



SOCIAL IMPACT & ANNUAL REPORT 2012



Reach
for Change

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DEAR FRIENDS

”You only live once. I have a good life but I think a lot of those who don’t. If you are bullied, living in poverty or whatever, then that’s your life. Your only life is wasted on fear and anxiety.” The thirteen-year-old put his finger on something that we often forget when we talk about sustainability: the volatility of childhood. Children may be the future leaders, customers and employees, but children are not only the future – they are also the present.

Talking to children, understanding materiality and being responsive is a responsibility that all global companies share. The Kinnevik group companies also share a way to assume this responsibility: Reach for Change. In 2012, Reach for Change supported and empowered 600,000 children and got a deeper understanding of how much childhood varies. Our number one stakeholder is children and stakeholder engagement is a central part of our operation. We have talked with an eight-year-old in Diabjene who does not attend school but has to sell water, we have talked to the sixteen-year-old in Moscow who was laughed at in class because she wore torn shoes, and we met a 12-year-old in Kigali who has to do his homework sitting close to a kerosene lamp inhaling the toxic fumes because he lacks electricity.

There are plenty of children who are never given the opportunity to tell anyone about their primary concerns. Åsa Järnhall was, at the age of seven, lured into a tent and raped. Her parents received the fatal advice not to talk about what had happened so that she would forget about it. She did not forget nor did she speak to anyone. To put into words what happened became crucial, it became the start of extensive work that was to resonate throughout Sweden.

Åsa and her sister Johanna decided to change the situation of children who are sexually abused and make sure that every victim is discovered, listened to and helped in time. They came to us with their idea, their experiences and deep understanding of a pressing issue for children today. We gave them salary funding, advice and access to the sharpest business people within the Kinnevik Group. For three years we have been challenging them to aim higher and to reach further.

Today, Åsa and Johanna are leading experts in the field. By reaching their full potential, they have changed the discourse around the taboo question of sexual abuse of children.

In 2012, we had 41 Change Leaders joining the Incubator and our seven very first Change Leaders graduated. We select them because of their unique understanding of a material concern for children and a groundbreaking idea. During the period in the Incubator, the Change Leaders – in interaction with advisors from our partner companies – create self-sustainable organizations that will grow and make significant change for many children. We measure their scale in four dimensions, describing the complex development of both financial and impact capacity and all of them have had an overall positive trend over the three years. 2012 was also the year when we selected the first Change Leaders in Russia and launched our operations in five new countries in Africa: Chad, DRC, Rwanda, Senegal and Tanzania. The Africa roll-out was conducted in the Kinnevik-spirit; we do it fast and before others but with a promise of long-time commitment to change.

In 2012, we engaged nearly 1,000 co-workers within the Kinnevik Group, reached out with our call to action worldwide and received over 6,000 ideas, as well as engaged with 4,600 opinion leaders.

The story of Åsa and Johanna is proof of the power of the right idea in the hands of the right individual. It shows that the world needs new radical solutions combining the passion of the social sector with the smartness of the business sector. It also proves that one voice can make a difference. Everyone has the potential to be an agent of change – big or small. We challenge and inspire people to act on that potential. To reach for change.




Sara Damber,
CEO Reach for Change

A woman with short blonde hair and glasses, wearing a purple long-sleeved shirt, is smiling and looking down. In the background, a group of women are participating in a running event, wearing athletic gear and bib numbers. One woman in the foreground has a bib number '620'.

”In 2012, we
launched our
program in five
more countries
in Africa.”

2012 PERFORMANCE



Åsa and Johanna Järnhäll, Sweden

Pressing issue: Protection against abuse**

"Good that grown-ups also dare to talk about this! I didn't think they dared. It feels nice to know and good to understand that there is help." said a child participant after a training on how to talk about difficult issues such as sexual abuse.

KPI	Results 2012	Results 2011	Results 2010
Children supported:	600,000*	850,000	310,000
Social entrepreneurs in programs:	41	15	10
Organizations in the Incubator that scaled:	96%	-	-
Co-workers involved:	925	272	65
Awareness of Reach for Change among co-workers in Sweden:	60%	-	-
People who applied:	6,000	413	1,900
Opinion leaders in interaction:	4,600	700	-
Administration cost of total revenues:	11%	13%	-

* Not fully comparable with earlier year since a slight change of definition has been made.

** Read more about Pressing issues on pages 12-13.

300,000
Children supported
Ghana



Naomi and Yvette Kuseyo, DRC

Pressing issue: Health and Development**

Naomi and Yvette Kuseyo's dream is that sick and hospitalized children in DRC get equal opportunities to education. They will create learning environments inside pediatric hospitals that let children learn and de-stress through play.

REACH FOR CHANGE

Reach for Change is a non-profit organization co-founded by Kinnevik, Korsnäs, Metro, Millicom, MTG, Tele2 and The Stenbeck Foundation. The organization works to improve lives for children globally - by mobilizing a global movement of smart, brave and passionate change agents.

Reach for Change's primary tool is a support program for social entrepreneurs. The social entrepreneurs receive financial support and

coaching in areas such as business development, leadership and strategy. The outcome is innovative, sustainable and scalable ventures, solving some of the most pressing issues for children.

Since launching in Sweden in 2010, Reach for Change has expanded to support social entrepreneurs in eight countries on three continents - Chad, DR Congo, Ghana, Russia, Rwanda, Senegal, Sweden and Tanzania.



Dennis Lennartsson, Sweden

Pressing issue: Information, Expression and Participation**

Dennis Lennartsson founded Spread the Sign to give access to sign language to impaired children and their relatives all over the world. With a user-friendly and pedagogical web tool, thousands of children learn and improve their language and their reading and writing, which increases their ability to express themselves and their access to information.



Svetlana Princeva, Russia

Pressing issue: Health and Development**

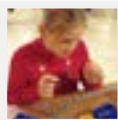
Children with cancer are treated in long-term hospitalization which means that they don't have access to education, recreational activities or relaxation. Svetlana brings education, recreation and emotional socialization to children in hospitals through Emotional Relief Rooms.

100 %
Entrepreneurs scaled up
Russia

293
Co-workers involved
Sweden

2,600
Opinion leaders engaged
Russia

3,600
Submitted ideas
Africa



Elena Timofeyeva, Russia

Pressing issue: Protection against abuse**

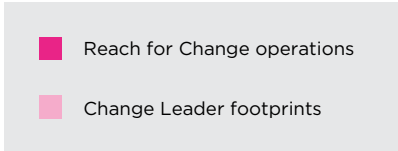
Exploitation and trafficking of children is a huge problem in Russia, traumatizing many children for life. In 2012, Elena supported 140 children towards regaining self-esteem and becoming self-sustainable entrepreneurs.



Nyabange Chirimi, Tanzania

Pressing issue: Equal education**

The number of street children in Tanzania is high and rising - many being excluded from basic services and support structures. Chirimi is facing this challenge through mobile classes for street children.



CHILDREN GUIDE US

Reach for Change strives to see and understand the world from a child's perspective in order to identify the challenges we face. Children teach us that the world needs new radical solutions. We think by combining the passion of the social sector with the smartness of the business sector these solutions can be realized. Our way to do it is to support exceptional individuals with brave ideas and connect them with strong businesspersons from the Kinnevik group companies.

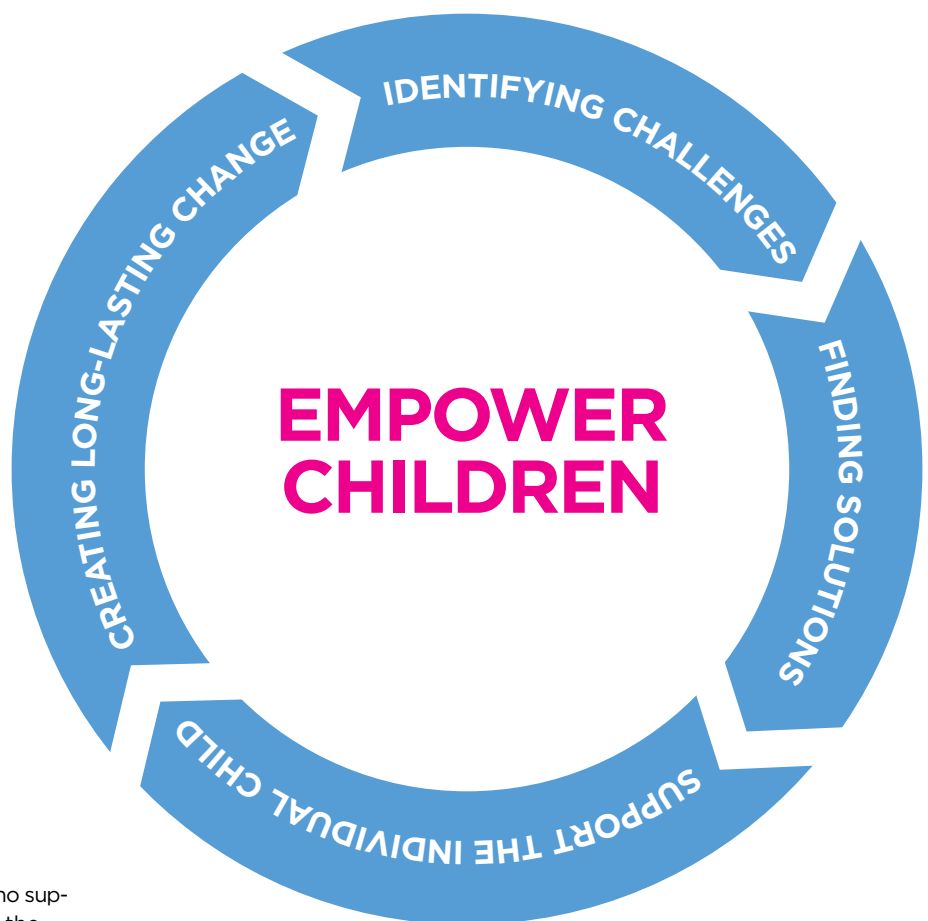
WE NEED TO understand the lives of children in our countries. We do this through talking with children. They give us a unique perspective of the world children face today – a perspective that is not often listened to but that is essential to our organization.



WITH THIS understanding as a base, we look for exceptional individuals with innovative ideas that will solve pressing problems for children. The ones with the highest potential are invited to join our network as Change Leaders.



WE INVEST IN Change Leaders who support individual children. We connect the Change Leaders with the best minds of the private sector who give them strong business advice on strategic development and creating business models. We challenge them and give them tools to grow. By doing so we make sure that the Change Leaders increase their operations, changing lives of more children.



DURING THE YEARS in the Incubator, we accelerate the ideas to increase their impact on children, to reach more children and to create deep, long-lasting change, on children as groups and in the societies. This kind of change takes time to create and requires a strong entrepreneurial leader with a brave vision.

Hayford Siaw, Street Library Ghana, has been a Change Leader of Reach for Change since 2012, is a social entrepreneur with long experience from non-profit management and social innovation. In Ghana, libraries are rare and many schools lack books beyond the basic school literature. With Street Library Ghana, he has created a concept where mobile libraries visit rural communities, in order to give young people the opportunity to read books. Jerry Ofori, one of over 1,200 children supported by Hayford Siaw in 2012, wrote the text below on his first day at the Street Library.

Jerry Ofori

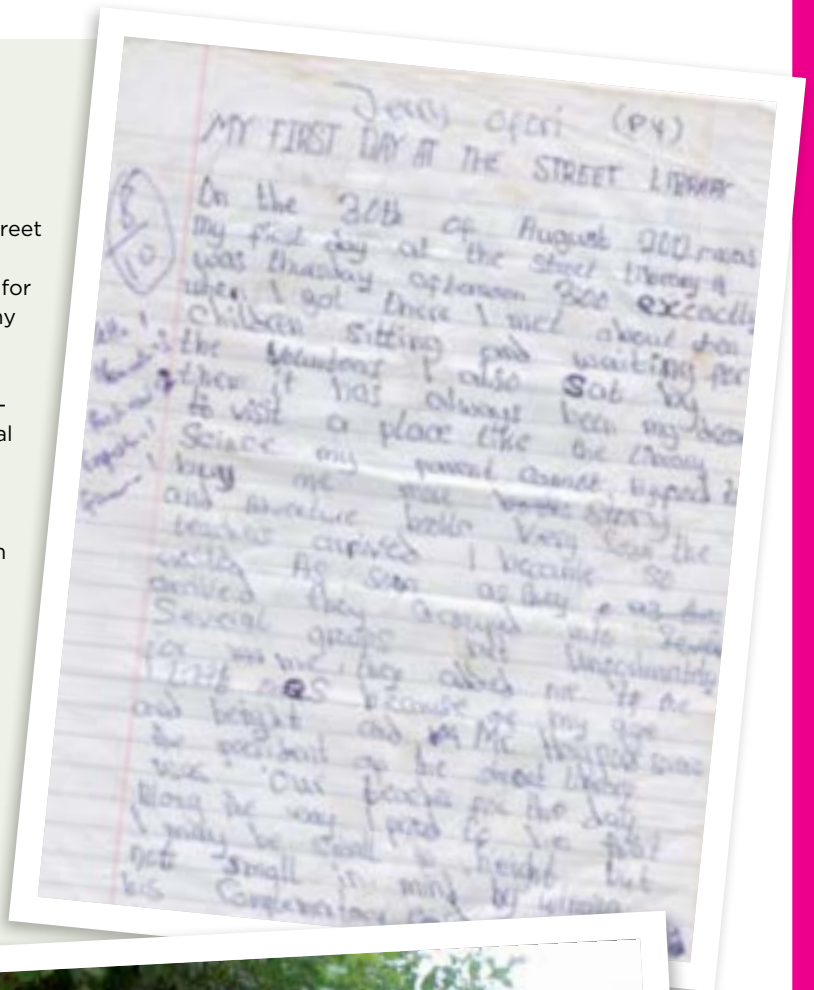
MY FIRST DAY AT THE STREET LIBRARY

On the 30th of August 2012 was my first day at the street library. It was Thursday afternoon 3:00 exactly when I got there I met about ten children sitting and waiting for the volunteers I also sat by them it has always been my dream to visit a place like the library since my parent can not afford to buy me more story and adventure books. Very soon the teachers arrived I became so excited as soon as they arrived they grouped into several groups but unfortunately for me, they added me to the little ones because of my age and height and Mr. Hayford Siaw the president of the street library was our teacher for the day along the way I proved to him that I may be small in height but not small in mind by winning his complementary card for the day. Ever since I have been enjoying the readings especially the adventure books because I love adventures and the dictations which has enhanced my spelling and has prevented me from roaming about as I used to do.

I will use this opportunity to beg of organizers of the street library to add some days to the Thursdays since our community lacks library facilities.

This is my experience on my first day at the street library.

Thank you
Jerry Ofori



SURVEY WITH CHILDREN

To get knowledge about children's daily lives and new ideas on how business can contribute to a better society, we have conducted focus groups and survey studies involving a total of 1,600 children in Ghana, Sweden and Russia.

Children Prioritize

How important do you think the following are? All children should...

- 1 Feel safe
- 2 Not have to live in poverty
- 3 Get medical care if needed
- 4 Influence their daily lives and future
- 5 Be able learn things in school
- 6 Be treated fairly
- 7 Live in a world without pollution
- 8 Be able to trust that police and courts are doing a good job
- 9 Get access to news

In Russia, 175 children aged 12-17 did an exercise where they made a children's rights priority list. The point of the exercise is to show how all rights are equal in importance and none can be fully enjoyed without the others. Several children argued that there was no point in having a great school if the way there is dangerous, and they also agreed on that a safe community can only be built up if everyone has access to education. However, when a company addresses child rights issues, it will soon find that depending on its business and impact on the society it will have greater opportunities to lead change within some areas than others.

25%

of the surveyed children in Sweden want to start their own business.

31%

of the surveyed children in Sweden dream of contributing to their society.

95%

of the children surveyed in Ghana think that children should have their say in every issue that concerns them.

MONEY

"I have four siblings, and obviously my parents don't have enough money for everything we want. So I had to wear very cheap ugly shoes at school. Everybody was laughing at me, even the teachers."
GIRL, 16, MOSCOW.

BUSINESS

"Companies should not try to compensate for their bad choices through charity. Environmental pollution does not disappear because they build an orphanage."
GIRL, 16, STOCKHOLM.

44%

of the children surveyed in Ghana are not familiar with the UN Convention on the Rights of the Child.

WORK

17% of all the children surveyed in Ghana report that they work.

Of this group, **56%** regularly help out in the family business. A small percentage, **6%**, work for a company.

"All my friends go to and attend school except me. I have no parents. They are dead. I live with my uncle and he forces me to sell sachet water. Once while working I drank caustic soda, which made me really sick and I had to undergo surgery."
BOY, 8, ACCRA

INTERRELATED

"All rights are interrelated. I think for example that if everyone has access to schools, it will also reduce diseases as all get better education and knowledge."
BOY, 16, STOCKHOLM

96%

think that their future will turn out well or very well.

PRESSING ISSUES

The UN Convention of the Rights of the Child is the most universally adopted international treaty. We defined nine areas of children's rights that contain all the articles of the convention. In order to understand the world of children, we analyze the current situation within each area and build a picture of the situation children face in our countries. We base our analysis on external reports, and the voices of children and social entrepreneurs.

NON-DISCRIMINATION

All children are to be respected and not discriminated against on any basis. Yet children are discriminated against in all countries. In Tanzania, children with disabilities are often denied access to education and are separated from other children

HEALTH AND DEVELOPMENT

Children have the right to life and to a healthy physical and mental development. In Chad and Senegal, vaccination rates are low and have decreased. HIV/AIDS is widespread and low awareness increases the problem. In Chad, female genital mutilation is common and even the most severe form, infibulation, is practiced.

EQUAL EDUCATION

All children have the right to education that respects and develops them individually. In Ghana, children describe hidden barriers to their education. They describe how the teachers are too tired to teach well because they have to walk so far and they worry about having money for school fees and material.

INFORMATION, EXPRESSION AND PARTICIPATION

Children have the right to express their opinions and for those opinions to be listened to. They have the right to information they can understand. In Sweden, over two thirds of children believe that they have little opportunity to voice their opinions to decision-makers.

PROTECTION AGAINST ABUSE

Children should be protected from all forms of exploitation and abuse. This includes preven-

tion, protection when it happens, and recovery and rehabilitation after. It is a most pressing issue in all our countries, but the nature of the abuse varies. In the DRC, the conflict has caused both direct and indirect abuses of children. In Russia, children are used in drug trafficking and sexual exploitation is widespread.

ADEQUATE STANDARD OF LIVING

Children have the right to grow up and develop in a safe, loving and supporting environment. In Rwanda, one sixth of the population is orphaned or abandoned children. These children have to take care of themselves with the eldest sibling, a young child themselves, becoming the head of the household.

REST, LEISURE AND PLAY

Every child has the right to relax, play and have free time with equal access to cultural and recreational activities. Play is necessary for full physical and mental development.

NATURAL ENVIRONMENT

All children have the right to enjoy the natural environment around them. Children also have the right to be a part of the healthy and sustainable development of the world.

ECONOMIC PARTICIPATION

Children should have access to economic activity and should be given the necessary information and tools. In Ghana, 97% of the surveyed children who work say they enjoy their work. They learn new things and have friends at their workplace. 74% think that minors should be able to perform light work.



Basketball player in ABaCoDE program in Nima, Ghana.

LEADING CHANGE

Reach for Change invests in exceptional individuals with unique ideas for social change. We call them our Change Leaders. We invite them to our Incubator program – a three-year capacity building program for early stage social entrepreneurs, where they receive salary funding and support from our partners in the business sector and our extensive global network. Common for all our Change Leaders is that they support children.

IMPROVING CHILDREN'S LIVES

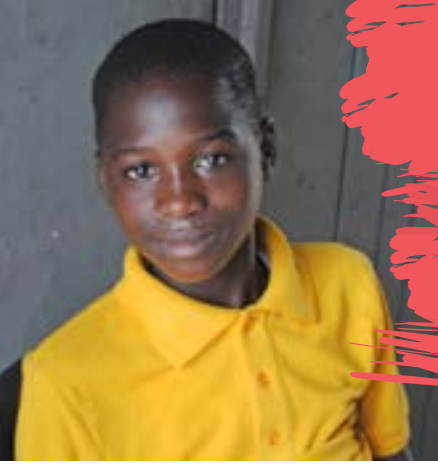
- › Natalia Shimina, Partners in Joy, has trained 100 hospital and orphanage clowns from 6 cities in Russia during 2012. Together with her volunteers she has played with, and given hope to, 16,000 children in hospitals and orphanages during the year.
 - › Vladimir Kowalski is using parkour to promote a healthy and socially active generation and provide children with a safe way to engage in extreme sports. He opened a parkour center, a safe space for practice, and started to work with orphanages and schools. Through this he supported nearly 600 children.
 - › Michael Baabu, Safe Child, makes the world safer for Ghanaian children by promoting safety and injury prevention. He educates in schools, sets up community programs, uses public transport and newspapers and has his own radio show to inform about safety. During 2012, his Child Safety Ambassador-project, where he engages children as Safety Ambassadors who in turn educate three others, reached 125,000 children with safety information.
 - › Peter Ndonwie, founder of PAORP-VWC, has supported 352 vulnerable children in Ghana, mostly girls, and 100 children in Cameroon with scholarships to prevent them from dropping out of school. 900 parents have been educated about trafficking prevention. 2,000 children have attended After School Learning and Play Centers, and 10 new centers have been set up in northern Ghana.
 - › Miriam Lundqvist, LajvVerkstaden, has a method of creating an active learning environment in schools and for strengthening young people to believe in themselves. They scaled to 9 municipalities and reached 4,000 youths in Sweden.
 - › Dennis Lennartsson, with the web-based tool Spreadthesign, has given almost 45,000 children in 27 countries, increased access to sign language and simplified the exchange between sign language users in the world.
1. Children playing with Natalia Shimina, Partners in Joy, Siberia.
 2. Löparakademin arranges the run Lilla Kistaloppet for kids in Stockholm.
 3. Michael Baabu, Safe Child, Ghana teaches kids about safety.
 4. Reach for Change's CEO Sara Damber and Stenbecks Foundation's chair Sophie Stenbeck visits Michael Baabu's Safe Child in Ghana.
 5. Mohamed Hassan, participant in Löparakademin, Stockholm.

A SPRINGBOARD FOR CHANGE LEADERS

The Incubator is a three-year support program for early stage social entrepreneurs. It is our tool to engage the brightest employees from our corporate partners with the smartest, bravest and most passionate change leaders in the child right sector.

All Change Leaders get financial support and access to expertise and personal Advisors from the Kinnevik companies. We train them in communication and impact measuring.

The result is innovative and sustainable operations that will alter societies around the world, creating better lives for children.



"In 2012,
the Change
Leaders
supported
600,000
children."



1

2

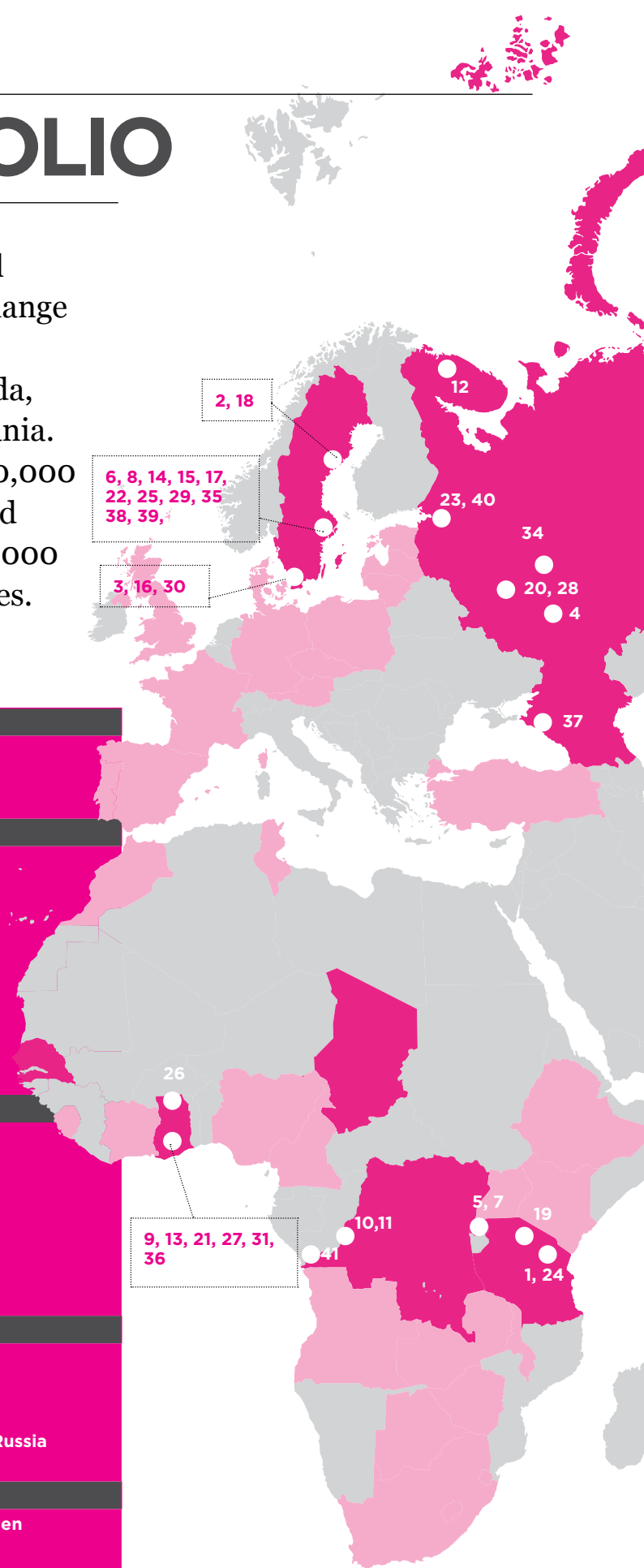
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5

4

OUR PORTFOLIO

At the end of 2012, we had 41 social entrepreneurs in our network of Change Leaders, spread over eight countries: Chad, DR Congo, Ghana, Rwanda, Russia, Senegal, Sweden and Tanzania. They improved the lives of over 600,000 children. Together, we have engaged nearly 5,000 opinion leaders and 1,000 co-workers at our partner companies.



Non-Discrimination	
1.	Brenda Deborah Shuma - Moshi, Tanzania
2.	Ida Östensson - Umeå, Sweden
3.	Johanna Salama - Helsingborg, Sweden
Health and Development	
4.	Albina Korneva - Lipetsk, Russia
5.	Jean Ntazinda - Kigali, Rwanda
6.	John Laselle - Stockholm, Sweden
7.	Kayisire Jacques - Kigali, Rwanda
8.	Malin Agn - Stockholm, Sweden
9.	Michael Baabu - Tema, Ghana
10.	Naomi Kuseyo & Yvette Kuseyo - Kinshasa, DRC
11.	Sijis Dienga Dikete - Kinshasa, DRC
12.	Svetlana Princeva - Murmansk, Russia
Equal Education	
13.	Hayford Siaw - Accra, Ghana
14.	Johan Wendt - Stockholm, Sweden
15.	Johanna Valentin - Stockholm, Sweden
16.	Mario Hässledal - Helsingborg, Sweden
17.	Miriam Lundqvist - Västerås, Sweden
18.	Nils Holm - Umeå, Sweden
19.	Nyabange Chirimi - Arusha, Tanzania
Information, Expression and Participation	
20.	Anna Tikhomirova - Moscow, Russia
21.	Deborah Ahenkorah - Accra, Ghana
22.	Dennis Lennartsson - Örebro, Sweden
23.	Olga Kolpakova & Marina Kytsak - St Petersburg, Russia
24.	Thadei Msumanje - Moshi, Tanzania
Protection Against Abuse	
25.	Åsa Järnhäll & Johanna Järnhäll - Nyköping, Sweden
26.	Peter NdonWie - Tamale, Ghana
27.	Susan Sabaa - Accra, Ghana
28.	Elena Timofeeva - Moscow, Russia



Adequate Standard of Living

- 29. Catharina Richter & Monica Nanni – Stockholm, Sweden
- 30. Naim Zeneli – Helsingborg, Sweden

Rest, Leisure and Play

- 31. Marie-Eve Lemieux & Mohammed Khaled – Accra, Ghana
- 32. Natalya Shimina – Tomsk, Russia
- 33. Olga Znamenskaya – Kostroma, Russia
- 34. Vladimir Kovalskiy – Tomsk, Russia

Natural Environment

- 35. Agnes Fischer – Stockholm, Sweden
- 36. Felix Femur & Sharon Nestor – Accra, Ghana
- 37. Nina Nikofoorova & Vladimir Nikofoorov – Gelendzhik, Russia
- 38. Patricia Rawecka – Stockholm, Sweden
- 39. Soledad Pinero Misa – Stockholm, Sweden

Economic Participation

- 40. Mikhail Krivosos & Gania Zamaldinova – St Petersburg, Russia
- 41. Noella Thindwa – Matadi, DRC

■ Reach for Change operations

■ Change Leader footprints

COACHING COACHES

Change Leaders are appointed personal advisors – employees from the Kinnevik Group who help identify their strengths, their change-making-skills. One of our Change Leaders also uses mentoring as a method. To further explore the meaning of mentoring relationships, we brought together representatives from our most important stakeholder groups: partner companies, Change Leaders and children.

Forza Ungdom (Forza Youth) supports unaccompanied child refugees in order to create a better life in Sweden.

– I worked in a juvenile prison. Much of my work was about locking doors and setting boundaries. I wanted to work preventatively instead, to reach these youths before they avenged the crime and alienation, says Naim Zeneli founder of Forza Ungdom.

Naim defined the problem as rooted in the fact that refugee children and native Swedish youth don't meet and connect. To change that he came up with the idea to start a coaching program where newly arrived children receive both adult role models and friends of the same age.

– I really appreciate Forza Ungdom because I get to know people and can participate in different activities, says Atta Ragavi who has been living in Sweden for two years.

Naim is developing his idea with the help of his advisors. One of them is Johan Ringberger, Sales Manager at MTG.

– To contribute to another person's development is a lot about listening and helping to identify and develop the individual's own strengths, says Johan

The youth coaches Roya Cortaz and David Abaz agree that the program is rewarding and they both show a great commitment to the program. They have been giving a lot of thought to what it takes to be a good coach and it is easy to see that they enjoy sitting down with Naim and his advisor to discuss the topic. When Johan asks what they see as the biggest challenge in the program Roya answers quickly:

– To make sure that we offer something for everyone. All the participants are individuals and don't always share the same interest.

Atta agrees that the heterogeneity of the group is a challenge.

– To coach you need experiences from engaging with different personalities and an understanding of how to deal with cultural differences.

It is the challenges that makes being a coach so rewarding.

– I have become a different kind of person since I met Naim. I realized how much other people have to give and how much I can do for others. To see people grow fast as they do in Forza Ungdom gives you new perspectives on life, says David.

1. David Abaz, youth coach. "It's fun to see those who just come to Sweden to grow so much. Some may even learn Swedish in a few months. I have learned to listen and learned more about how much it gives to genuinely be interested in other people."

2. Roya Cortaz, youth coach. "I want to work with people and see it as a challenge that everyone should be interested in what we do in Forza Ungdom."

3. Atta Ragavi, unaccompanied youth. "I have lived in Sweden for two years. Via Forza Ungdom I can participate in different activities, get tips, and get to know people."

4. Naim Zeneli with his Advisor Johan Ringberger, Sales Manager, MTG. Naim's Forza Ungdom is a coaching program where unaccompanied refugee children get a coach in their own age. Johan is driven by a will to help people take steps in their career and in life. The key is to find a person's talent and develop it in to phenomenal skills.

TIPS FROM YOUTH COACHES

We collected some of the youth coaches' best tips to help people grow.

- Set goals and strive to achieve them. One must be able to trust a coach to follow through on their plans.
- See every individual and learn what works for them. You can only share your knowledge if you understand what your adepts want.
- Work with the team. One person's weakness may be someone else's strength and cooperation will get you far.
- Do not be afraid of mistakes - but learn from them.
- Talk to a lot of people. Coaching is about understanding different people, so you need to fill your backpack with experiences.



"I realized how much other people have to give and how much I can do for others."



THE JEWEL GIRLS

Elena Timofeeva, 28, is a psychiatrist living in Moscow where she runs the outreach project Jewel Girls – an economic empowerment and therapeutic art program that gives children a chance for better futures. Elena and her staff organize jewel making workshops in orphanages and shelters in Moscow, St Petersburg and Smolensk.

– The jewellery making is good for the children in many ways. It builds their confidence to learn that they can actually create something that other people want to buy. It also gives them an understanding of how it is to make your own money. As a psychiatrist, I also know that working with your hands and using colours and shapes can be very good for mental development, says Elena.

MAKING JEWELLERY IS A WAY TO EXPRESS YOURSELF

The children who take part in Elena’s project are underprivileged and many of them are orphans. She works with children as young as five, some of whom have been victims of abuse and human trafficking. She also works with a group of teen mothers in Moscow. Many of these young girls have no contact with parents or relatives, and are in a very vulnerable situation.

– In the beginning they are both excited and suspicious. Many times they are overconfident. They think that they can create pretty things without really trying to learn. We always collect the first things that they make and show them a few months later. Their reaction is usually “who made that ugly thing?”

Since the project started Elena has seen many children come out of their shell. The jewellery making is a way for them to express themselves.

– I remember one young boy who hardly spoke at all when we started working with him. But after a few months he had developed so much that he was talking to people all the time. This made it possible for him to start going to a regular school.

LEARNING TO MAKE AND SAVE MONEY

Orphans are paid an allowance every month up until the day they turn 23. After that they

are on their own. And with no knowledge of how to make or save money, many of them quickly end up living on the streets. Many end up in prostitution and criminal activities and fall victim to drug and alcohol addiction. Young women are vulnerable prey to human traffickers.

– Of the 174,000 children currently in orphanage care in Russia only ten percent become socialized, as in being able to hold a job, take care of themselves and be ordinary citizens. One in ten will commit suicide, says Elena.

The children Elena works with get paid for the jewellery they sell. They keep 50 percent of the earnings while the rest goes back into the project to pay for supplies and staff. In the beginning the children all want to keep what they make in the workshops. But after realizing that they can make money from the jewellery to buy things that they want or need, they all get really interested in selling their creations. For Elena it is important to talk to the children about how they spend their money.

– We try to teach them wise ways of spending money and how to identify what they really need. But it can be very hard sometimes! says Elena.

1. Elena Timofeeva, to the left, founder of Jewel Girls in Russia.

2. Participants in a Jewel Girl workshop in Moscow.

KARINA, 17 FROM MOSCOW. Orphaned when mother died, at 16.

“It was a hard feeling to know that I was alone and I had to take care of myself. I was really scared when I came to the orphanage.

I like making jewellery because I develop my creativity and I get better and better at it. It’s a nice feeling to know that people like it. The money I make I use for me and my son.”



"I like that I earn money from it and that I can make something that somebody else wants to wear."



SASHA, 17 FROM MOSCOW.

Orphaned when mother died, at 15.

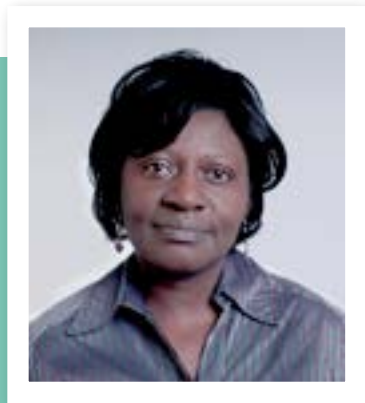
"I don't know anything about my father. I live in this shelter because it gives me an opportunity to live together with my son. His name is Ivan and he is 11 months old. As long as I can be with him I will be happy wherever I am.

I like making jewellery. I like that I earn money from it and that I can make something that somebody else wants to wear. It also calms me down and stops me from thinking about things that worry me."



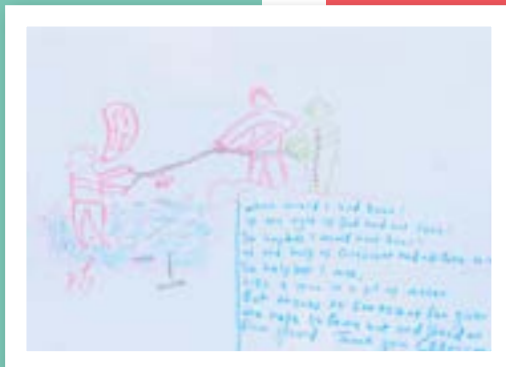
SUPPORT TO INDEPENDENCE

For 15 years, Susan Sabaa has been protecting children's rights in Ghana. She is now focusing on helping young people who have been in jail or fallen into conflict with the law, through her organization CRRECENT (Child Research and Resource Centre). Participants in CRRECENT have to be anonymous because they are in rehabilitation.



SUSAN SABAA

This is how she explains the program: "When the children come out from jail, the society rejects them. There's no help from anyone. But if they get a little help and support, they'll be able to reform. Before someone's released, I go to the centre and ask why did you do what you did, and what do you want to do when you come out? Together we come up with a kind of career path, so that they eventually can live an independent life."



MATTHEW, 19 YEARS OLD

"My drawing is showing how CRRECENT gave me hope."

One year after joining the program, Matthew explains how Susan has given him hope and knowledge.



PATRICK, 18 YEARS OLD

"I was in a pit, so far down when auntie Susie came to save me. She pulled me up."

Patrick has been in the CRRECENT program for two years. He wrote a poem to illustrate his feelings about being here.

I was once lost
But now found,
Through bad influence
from friends.
Now am found by the
Help of crescent.
Now I can become
a good material
to help mother
Ghana
I am now in
Second cycle institution
through the help
of Crescent.
Now I can achieve
my ambition in
Life.
Also am very
grateful to the
good co-operation
from CRESCENT

"I was once
lost, but now
I'm found."

Enoch, 18, participant in CRRECENT program. Writing poems is a way for Enoch to find peace. He has learned an important lesson about how you first have to understand the meaning of helping yourself, in order to help others.

I LIKE TO PUSH MY LIMITS

John Laselle is used to talking about his engagement in the organization Löparakademin, but now it is his turn to listen. Mahamed Hassan, Souhaib Ouadi and Mahad Abdulle participated in the program last year and talk about challenges and big choices in life.

John Laselle runs Löparakademin to contribute to development in the high-risk areas outside of Stockholm. In the program, students learn a method to set and achieve personal goals with long-distance running as a tool. Löparakademin also arranges the runs Kistaloppet and Skärholmsloppet that showcase suburban diversity and unite people from different parts of society.

FOCUS ON THE GOAL

– I liked the idea of doing something new and to set up personal goals to push my limits, says 15-year old Mahad Abdulle who joined Löparakademin together with his friends Mahamed Hassan and Souhaib Ouadi. But I also had my doubts if I would pull off running ten kilometres straight in the race Hässelbyloppet.

Souhaib Ouadi agrees that it was a real challenge to keep focusing on the goal.

GET RESULTS

Three months after reaching the finish line, the three ninth-graders met up with John Laselle at the youth centre Reactor in Kista. In the dark and snowy January afternoon it's hard to imagine anyone ever wanting to go for a run outdoors, but this was where the group used to gather before a training session. Alternating long distance with interval training. Always focusing on the race.

– Why did you choose running for making us set up personal goals? Souhaib Ouadi asks John.

– Of course, as a runner myself it was a natural choice. But also it's very easy to measure your own improvements with running. As you said, the purpose with Löparakademin is to set up a goal for yourself, together with an action plan how to get there. It takes disciplin to get results. You have to make up your mind and not let anything distract you.

FIND THE POTENTIAL

In ninth grade you have to make some important decisions. It's time to decide which

high school and education you'll choose.

– There's a lot going on in school right now, all of us talking and thinking about the "big choice", Mahamed explains. For that reason, Löparakademin also arranged workshops where we learned how to write our cv, prepared for Högskoleprovet and got lots of other useful information.

– We had workshops every Monday, and running sessions on Sundays and Wednesdays, Souhaib fills in.

When the guys ask John what motivates him to work with Löparakademin he talks about potential.

– I grew up here myself and want to give something back to the neighbourhood. I see a lot of potential among young students like you, and believe you have the power to do anything you want. With projects like this, we can help people find their motivation and make them realize everything is possible if you work hard for it.

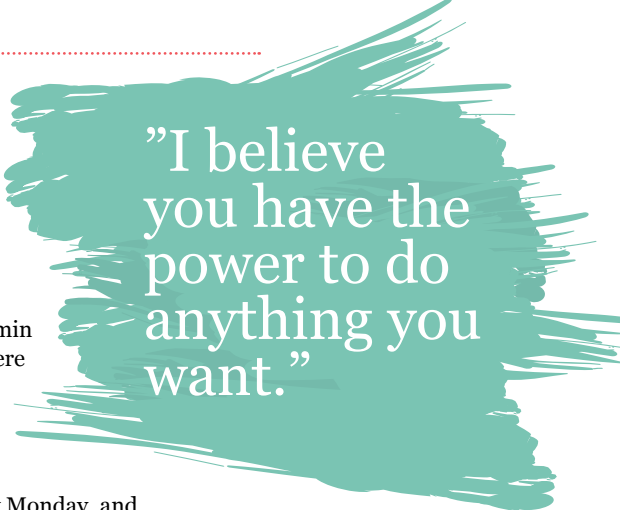
NOT GIVE UP

Mahamed, Souhaib and Mahad didn't give up during the ten-week program, even though they admit there were days when they felt tired or uninspired. But it never stopped them from going to the training.

– My motivation always made me go through with the program, even when I didn't feel like it, says Mahamed.

October 14 they all met at the starting line for Hässelbyloppet. And after several weeks of preparing and dedication, all three of them reached their goal to complete the ten kilometres long race.

– It was a very special feeling, reaching the finish line, Souhaib describes it. It made me realize that it's up to me to get what I want. To get results I have to work for it, and hard work pays off.



"I believe you have the power to do anything you want."

1. John Laselle, 33 years, Change Leader in the Reach for Change Incubator and manager for Löparakademin.

2. Mahad Abdulle, 15 years, ninth-grade student at Ärvingskolan, Kista.

3. Souhaib Ouadi, 15 years, ninth-grade student at Ärvingskolan, Kista.

4. Mahamed Hassan, 15 years, ninth-grade student at Ärvingskolan, Kista.



THE JOY OF READING

Anna Tikhomirova and her team travel Russia with a book bus. Why? To bring books and the joy of reading to some of Russia's most disadvantaged children. In 2012, 23 cities were visited and 5,000 children were given access to books that strengthen their development.

Bumper is a children's book bus, as well as bookstore and book club on wheels. The best and most useful books, created with love for children, are delivered to a variety of places in Russia accompanied by children's consultants and psychologists. The bus visits orphanages and libraries in different Russian cities. Anna Tikhomirova, founder of Bumperbus explains the concept.

What is Bumperbus?

– It is a mobile bookstore where we sell carefully selected children's books that are largely unavailable outside the major cities. It is also a social project where we bring books and the joy of reading to disadvantaged children. We don't only sell or give out books, we also arrange seminars and lectures and invite authors and musicians to come with us on trips. In Russia nowadays, reading is not seen as something that brings happiness but as a boring and hard duty.

Why books?

– Reading is important for many reasons. It opens the world and it gives you new perspectives on your own life. For children, books can be very important for development and in helping them to feel better mentally. I loved books as a child and it's a pleasure for me to take part in helping others read more and better books.

What kind of books do you sell?

– When I choose what books to include in my bus I look for books that are published with respect for the children who will read them. It is important that they are well written, well illustrated and have a useful and meaningful content.

Most of the books we bring are only published in small numbers. That means that kids in rural areas or small towns who have no opportunity to visit big bookstores or libra-

ries can't read them. That makes their lives poorer and gives them fewer options. It is an obstacle to their development.

What geographical areas do you cover?

– At the moment the whole European part of Russia but I am hoping to cover more areas soon. So far we have travelled more than 23,000 km!

1. The Bumper bus.

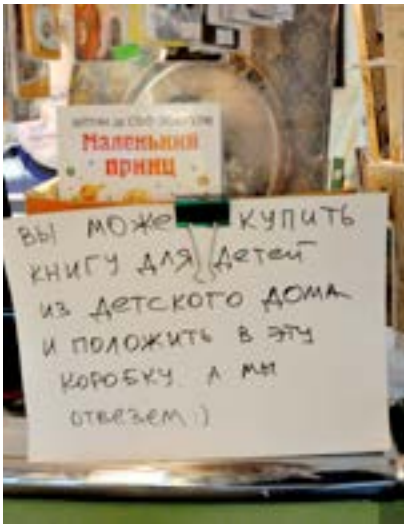
2. Anna Tikhomirova, founder of Bumper bus.



“For children, books can be very important for development.”

What are your plans for Bumperbus?

– In five years time I would love to have a few more buses and cover a bigger part of Russia. With this bus it will be impossible to go to places like Siberia. I also hope that other people will like the project so much that they can start book buses of their own, that this could become a franchise.





Over 1,000 runners participated in the Russian Charity Run 5.275 K in Gorky Park in Moscow. Reach for Change organised it in cooperation with two other NGOs, Life Line and United Way of Russia. One of runners was Cristina Stenbeck, Chair of Reach for Change.





АРТ
НИШ

ДОМИТОВ
1887

metro

XO

VIASAT

FITNESS HOLDING

НЕ БОЙСЯ
ПЛОХОГО
ТЕПЛОГО

КОРЕННОСТЬ
КОРЕННОСТИ

ДОМИТОВ
1887

ВЕРИТЕЛЬНОСТЬ
ОТВЕТСТВЕННОСТЬ
СЕРЬЕЗНОСТЬ

887

5

REACHING FURTHER

31st of December 2012, our very first Change Leaders graduated. When they took off we expected them to – in interaction with advisors from our partner companies – create self-sustainable organizations that make significant change for many children in the future. We measure scale in four dimensions, describing the complex development of both financial and impact capacity. As you can see, all of them have had an overall positive trend over the three years.

BARNKRAFT		Input value 2009	Year 1 2010	Year 2 2011	Year 3 Dec 2012	
No of children	0	1,400 through training professionals	352 children directly, 829 through training professionals	1,200 children directly, 9,000 through training professionals		↑
Footprint	1 municipality	2 municipalities	3 municipalities	4 municipalities		↑
Turnover	KSEK 25	KSEK 500	KSEK 1,093	KSEK 1,550		↑
Human capital	0.4 full time	1 full time	2.5 full time	2.5 full time		→
CROSSING BOARDERS						
No of children	0	808 children and 2,000 through training professionals	652 children directly, 3,381 through training professionals	589 children directly, 27,744 through training professionals		↑
Footprint	0	9 cities	15 cities	28 cities		↑
Turnover	0	KSEK 528	KSEK 1,318	KSEK 1,778		↑
Human capital	0	1 full time	2.5 full time	3 full time		↑
GRO PLAY						
No of children	200 sold products	183,000 sold products	38,300 sold products	18,621 sold products		↓
Footprint	Sweden	Sweden	Sweden	Sweden, Denmark, Poland, USA		↑
Turnover	KSEK 30	KSEK 1,050	KSEK 880	KSEK 1,006		↑
Human capital	1 full time	1 full time	1 full time	2 full time		↑
LAJVVERKSTADEN						
No of children	0	1,233 children in larps, 6,000 through training professionals	1,674 children in larps, 3,370 through training professionals	4,191 in larps, 2,675 through training professionals		↑
Footprint	0	KSEK 910	KSEK 950	KSEK 1,600		↑
Turnover	0	2 municipalities	5 municipalities	9 municipalities		↑
Human capital	0	1 employee, 2 part time	4 employees, 15 part time	4 employees, 15 part time		→

MATTECENTRUM		Input value 2009	Year 1 Dec 2010	Year 2 Dec 2011	Year 3 Dec 2012	
No of children	800 in classroom 10,000 online	1,500 in classroom 30,000 online	2,200 in classroom, 50,000 online	10,000 in classroom 115,000 online		↑
Footprint	5 cities	10 cities	14 cities in Sweden, 1 city in Denmark, International online presence	18 cities in Sweden, 3 cities in Denmark, International online presence		↑
Turnover	KSEK 610	KSEK 1,600	KSEK 3,400	KSEK 4,700 in Sweden, KSEK 450 in Denmark		↑
Human capital	80 volunteers 1 employee	150 volunteers 2 employees	220 volunteers 4 employees	320 volunteers 5 employees in Sweden 40 volunteers in Denmark 1 employee in Denmark		↑
PÅ RÄTT KÖL						
No of children	0	9 students	8 students, 1,815 through training professionals	14 students, 975 through training professionals		↑
Footprint	0	1 school	1 school	1 school		→
Turnover	KSEK 450	KSEK 829	KSEK 1,693	KSEK 1,605		↓
Human capital	0	2 employees	2 employees	2.5 employees		↑
RETOY						
No of children	20 children	60 children	53,000 children	89,000 children and 2,645 through training professionals		↑
Footprint	0	1 mobile workshop	12 mobile workshops and 2 fixed locations	40 mobile workshops and 2 fixed locations		↑
Turnover	0	KSEK 450	KSEK 1,000	KSEK 1,882		↑
Human capital	1 volunteer	1 employee and 3 volunteers	4 employees and 5 volunteers	3 employees and 70 volunteers		↑



Crossing Borders
promotes gender equality in leisure activities by training professionals and raising public awareness.

Gro Play
creates toys that are not only green in material and production, but also teach children about the environment and sustainability.

LajvVerkstaden
uses live action role-play (larp) as a pedagogical tool to create active and participatory learning environments in schools.

Retoy
creates spaces where children can learn about sustainability and their rights through play and by trading and building new toys.

Mattecentrum
helps middle and high school students learn math through free tutoring and an online tool that makes math fun and accessible.

På rätt köl
is a vocational education concept for children with ADHD that combines boat building with theory to develop the skills and confidence with the student in the center.

Barnkraft
works against sexual abuse of children by training professionals in how to talk to very young children about difficult issues.

CHILDREN ARE COUNTING ON JOHAN

Sweden has the lowest math grades in Scandinavia so when Mattecentrum (Math Center) showed up as a free alternative to expensive private tutoring the demand was huge. During the past five years Johan Wendt's organization Mattecentrum has grown from one desk in a basement to eight employees, 350 volunteers and 4,000 students all over Sweden.

– Very few people believed in me, or in my idea, during my first two years of running the organization, says Johan Wendt. My mother cried when she heard that I had quit my permanent job as an engineer to start Mattecentrum.

So Johan had a tough start. However, he emphasizes that most people around him probably tried to discourage him because they cared and wanted to protect him from failure. But he decided that Mattecentrum just had to work, he had no other choice.

BELIEVED IN MY IDEA

After a couple of years, the project had finally reached some momentum, although the financials lagged behind. Johan looked for money everywhere and when he saw an ad in the Metro newspaper calling out to “social entrepreneurs” he decided to apply although he had never heard the term before.

– When Reach for Change called and asked for a more detailed business plan in order for me to be part of the next step of the selection process, I was amazed. And when Mattecentrum was actually chosen it meant the world to me. Suddenly there were people from all these big companies who believed in me and my idea. Who wanted to back me up, give me the opportunity to succeed – or fail – and who said “let’s go!” It gave me both tremendous confidence and proof that I had a quality product.

The financial support from Reach for Change has of course been important. But it is the network that makes Reach for Change really special, says Johan.

– Reach for Change’s huge network has given Mattecentrum positive attention in media which has opened many doors. Also, my personal advisors have really been great.

During the past five years Mattecentrum

has grown from one desk in a basement to eight employees, 350 volunteers and 4,000 students all over Sweden. The organization also has a small office in Denmark.

– We move at a good pace now. On a personal level I have also changed my priorities. Before I started the organization I was not satisfied professionally. I partied a lot and the lack of direction in my life made me depressed. So in a way Mattecentrum was born out of a personal crisis, says Johan. I sat down and thought about what my strengths were and what I did the last time I was happy. I realized that it was when I sat in my kitchen a couple of years earlier and helped a teenage neighbor to get a B in math instead of an F. Maybe I can do that on a larger scale, I thought.

– It makes me happy to be able to help young people to reach their goals. Everybody is welcome to Mattecentrum, everyone deserves a mentor and challenges on their own level.

1. Johan Wendt, founder of Mattecentrum.

2. Participants in math workshop.

JOHAN WENDT, Mattecentrum

Problem: Swedish children’s math skills decrease each year, increasing the lack of skills demanded by high-tech international companies.

System change: Since its beginning in 2008, Mattecentrum has made math more accessible, more exciting and respected as a key skill for success. Johan took two unused resources - empty classrooms and knowledgeable individuals - and created free after-school tutoring reaching beyond children with well-educated parents who can help or who can pay for private classes. During 2012, Mattecentrum supported 120,000 children through tutoring and online tools. This includes 16% of Swedes between 12-18 years, with substantial numbers of girls and immigrants.



1



2

THE INCUBATOR HAS BEEN LIKE A SCHOOL

Despite a long history of gender equality work in Sweden, many areas are still dominated by men/boys and some even exclude women/girls. Ida Östensson, founder of Crossing Boarders is taking the gender issue into places where it was not before: the skateboard ramp, the youth center and your own twitter account.

– My goal is to change the world through equal opportunities, says Ida Östensson, founder of Crossing Boarders.

Ida has developed a practical guide for enhancing equal participation for girls and boys in their leisure activities. During the past three years Crossing Boarders has grown from an idea to a national foundation. It has four full time employees and eleven trained instructors who work on commission. Crossing Boarders has become one of the most influential voices regarding youth and gender issues in Sweden.

– I have learnt so much from Reach for Change! The Incubator program has been like a three-year school for me, the best one ever. It has been perfect to be able to test my ideas and acquire new skills at the same time. I have had time to think, to build a sustainable organization and to thoroughly prepare the material. But most importantly I have acquired a business mind. Now I have realized that it is important to charge a fair price if you value your own competence. It adds weight to the services you are offering. If a client pays 50,000 kronor for your product, they are pretty serious about making it work.

INVALUABLE ADVISORS

The whole Reach for Change team has been important for Ida's development, especially her mentors.

– My advisors have been invaluable. We have discussed campaigns on Skype late in the evening and they have taught me how to recruit new people. They also encouraged me to test the model right a way on a couple of customers instead of waiting for the perfect product. "Just go!" they said. Now I have realized that it will never be finished, every time we get feedback from a client we can improve our methods.

Ida recommends her successors in the program to really take advantage of the whole of Reach for Change's network.

– Take every opportunity to ask for help and advice. Accept all the support you can get. Discuss your experiences and problems with the other Change Leaders. And mention to prospective clients that you are backed by Reach for Change, it is a great sign of quality.

GROW INTERNATIONALLY

Before, Ida had mainly worked in her hometown Umeå. Through Reach for Change she has gained access to the whole of Sweden. Her future goal is to grow internationally.

– Lack of equal participation exists everywhere, not just here. We are planning to grow in Scandinavia and I already have some contacts in Ghana and the Middle East. My confidence has really increased during the past years - I am awesome! says Ida with a big smile.

1. Ida Östensson, founder of Crossing Boarders and Sara Damber, CEO of Reach for Change.

2. Participants in YOU SKATE GIRL.

IDA ÖSTENSSON, Crossing Boarders

Problem: Girls in Sweden have more mental health problems and rate their wellbeing lower than boys. Health and active leisure are connected but most activities only target boys

System change: Despite a long history of gender equality work in Sweden, many areas are still dominated by men/boys. Crossing Boarders have pinpointed some areas, brought them to public debate and offers a practical method to work against inequality. They take the gender issue into places where it was not before: the skateboard ramp, the youth center and your own twitter account. Crossing Boarders has trained over 800 organizations. Their twitter equality tool, Twee-Q, spread to over 100 countries, with 20,000 tests being done.



"My advisors have been invaluable."



1



2

MAMATA YUSSIF, 13

"I'm good at this. It is my talent and I am happy to improve here" says Mamata.



IRA, 12

"A clown can do a lot of things and I also want to be like him. He helped me to overcome my fears here in the hospital and I'm sure that I will get help here."



AT THE HEART OF OUR VISION

All our Change Leaders work to improve the lives of children. We asked some of the 600,000 children we supported in 2012 to tell us about the Change Leader programs they participate in. Since a picture says more than a thousand words we asked them to illustrate their experiences.

LIZA LULHALSKAYA, 9

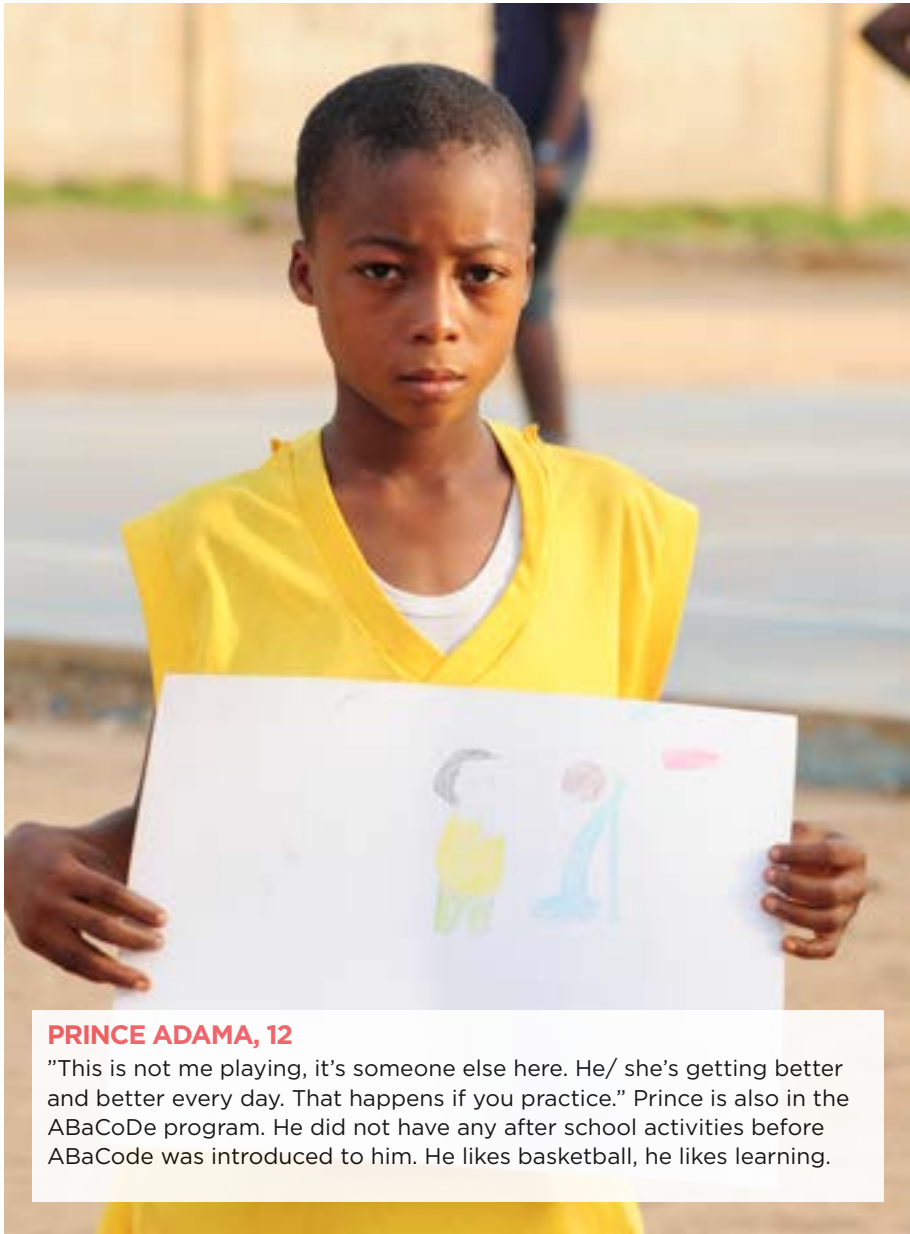
"Every time I learn something new. Today I drew LOVE and it is cool."





MARINA

“I also want to be a clown because they give us joy.”



PRINCE ADAMA, 12

“This is not me playing, it’s someone else here. He/ she’s getting better and better every day. That happens if you practice.” Prince is also in the ABaCoDe program. He did not have any after school activities before ABaCode was introduced to him. He likes basketball, he likes learning.



DANA LEVKOVSKAYA, 9

“When the clowns come, I feel like I’m with my family. And I’m not lonely at all. I love them with all my heart.”



MARCUS AYARIGE, 10

“My painting is called Ball. It shows me passing the ball to my friend Yaya.” Marcus likes developing his basketball skills and making new friends.

MORE ABOUT

MARIE-EVE LEMIEUX & MOHAMMED KHALED, ABaCoDe, Accra, gives vulnerable children the opportunity to play basketball in a program that also works as life skills and self-leadership training.

NATALIA SHIMINA, PARTNERS IN JOY, Tomsk, provides laughter to hospitalized children and children in orphanages by introducing them to clowns.

ÅSA & JOHANNA JÄRNHÄLL, BARNKRAFT, Nyköping, works against sexual abuse of children by educating adults in how to discover and help victims as well as educate school classes about their right to integrity. The children on the pictures have not been subject to assault.



REBECCA

“All children should get to feel good in their hearts. I think it is good that some people work at Barnkraft.”

NUMBER ONE STAKEHOLDER

Reach for Change is a relationship-based organization. In order to fulfill our vision, it is essential to build sound, sustainable relationships with our stakeholders. We think that the fastest and most effective way to create social change is through cross-sector partnerships that merge the social core of the non-profit with the innovation and results-focus of the corporate.

We are committed to being transparent and involving all key stakeholders that we have an impact on. By engaging with these stakeholders we gain a greater understanding for the impact of our activities and we can develop our operation to reach our outcome more effectively.

PRIORITIZED STAKEHOLDERS

As children are our most important stakeholders, engaging with them is crucial for the success of our movement. Also at the core of our operations is the relationship with our Change Leaders. We need to make sure that the support we give them accelerates their development. The skills and knowledge from the children, the Change Leaders and our partners are huge resources for our innovation and business development.

RELEVANT ISSUES

We believe that every issue has aspects relevant to discuss with children. By understanding your stakeholders and adjusting the method, you can have a meaningful dialogue about nearly everything. We work to make children visible as stakeholders and engage with them in many different ways.

VARIOUS METHODS

This report is full of examples of Reach for Change engaging with children. On pages 18, 22, 24 and 36 we share a stories from our entrepreneurs' target children. To collect those stories we did interviews, collected written essays and conducted drawing-workshops. On page 10-11 we present some results from surveys and focus groups in which almost 1,600 children participated and on this spread we briefly describe some of our methods to involve children in decision-making and process development.

RESPONSIVENESS AND TRANSPARENCY

Collecting children's opinions, suggestions and mapping material issues from children's perspective is crucial for anyone who wants to make a difference for the youngest. But to those who are really committed to leading change and creating a better world for children this is only the beginning, the first step. The most important is to act on what children teach us.

The engagement is not fulfilled before we include the perspective of the stakeholders in our decisions and core operational processes. By communicating loudly and clearly we strive for comprehensiveness and accessibility. We also aim to be responsive and to operationalize the learnings we make in a visible way. We also recognize the fact that a child's perspective of time differs from an adult's, so that all feedback has to be delivered fast – or even immediate.



”Children are experts on what it is like to be children.”

SEARCH AND SELECTION

When our applicants were interviewed in Sweden, they pitched their idea to two panels - one with co-workers from Reach for Change and our partners and one with children interested in social entrepreneurship. The children bring a unique and important perspective when evaluating the pitches.

MOST IMPORTANT STAKEHOLDERS

STAKEHOLDER INFLUENCE ON ORGANIZATION

		LOW		HIGH		Strategic threat or opportunity
		Core movement		Local partners		
DEPENDENCY OF THE ORGANIZATION	HIGH	Treat fairly	Potential Change Leaders	Change Leader	R4C Employee	Strategic threat or opportunity
	LOW	Low priority	Wider movement	Co-worker engaged	Graduated Change Leaders	
						Keep involved and informed

HOW WE ENGAGE:

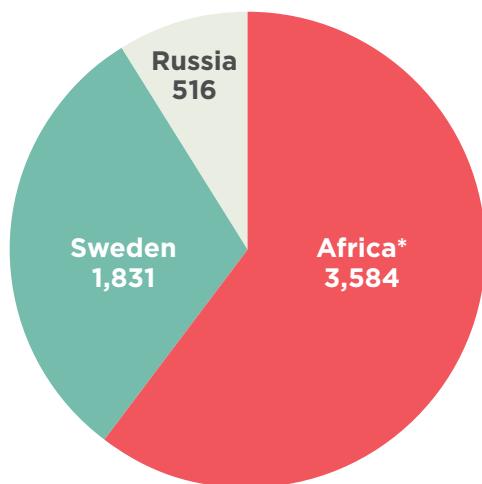
Stakeholder	Stakeholder dialogue in place
Change Leaders	Ongoing feedback dialogue on development of both Change Leaders and Reach for Change activities
	Annual anonymous survey about the Incubator
	Field visits
Children	Surveys
	Focus groups
	Interviewing entrepreneurs' target children
	Participation and influence in selection process
Partner companies	Bring together children with other key stakeholders
	Board of Directors, Steering committee, CSR collaboration, Advisory board
	Active participation in selection process
	Participation in core program, activities and events
	Co-worker surveys
	Participation in employee survey
Reach for Change Employees	Capacity training on children's rights
	Newsletter, written reports, information
	Appraisal meetings
	Inclusive evaluation and development of core operations
	Ongoing feedback dialogue

A GLOBAL MOVEMENT

While we are extremely proud of our Change Leaders, they are only the tip of the iceberg. From Kigali to Murmansk, from aspiring social entrepreneurs to advisors and social media activists – across the globe and in different ways, people are taking an active stand together with us.

A MOVEMENT OF IDEAS

Through the call to action, Reach for Change challenge individuals across the globe to come up with innovative ideas on how they can be change agents for children. The purpose is not only to find the Change Leaders for our incubator program, but also to mobilize a movement – to activate as many as possible for the good of children. In 2012, 6,000 individuals responded to the call to action and submitted ideas.



* DRC, Ghana, Rwanda and Tanzania

WHO ARE THE CHANGE AGENTS?

The typical aspiring social entrepreneur in the Reach for Change network is a man between 21 and 30 years old. Only 30 % of the individuals submitting ideas are women. Half of the applicants are between 21 and 30 years old.

67% of the applicants in Sweden are female, only **15 %** in Rwanda.

72% of the applicants in Tanzania have studied at university

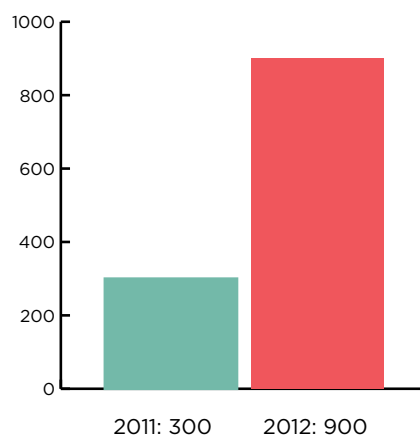
74% of the applicants from DR Congo run, or have run their own organization.

42% of the applicants from Russia are working full time, and **27%** have experience from the private sector.

PARTNER ENGAGEMENT

More than 900 co-workers from the partner companies of Reach for Change were actively involved in the operations in different ways in 2012. Some of them were engaged as advisors, giving strategic guidance to the social entrepreneurs. Others shared their skills and expertise in different ways in the quest to find and develop the most powerful ideas for children. With events and information campaigns we aim at mobilizing the movement of co-workers. A survey conducted by the research firm Xtreme in November 2012 shows that, among MTG, Metro and Tele2 co-workers in Sweden, the awareness of Reach for Change was over 80 percent.

NUMBER OF CO-WORKERS INVOLVED:



SOCIAL MEDIA

Social media followers constitute an active and important part of the Reach for Change network. Social media are not only used as channels for the call to action, but also as a forum where our Change

Leaders and other potential change agents interact with us and with each other to exchange ideas, experiences and contacts. A new Facebook page for Reach for Change Sweden was launched in August 2012, attracting around 7,000 individuals by year's end.

EXPERTS AND OPINION LEADERS

In the work to mobilize a global movement for children, a special focus is given to engaging key opinion leaders and experts with special competences and great influence on society. In 2012, 4,600 opinion leaders were in dialogue with us and our Change Leaders. In addition, experts in children's rights and entrepreneurship from around the world were directly involved in the selection of Change Leaders.



”Being an Advisor provides fresh insights and perspectives on both the business world and the world outside of business.”

ADVISOR

DU BEHÖVER BARA GE OSS ALLT DU HAR.

Har du en bra idé som kan göra livet bättre för barn? Då kan vi hjälpa dig att förverkliga den. Du får stöd och rådgivning från några av näringslivets skarpaste hjärnor. Dessutom betalar vi ut lön så att du kan ägna all din tid åt att utveckla din idé. Det vi kräver av dig är att du är beredd att ge allt för att förvandla din idé till en långsiktig verksamhet och skapa social förändring på riktigt. Läs mer och ansök på reachforchange.se. Sista ansökningstid är 11/10.



Reach for Change är en offentlig grundad och ägd stiftelse. Vi arbetar för att ge barn och ungdomar en bättre framtid.



Unaweza kubona maisha yangu y baadaye

Je, una wazo la kibunifuji lina kuborecha maisha ya watoto?

Tembelea tovuti yetu: www.tigo.co.tz/reachforchange piga namba 100 kwa majlicho



OUR GLOBAL SENIOR PARTNERS

Reach for Change is a co-creation of the companies of the Kinnevik group, and we work in close partnership with the group companies on some of the markets where they are operating.

SUPPORTING CHANGE LEADERS WITH BILLERUDKORSNÄS

During 2012, Reach for Change partner company Korsnäs merged with Billerud, into BillerudKorsnäs. Korsnäs has been a committed partner from the start, well in line with their long commitment to education and childhood. Korsnäs has worked to raise awareness among school children and students about the forest industry as a workplace and as an important part of the Swedish business community. The work being done has been part of Korsnäs' strategic recruitment efforts and a way of creating good relations to members of the local community.

As a partner to Reach for Change, Korsnäs has provided expertise and support to our social entrepreneurs. Co-workers have been very committed advisors giving guidance on key strategic challenges such as how to grow and change the lives for more children. Several co-workers have also taken part in finding and selecting new social entrepreneurs.



”Reach for Change provides an opportunity to be engaged in something that makes a difference.”

MAKING A DIFFERENCE TOGETHER WITH METRO

Reach for Change has worked closely with Metro in Sweden and in Russia. In Russia, Metro has helped with events and activities, exposure in the campaign, and advising and supporting the Change Leaders. In Sweden, Metro co-workers have supported Reach for Change both in the core parts of our program and in many other ways such as advertisement, photographing events and publishing supplements.

Kia Agerhem, Marketing Director Metro Sweden, has been a long time committed supporter of Reach for Change and understands what the collaboration means for Metro co-workers in Sweden.

– The collaboration provides an opportunity, internally within the company, to be engaged in something that makes a difference for children and youth, Kia explains. Close to 80% of Metro's co-workers feel proud that Metro, and therefore themselves, are a part of Reach for Change. People want to

be involved and with Reach for Change they can engage themselves with concrete tasks, for example by participating in the selection process and workshops, being an advisor or a part of the jury.

– Metro Sweden chooses to work with Reach for Change partly because the issues are important and relevant to our readers - helping children, promoting integration, reducing vulnerability and simply increase the joy in many children's lives. But also partly because the setup of the program is so in line with Metro's DNA, Kia continues. Metro was a new and unproved idea in 1995. Jan Stenbeck believed and invested in us and now Metro has grown to be the largest newspaper in Sweden. All because of a strong idea. We want to give something back through our involvement – to help entrepreneurs with a strong idea to get started with their organizations so they in turn can help many more.



Mia Brunell Livfors,
President & CEO, Kinnevik

PROMOTING CHILDREN AS STAKEHOLDERS WITH KINNEVIK

Kinnevik promotes children's rights through Reach for Change and has started the implementation of the Children's Rights and Business Principles (the Principles). The Principles guide businesses on how to respect and support children's rights throughout their operations and value chains. Reach for Change works together with Kinnevik and the other founding partners on implementing the Principles and creating shared value in the group.

The Principles raise the bar of corporate responsibility towards children. They show the many different ways that business has an impact on children – as employers, through their products and services, and as members of the community. And they guide companies on how to make sure this impact is positive. An important aspect is engaging with and listening to children. This provides valuable insights and contributions from an often neglected, but important stakeholder, and can lead to positive opportunities for both the children and the companies.

”For Kinnevik, Reach for Change means giving back to society in something we connect to in our daily life - children.”

OUR GLOBAL SENIOR PARTNERS



Mike Ilunga,
Supporter
of Reach
for Change,
Tigo DRC
together with
Hans-Holger
Albrecht,
CEO, Millicom.

”Reach for Change has helped increase the awareness of Tigo as a responsible company.”

ROLL-OUT IN AFRICA TOGETHER WITH MILLICOM

During 2012, Reach for Change, in a close collaboration with Millicom, expanded to five new countries in Africa: Rwanda, Tanzania, the Democratic Republic of the Congo, Senegal and Chad. This roll-out was made possible by the support from Millicom and Tigo in each country. Co-workers from Tigo have performed crucial parts of our program including creating and implementing the campaign, sharing their networks, supporting applicants, collecting and evaluating the applications, and selecting the new Change Leaders.

Mike Ilunga, Logistics Manager Tigo DRC, has been a highly valued supporter of Reach for Change in the DRC. He has been part of selecting the first Change Leaders in the Democratic Republic of the Congo.

– I choose to be involved in Reach for Change because I really do believe that it’s possible to make a better world for children if we work as a team with social entrepreneurs, people who have good ideas that can change the life of children. It is such a privilege for me to be able to share my work with other persons, says Mike. What Reach for Change means to me is a the way to create social change and improve a community’s wellbeing, volunteering for solving children’s social problems,

fighting for every child, everywhere to have an opportunity to live a better life. What I enjoy the most is to see the joy and happiness on the faces of children every time when Change Leaders bring change for them.

Nina Ndabaneze, CSR Manager Rwanda, Tanzania, and Mauritius, has played a key part in the Africa roll-out and has worked with Reach for Change in all the countries. She sees how the collaboration with Reach for Change has added value to Tigo in each market.

– The roll-out has transpired differently in each market, Nina explains. In the case of Rwanda and Tanzania, I believe that Reach for Change has helped increase the awareness and positioning of Tigo as a responsible and caring company, making it a successful initiative thus far in those countries.

– For me, she says, working with Reach for Change has meant taking an interest in social entrepreneurs, a concept that was relatively new to me. This has also opened my mind to the different needs of the communities we operate in. Therefore Reach for Change is becoming a good channel to reach out to individuals who may otherwise never hope to fulfill their dreams of transforming children’s lives.

RAISING AWARENESS TOGETHER WITH MTG

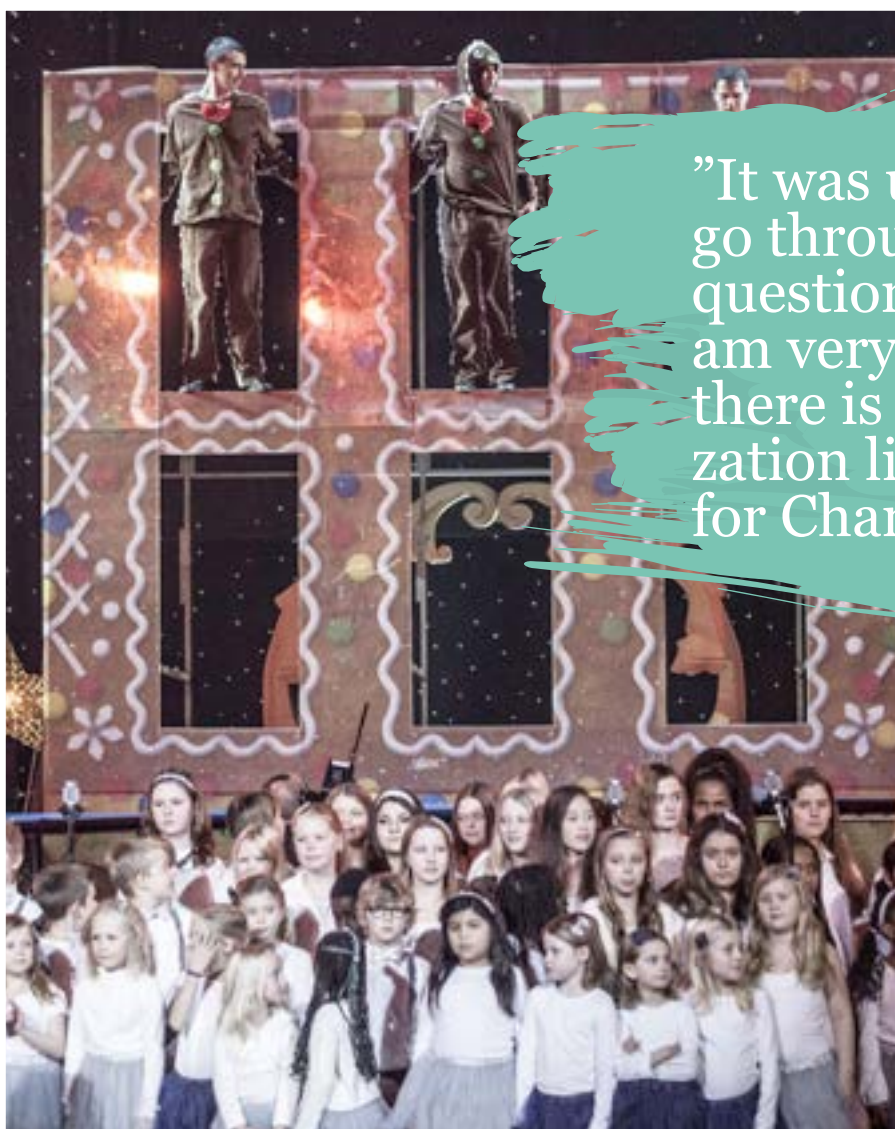
In 2012, MTG co-workers put close to 500 working hours into supporting Reach for Change activities and sharing their knowledge with Change Leaders in Russia, Sweden and Ghana.

In addition, MTG has used their media channels to further Reach for Change's work and messages. Together we have worked to raise awareness about Reach for Change and social entrepreneurship, encouraging more people to believe in their ideas to improve the lives of children. MTG in Russia offered, through the Viasat channels, commercials about the Charity run that Reach for Change arranged in Moscow. In Sweden, MTG Radio, MTG TV and MTG Online did selection campaigns, where we searched for new social entrepreneurs. Together with Radio1 and Bandit Rock we handed out two Stenbeck

scholarships. Bandit Rock used this opportunity to raise public awareness about bullying.

Reach for Change and MTG United for Peace

To lead the way in mobilizing a global movement for children, Reach for Change and MTG works together to implement the Children's Rights and Business Principles, (The Principles). The Principles are a guide to respect and support children's rights in all parts of the company's operations. As part of this, during the United for Peace football tournament in Oslo in October, MTG co-workers from 14 countries participated in a workshop on the Principles. We used a web quiz with questions about children's rights and business responsibility. barnrattsprinciperna.se



”It was useful to go through the questionnaire. I am very happy that there is an organization like Reach for Change.”

MTG CO-WORKER, OSLO

Our Group joined forces with Cirkus Scott to create Christmas at the Circus, with Reach for Change as beneficiaries. The 18 shows attracted 12,500 visitors, among them 4,000 from Our Group 2,700 visited the Reach for Change booth, where children voted on important children's rights issues and created 300 new toys from old ones together with Retoy. 343,000 viewers saw the special Christmas gala night on TV3 and TV8.

OUR GLOBAL SENIOR PARTNERS

IMPROVING CHILDREN'S LIVES TOGETHER WITH TELE2

During 2012, Reach for Change has rolled out in Russia in partnership with Tele2. The joint vision is to improve lives of children. With help of Tele2, Reach for Change successfully launched in Russia in April 2012. This resulted in the first four social entrepreneurs being selected. A well-attended press conference resulted in 49 press clippings where the Tele2 involvement was highlighted as a good example of CSR in Russia. During the second selection process six more entrepreneurs were invited to the Incubator.

115 Tele2 co-workers have been involved in the Reach for Change Russia activities during the year by offering expertise in the Incubator and selection process as well as being volunteers at events.

Vjacheslav Grishin and Daria Martyn are two of the Tele2 co-workers in Russia who have been part of Reach for Change.

– Through my involvement in Reach for Change I get the chance to meet with people who want to change the world for children, says Vjacheslav Grishin. You come in contact with magical persons!

Both of them took part in the search and selection process for Reach for Change and both of them also act as advisors for Change Leaders.

– In Tomsk where I live, everybody in the office knows about Reach for Change now, says Daria. In April when we started, there were only four people who wanted to become advisors, now we have a long waiting list. There are two Change Leaders from the town and we have gotten very good press coverage. I think we will really be able to change something in Tomsk and make it a better place for children.

Both Daria and Vjacheslav believe that Reach for Change also is important for Tele2 Russia as a company. Daria mentions the fact that it makes her employer reach a higher CSR level in a systematic way, not just through singular events in the social field. Vjacheslav emphasizes the significance of the organization in making regional authorities aware of Tele2's commitment to smaller places far from the big cities, which makes the company more competitive on a local level.

They are enthusiastic about being able to take part in the process of changing the world for children, both professionally and privately. Daria mentions that it is a very good



Mats Granryd,
CEO, Tele2

“I think we will really be able to change something in Tomsk and make it a better place for children.”

feeling being involved in a project that helps to improve the lives of children who have to spend a lot of time in hospital.

– Personal involvement in Reach for Change gives a real meaning to my job, concludes Vjacheslav.

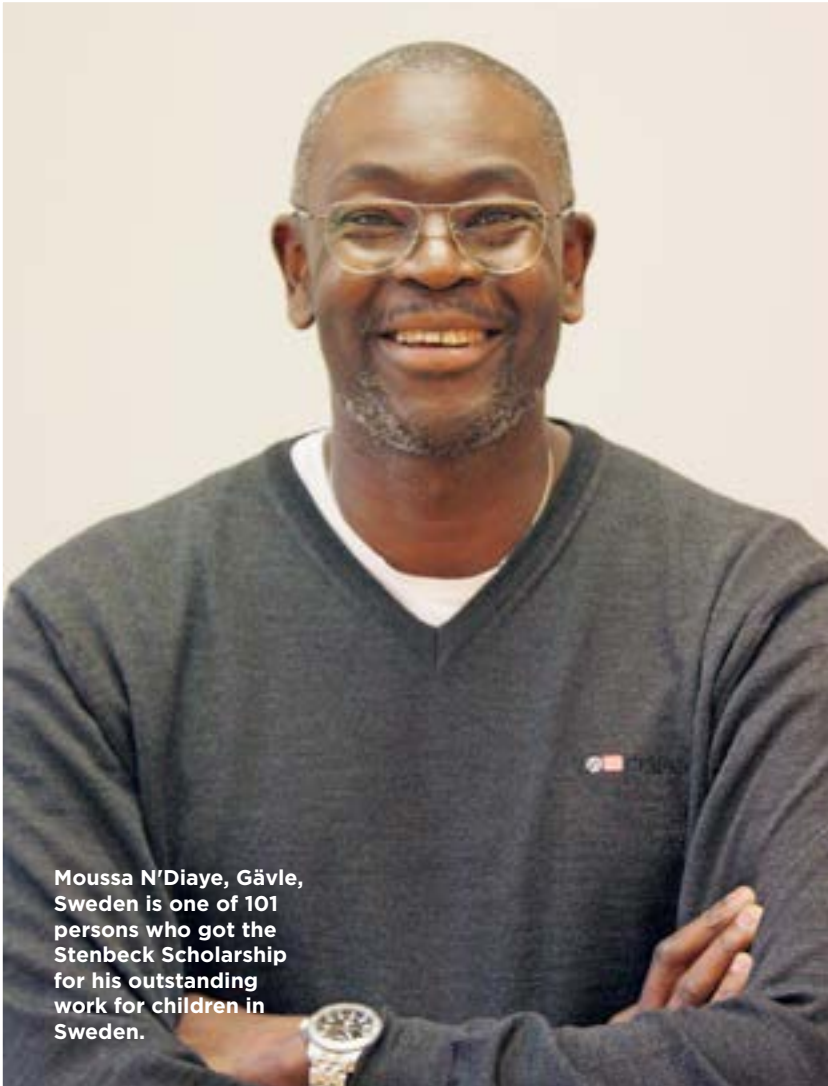
Tele2 in Sweden

Reach for Change and Tele2 work closely together in Sweden in many ways. The co-workers of Tele2 are committed to our work, supporting with expertise, volunteers and passion both for business and children's rights. During 2012 the co-workers donated their Christmas gift to Reach for Change. They also support the social entrepreneurs with their services and they work hard to promote Reach for Change and our work, by sending information to all of their customers.

INSPIRING CHANGE TOGETHER WITH STENBECK FOUNDATION

In 2012 the Stenbeck Foundation in cooperation with Reach for Change selected 101 recipients of the Stenbeck scholarship. The recipients were persons committed to making a better world for children by stopping bullying, promoting children's voices or stopping violence. Some have fought for the youngest for decades; others have just hatched a groundbreaking idea.

We have spoken to children, read the reports, research and statistics and understood that children's rights are being violated every day. Children are victims of bullying, harassment and abuse, children's voices are ignored and children are subjected to violence and sexual abuse. It is here and now. This is done in the short time a person is a child. We wanted to grant 101 inspiring people who are living proof of a will to make a change and an important step towards a movement of hope.



Moussa N'Diaye, Gävle, Sweden is one of 101 persons who got the Stenbeck Scholarship for his outstanding work for children in Sweden.

"We wanted to grant 101 inspiring people who are living proof of a will to make a change."



H.M. Queen Silvia of Sweden also got a Stenbeck Scholarship for her commitment to help children who have been victims of sexual abuse.

REACH FOR CHANGE ORGANIZATION IN BRIEF

Reach for Change is a Swedish-based foundation, co-founded by Stenbeck Foundation together with six of the Kinnevik group companies; Kinnevik, Metro, Korsnäs, MTG, Millicom and Tele2 in 2010.

The aim was to develop an innovative and effective method to support children. A method that takes advantage of the strength of the partnership with the Kinnevik Group companies.

Three operational years later, the foundation has expanded to eight countries on three continents, managed by three region offices. One office is based in Stockholm, Sweden with both the Swedish operating team, and the Global team, including CEO and Management team. The Swedish foundation has also registered an African branch, with an office in Accra. The independent Russian foundation is based in Moscow. Together the three form an informal group.

SUMMARY OF SIGNIFICANT CHANGES 2012:

- › We changed our name from Playing for Change to Reach for Change
- › We expanded from three to eight countries of operations on three continents.
- › We increased our number of employees from 10 to 21 divided accordingly: Sweden 14, Russia 4 and Africa 3.
- › We increased the number of social entrepreneurs supported in programs from 15 to 41.
- › We created a branch in Ghana and a separate foundation in Russia.

IMPACT OUTREACH AND SECTORS SERVED

Reach for Change's ultimate outcome is to promote children's rights in general and support individual children to a better life. To reach there, we impact three different sectors in the society. First, we challenge individuals to create innovations and to

REACH FOR CHANGE SWEDEN

Number of Children supported: 270,000
Number of Applications: 1,800
Number of Social entrepreneurs in programs: 16
Number of Co-workers involved: 293

REACH FOR CHANGE RUSSIA

Number of Children supported: 38,000
Number of Applications: 500
Number of Social entrepreneurs in programs: 10
Number of Co-workers involved: 313

REACH FOR CHANGE AFRICA

(Ghana, Tanzania, Rwanda, DR Congo, Senegal and Chad)
Number of Children supported: 310,000
Number of Applications: 3,600
Number of Social entrepreneurs in programs: 15
Number of Co-workers involved: 319

take the first step of making change. We see the search and selection process as a training program for the applicants where they are encouraged to formulate their idea, to think, analyze and prepare a start-up.

Secondly, we push the private sector, through our business partners, to take an active stand for children as their number one stakeholder. We strengthen the employees' pride and give them opportunities for qualified engagement, contributing business knowledge and skills.

Lastly, we support and invest in social entrepreneurs within the Incubator, which creates a supportive infrastructure for the social enterprise and NGO-sector.

WE IDENTIFY OUR SUBSTANTIAL IMPACT ON SUSTAINABILITY THROUGH THREE AREAS:

1. Promote children.

We create a cross-sector movement where we engage companies, individuals, NGO-sector and policy makers in endorsing children's rights and promoting children as the number one stakeholder.

2) Change the lives of children.

Through the support in the Incubator, Change Leaders scale their operations and support individual children, making a difference in their life. In the long-term, we aim at altering societies to build lasting change that will support many children in the future.

3) Invest and create infrastructure for change agents.

Through our program, we financially invest in small-scale change agents with the potential for long-term sustainable impact on society, as well as create infrastructure that enables change agents to grow and accelerate. We motivate and inspire individuals in the society, our partner co-workers and our own team to contribute to changing the world.

CHALLENGES 2013 AND AHEAD

1) Reduce environmental impact.

Reach for Change seeks to minimize the environmental impacts from our operations and activities within facilities management and travel. We promote sustainable development and cost efficiency by reducing resource consumption and thus the impact on the



environment. Environmental laws and regulations applicable to local surroundings and the relevant business sector shall be complied with. Practices minimizing the impact on the environment shall be encouraged and care shall be taken with any environmentally sensitive substance or process.

2) Anti-corruption management.

To fight against corruption and to avoid misusing the power we have in our core programs we will work even harder with responsibility, effective governance of our businesses and activities. We prevent corruption by ensuring the integrity of all involved in our organization, by not only guaranteeing legal compliance in each country of operation, but also ensuring a high ethical standard. During 2012, we implemented the Reach for Change Code of Conduct with the purpose to assure that all our employees, Change Leaders, and affiliates share Reach for Change's commitment to responsible business practices. With the Code, all Reach for Change employees and Board of Directors agrees to not offer, ask, give or accept, directly or indirectly, any undue advantage for personal gain from any third party, unless it can be constituted as being within the boundaries of accepted business practices such as representation and reasonable hospitality given in the ordinary course of business.

3) Employee engagement.

For the upcoming year, we will deepen the commitment to one important stakeholder: the employees. During 2012, our team grew from 10 employees to 21 employees in three different regions of the world. Taking advantage of the potential and strengths in building an effective team of people from diverse cultures and with a geographic spread, we will work further on sustainable structure of engagement.

THE REACH FOR CHANGE BOARD OF DIRECTORS:

Chair Cristina Stenbeck

Chairman, Investment AB Kinnevik, etc.

Mia Brunell Livfors

President & CEO, Investment AB Kinnevik

Hans-Holger Albrecht

President and CEO, Millicom

Mats Granryd

President and CEO, Tele2 AB

Jørgen Madsen Lindemann

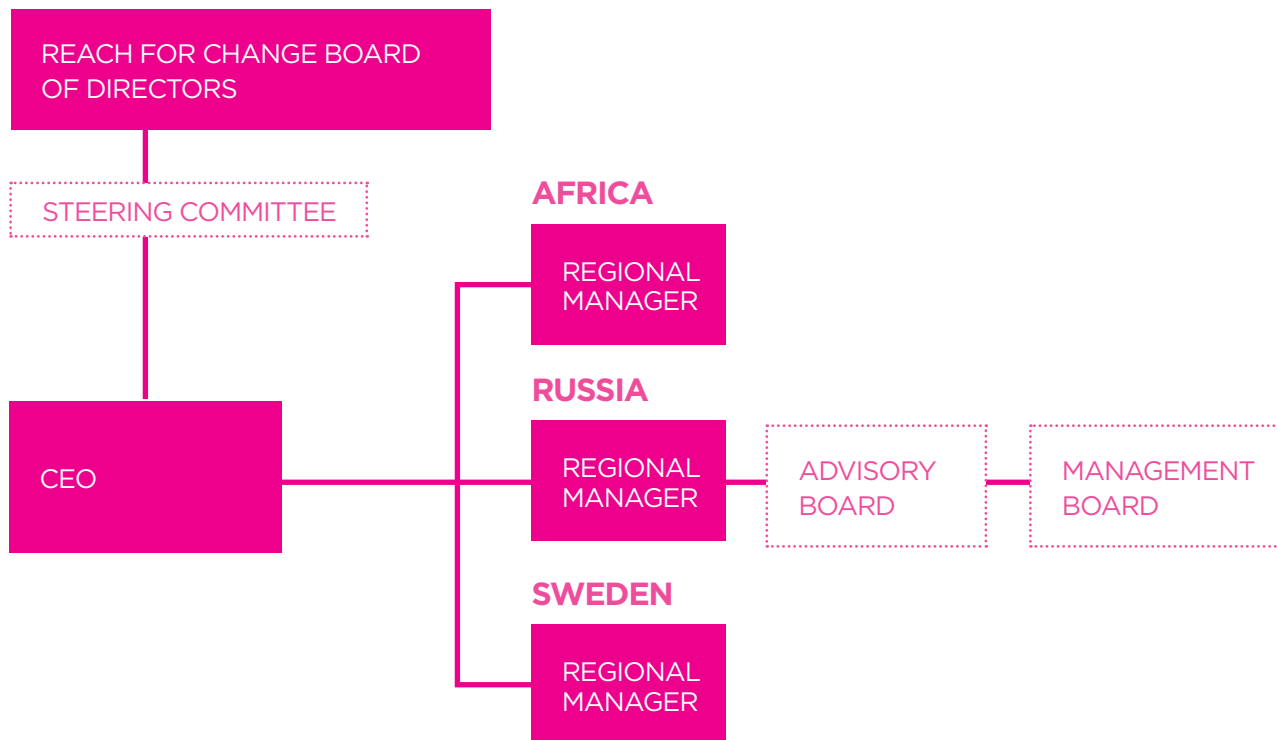
President and CEO, MTG Modern Times Group

Mikael Larsson

CFO, Investment AB Kinnevik

REACH FOR CHANGE ORGANIZATION IN BRIEF

ORGANIZATIONAL MAP 2012



	NUMBER						PERCENTAGE					
	Total	Women	Men	<30	30-50	>50	Total	Women	Men	<30	30-50	>50
Board of Directors	6	2	4		6		100%	34%	66%		100%	
Steering committee	7	4	3		6	1	100%	57%	43%		86%	14%
All Employees	21	17	4	8	13		100%	81%	19%	38%	62%	

GOVERNANCE

Reach for Change is building a sustainable and effective organizational structure, that with few personnel resources, can handle the complex core of our business, the daily work that will lead to a world where children and youth are fully respected and children's voices are taken seriously. For this to be possible, we need efficient structures, well-communicated policies and guidelines as well as a clear division of responsibilities and mandates.

The Board of Directors is the highest governing body responsible for Reach

for Change's performance. The Board consists of six members out of which two are women. All of the Directors of the Board are considered independent.

IMPLEMENTATION OF THE CODE OF CONDUCT

During 2012, the Board decided to implement the Reach for Change Code of Conduct. All Change Leaders, employees, management and members of the Board of Directors and affiliates shall read, understand and sign the Code. They shall ensure that their conduct fully complies with the Code.

It is available on the Reach for Change website. All entrepreneurs and all employees have signed it.

If and when an employee (of Reach for Change, affiliates or Change Leaders) is informed of, or suspects, any activities that may be in violation of the Code of Conduct, it is this person's responsibility to report it.

Reports can be filed in any of the following two ways:

- To any manager that the person filing the report finds appropriate.
- E-mail appointed Board member.

Other policies available at Reach for Change internal server:

- Work environment policy
- Policy against child sex trafficking
- Anti-discrimination policy
- Drug abuse policy
- Parental leave policies
- Health policy
- Internet policy
- Emergency management policy
- Wage policy
- Environmental policy
- Policy against disqualification
- Stress policy

ABOUT THE REPORT

This is Reach for Change's third annual report where we integrate financial reporting with the most material performance and social impact. Data in this report refers to the fiscal year 2012, unless otherwise stated. Measurement tools and definitions of KPIs, including number of children supported, scale and opinion leaders can be found at www.reachforchange.org.

The report is made in accordance with the AA1000 principles: inclusivity, materiality and responsiveness.

For us, engaging with the world around us comes naturally. We take responsibility for our impact and aim to maximize our positive and minimize our negative impact on our stakeholders. Being transparent with our decisions, actions and impact on different stakeholders is a priority. The responsibility

work in our own operations is related to our internal processes, ensuring that we engage with our child stakeholders.

Reach for Change takes special consideration to respect and support children in all our activities and relationships. There are two reasons for this. Firstly, we recognize that although children are affected by most, if not all, operations in society in a unique way and are especially vulnerable, they are often not acknowledged as stakeholders or given special consideration. With a combination of research, method development, best practices and communication, we can develop the perspective of children as stakeholders. We believe that children are everyone's business and work to make children visible as stakeholders. We do this in our own operations and we promote this perspective with our partners and on a larger scale.

Secondly, given the nature of our operations, we recognize that children are important stakeholders of our operations and our end customers. Children are the most important stakeholders of our movement and engaging with them is crucial for the success of our movement.

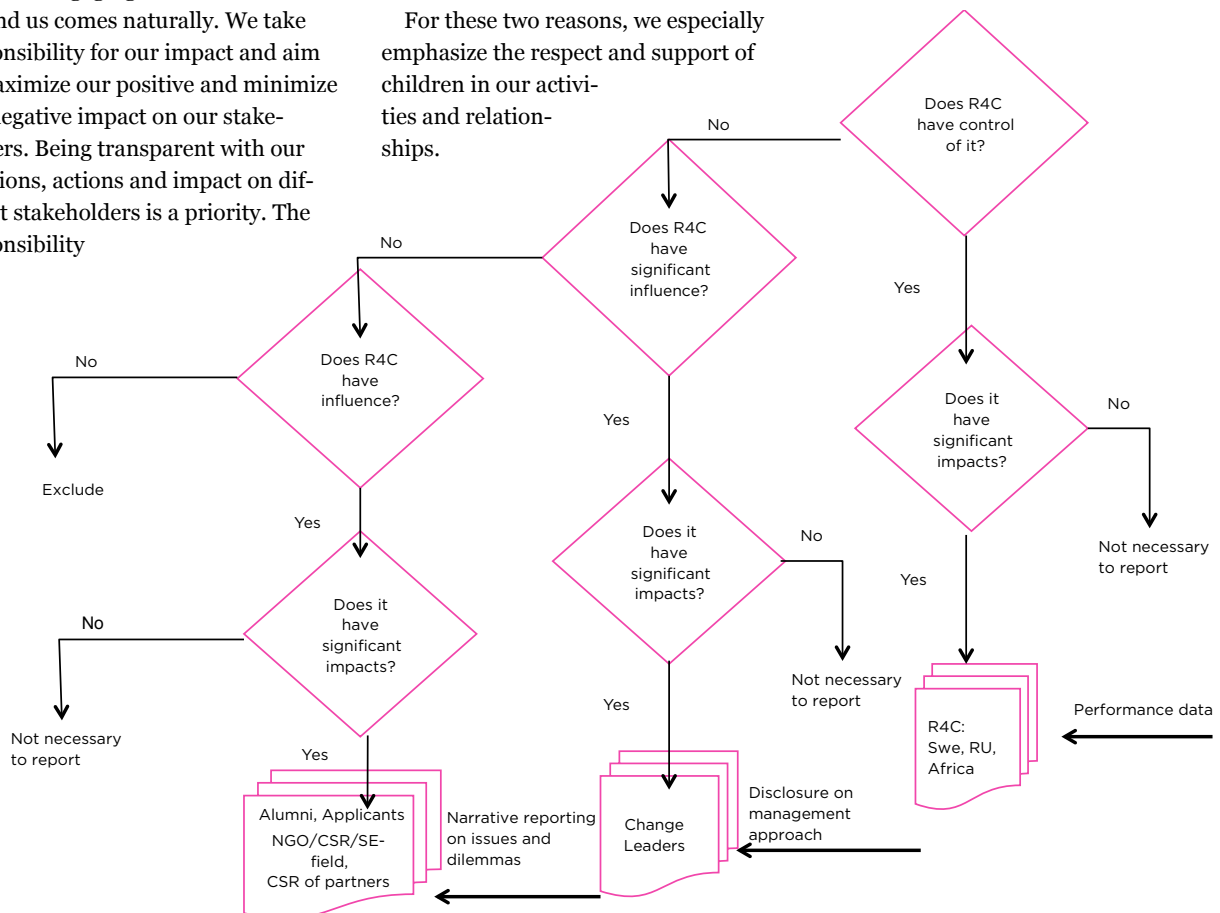
For these two reasons, we especially emphasize the respect and support of children in our activities and relationships.

Read more about our collaborations with stakeholders in the Stakeholder engagement sections in the report.

BOUNDARIES

This report covers all of Reach for Change's operations. The boundary chart below shows the entities whose performance is covered in the report. The Reach for Change operations by the global team and by the three regional offices is fully covered by the performance reporting. The performance of the social entrepreneurs in the Incubator is partly reported.

Reach for Change will continue to report financial and social impact annually. The report can be found at www.reachforchange.org. For questions about the report please contact info@reachforchange.org.



FINANCIAL REPORT 2012

The financial report 2012 presented here is a pro forma report to summarize Reach for Change total operations. It merges the results of Reach for Change Swedish foundation with the African branch (registered in Ghana), together with the Russian foundation. The complete Reach for Change is a privity with a joint Board of Directors and Management.

FINANCIAL HIGHLIGHTS

- › Net revenues increased from 15.3 MSEK in 2011 to 22.1 MSEK in 2012.
- › Operational costs (total of other external expenses and personnel costs) increased from 13.1 MSEK in 2011 to 21.8 MSEK in 2012. In addition to increased activities in general, a part of the increase is explained by the fact that the positive result of 1.9 MSEK in 2011 has been used for activities in 2012.
- › Out of the total operational costs in 2012, 13.8 MSEK was invested in Programs. This corresponded to 62% of net revenues. Personnel costs increased from 2.9 MSEK in 2011 to 6.0 MSEK in 2012.
- › Out of the total operational costs in 2012, 3.4 MSEK was invested in Call to action. This corresponded to 15% of net revenues.
- › The grants to social entrepreneurs amounted to 7.6 MSEK in 2012.
- › The Investment in Objective has increased from 11.3 MSEK in 2011 to 17.2 MSEK in 2012, making 35.0 MSEK in total investment since 2010. Reach for Change states the objective as support to children through funding and capacity building in Change Leaders and advocacy.

INCOME STATEMENT

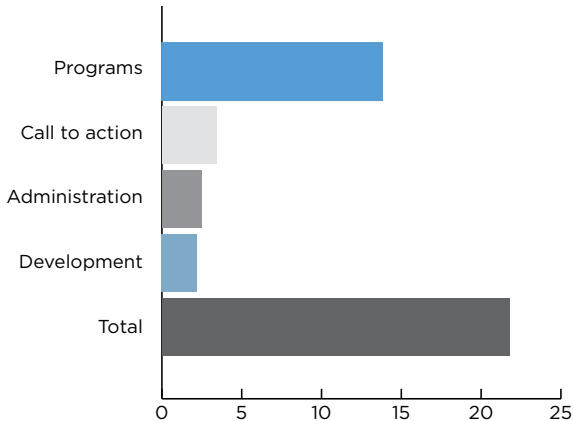
Amounts in KSEK	2012	2011	2010
Net revenues	22,075	15,259	7,161
Other external expenses	15,796	10,164	6,981
Personnel costs	6,011	2,923	0
Depreciation of intangible and tangible assets	32	21	0
Operating result	236	2,152	180
Financial income and expenses			
Interest income	33	20	0
Interest expense and other financial expense	2	4	0
Result after financial income and expenses	267	2,168	180
Tax expense for the period	2	288	0
Result for the period	265	1,880	180

35 Total investment in objective in MSEK since 2010.

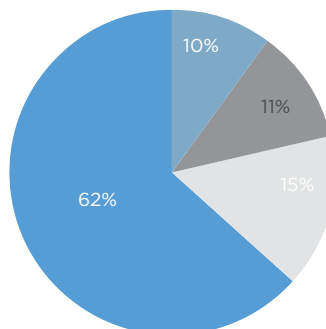
BALANCE SHEET

Amounts in KSEK	2012	2011	2010
ASSETS			
Fixed assets			
Intangible fixed assets	1	2	
Tangible fixed assets	43	74	11
Total fixed assets	44	76	11
Current assets			
Short term receivables			
Accounts receivables	2,109	83	118
Other current receivables	922	1	0
Prepaid expenses	977	224	55
Bank	5,332	4,303	155
Total current assets	9,340	4,612	328
TOTAL ASSETS	9,384	4,687	339
FUNDS AND LIABILITY			
Funds			
Foundation funds	100	100	100
Funds brought forward	2,055	180	0
Project specific funds	0	1,300	0
Result for the period	265	1,880	180
Total funds	2,420	3,459	280
Current liabilities			
Tax liabilities	369	288	
Accounts payables	631	580	50
Other current liabilities	635	160	9
Accrued expenses and deferred income	5,329	200	0
Total current liabilities	6,964	1,227	59
TOTAL FUNDS AND LIABILITIES	9,384	4,687	339

Operational costs, MSEK



Percent of net revenues



Investment in Objective, MSEK

2010	6.5
2011	11.3
2012	17.2
Total:	35.0

The Reach for Change Charter states the objective as support to children through investments and capacity building in Change Leaders and advocacy.

THANK YOU

Thank you smart, brave & passionate businesspersons who supported our work during 2012. Some of you are mentioned below, but more of you have been involved in and participated in our activities. All your support is appreciated and valued.

NAME	COMPANY				
Abdul-Nasser Alidu	Tigo Ghana	Awa Seck Cissokho	Tigo Senegal	Emanuel Widén	Tele2 Sweden
Abdul-Razak Issaka Ali	Tigo Ghana	Bassirou Ndaw	Tigo Senegal	Emery Batayika	Tigo Rwanda
Abibatou Mbow	Tigo Senegal	Baye Ali Ndiaye	Tigo Senegal	Emmanuel Bull	Tigo Rwanda
Abraham Osei-Adu	Tigo Ghana	Benedicta Osei- Bonsu	Viasat1 Ghana	Emmanuel Evans	Tigo Ghana
Abubakar Barira	Tigo Ghana	Benjamin Mulinzi	Tigo Rwanda	Emmanuel Maopolo	Tigo Tanzania
Adil El Youssefi	Tigo Ghana	Bianca Backman	Metro Sweden	Emmanuel Rusibamahila	Tigo Tanzania
Adolph Shama	Tigo DRC	Birgit Imponen	Tele2 Sweden	Eric Munyeshuri	Tigo Rwanda
Adriana Ionescu	Tele2 Sweden	Bonnie de Souza	Tele2 Sweden	Erickk Sentery	Tigo DRC
Agnes Essilfie-Condua	Tigo Ghana	Boris Konoshenko	Metro Russia	Escarth Phenias Lizinde	Tigo Rwanda
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We want to especially remember the late **Johanna Stenson**, BillerudKorsnäs, who was a passionate supporter from the time when Reach for Change was only an idea. She acted as an advisor to us and several of our social entrepreneurs and was committed in selecting new entrepreneurs for our program - many will always be grateful.

Get involved and learn more at: reachforchange.org

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