

SOCIAL IMPACT REPORT 2015



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2015 WAS A YEAR THAT BROUGHT TURMOIL, BUT ALSO HOPE

Millions of people are fleeing wars and disasters, many of them children. This movement has brought to light not only the dire need, but also the fears and struggles of our systems. At Reach for Change we know that even in times when the human suffering seems endless, people possess a remarkable capacity to act and do what it takes to help.

Our screens are filled with disturbing, horrible images that leave no one untouched. However, we also see uplifting images of great force: people gathering in the streets because they care and want to help, individuals and companies giving money, and volunteers mobilizing. We see heroic actions and compassion without boundaries. I am touched when I see the amazing commitment among individuals of all ages, contributing what they can. But, in order to reach all the way, we also need collaboration. We must push the limits for what politicians, companies, NGOs and individuals see as their responsibility. We must act together!

Reach for Change is the result of having torn down the walls between different sectors and social functions in society. We create change by fusing the power of business with the great potential of civil society. The result is our incubator investing in social entrepreneurs on three different continents, making the world a better place for children. During 2015, we have yet again seen examples of how cooperation can work wonders, and how just one voice can be the starting point of a remarkable change.

One of the children whose world has changed for the better is Modesta, a 15-year-old girl from Tanzania. She not only learned how to code, but was also empowered to use her skills to create a platform to give a voice to students who

are harassed and abused by bus conductors while using public transportation. Supported by Change Leader Carolyn Ekyarisiima, and Reach for Change partners such as Tigo, Modesta not only changed the trajectory of her own life, but also found a way to contribute to her community.

This past year Reach for Change coached, developed and supported over 400 social entrepreneurs who in turn helped hundreds of thousands of children. We have also looked at ways of how we can take the great impact from our core programs and execute projects that respond to the changing challenges faced by the countries and regions where we work.

We will continue to share stories from our social entrepreneurs with the outside world, because, the world needs to see the work that all of our amazing and passionate social entrepreneurs do. The world desperately needs the inspiration of the change they create. And, now is the time to pave the way for even more social entrepreneurs to enter the scene. Together, we can create a new vision of the future.



Sara Damber

REGARDS
SARA DAMBER
CEO & CO-FOUNDER

2015 RESULTS IN SHORT



ACCELERATOR

We invited a selected few to join our accelerator, a short support program aimed at boosting investor readiness

306

...social entrepreneurs were supported through the accelerator program

98% 

...felt the Accelerator program helped them develop their approach to create positive social impact

SELECTION

Only 1.9% of all the applicants were selected to join our Incubator program



SEARCH

3,408 

...people applied for support in our programs to develop their ideas



DEVELOPMENT OF SOCIAL VENTURES

66% ...of the ventures in our Incubator gained more revenues, on average almost doubling their results

66% ...of the ventures in our Incubator supported more children, on average more than tripling their reach



A multi-year support program designed to help social entrepreneurs sustainably grow social innovations that improve children's lives on a big scale.

133 social entrepreneurs were supported through our Incubator, a 40 % net increase in portfolio compared to 2014

+40%

IMPACT ON CHILDREN

Our social entrepreneurs address pressing issues facing children in a number of different areas, from education, to health and social inclusion. Here are two examples.



31,120

In Ghana, drowning is the leading cause of accidental death among children; statistics that **Felix Uzor** is determined to change. In 2015, his organization trained **31,120 children** in water safety, a program now being rolled out as part of the National School Curriculum.

Children with mental disabilities are particularly at risk of being abused, displaced from their families and cast out from society. Several of our entrepreneurs, from Chad to Kazakhstan, work for their cause, and in 2015, they helped **2,990 children** become more independent and secure a better future. One of them is **Adoumkidjim Naiban**, who created Chad's first education center for children with mental disabilities.



2,990

Note: Children supported means children (individuals under 18) that have had increased opportunities to have their rights fulfilled in accordance with the UN Convention of the Rights of the Child, as a direct or indirect result of the activities of the social entrepreneur's organization.

EMPOWERING LOCAL FORCES TO IMPROVE CHILDREN'S LIVES

Many children around the world are struggling. Some are forced to live on the streets from a young age, others are forced to work instead of attending school, and many are being used and abused in ways that are indescribable. Fortunately, there are passionate and brave individuals who see the problems in their local societies and do something about it.



Instead of working in appalling conditions on Lake Volta, this boy now attends Challenging Height's school

Based on this insight, Sara Damber and the Kinnevik group created Reach for Change. We find local social entrepreneurs with innovative solutions to pressing issues facing children. The entrepreneurs get support to develop their ideas through an accelerator program. Those with the highest potential are also invited to join Reach for Change's Incubator, where they receive seed funding, network opportunities, and advice to transform their ideas into sustainable and impactful organizations. Since the start in Sweden, Reach for Change has supported hundreds of social entrepreneurs, who have in turn, helped hundreds of thousands of children.

HOW WE FIND EXCEPTIONAL CHANGE LEADERS

When we select social entrepreneurs to support, we look for social entrepreneurs with potential to have large-scale positive impacts on children's lives. In 2015, Reach for Change received 3,408 ideas from individuals applying for a spot in our Incubator program, 1.9 percent of applicants were selected. We call the people that we select Change Leaders.

Selecting the social entrepreneurs with the highest potential is a meticulous process and includes: business plan examination, in-depth interviewing, an accelerator program, due diligence and live pitching before a jury panel. To ensure that all aspects are considered, a multitude of stakeholders are consulted in the process. These include external sector experts, co-workers from local partners and, in many cases, children.

To be selected to the Incubator an entrepreneur needs to be

- A STRONG LEADER •
- ENTREPRENEURIAL •
- PASSIONATE ABOUT IMPROVING CHILDREN'S LIVES •

They also need to have an idea that

- ADDRESSES A PRESSING ISSUE FOR CHILDREN •
- IS INNOVATIVE BUT STILL FEASIBLE •
- IS EARLY STAGE OR READY TO GROW •
- HAS THE POTENTIAL TO GROW OR BE REPLICATED •
- HAS THE POTENTIAL TO BE FINANCIALLY SUSTAINABLE •
- HAS THE POTENTIAL TO BE SYSTEM-CHANGING •

HIGHLIGHTED STATISTICS

3,408
applications

1.9% got
selected
into the incubator

OUR ACCELERATOR: GETTING THE APPLICANTS INVESTOR-READY

IN 2015, we introduced a short support program for the highest potential applicants. The focus of this program, the Accelerator, is on getting the applicants 'investor-ready'.

This includes helping them to further sharpen their solutions and learning to pitch it to investors and stakeholders.

The extra support also gives us a chance to get to know the entrepreneurs on a deeper level in order to choose the most exceptional ones for our Incubator.

Statistics

306 SOCIAL ENTREPRENEURS IN 16 MARKETS WERE SUPPORTED THROUGH OUR ACCELERATOR PROGRAM

93% FEEL THAT THE ACCELERATOR PROGRAM HELPED THEM DEVELOP THEIR IDEA

98% FEEL THAT THE ACCELERATOR PROGRAM HELPED THEM DEVELOP THEIR APPROACH TO CREATING POSITIVE SOCIAL IMPACT

85% FEEL THAT THE ACCELERATOR PROGRAM HELPED THEM DEVELOP THEIR STRATEGY FOR FINANCIAL SUSTAINABILITY

87% WOULD RECOMMEND THE ACCELERATOR PROGRAM TO FELLOW ENTREPRENEURS

THE FIRST ACCELERATOR was launched in Senegal together with Tigo. One of the Accelerator participants in Senegal was Diam-bars Mobile, a web and mobile application to register blood donors and encourage blood donations in Senegal.

To date they are collaborating with all 19 blood banks, the Association for Blood Donors, and the National Association of Blood Transfusions.

During the Accelerator program they developed a prototype to understand the willingness of donors to receive real-time alerts for urgent cases needing blood transfusions. Out of the test group, 94 percent of the donors responded positively to receiving alerts via SMS to donate blood.

"I have started to do better strategic planning - identified my target group, marketing activities and defined a budget. Before I worked, I would say, in bigger chaos, now it is easier to connect the dots."

- ACCELERATOR PARTICIPANT LATVIA

OUR INCUBATOR: TURNING INNOVATIVE IDEAS INTO SUSTAINABLE VENTURES

The goal of the Reach for Change Incubator is to help Change Leaders grow from having only an idea, to having a proven, sustainable model which they have demonstrated is able to scale.

GROWTH STAGES FOR SOCIAL VENTURES



TO HELP THEM GROW CHANGE LEADERS IN THE INCUBATOR...

...receive support in the form of seed funding, business development, and network opportunities.



SEED FUNDING

One part of the support is seed funding. Typically the level of funding will gradually decrease as the Change Leader develops other sustainable revenue sources.



ADVICE AND EXPERTISE

Together with experts from the business sector, we support Change Leaders to build the capacity required for growth and sustainability. This entails the following areas:

- SOCIAL IMPACT •
- IMPACT SCALE & SYSTEM CHANGE •
- FINANCIAL SUSTAINABILITY •
- OPERATIONAL MANAGEMENT •
- COMMUNICATIONS •
- LEADERSHIP & TEAM •
- CREDIBILITY •



NETWORK

No one can change the world alone, you need to have people on your side. Part of the value that we add is access to a local and global network. This includes our network of corporate partners and their co-workers, including: potential investors, media connections, other social entrepreneurs, and many others.

A MORE TAILORED FRAMEWORK

In 2015, we transformed our Incubator from a standardized framework to a more tailored framework. In the beginning of the year a needs assessment was performed with each individual Change Leader, the results of which lay the foundation for the Incubator support program. To be able to provide support to even more entrepreneurs, we have also introduced the possibility of only receiving non-financial support in the Incubator.

Statistics:

89% rated the Reach for Change incubator as more or as helpful as other comparable programs.

80% would have been willing to pay for our non-financial support.

Between 2010 and 2015 the number of entrepreneurs in the Incubator grew from 10 to

133.

During the year we officially launched our program in Ethiopia together with H&M Conscious Foundation as the first organizations to promote social and economic development by empowering social entrepreneurs in the country. Together with our founding partner Tele2 we also launched our program in Croatia.



"We became Change Leaders to make the world a better place for all of us"



MEET THOSE MAKING A DIFFERENCE

From a mobile app that diagnoses malaria to a national center for video-relay sign language interpretation. Here are some of our local heroes who have created innovative lasting solution for children and society. You can meet our Change Leaders at reachforchange.org.

WE OPERATE IN 17 COUNTRIES ON THREE CONTINENTS, ALMOST ALWAYS WITH LOCAL PARTNERS AND LOCAL STAFF.

SAMUEL GYABAH GHANA



PROBLEM

In Ghana, poor sanitation in schools is negatively affecting students' academic results. Ranked the 10th worst country in Africa for sanitation coverage, schools can't ensure the health of their students. Girls are especially affected, with the sanitation problems leading to significant absenteeism during menstruation, which can lead girls to dropout entirely. As much as 34 percent of girls enrolled in high school in the Eastern Region between 2010-2012 dropped out.

SOLUTION

Samalex Solutions has developed simple and affordable micro-flush toilets. Unlike similar solutions that are water intensive, Samalex Solutions use only a cup of water, and provides a hand-washing compartment to promote hygienic habits. Members of the communities where these toilets are built learn how to construct the toilets, and become artisans themselves. Samuel also provides sanitation and health education for children in rural areas in order to create Sanitation Armies.

YANA LEONOVA RUSSIA



PROBLEM

Today there are approximately 71,000 children in Russia living in orphanages or without parental care. These children are part of a high-risk group who are vulnerable to human trafficking. Meanwhile, the existing system of adoption is problematic and complex, making it difficult for adoptions to go through, and providing little information about the children available for adoption.

SOLUTION

Change One Life aims to make the adoption process easier and more accessible, so that more children can be adopted. They offer video footage of the children who are up for adoption, allowing potential parents to get acquainted with them without disrupting them, and without the financial strain of traveling to distant regions in Russia. Through their website they provide adoption information, webinars, and Skype sessions on a daily basis to support parents and children throughout and after the adoption process.

ANTON HÅKANSSON SWEDEN



PROBLEM

Society is getting noisier and more stressful magnifying autistic challenges, there is a lack of awareness attached to autism and a lack of support for autistic children, specifically in schools. This makes it more difficult for children with autism to keep up with school and feel that they belong, causing low self-esteem and a loss of faith in one's abilities. As a result they miss out on vital education and are less likely to be happy as both a child and as an adult.

SOLUTION

To support these children, Anton has developed a digital calendar app called DayCape. DayCape supports children with autism throughout their day and allows them to plan and learn at their own pace. Through pictures and reminders, children get a simple and clear overview of how their day is planned and provides the stability needed to calm them. The app can also be shared and used by parents and teachers to help plan the child's schedule.

PATRICK KABANGIRO DRC



PROBLEM

In the DRC, malaria accounts for 40 percent of child mortality and is responsible for more child deaths than any other disease in the country. 90 percent of children in medical centers are suffering from malaria. The disease causes children to miss school and can lead to medical conditions such as Epilepsy, and vision and speech disorders. The current method of diagnosis is resource and time intensive, often leading to delayed delivery of life-saving treatment.

SOLUTION

Patrick combats the high death rates of malaria with a mobile app called "Paluchek" that uses infrared and internet technologies to diagnose the disease. The app works without blood samples and microscopes, allowing health professionals to diagnose quickly and effectively in remote areas. "Paluchek" reduces malaria-related fatalities as it diagnoses the disease early, allowing health professionals to administer treatment quickly.

ASHOD DERANDONYAN AND ALEXANDER IVANOV BULGARIA



PROBLEM

90,000 people in Bulgaria who are hearing-impaired do not have access to media and education due to lack of closed captions and speech-to-text reporting services. This problem is especially damaging to the 8,000 children who face multiple barriers in school and in their career development due to a lack of tools to support their educational advancement.

SOLUTION

The main goal of Listen Up Foundation is to establish a National Center for video-relay sign language interpretation and speech-to-text reporting services. These services will be provided through a cloud-based platform and a mobile app, with the assistance of sign language interpreters and text editors. They will enable hearing-impaired children to have equal access in the classroom as well as at other events.

JEAN TONINGAR CHAD



PROBLEM

Chad has the highest rate of malnutrition among children in West Africa, with 2014 child malnutrition rates between 6.8 and 13.3 percent, and in some areas as high as over 15 percent. Malnourished children suffer from greater health risks, and become more vulnerable to infections and diseases like malaria.

SOLUTION

Jean Toningar has produced an award-winning cereal mix to combat malnutrition for children and women in Chad. He is teaching rural women how to make the product for themselves and their children in order to prevent malnutrition, and how to sell a convenient ready-to-use pack to generate income.

CHANGE LEADER DEVELOPMENT IN 2015

Early-stage social ventures face an uphill struggle as they are breaking new ground rather than following the well-worn path established by others. They must disrupt existing convictions in their field, educate their customers, and build and refine their models by testing in low-margin markets where potential supporters view them as high-risk investments.

ADDRESSING THESE CHALLENGES, THE 2015 INCUBATOR SUPPORTED CHANGE LEADERS IN FOUR AREAS. 89 % OF OUR ENTREPRENEURS IMPROVED THEIR ORGANIZATIONAL CAPACITY WITHIN THEIR TARGETS (SET BASED ON THE ENTREPRENEURS' GROWTH STAGE) WHILE 40 % EXCEEDED THEIR TARGETS.

1

PROVING THAT THEY ACHIEVE THE DESIRED SOCIAL IMPACT

Among the ventures that were ready to begin tracking impact results, 95 percent started monitoring outputs and 72 percent identified a relevant and measurable outcome indicator.

In 2014 it was estimated that 1.46 million children in the DRC were out of school due to hospitalization. Change Leaders Naomi and Yvette Kuseyo set up learning facilities inside hospitals in order to enable hospitalized children to continue their education.



Already from the start they were able to collect success stories to demonstrate the impact of their work, while it was considerably more challenging to track it quantitatively.

During their participation in the Incubator they have worked hard on clearly formulating their outcomes, identifying measurable indicators and systematizing their monitoring. In 2015, 1859 hospitalized children were supported, and, based on reports from the children's parents, as many as 70 percent of those that had dropped out of school resumed their education. Through tracking their social impact results, Naomi and Yvette have been able to prove the benefits of their program and gain the support of both hospital managers and the Prime Minister.

72 % identified a relevant and measurable outcome indicator

2

FINDING A SUSTAINABLE REVENUE MODEL

Of those ventures who started the year with no viable financial model, 71% identified models to test.



30 percent of Norwegian students do not complete secondary education after five years, which heavily reduces their chances of entering the labor market and weakens their belief in their own future. This problem is especially pressing among boys with a multicultural background. Norwegian Change Leaders Yvan Bayisabe and Fredrik Mosis run VIBRO, which enables immigrant youth to come in contact with role models that help them see their potential and motivate them to finish school.

71 % identified revenue models to test

During 2015, VIBRO explored ways to become less dependent on grants, and identified an interesting opportunity: to partner with companies keen in improving their workplace diversity, who are in search for interns, and help them find the perfect candidate. VIBRO charges for the search and screening, and is awarded an additional fee if the recommended candidate is recruited. Already four Norwegian companies have shown interest in the model.

66%

...gained more revenues, on average almost doubling their revenue

3

IDENTIFYING AN EFFICIENT MANNER IN WHICH TO SCALE THEIR IMPACT

Among the ventures that were ready to focus on growing, 63 percent piloted models for scaling their impact.



According to Children's World Report from 2015, young people in Estonia are less happy than youth in Ethiopia, Algeria and Nepal - countries with a substantially lower UN Human Development Index. Change Leader Edvard Ljulko runs "Minutes of Stillness", which uses mindfulness exercises to help children improve their self-leadership and better cope with anxiety that interfere with their happiness. Before entering the Incubator, Edvard worked directly with children. Although achieving strong social impact, this way of working did not allow for many children to be reached.

63 % piloted models for scaling their impact

In 2015 Edvard developed and piloted a train-the-trainer concept, where 16 passionate volunteers were recruited to train school professionals help children use the techniques developed by "Minutes of Stillness". This new model for reaching the target group allowed Edvard to train more than 500 professionals, in turn reaching more than 9000 children.

66%

...supported more children, on average more than tripling their results

58%

...expanded geographically

4

EQUIPPING THEIR ORGANIZATIONS TO SCALE FURTHER

59 percent of the ventures strengthened their management as well as key operational functions.

During the past 30 years, the number of children in Denmark suffering from obesity has tripled. Change Leader Pelle Plesner runs "Fit for Kids", a free, holistic, weight loss program that helps children live healthier lives and improve their self-esteem.

59 % strengthened their management

In 2015, Pelle was able to recruit his first full-time co-worker, Richard Højland, who became responsible for setting up the program in new locations. In 2015 Pelle also engaged as many as 140 volunteers, compared to 56 in 2014. These volunteers, primarily young adults studying health and fitness at the university level, take on the role as trainers in the local Fit for Kids branches. The strengthening of the team enabled Pelle to expand his program to five new locations and support more than 2000 children.



53%

...recruited more employees



66%

...engaged more volunteers

LETTER FROM OUR CHANGE LEADER JAMES KOFI ANNAN

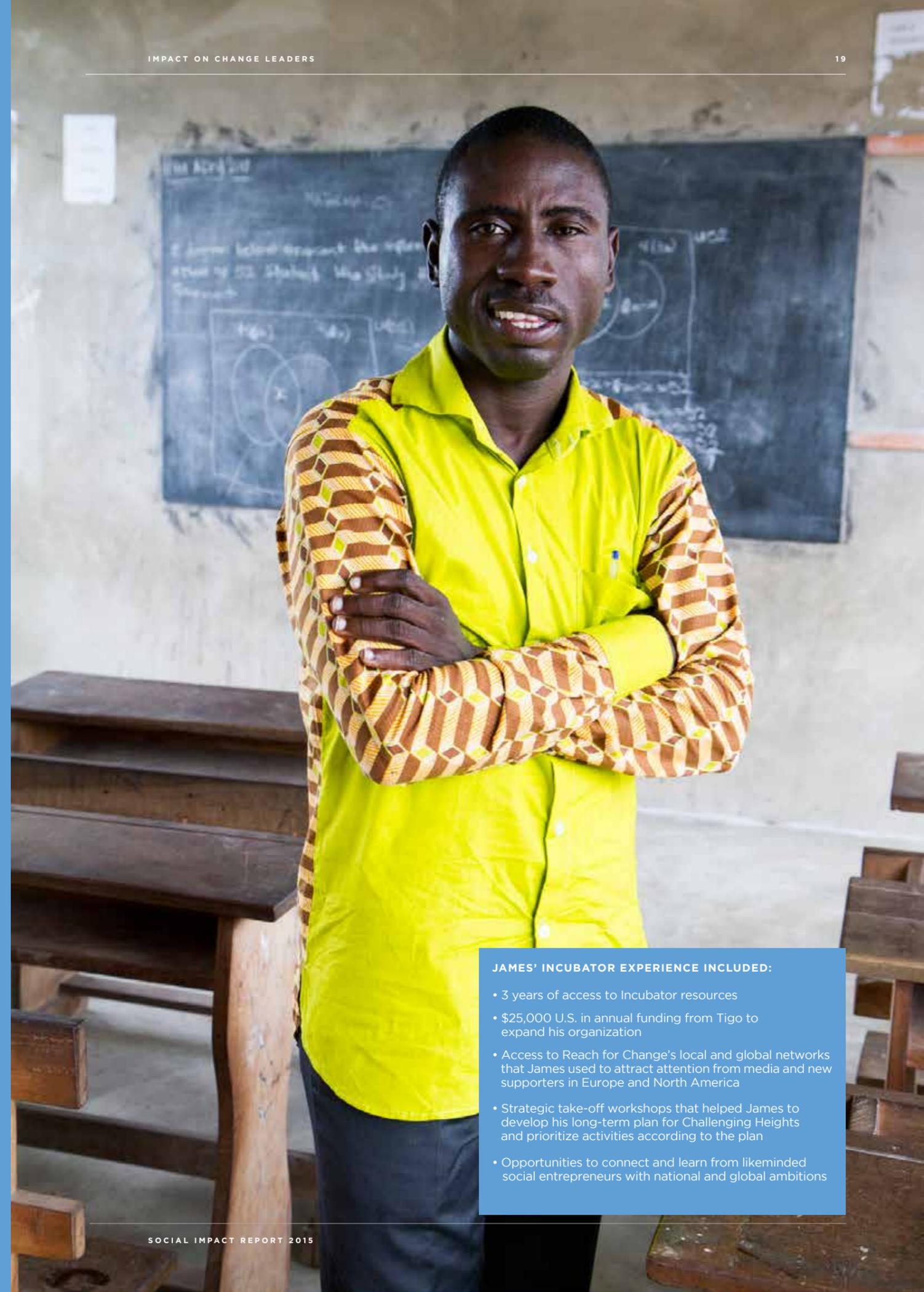
Challenging Heights is a children's rights organization that focuses on providing support for children and women affected by child trafficking in the fishing industry of Ghana. We run a school. We run a rehabilitation shelter for children rescued from slavery. We mobilize communities for action, and we carry out advocacy for system change. At the time I joined the Incubator in early 2013, Challenging Heights had an operational budget below \$200,000. Our staff strength was under 45, and we operated an unstructured women's livelihood program. We also operated an unstructured sports program. Our advocacy for system change was within the corridors of Ghana.

Today, Challenging Heights is working according to a 5-year strategic plan, has an operational budget of \$950,000, and 89 staff members. Our women's livelihood program now includes a cooperative fish smoke house and a cooperative cold fish house, which help mothers to generate income and thus reduce the vulnerability of their children to trafficking. Soon, this initiative will also include a maternal health clinic. The football program will eventually run independently.

On top of all this, we continue to run our rehabilitation shelter and school in its strengthened and expanded form to rescue children from the clutches of slavery and provide them with support. Today, Challenging Heights is a well respected global leader in the fight against child trafficking, influencing policies and systems not only in Ghana, but also in influential institutions such as the US State Department, the Senate, and the Vatican, to name a few, bringing about lasting solutions to the issue of child trafficking.

What this has meant is that our impact has reached thousands of children every year. I owe a debt of gratitude to Reach for Change. Its Incubator program brought direct benefits to me and to Challenging Heights. Of course, there are still some gaps in our program, and I feel prepared to lead the team to further improve our financial sustainability and program effectiveness.

JAMES KOFI ANNAN

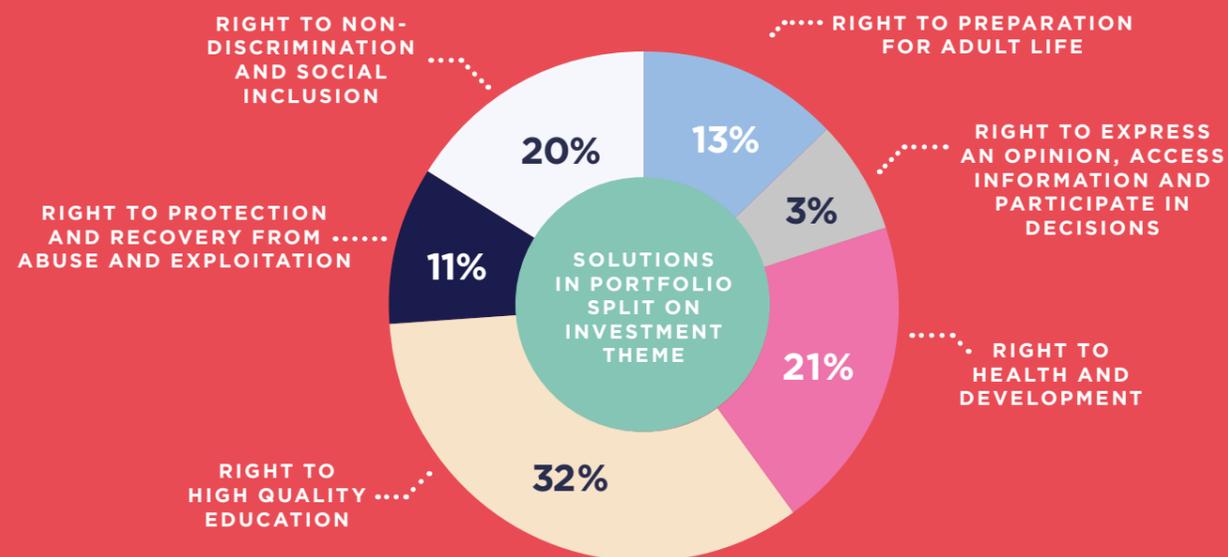


JAMES' INCUBATOR EXPERIENCE INCLUDED:

- 3 years of access to Incubator resources
- \$25,000 U.S. in annual funding from Tigo to expand his organization
- Access to Reach for Change's local and global networks that James used to attract attention from media and new supporters in Europe and North America
- Strategic take-off workshops that helped James to develop his long-term plan for Challenging Heights and prioritize activities according to the plan
- Opportunities to connect and learn from likeminded social entrepreneurs with national and global ambitions

IMPROVING CHILDREN'S LIVES THROUGH SOCIAL INNOVATION

The end goal of Reach for Change's work is to improve children's lives on a big scale. The social ventures we support work to solve pressing issues faced by children in areas such as education, health and security, using a variety of solutions ranging from sports to digital platforms. We have identified six investment themes covering the children's rights that our entrepreneurs work to protect.



Some ventures support children by increasing awareness (e.g. highlighting the importance of good hygiene to prevent the spread of disease), changing attitudes (e.g. reducing stigma towards children with disabilities) or strengthening knowledge (e.g. informing about the implications of being diagnosed with ADHD).

Others focus on equipping children with new skills (e.g. teaching girls to code for

equal access to the job market), changing their behavior (e.g. coach children suffering from obesity to pursue a healthier lifestyle) or altering their status (e.g. finding a new home for orphaned children).

Since these outcome types tend to be interdependent, many ventures in the Incubator work simultaneously with more than one.

The children are about to demonstrate the knowledge taught to them on drowning prevention and the rules and safety skills for being around water bodies.



IN GHANA, DROWNING is the leading cause of accidental death among children between the ages of 10-19, statistics that Felix is determined to change. Through a drowning prevention and water safety program his organization has trained 31,120 children in 2015 alone.

USING A LONG stick, a lifejacket or a jerry can, young people are taught how to save the lives of other people without putting their own lives at risk. Depending on their age, children are taught water safety skills; basic and advanced rescue skills, and CPR through the foundation. Felix's tracking of results show that among the children participating, as many as 78 percent improved their understanding of drowning prevention. Felix's Fitness Foundation also provides workshops for parents and caregivers to educate them about how to protect their children from drowning and other water-related accidents. The program has received worldwide recognition for its excellent quality according to international standards, and has been picked up by the Ghanaian government, which has changed the system and rolled out Felix's program as part of the National School Curriculum in schools across the country.

Part of the National School Curriculum in schools across the country

CHILDREN WITH MENTAL disabilities are particularly exposed to the risk of being abused, displaced from their families or cast out of society. Several of our Change Leaders, from Chad to Kazakhstan, work to improve conditions for this group. During 2015, they together helped 2,990 children.

One of them is Adoumkidjim Naiban who, inspired by his niece, built the first education center in Chad, for children with mental disabilities. In Chad, due to a lack of information and awareness of mental disabilities, children with special needs are stigmatized and marginalized and lack access to education and work.

Entrepreneurs, from Chad to Kazakhstan, improved the conditions for 2,990 children with mental disabilities

The organization provides education to help the children identify their strengths and integrate into society. They have also started an activity of parental networks and parental trainings in several regions so parents are better empowered to support their children and change attitudes by promoting children's rights and integration in their communities.



Eight of our entrepreneurs helped 12,700 children improve their ability to read and write

ACCORDING TO UNESCO, the majority of the world's developing countries are battling high illiteracy rates. In Tanzania, Ghana, and Rwanda as many as 20-30 percent of youth are illiterate. The possible consequences of illiteracy are serious: limited possibility to obtain and understand information, a substantial risk of unemployment or low-quality jobs, and poor self-esteem. In 2015, eight of our Change Leaders helped 12,700 children improve their ability to read and write.

One of them is Innocent Sulle in Tanzania. Innocent coordinates a network of mobile handcarts bringing books to schools, and hosts interactive reading classes and competitions.

During 2015, Innocent's organization "My Little Travelling Library" held reading classes in six schools supporting as many as 1,300 children. To enable children to read at night without electricity, Innocent also sells school bags with mini solar panels that charge when the child is outside and can power a reading lamp when it gets dark.

RESearch shows that 1-2 children in every class in Sweden is subjected to bullying, and runs a higher risk of decreased academic achievement, feelings of loneliness, anxiety, depression and even suicide. Swedish Change Leader Rosie Linder runs "Peppy Pals", which combats bullying through unisex mobile games that teach children empathy and collaboration skills through role-playing and humor.

The games have enabled the staff and children to talk about empathy and friendship, and also equipped the children to independently resolve conflicts

In 2015, the Peppy Pals app was downloaded 85,877 times in 100 countries, reaching 50 percent more children than in 2014. A sample of parents of the children using the app were surveyed, of which a majority reported having noticed an improvement in their child's emotional awareness, understanding and expression.

According to pediatric psychologists that help Rosie with quality assurance of the product development, the impact on Emotional Intelligence (EQ) development is noticeable already if a child is able to retell the story featured and name the emotions that it gives rise to.

Kindergarten teachers that use the app as part of their pedagogical approach report that the games have enabled the staff and children to talk about empathy and friendship, and equipped the children to independently resolve conflicts.

Léon, 3,5 years, testing Peppy Pals together with his father Omar and Change Leader Rosie Linder.



Peppy Pals was featured 'free app of the day' by Amazon, which contributed to the annual total of 85,877 downloads in 100 countries - twice as many as in 2014.

↓ 85,877



AS GOOD AS ANYBODY IN THE WORLD - TRANSFORMING THE LIVES OF STREET TEENS

This story is told by Cecilia Fiaka, a Change Leader who made it her mission to solve the problems of teenage pregnancy, drug abuse, and low exam results among youth in rural areas in Ghana.

“**I** STARTED HAVING sex at age eleven,” Naomi shared with me in tears. Talking to her, I learned that Naomi’s mother had died and her father was nowhere to be found. Naomi also took care of her four siblings: “I can only do this when I am able get two to five Ghanaian Cedi from men I sleep with, some who are older than me,” she said.

Naomi’s future looked bleak. She was highly exposed to what could curtail her education and expose her to sexually transmitted diseases. So, I put my arm around her and told her that someone cares about her.

As the founder of Nneka Youth Foundation, I decided to work on her case. Nneka Youth Foundation works with youth between the ages of twelve to sixteen, in rural, deprived communities, to keep them in school and give them a mind-set to believe in themselves –that they can be as good as anybody in the world.

In rural, deprived communities, children drop out of school as a result of drugs and teenage pregnancy. In the areas where I work, 1,142 out of 3,200 Junior High School students dropped out from 2010-2012. This is over a third of those who entered the academic year – and 85 percent of these came as a result of similar circumstances as Naomi’s.

WHEN I MET Naomi, it was during one of my review rounds in the schools. She was just a 14-year-old girl in a tattered uniform, patched all over. The headmistress told me that Naomi had never been regular in school. First, I shared her story with one of my friends, and he was so moved

that he gave me money to buy her a new uniform and pay her tuition fees. He promised to take care of Naomi through school as far as she could go. I then followed up on the family and discovered that Naomi and her four siblings suffered from severe neglect and that one of them was sick with an acute ear infection. I was able to seek medical support for the sibling, and we also found a mother figure to take care of the children so that Naomi could focus on staying in school.

Two months after the intervention, I revisited the headmistress of Naomi’s school who confirmed that Naomi was regular in school now and has started showing interest in academic work.

NAOMI IS JUST one example of the kind of youth I work with at my foundation. In 2014, we supported 4,810 children from 102 communities, four districts, and two regions in Ghana and in 2015 that number has grown to as many as 8,441 children.

We can still do more. We are now working on our own campus that will be a resource center open year-round, allowing us to reach out to many more children, just like Naomi.

AS PART OF their quarterly monitoring and reporting, all of our Change Leaders submit not only quantitative data but also stories of impact. By focusing on the story of one individual, the Change Leader can learn more about the change they are creating in a complex and qualitative way. In 2015 our Change Leaders submitted more than 250 stories. Read more about our impact storytelling work together with Sida on page 31.

I put my arm around her and told her someone cares about her.



BRIDGING THE DIGITAL DIVIDE BETWEEN GIRLS AND BOYS

This story is told in the words of Carolyne Ekyarisiima, a Change Leader who shares what happens when a girl is empowered with ICT skills.

I COME FROM Tanzania, where digital literacy is very low. This is a problem because it inhibits development both for the children and for society as a whole. The literacy is especially low among females – partly because there is a lack of female role models in the field, and partly because parents do not realize the value in introducing their daughters to technology. This creates a digital divide between girls and boys.

This story is about Modesta. Modesta is a 15-year-old girl in a public secondary school in Dar es Salaam. The first time I met her was in August 2014 when she came to one of the Apps & Girls coding clubs that I arrange. Modesta already knew that she wanted to do something for her community, but she did not know what or how she was going to do so.

EVEN THOUGH MODESTA’S father was an auctioneer for second-hand computers, Modesta, like many girls in Tanzania, had hardly ever used a computer. The first day of the coding club, Modesta was quiet, just sitting behind and watching over her peers’ shoulders as they coded. The second day, she had gained enough courage to grab one of the computers. She managed to turn it on, but she still did not know how to use it. However, Modesta continued coming to the coding clubs and her confidence and interest grew day by day. Soon enough, she started showing up for mentorship programs on weekends and became one of the best

coders in the program and started to teach her colleagues.

AFTER ATTENDING just a few sessions, Modesta created her own website to give a voice to students who are harassed and abused by bus conductors while using public transport. She entered Apps & Girls Annual Competition 2014, and out of 38 participants, Modesta won the 3rd prize. In June 2015, she won the TANZICT and COSTECH Innovation Fund worth about \$4,500, to implement her project which is now available online.

Modesta has found her way to contribute to her community – through technology.

Modesta stands as a role model for many girls. She is setting up her own organization to become self-employed and has found her way to contribute to her community – through technology. All girls have the potential to take control of their lives and create change, and I want to continue to empower more Modestas who will create employment, solve community problems and build an innovative generation – making Tanzania a better place for all, regardless of gender.

NILS HOLM IS

CHANGING FOUR THE RULES OF THE GAME

Nils Holm's journey as a social entrepreneur started with a 16-meter steel boat. It's taken him out of the public school system and back in again. Along the way he found a better way for society to educate children with ADHD and ADD, and to save money doing it.



The boat construction is carried out together, with the yard as the classroom.

IN 2006, working as a teacher in Umeå of Northern Sweden, Nils Holm met 16-year-old Cecilia. Cecilia had continuously failed her exams. Finally, Cecilia had given up and stopped coming to school.

The notion that a 16-year-old girl had already given up on herself was unacceptable to Nils. It made him realize that the mainstream school system lacked effective ways of serving children with ADD and ADHD. Over time, the frustration grew into a conviction: he had to create something for these children himself.

This conviction in turn grew into an idea: Nils wanted to gather the children that the school didn't believe in, who had trouble believing in themselves, to accomplish a grandiose project. He wanted them to build their own ship, and sail it across the Baltic Sea.

"Some people thought it was a crazy idea. But there were people that knew that, wow, this could be something," says Nils.

Reach for Change believed in Nils' idea, and in 2010, it earned him a spot as one of the first ten Change Leaders in the Reach for Change Incubator.

"The support from Reach for Change came at a really critical time, it was invaluable in order for me to get off the ground," says Nils.

IN THE END the ship never crossed the Baltic Sea, Nils and the children had to settle for a shorter trip in the surrounding archipelago. But, along the way, they had achieved something greater: they had shown that an ADD or ADHD diagnosis does not have to stand in the way of achieving great things, or, for that matter, being successful in school.

The group of students Nils targets normally has an absentee rate of 75 percent, yet among Nils' students it is only 20 percent. By creating a three-year program where the boat building is combined with theoretical studies and life skills training, Nils had been able to teach the children what the regular school couldn't.

Although Nils had chosen to set out on his own path, his ambition was always to change how the public system deals with children with ADD and ADHD. Therefore, a major milestone was passed in 2014, when Umeå municipality signed a long-term contract with Nils to fund and implement the program. Today, the shipbuilding program is one of the regular educational programs provided by the municipality.

IT MAY BE seen as a bold investment to make, but data suggests it's a good bet. To date only 2 out of 23 students have dropped out of Nils' program, and 70 percent have found employment or continued studying. In 2015, social work researcher Stig Berglund at the Umeå University analyzed the implications of this. According to Berglund's analy-



Welding is a central part of the education.

"I wanted to help equip this group to be integrated in society. This forced me to create another path than the one the municipality was offering".

sis, Nils' program provides long-term savings for society amounting to 29 times the actual cost of the program.

"Regardless of whether one looks in the short or the long term, from a humanitarian or a strictly economic perspective, På Rätt Köl is a profitable venture for Umeå" concludes Berglund.

FOR NILS, the struggle to get more municipalities around Sweden to replicate the success story continues. Many municipalities are interested, but Nils has had to accept that the journey towards changing the system on a national level is a long one.

"I have had to accept that people in power sometimes don't have knowledge about the consequences of not investing in this group," says Nils.

In the process, however, Nils has found another group of people that society doesn't manage to serve. With hundreds of thousands of refugees fleeing to Sweden from Syria and Afghanistan, successful integration is potentially the most pressing challenge facing Sweden right now. A challenge big enough for Nils to take on.

Nils says, "I've realized that the issue we are working with is really integration, and that education is merely the tool. We have a plan for how we can adjust our method to serve refugees specifically. Just a couple of months ago we decided that we won't go around wondering whether this could work. We'll find out".

PARTNERING FOR CHANGE

At Reach for Change, we believe that when you pair passionate and innovative people from different sectors, great things start to happen. This is why we place a high value in our partnerships with organizations that share our passion and who enable us to maximize our impact to change the lives of children across the world every year.



100% of surveyed key partner executives were satisfied (quite, very, or extremely) with the collaboration in 2015, compared to 92% in 2014.

Thanks to the continuous support from our founding partners, MTG, Tele2, Kinnevik, Hugo Stenbecks Stiftelse and Millicom, we've been able to run our core programs successfully in 17 countries during the year. With the additional support from Hugo

Stenbecks Stiftelse and Tele2 we'll also be able to run a thematic incubator in Sweden during 2016, bringing leading entrepreneurs together with the focus on improving the situation for unaccompanied youth refugees.

FOUNDING PARTNERS



PUBLIC AND SOCIAL SECTOR PARTNERS



SENIOR CORPORATE PARTNERS



PRO BONO PARTNERS



PROJECTS INITIATED TOGETHER WITH OUR PARTNERS

Apart from our core programs, we've also initiated a number of specific collaborations to create awareness of our cause and grow the movement of social entrepreneurs and supporters. Here are some of the projects initiated together with our partners during 2015 that we are proud of:

The Conversation Activists

An increasing number of children are excluded from society because of ethnic and socioeconomic factors. At the same time, the voices of children and youth themselves are rarely heard in the debate about segregation and inclusion. With support from the Swedish Postcode Foundation and Hugo Stenbecks Stiftelse we launched "The Conversation Activists" to address this. Together with a group of youths aged 14-18 years, we have co-created a method to empower young people to dare to listen and talk to others about meaningful topics. So far, we've managed to directly engage 760 children and youth in activities and conversations, and listen to their opinions on inclusion, segregation and polarization.

The Never Ending Stories Project with Sida

Storytelling is an important tool not only to acquire and retain supporters for our cause, but also to better understand the impact of our programs. During 2015, we initiated a storytelling project with support from Sida (Swedish International Development Cooperation Agency). At the core of the project was a story-based communication campaign to increase knowledge of African social entrepreneurship among the Swedish youth. As part of the campaign we created the first ever website powered by dreams. The stories on the website were read 24,000 times and 600,000 people were reached through social media.

In the process we also developed a toolkit for social entrepreneurs and held workshops to initiate a wider discussion on how stories can be used to communicate impact in an effective way.

MTGx and Splay Campaign

In October, we started a new collaboration in Sweden with MTGx and the network Splay. Together with three exceptional Splay YouTube stars, each of them having a children's rights cause they are truly passionate about, we used their enormous network of followers to talk about the issues and search for solutions. Together with the Vloggers we then selected three solutions, one in each topic, with the prize being a mini-incubator program.

The second edition of Child 10 Summit

Through C10, we aim to put innovative solutions to pressing issues for children in the global spotlight. For the second year in a row, ten international leaders gathered in Stockholm to join forces in the fight against human trafficking, this year with the focus on Violence, Vulnerability and the Family. The summit was arranged by Reach for Change and Sophie Stenbeck Family Foundation, with support from Swedish Postcode Foundation and Hugo Stenbecks Stiftelse.

African Social Entrepreneurs Network

Africa Social Entrepreneurs Network is a network strengthening the social entrepreneurial ecosystem in the Africa region by giving social entrepreneurs the opportunity to thrive, to raise funds to ensure longterm sustainability, and to easily access research to help them build their business case. The first general assembly meeting was held on Dec. 16, 2015, and the network officially launched in February 2016.

INVESTING IN DIGITAL SOCIAL INNOVATION

MILLICOM IS ONE of our partners that we work with in the Africa region to improve the lives of children using digital technology. Millicom is committed to giving back to the communities it serves. They believe that local solutions are needed to address local challenges, and that technology can play a central role in improving living conditions and empowering individuals. With a business core aligning with Reach for Change's operations, we teamed up with Millicom's Tigo brand in 2012, and launched our partnership through an innovation competition.

THE PROGRAM NOW launches annual Tigo Digital Changemakers competitions in Ghana, Chad, Rwanda, Senegal, the Democratic Republic of the Congo, and Tanzania. To leverage the unique strengths of Millicom the customized concept focuses on finding exceptional social entrepreneurs dedicated to improve children's lives through innovative digital solutions. Through the program we invest in both social ventures that are using digital technology at their

core, and social ventures that want to harness the potential offered by digital technologies to improve, increase or scale the impact of their work.

"Tigo is championing the internet and the powerful role of digital technology to advance people's lives both financially and socially. Tigo Digital Changemakers is a wonderfully powerful story enabling us to not only help entrepreneurs to make their dreams reality, but to also help people bring about positive and sustainable differences to the lives of hundreds of thousands of children."

- CYNTHIA GORDON,
MILLICOM AFRICA CEO

FINANCIAL REPORT

This section consolidates Reach for Change's financial performance for 2015 for all foundations. The figures include the Reach for Change Swedish Foundation (including the branches in Ghana and Norway), and the separate foundations in Tanzania, Ethiopia and Kazakhstan. The entire Reach for Change operation is a privity with a joint management.

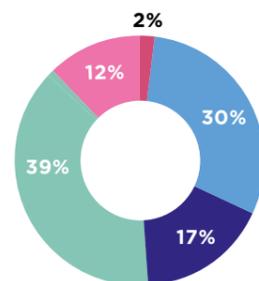
AMOUNTS IN MSEK	2012	2013	2014	2015
Revenues	22.1	33.8	36.7	46.7
External operating expenses	-15.8	-25.5	-23.3	-31.5
Personnel costs	-6.0	-7.3	-13.0	-16.1
Depreciation	0.0	0.0	-0.1	-0.1
Operating result	0.2	0.9	0.4	0.2
Interest income	0.0	0.0	0.1	0.0
Interest expense and other financial expense	0.0	0.0	0.0	0.0
Result after financial income and expenses	0.3	0.9	0.4	0.1
Tax expense for the period	0.0	-0.1	-0.1	-0.1
Result for the period	0.3	0.8	0.3	-0.1

AMOUNTS IN MSEK	12/31/2012	12/31/2013	12/31/2014	12/31/2015
ASSETS				
<i>Fixed assets</i>				
Intangible fixed assets	0.0	0.0	0.0	0.0
Tangible fixed assets	0.0	0.1	0.3	0.2
Total fixed assets	0.0	0.1	0.3	0.2
<i>Current assets</i>				
Accounts receivables	2.1	0.6	1.4	2.3
Other current receivables	0.9	0.7	2.5	0.8
Prepaid expenses	1.0	0.1	1.3	0.4
Cash and bank	5.3	11.2	12.4	13.8
Total current assets	9.3	12.6	17.6	17.2
Total assets	9.4	12.7	17.9	17.4

EQUITY AND LIABILITY				
<i>Equity</i>				
Foundation funds	2.2	2.7	2.8	1.9
Result for the period	0.3	0.8	0.3	0.1
Total equity	2.4	3.5	3.1	2.0
<i>Current liabilities</i>				
Accounts payables	0.4	0.4	0.8	0.6
Tax liability	0.6	3.2	0.6	0.7
Other current liabilities	0.6	0.0	1.2	3.2
Accrued expenses and deferred income	5.3	5.6	12.2	10.9
Total current liabilities	7.0	9.2	14.8	15.4
Total Equity and Liabilities	9.4	12.7	17.9	17.4

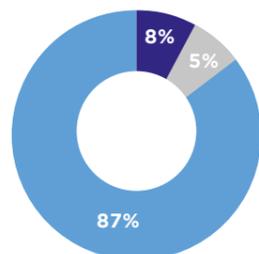
REVENUES SPLIT BY SOURCE OF INCOME

- Stenbeck foundation (HSS)
- Other founding partner fees
- Corporate-sponsored programs
- Social and public collaborations
- Donations
- Other



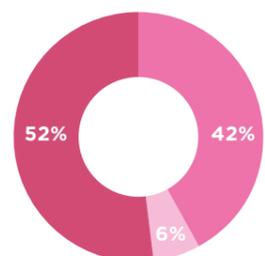
8% OF THE COSTS ARE SPENT ON ADMINISTRATION

- Costs for the charitable purpose
- Administration
- Fundraising costs



INVESTMENT PER REGION

- Africa
- Northern Europe
- Central Europe and Kazakhstan





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