



**Supporter Review
2017-2018**

**United
Purpose** 
Beyond aid



One of the Women's Business Centres we established in Bangladesh (in July 2017) is already operating well and has set up 33 agricultural producer groups, reaching over 1,000 women. These women are members of one of the producer groups.

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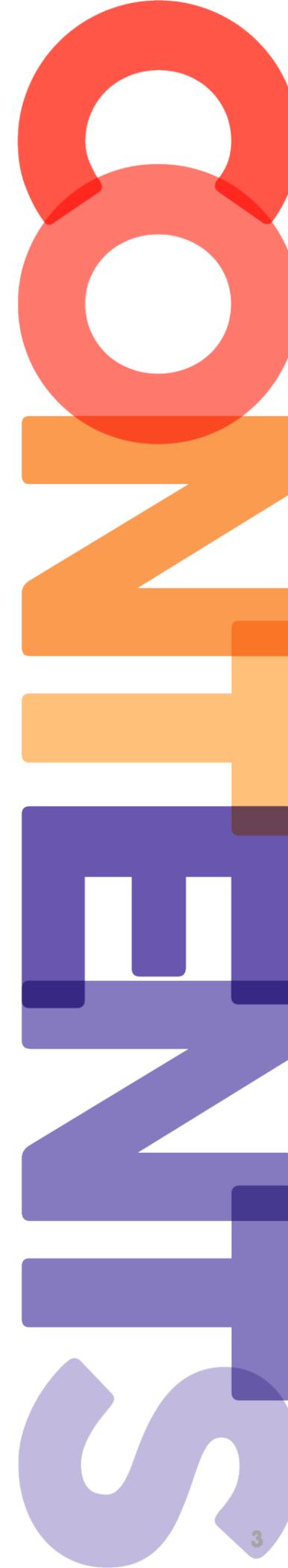
Leadership at United Purpose

United Purpose Board of Trustees (2017-2018):

Peter Ayres (Chair)	Ceri Briggs	Hadi Husani	Steven Marshall
Sir Martin Davidson	David Bull	Nicola Mushet	Alan Davies
Adam Wynne			

Current senior leadership:

Kathryn Llewellyn, CEO	Tony Jansen, Cluster Lead (West Africa and Brazil)
Hannah Pudner, Global Director of External Affairs	Heather Campbell, Cluster Lead (Southern Africa and Asia)
Peter Sargent, COO	



Foreword from the Chair

This year has been another significant one for United Purpose (UP). We have settled into our new home in Cardiff, undergone a thorough review of our Global Strategy, begun to integrate sport into our projects and continued to implement our innovative global programmes. None of this would have been possible without our worldwide community of ambassadors, volunteers, donors, staff and partner organisations. As ever, we are grateful for your continued support.

There is no doubt that 2018 has been a challenging year globally. Extreme inequality has continued to rise, climate change is threatening the livelihoods of the poorest and most vulnerable communities, and the worst refugee crisis in recent years has unfolded in Bangladesh.

United Purpose continues to learn and adapt to respond to these challenges, supporting people to earn better livings, lead healthier lives and exercise their rights. Through our work, we reached 4 million people worldwide this year. We are immensely proud of the incredible work our Country Programmes and local partners deliver – each facing a unique set of challenges to which they rise admirably.

This year's highlights are many and varied. We provided more than 150,000 people with access to safe water, like 13-year-old Edna in Malawi (p 20). We enabled over 400,000 people to increase their incomes, focusing especially on smallholder farmers and microentrepreneurs like Ajara in Ghana (p 15). We trained over 1.5 million people in advocacy and human rights, supporting people like Maria in Brazil (p 22) to negotiate with the government and stand up for their rights.

We reached over 400,000 people with vital humanitarian assistance, such as providing communities with food and cash transfers in response to severe food shortages in Malawi. We also supported over 17,000 Rohingya refugees in Bangladesh through building health centres, water wells and women-and-child-friendly spaces (p 24).

These achievements are a brilliant foundation to build on, but we have so much more to do. The scale of global

poverty and inequality remains an outrage – all the more so in a world of such plenty. As we look to the future, we will face these challenges head-on and use fresh, creative ideas to make bigger change, faster.

We are particularly looking forward to building on our mergers and acquisition strategy over the coming year. UP's mergers with Village Aid (2015) and International Inspiration (2016) have been incredibly successful, enabling our organisation to go from strength to strength, while staying true to our values of remaining lean and efficient. In April 2018, we signed an affiliation agreement with the US-based charity, Keep a Child Alive, in which we provide them with technical support to carry out their programmes in South Africa, Rwanda, Kenya, Uganda and India.

We believe passionately in our community-led approach, which has resulted in real and lasting transformation. We will continue to draw proudly on our 40-year track record of decentralised programme innovation and community-driven impact to support people to live healthy, resilient and dignified lives.

People will always be at the centre of everything we do, whether a project manager in Ghana, a Water Management Committee member in Cameroon, a fundraising officer in the UK or a team member of a local partner organisation. The incredible support we have enables our people to continue to solve the problems that we believe will have the most significant impact for those furthest left behind and most marginalised.

United Purpose also benefits from a passionate and dedicated Board of Trustees that carries out its responsibilities in a cooperative way with management and staff. This requires our Trustees to devote a lot

of time and energy to their role and for this and their continued support, I would like to express my sincere gratitude.

Finally, a big thank you to everyone who has been a part of changing the lives of 4 million for the better this year. None of the successes we have had this year would have been possible without the work of our partners, our communities and our supporters. We are so grateful for the practical and financial support we receive – the support that enables us to empower communities to lift themselves up out of poverty and move beyond aid for the long term.



Peter Ayres
Chair of the Trustees



Hagar Baffoe stands outside the house she built in Ntanko, Ghana. Hagar funded the build with the extra income she earns having joined a Village Savings and Loans group, set up with United Purpose's support.



Message from the CEO

Once again, United Purpose has launched and implemented a wide range of innovative and impactful programmes this year. Although we work across a diverse range of issues, all of our projects share a common aim: to support people to gain agency over their own lives so that they can move beyond aid.

Empowering people to build independent futures and move beyond aid is fundamental to our new Global Strategy. It is undeniable that people in the Global South are all too often unfairly treated by entrenched global and local systems that dictate the rules of the game and leave people living in extreme poverty and inequality.

Traditional aid primarily responds to this by focusing on access to basic needs – this is sorely needed, but it is not enough. Aid must also focus on the transferral of power, and on enabling people to improve their lives themselves. Key to this is that they have sustainable access to and influence over money, information and institutions.

1. Money: Gaining more sustainable and resilient access to income is fundamental to every individual and community. For poverty to end and real independence to exist, this is a key issue we must address.

2. Information: Knowledge is power, increasingly so in a world where information has become a valuable resource that drives prosperity. Access to knowledge can have a transforming impact in the hands of individuals, be that about market prices, seed types or how to improve hygiene.

3. Institutions: Individuals thrive when the institutions around them work better for them and when they can organise effectively to protect the gains they make.

Our approach to delivering this is a grassroots, community-led development model. We sincerely believe in working in partnership, and the voices of those we work with are at the forefront of everything we do. We couple this with a culture of innovation and learning that ensures we challenge the status quo to find impactful and sustainable solutions.

Our ultimate goal is always to leave people and communities with agency over their lives. Only this will bring true independence to those living with poverty

and inequality, and empower them to move beyond aid.

I hope you find it as inspiring as I do to hear about the work our amazing teams across the globe are doing. Thank you so much to everyone who has played a role in changing the lives of 4 million people for the better this year. None of the incredible achievements we have made would have been possible without our dedicated staff, volunteers, partners or community of supporters.

Kathryn Llewellyn
CEO



Mustapha Sane stands outside the phone sales and repair shop he set up in Sindian, Senegal, which he established with a microfinance loan from United Purpose.

UNITED PURPOSE IS A **MOVEMENT OF PEOPLE AND ORGANISATIONS THAT STRIVE TO END POVERTY AND INEQUALITY ACROSS THE GLOBE.**

We are a leader in community-led development and grassroots innovation. For more than 40 years, we have worked with frontline activists, community organisations and individuals to help people to gain agency over their own lives – so they can move *Beyond Aid*.

We take this approach because we believe a person's ability to determine their own future should never be dependent on benevolence or charity, but always within their own control. We use innovation and creativity to make this happen, and we are not afraid to explore new methods to achieve better results. We are United in our Purpose to move people Beyond Aid.

What we do

The problems that people face – such as lack of clean water, low income and denial of rights – are all interrelated. Our experience shows that interventions that take an integrated approach are the most sustainable. During 2017-18, we worked across three strategic change objectives set out in our 2014-2019 Global Strategy:

- **Resilient lives:** To ensure that vulnerable people have more resilient and sustainable livelihoods, and that economic growth is equitable.
- **Better health:** To improve health by increasing access to basic services, such as water, sanitation, primary healthcare and emergency aid/shelter.
- **Upholding rights:** To improve government accountability to vulnerable people and to increase citizen engagement in decision-making processes, as well as increasing respect for the rights of all people.

We place a huge emphasis on monitoring and evaluation to ensure we achieve sustainable results and continually grow our impact. It is essential to prove the difference we are making and to learn, reflect and improve what we are doing. We therefore take a holistic approach to impact measurement in four key areas: monitoring, evaluation and impact; accountability; learning; and research.

Under our three change objectives (resilient lives; better health; upholding rights), we collate 30 output indicators on an annual basis. Each Country Programme collects this information from their projects and the information is collated and analysed in the UK.



How we do it

Our work is community-led. We take this approach because we believe that significant and sustainable change will only happen if we harness the collective knowledge, skills, resources and motivation of a wide range of actors – starting with community-level partnerships. This may involve our staff being involved in joint operations, supporting and monitoring work, or funding local partners to deliver services.

The grants we make to partners help local organisations provide sustainable benefits for poor and marginalised communities, and so further our own objectives. We carefully consider the experience, reach and governance of potential partners, as well as the value they will add to our work.

Our International Office is based in Cardiff, UK with country offices in Bangladesh, Brazil, Ghana, Guinea, Malawi, Mozambique, Nigeria and Senegal. We combine direct delivery with delivery through partners and/or taking an advisory role with other partners – from smaller community organisations right up to regional governments.

We are proud of our devolved structure, which sees our country offices taking a lead on country strategy development (under the umbrella of the organisational Global Strategy), programme delivery and management, grant fundraising and managing relationships with partners and donors.

In a number of our country programmes, we also operate across borders in near-neighbours – for example, Cameroon and Guinea-Bissau. And in the following countries, where we do not have an UP office, we manage projects through local partners: India, Kenya, Uganda, Rwanda, South Africa and Zambia. These have been brought into our programming mix through our mergers and partnerships.

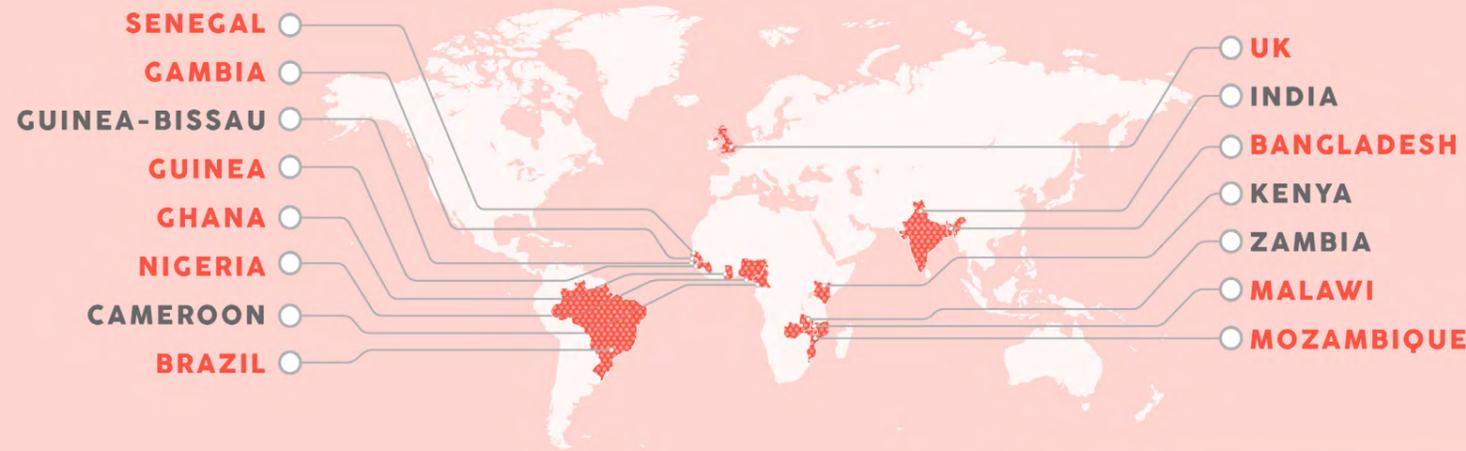
Our family currently includes United Purpose, Village Aid – a proudly Derbyshire-based fundraising charity – and International Inspiration, the London Olympics-linked initiative that uses sport to uphold rights and promote development and peace. Joined by our carbon credit initiative and CUMO, a highly successful Malawi based microfinance organisation that was initially set up in 2000 with a grant from UK Aid.

Together as a group of organisations we can do much more together than we could separately.

2017

OUR WORLD

IN NUMBERS



UP COUNTRY OFFICES
PARTNER PROGRAMMES

Better health



5451
Open Defecation Free villages

152,532
People with access to safe water

437,591
People given humanitarian assistance

Resilient lives

438,764
People with more money in their pockets

287,370
People with more food

68,824
People using fuel efficient stoves

255,101
New or stronger businesses

Upholding rights

21,147
People empowered through sport

242,269
People demanding accountability from their government

1,557,790
People trained in advocacy or human rights

124 projects

111 local partners

603 staff members

4 million people reached

Thank you

The innovative work that United Purpose does across the world would not be possible without all of the incredible people who volunteer and fundraise here in the UK. We'd like to say a huge thank you to everyone who has supported us and enabled us to make a real difference to the lives of people and communities across the world.

Perhaps you took on a 100-mile cycle ride or provided valuable monitoring and evaluation support. Or maybe you spoke at an event on our behalf, donated to our Rohingya appeal, or simply helped spread the word about United Purpose. Whatever it was, you have done some pretty incredible things and we couldn't do what we do without you.

Cardiff Half Marathon

Our fantastic #TeamUP runners took on Cardiff Half Marathon, raising over

£1600



RideLondon

I'm going to have to do some serious training ... but the work that United Purpose do to eradicate global poverty and inequality through innovative community led approaches is worth all the pain that will come with donning the Lycra and tackling those hills.

- Beth Button

Beth raised an incredible

£1,190.00

to support our work

Thanks to a fantastic

£49,603

from Penland, we're launching a sports project in India to improve the well-being of 2,500 young people living in slums around Mumbai – improving access to sport and leisure, as well as developing their life-skills and employment opportunities.



2017 HIGHLIGHTS



With your support, we secured **£498,380** to support Rohingya refugees in Bangladesh.

Since October, we've been providing healthcare, sanitation, women-and-child-friendly spaces, along with essential supplies.



Our fourth annual Global Handwashing Day in Nigeria was our biggest yet. Through our mass handwashing events we reached:

200 schools
46,000 children
2130 hygiene heroes

to spread the word about the lifesaving power of effective handwashing.



In collaboration with The Thrive Programme, we launched

'Get some SPACE'

– a personal development programme to support staff well-being in the workplace. Through training sessions and ongoing support, we're establishing the strong foundations we need to thrive as individuals and best support the communities we work with.



Our partner, Moving the Goalposts

was awarded second place in the 2017

Fifa Diversity Award

— recognising the incredible work they do to promote gender equality through football.

Stories from our work...

Over the following pages, we present some highlights from our work in 2017-18 under our three change objectives: resilient lives, better health and upholding rights. We also feature key achievements from our humanitarian work, our sport for development initiatives and our education programme in UK schools.

Resilient lives

Over the past 40 years, we have built up a wealth of knowledge and expertise in improving livelihoods. Much of our recent work has focused on the challenge of raising incomes among poor rural communities. We improve resilience by promoting livelihoods that can adapt to the demands of a changing climate, and by focusing on the growth and expansion of local markets. Specific activities include improving agricultural practices and providing access to financial services.

Ghana: Making money and furthering finances



A group of around 40 women are gathered together under an expansive tree that provides much-needed shade from the midday heat. These women are from four local Village Savings and Loans Associations and they are meeting up for their regular 'sharing out' session in Techiman North, Brong Ahafo.

Brong Ahafo, a region in south Ghana, is known as the 'food basket' of Ghana – and you can see why from the lush green landscape and thriving market places. Despite this, rural communities still face the threats of climate change, limited access to quality government services and barriers to selling their produce in formal markets. Agriculture is the main source of livelihood for 78.9% of rural households in this part of Ghana (2010 census).

Ajara (left) is one of the women sitting under the tree. She is a mother of four and has an infectious smile and a great sense of humour. She has been with one of United Purpose's Village Savings and Loans groups for four years and is the group's secretary. Before joining the group, Ajara's casual employment left her family struggling financially.

Now, life is very different. When Ajara joined the group, she benefitted from financial literacy and basic enterprise management training. Through her membership, she was able to take out a small loan that enabled her to send her children to school (although primary education is technically free in Ghana, there are still costs for things like uniforms, books and travel).

Ajara also drew on her enterprise management training to set up a stand to sell tomatoes. Since then, she has even diversified into selling agrochemicals (e.g. fertilisers), using her new knowledge to record her expenditure, income and profit. She is pleased to have a more reliable income to support her family financially and feels in control of the money she earns.

Context

United Purpose first started working with women like Ajara through our 'Banking for the Poor' project, funded by the European Commission, which began in 2012. Since 2014, the women have been part of our pilot project, 'Banking for Progress', funded by Alquity, which aims to reduce poverty and vulnerability through increased incomes and enhanced livelihoods. Using loans from the project, the women were supported to start or expand existing microenterprises in order to diversify household income. In 2017-18, through this project and our other microfinance initiatives, we reached 5,880 people.



Mozambique: Prisons, potatoes and progress

We are working with inmates in Tinonganine Open Prison in Mozambique. Open prisons offer inmates the opportunity to interact with the local community, develop their knowledge and skills on agricultural production, and make a smoother transition back into society.

We are training the prisoners to produce Irish potatoes. As well as providing them with seeds and fertilisers, we give direct technical support and deliver training on how to identify diseases and apply appropriate pesticides. Potatoes are not usually eaten in prisons, but as a result of the project, almost 1 tonne of potatoes was produced in 2017 – half of which were eaten in the open prison and the other half of which were shared with other prisons in the district.

Most importantly, the project enables inmates to develop skills, expertise and self-esteem – all of which are essential for a positive reintegration in society and within family households after they leave prison. It also increases employment opportunities and reduces risks of getting back into crime.

One of the inmates said, “This is the first time we have had the opportunity to produce potatoes. For me it is very good because potatoes are tastier than flour or rice, but also because they sell well. I can get out of here and grow it in my own field.”

Context

Our work in Tinonganine Open Prison is part of our ‘Improving Food Security, Nutrition, Income and Livelihoods for Smallholder Farmers’ in Mozambique project. Funded by the African Fertiliser and Agribusiness Partnership, this project focuses on increasing potato productivity and creating sustainable access to locally produced and disease-free potatoes. It also increases income generation through value chain and business development and improves linkages between the private, public and research sectors. The project has resulted in increased potato productivity from 7 ton/ha in 2014 to 15 ton/ha in 2018 and a consecutive increase in income for local farmers (mainly women) from an average annual income of US \$50 in 2014 to \$170 in 2018. This is due to increased potato productivity, collective marketing and improved negotiation skills.

Gambia: Sowing seeds for prosperity

We worked with partner organisations in Gambia to establish seed networks in 75 communities and to mobilise people to attend regional seed fairs. These seed fairs were used as a platform to discuss ways of improving quality seed supply in the vegetable value chain and to discuss how vegetable producers’ households could consume more nutritious vegetables in their daily diets.

Through radio campaigns in local languages, we spread the word about the upcoming seed fairs and their importance. We covered a range of topics via these campaigns, including where to get seeds, how to preserve indigenous seeds and how seed networks can work with each other.

We supported our partners to conduct seed fairs in all regions of the country. At the seed fairs, farmers had the opportunity to barter, exchange and buy seeds, as well as share their experiences on the wealth of different seeds and crops available locally. They were also exposed to new seed-saving methods. Importantly, when farmers have adequate knowledge about protecting their seeds, production will improve and consequently improve the horticulture value chain in rural Gambia.

Context

These activities took place as part of our National Environment Management Authority-funded ‘Improved Horticulture Irrigation for Market-Oriented Enterprises’ project. The horticulture sub-sector has enormously promising prospects for generating income and improving the livelihoods of rural families, especially women and children. Through our local partners, we are improving marketing knowledge and opportunities, thus providing both the incentive and means for women producers to increase their production and understanding of what to produce, who to produce for, when to produce and where to distribute and market. Between July 2017 and July 2018, we provided 154 garden groups with mentoring support and linked 350 garden groups to the market information system, which is providing them with consistent market price information. We also supported the development of 65 business plans and 65 production plans.

Better health

This year, we've worked with communities to build healthier lives, making steps to strengthen primary healthcare and provide people with safe water and improved sanitation. Through national awareness campaigns and village-based movements, we've supported communities to improve access to basic health services and ensure the sustainability of their water and sanitation provision for the long term.

Nigeria: Menstruation matters



In Nigeria, 130 million people (two-thirds of the population) do not have access to adequate sanitation. The fact that many women and girls do not have the facilities to manage their menstrual hygiene restricts their access to education and their participation in society, as well as endangering their health. Social taboos surrounding menstruation make the problem even more difficult to address.

We are responding to this challenge in three Local Government Areas that we are supporting to achieve Open Defecation Free status. We delivered community awareness training about menstruation – to both women and men – to reinforce the message that it is a normal, natural process. As a result of the training, men committed to support their wives and daughters. “We thought it was a woman’s thing but now it has become clear that we can discuss it freely,” one of the men told us.

Our training sessions also had a very practical element – to teach communities to make reusable sanitary pads from locally available materials (a cheaper and more accessible alternative to disposable pads). Many men and boys went from not speaking about menstruation to voluntarily learning how to make the pads. The women and girls told us that they appreciated that the whole community was now thinking about their menstrual needs.

Context

Our menstrual hygiene work in Nigeria falls under our UK Aid-funded project: ‘Community-Led Hygiene Improvement through Sanitation and Hygiene Promotion’ in Nigeria. Through this project, by April 2018, 756 communities in the three target Local Government Areas have become Open Defecation Free (ODF) and 74,510 people now have access to improved sanitation facilities. The 756 communities have successfully sustained their ODF status – a testament to UP’s position as a leading agency in Nigeria in developing strategies specifically to sustain ODF results. Through our Community-Led Improved Sanitation approach, we focus on sustaining positive behaviour change by creating structures, awareness and demand for improved latrines.



Guinea: Kicking open defecation

Fodé (pictured above) is the village head of Gangnibayah, a small community in Moribaya district, Guinea.

Inspired by the success of a nearby village, Fodé approached UP to ask how he could bring our Community-Led Total Sanitation approach to Gangnibayah. At the time, the village had three basic pit latrines, limited resources and no waterpoint, making good hygiene practices difficult to maintain.

Fodé attended a nearby ‘triggering’ session where UP staff illustrated the issues caused by open defecation, showing how easy it was for food to become contaminated by this practice. His concern was mirrored by his community when he replicated the session. Springing into action, they built two new latrines with covers and cleaned up the village water sources.

Fodé told us, “[Now] I see the consequences of open defecation on our health and the importance of having the latrine ... When [someone] comes to your village and asks for the toilet, it’s our pride to show them our latrine. It’s a personal pride and also a village pride when we can give the visitor a proper latrine.”

With improved facilities, collective understanding and sense of pride in keeping good hygiene in the village, Gangnibayah is well on the way to kicking open defecation for good.

Context

Fodé’s village is one of 48 villages in Guinea’s Forécariah District that we ‘triggered’ to improve sanitation practices under our Vitol-funded project: ‘Building community-based long-term prevention of outbreaks and WASH products and services markets in Forécariah’. Of these 48, 34 villages were declared Open Defecation Free by the end of the project (August 2017). The project also reactivated or established 56 Water, Sanitation and Hygiene (WASH) committees to support the Community-Led Total Sanitation activities and collaborate with local actors in the community-based disease surveillance system.

Upholding rights

Across our country programmes, we're supporting communities to have stronger voices and stand up for their rights. With increased understanding of what they are entitled to, and support with building the skills and resources they need to claim it, vulnerable communities are better able to get involved in decision-making processes and hold governments to account. Strengthening cohesive communities is central to our peacebuilding work, and essential in the fight against corruption and exploitation.



Malawi: Clean water, breaking barriers

16-year-old Edna (pictured above) lives in a small village in southern Malawi, and she has big plans.

Before her village had access to safe water, Edna had to wake up early to collect water and do household chores before going to school.

"It would take me a lot of time to get to the borehole and when I got there, the borehole would normally have very long queues," says Edna. "By the time I had done my chores, I would often report to school late and was sometimes sent home ... some of the girls from my village even dropped out of school."

After learning about the lack of safe water access in Edna's village, UP constructed a borehole there in August 2017.

"Since the construction of the borehole in my village, things have now changed for me," Edna says. "I spend less time going to draw water in the morning as the borehole is close by ... My grades have improved as I can now concentrate more in class since I am not tired in the morning."

Brimming with plans and ambition, Edna is excited for the future. "I would like to become a journalist, as I would like to tell the world about my village and lift my family and my whole village out of poverty," she says.

Context

Edna's story is one of many examples of how United Purpose, with support from the One Foundation, is providing safe water access to schools and communities, as well as providing sanitation facilities to schools and training students to become ambassadors of better hygiene practices. Through One Foundation support, we reached 39,500 people in 2017/18, mainly children, in Malawi.





Brazil: No voice is wasted

Maria (pictured above) is a waste collector in Patos, a city in the Northeast Region of Paraíba, Brazil and she's given her community her voice.

She's an active member of Patos' association of waste pickers who have banded together to improve their working and living conditions. As some of the poorest and most vulnerable workers in the region, waste pickers work long hours and many depend on the government's cash transfer programme to supplement their low and unstable incomes.

Maria and her 13 associates are rising to combat these challenges. The group, supported by UP, enables them to operate legally, open bank accounts, and own land to improve business. Together they are gaining better prices and have a stronger voice to negotiate with authorities.

Since starting, the Patos group has purchased a depot where they have installed machinery to press their recycled products for sale. With training in advocacy, they have been able to negotiate with the government for improvements to their electricity supply. They are also working to reduce high levels of illiteracy within the workforce, using the depot as a classroom where waste collectors are learning to read.

Maria is now encouraging others to get involved in community groups, supporting UP's campaign "Our Community Has Our Voice".

Context

Now entering its second year, the "Our Community Has Our Voice" campaign has reached an estimated 1.4 million people in Paraíba and Ceará. It is part of our EU-funded project, 'Improving Mechanisms for Participation and Social Accountability', which we are implementing with four other organisations, in partnership with the Rede de Educação Cidadã. The project's overall aim is to contribute to the strengthening of participatory democratic processes for greater transparency in public management and more effective public policies in northeastern Brazil. In 2017-18, we reached 123 organisations; 2,919 people from these organisations participated in training and/or advocacy and social accountability activities, 60% of whom were women and girls.



Cameroon: Cutting conflict



Alhadji (pictured left; blue robe) lives in a small community in rural North West Cameroon. Renowned for its dramatic mountains, deep valleys and vibrant greenery, the landscape around Alhadji's home is breathtakingly beautiful. Despite this, it is not an easy place to live.

Crop farmers and cattle herders in this region are embroiled in long-running conflicts over access to land and water. The conflict is heightened by a lack of communication between the two groups.

To build peace between the communities, United Purpose partnered with MBOSCUDA, a local association of cattle grazers, to set up Dialogue Platforms, which are mediated by trained individuals from the two farming groups.

Alhadji is the president of the Dialogue Platform in his community – and this has completely changed his opinion of crop farmers. "[Before] I considered the farmer as an enemy who trespasses into my grazing land for farming," he said. "Within a short time in this project, I changed my perception of stigmatising farmers as enemies and today I am a good friend with many farmers."

Alhadji benefits from mutually beneficial 'alliance farming', where cattle are allowed access to crop farmers' fields and their manure fertilises the land.

Context

Alhadji is just one person who has benefited from our Big Lottery-funded 'In Search of Common Ground' project in Cameroon. As part of this project, in 2017-18, 845 crop farmers and 524 cattle herders were involved in project activities. We also trained 15 Water Management Committees and four Dialogue Platform members on bee farming and water scheme management. Additionally, we supported Nkove community to develop a new water catchment source, repair an existing storage tank, build and repair stand taps and protect water catchment areas.

Humanitarian work

Our approach to humanitarian work is based on responding to situations where we can make the biggest difference. We focus on areas where we already have strong relationships with communities and local authorities, which enables us to build on existing partnerships for a faster, more effective response. Between November 2017 and April 2018, we supported 397,526 people in Malawi – who were faced with acute food shortages – to meet immediate (and in some cases life-saving) needs through food and cash transfers and complementary activities to support the rebuilding of assets. We also responded to the devastating Rohingya refugee crisis unfolding in Cox’s Bazar in Bangladesh.

Bangladesh: Rohingya refugee response

Brutal attacks against the Rohingya people, a stateless Muslim minority, intensified in Myanmar’s Rakhine State in August 2017. Since then, more than 700,000 refugees have braved the long, dangerous walk through forests and over hills to overcrowded, makeshift camps in southeast Bangladesh. They bring horrific reports of death, loss and suffering. We have over 20 years’ experience of working in this part of Bangladesh, so we were well-placed to respond quickly and effectively to this rapidly expanding refugee crisis.



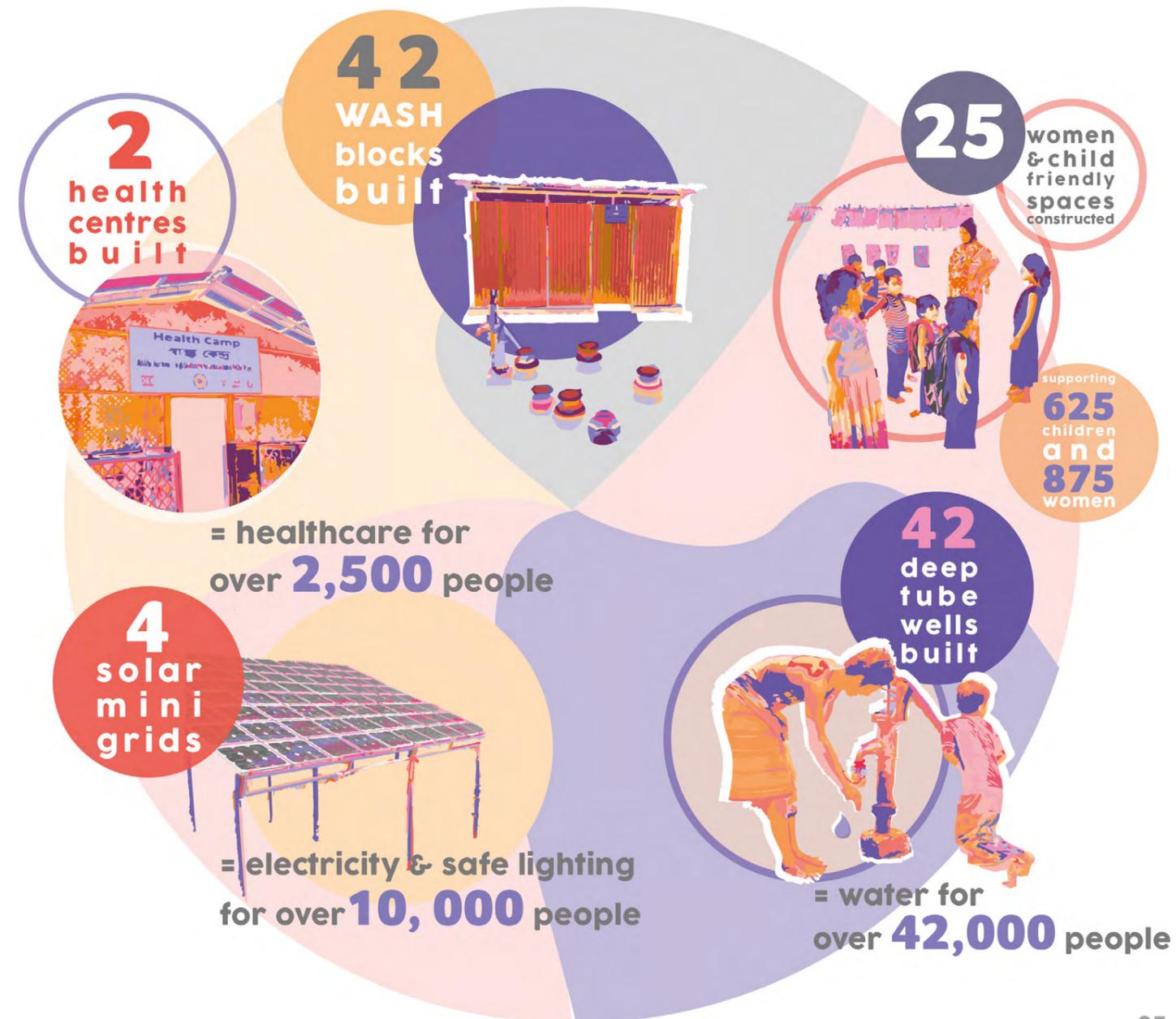
Abuallam (centre) fled Myanmar with his family. As their home went up in flames behind them, they ran for their lives and embarked on a traumatic, seven-day journey to the refugee camp in Bangladesh.



Public appeal

We ran a public appeal from December 2017-January 2018 to raise awareness about the Rohingya refugee crisis and obtain public support. The campaign proved to be an excellent way to re-engage with our lapsed donors and to strengthen our position as Wales’ largest international NGO. Carwyn Jones, Wales’ First Minister, publicly supported our campaign, and we were also able to make links with Cardiff’s active Bangladeshi community, which has since led to a fruitful fundraising partnership. We secured £498,380 across the organisation for our humanitarian work in the refugee camps in Bangladesh.

In numbers: Our response to the Rohingya refugee crisis



Sport for development and peace

We embrace the universal power of sport to enable young people to rewrite the future. Sport can be a powerful tool to reach out to marginalised groups, especially disenfranchised young people, in some of the world's most insecure and challenging contexts. It is a vehicle for tackling sensitive issues and deeply rooted negative social norms, in a way that youths can relate to.

This year, we have further solidified our merger with the London Olympics legacy charity, International Inspiration. We have developed a new Sport for Development strategy with an innovative approach that integrates sport into our 'mainstream' development projects to reach and engage left behind groups. This approach has received an overwhelmingly positive response from key actors in the sector.



"Football is a powerful tool. When girls get on the football pitch, it changes the community's perceptions about what girls can do. It gets girls outside the household and makes them realise they have potential and they can occupy the same spaces men occupy."

Dorcas Amakobe, Executive Director of our partner organisation, Moving the Goalposts (Kenya)



"As well as tennis, we are taught how to keep clean and healthy. This term we've been taught how to wash our hands, brush our teeth, comb our hair and keep the environment clean. Every day I tell my mother what we learn whenever we go to the tennis court and she is always happy to hear about it."

Abdul, participant at Sadili, our partner organisation's tennis programme (Kenya)

Key highlights from 2017-18

- This year, UP Malawi launched a new sport for development project, funded by Comic Relief, aimed at girls' empowerment. The project, 'Girls INSPIRED', is working with girls in remote communities in Dedza district, where gender discrimination is widespread. Through netball-based education sessions, the project aims to build girls' confidence, make them aware about their rights and services available in their communities, gain leadership skills and develop goals and ambitions for their lives.
- 'Bridging The Gap' is a project in Cameroon, funded by the European Commission. It is responding to communal tensions in the northwest of the country, with the aim to increase intercultural understanding between Mbororo-Fulani pastoralists and non-Mbororo crop farmers. Excitingly, the project contains an innovative sport for development component: it is working with youth associations to organise football and handball tournaments to foster dialogue and mutual respect between youth in the two communities.
- In Zambia, we held an international safeguarding workshop which brought together our sport for development partners from Zambia, Malawi and Kenya. Safeguarding in international development has been brought sharply into focus this year, and we have always worked to make sure that our programmes – including sports-based programmes – are safe for children and young people. The Zambia workshop was a chance for participants to reflect on their experiences in safeguarding, e.g. through developing reporting mechanisms, recruitment practices and codes of conduct.

UK schools: HandsUP

Over the past 10 years, we have reached over 100,000 children and young people with our global learning work. In recent years, we have refined our engagement with schools and young people, and in 2017/18 we completed our portfolio of educational resources. These cover: health, hygiene and sanitation for early primary school (HandsUP for Health); energy, sustainability and climate change for upper primary school (HandsUP for the Planet); and our Food Futures GCSE (AQA) Geography unit, a series of interactive games, activities and case studies to explore the challenges of food security.



Above: Children enjoy fun activities during UP's educational workshops

"The children had an important enlightening experience where they were encouraged to think maturely about their impact on Earth now and in the future. A well-balanced, constructive and enjoyable day of activities – thank you!"

Kington Primary School, Herefordshire

Impact in 2017-18

- **World Toilet Day:** 174 children took part in inspiring HandsUP for Health workshops, in which we challenged children to design their own 'super sustainable toilets' for the 2.5 billion worldwide who lack improved sanitation. Anyone fancy trying out the 'jet pack', powered by poo? Or 'the boss', the toilet that won't let you leave until you've washed your hands? Teachers reported that these workshops strengthened global responsibility values, respect for others, equality and diversity, as well as furthering critical and creative thinking and problem solving skills. These resources have also been translated into Welsh, as we start to engage a new network of young people in Wales.
- **HandsUP for the Planet:** 330 children took part in our revised workshops that explored the past (history of the universe and fossil fuels), the present (through a mini House of Commons debate) and the future (action planning for a more sustainable world).
- **Food Futures:** 589 students took part in our Food Futures GCSE Geography project, kindly funded by Avara Foods. The resources are brought to life by UP's projects on improving food security in rural Malawi.
- **DFID Roundtable:** UP participated in the DFID roundtable consultation on the future of development education in November, ahead of DFID's new funding round in late 2018.

To download our HandsUP school resources, visit: www.united-purpose.org/handsup

With a huge thank you to... our dedicated team of volunteers who have been instrumental, as always, in this year's success, and to our generous funders, The Hereford Community Foundation (The Pippin Trust), The E F Bulmer Benevolent Fund, and the William A. Cadbury Charitable Trust.

Our carbon initiative

This year, we put significant time and energy into developing our carbon initiative – an innovative funding model where we invite people and organisations to buy carbon credits from UP. This reduces their carbon footprints and, at the same time, raises vital funds for our community development projects in rural Malawi.

“Before I started making stoves, life was very hard, especially finding enough food and money. Some of the children had to drop out of school and, because of lack of food and clothes, we also had frequent outbreaks of disease.”

Patricia, Malawi



This year, UP supported 74,275 people to use fuel-efficient stoves, like the ones here that Patricia produced.

How it works...

Our energy projects in Malawi provide local communities with eco-friendly stoves, income generation opportunities and access to clean water. At the same time, they reduce carbon emissions and create Gold Standard carbon credits (the highest standard of carbon credit there is).

We are inviting organisations to buy these carbon credits to offset their unavoidable carbon emissions and help tackle climate change. The money they spend on this will go straight back to Malawi to maintain existing projects and fund new initiatives. The local communities themselves decide how they want to spend a proportion of this money.

We developed a comprehensive carbon sales and marketing plan in 2017-18, and made our first direct sale. We look forward to expanding our carbon social business in 2018-19.

Our clean energy projects

Eco-friendly stoves

We train communities in Malawi to make eco-friendly stoves from local materials. The stoves save carbon, as they use 60-80% less firewood than traditional open fires. They reduce respiratory illness and deforestation, and help families save money. We also teach people to sell the stoves locally, boosting jobs and incomes – especially for women.

Safe water

Our water wells bring vital clean water to rural communities in Malawi. Firewood is saved and carbon emissions are reduced by providing people with clean water that does not need to be boiled. In addition to the health benefits from drinking clean water, women and children save time by not having to walk long distances to collect water.

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