b>	<b>-</b>	<b>1,090,228</b>
<b>Total funds</b>	<b>1,398,851</b>	<b>24,728,803</b>	<b>(21,923,956)</b>	<b>-</b>	<b>4,203,698</b>



**13 FUNDS (continued)****(b) Movements in funds (continued)**

The above funds carried forward at 31 December 2010 represent:

- (i) Income from appeals and donations which were not yet applied in the countries to which the appeals related.
- (ii) Funds for use at the discretion of the Board to expand the activities of the charity.
- (iii) The net book amounts already invested in or contractually committed to tangible fixed assets for use by the charity.
- (iv) The net amount that the Trustees have agreed to be set aside to ensure that it can protect its ongoing programme of work from unexpected variances in income.
- (v) Analysis of net assets between funds

	<b>Restricted Funds Stg£</b>	<b>Unrestricted Funds Stg£</b>	<b>Total Funds Stg£</b>
Funds balances at 31 December 2010 are represented by:			
Tangible fixed assets	-	158,079	158,079
Current assets	4,834,848	3,552,829	8,387,677
Current liabilities	(1,721,378)	(2,620,680)	(4,342,058)
	<u>3,113,470</u>	<u>1,090,228</u>	<u>4,203,698</u>

**14 PENSIONS**

The company contributes to individual pension schemes for eligible staff. The total pension contributions charged to the statement of financial activities amounted to £60,656 (2009: £78,267). An accrual of £30,477 (2009: £28,967), in respect of pension costs is included in creditors at 31 December 2010.

**15 RELATED PARTY DISCLOSURE**

The company has availed of the exemption under Financial Reporting Standard No. 8 – Related Party Disclosures, not to give details of related party transactions with group companies, as it is a wholly owned subsidiary of Concern Worldwide, a company incorporated in the Republic of Ireland, which is preparing consolidated financial statements which include this company, and such financial statements are publicly available.

In order to achieve its mission, Concern Worldwide (UK) supports the overseas programmes of Concern Worldwide. During 2010 Concern Worldwide (UK) provided total funds of £18,383,468 (2009: £11,247,352) to Concern Worldwide for those programmes. Details of the activities funded are set out in note 3.

## Notes to the Financial Statements (continued)

**16 COMMITMENTS AND CONTINGENCIES**

- (i) The 2011 Annual Plan, as approved by the Trustees, allows for overseas expenditure in 2011 of £11,338,183. Any increases over this amount requires the approval of the Board. The company is also committed to assisting certain overseas projects for periods in excess of one year.
- (ii) Annual commitments under operating lease agreements in respect of premises for use by the charity are as follows:

	<b>Stg£</b>
Payable on leases in which the commitment expires within :	
- one year	-
- two to five years	86,500
- more than five years	11,052
	<u>97,552</u>

**17 ULTIMATE PARENT UNDERTAKING**

The company is consolidated into its ultimate parent undertaking, Concern Worldwide, a company incorporated in the Republic of Ireland. The group accounts are available to the public at 52-55 Lower Camden Street, Dublin 2, Ireland.

**18 SUBSIDIARY UNDERTAKINGS**

The company is the sole member of and controls two subsidiary undertakings as follows:

- (i) Concern Worldwide (Northern Ireland) has its registered office at 47 Frederick Street, Belfast, Northern Ireland. The company is dormant and there are no plans for it to resume activities.
- (ii) Trading for Concern Worldwide (UK) Charity Trading Limited has its registered office at Unit 13 & 14 Calico House, Clove Hitch Quay, Plantation Wharf, London. The company is dormant and there are no plans for it to commence activities.

**19 SUBSEQUENT EVENTS**

No significant events have taken place since the year end that would result in adjustment to the 2010 financial statements or inclusion of a note thereto.

**20 APPROVAL OF FINANCIAL STATEMENTS**

These financial statements were approved by the Board of Trustees on 12 April 2011.

## Appendix 1 - Expenditure on overseas programmes

In order to achieve its mission, Concern Worldwide (UK) supports the overseas programmes of Concern Worldwide. During 2010 Concern Worldwide (UK) funded Concern Worldwide operations in the following countries:

	<b>2010</b>	<b>2009</b>
	<b>Stg £</b>	<b>Stg £</b>
Afghanistan	<b>439,540</b>	202,613
Angola	-	22
Bangladesh	<b>102,492</b>	479,873
Burundi	<b>165,566</b>	213,307
Cambodia	<b>638,367</b>	578,250
Chad	<b>181,994</b>	173,068
DPR Korea	<b>6,236</b>	172,657
DR Congo	<b>596,179</b>	565,228
Ethiopia	<b>320,046</b>	267,010
Haiti	<b>3,674,216</b>	498,637
India	<b>3,451</b>	84,141
Indonesia	-	107,405
Kenya	<b>240,937</b>	570,282
Laos	<b>4</b>	-
Liberia	<b>645,574</b>	691,050
Malawi	<b>398,664</b>	470,032
Mozambique	<b>59,688</b>	25,819
Nepal	<b>49,908</b>	202,073
Niger	<b>556,225</b>	448,804
Pakistan	<b>4,804,581</b>	604,645
Rwanda	<b>351,699</b>	565,856
Sierra Leone	<b>410,236</b>	306,059
Somalia	<b>271,526</b>	111,258
Sudan North	<b>112,376</b>	174,299
Sudan South	<b>643,251</b>	739,956
Tanzania	<b>11,262</b>	28,150
Timor Leste	-	73,683
Uganda	<b>509,602</b>	256,394
Zambia	<b>16,040</b>	103,645
Zimbabwe	<b>2,675,506</b>	2,158,972
Other projects	<b>498,299</b>	374,164
Total direct overseas programme costs	<b>18,383,465</b>	11,247,352
Support costs	<b>56,753</b>	48,945
<b>Total overseas programme costs</b>	<b>18,440,218</b>	11,296,297

**Appendix 2 - Analysis of movement in accrued and deferred income for the year ended  
31 December 2010**

	<b>Opening balance 1 January 2010 Stg£</b>	<b>Cash received Stg£</b>	<b>Income earned Stg£</b>	<b>Closing balance 31 December 2010 Stg£</b>
<b>Voluntary donations</b>				
Disasters Emergency Committee (DEC)	25,149	(2,064,357)	4,168,126	2,128,918
Gift aid	587,657	(589,997)	1,221,354	1,219,014
Other voluntary income	(40,674)	(9,468,900)	10,676,999	1,167,425
<b>Grants from governments and other cofunders</b>				
Department for International Development	(447,204)	(4,221,119)	5,051,787	383,464
Big Lottery Fund	97,936	(118,071)	8,146	(11,989)
Scottish Executive	(89,910)	(818,049)	745,001	(162,958)
Asia Foundation	(5,705)	(590,053)	571,164	(24,594)
Other cofunders	(50,924)	(2,200,503)	2,281,140	29,713
<b>Other</b>				
Deposit interest	-	(2,644)	2,644	-
Rental income	-	(2,442)	2,442	-
	<b>76,325</b>	<b>(20,076,135)</b>	<b>24,728,803</b>	<b>4,728,993</b>
	<b>Closing balance 31 December 2009 Stg£</b>			<b>Closing balance 31 December 2010 Stg£</b>
<b>Comprising:</b>				
Grant income receivable (note 10)	121,796			3,102,439
Amounts due from DEC (note 10)	25,149			2,128,918
Amounts received from co-funders but unspent (note 12)	(658,277)			(1,721,378)
Gift aid receivable (note 10)	587,657			1,219,014
	<b>76,325</b>			<b>4,728,993</b>



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