



# ANNUAL REPORT 2009

SMILING CHILDREN FOUNDATION

## Our Mission



*"The change I felt in myself in 2009 is how strong I have become, how I felt that I was capable to undertake things; my confidence has grown and I now won't allow anyone to humiliate me anymore." – Saadia, a young single mother in Casablanca, Morocco, manager of a Smiling Children kiosk.*

Our mission is:

- To empower girls and women.
- To contribute to the development and self-reliance of underprivileged communities.

The purpose of our programs is to fight against child labor; to facilitate access to school for girls; to promote the social and professional integration of women; and to generate jobs and income in underprivileged communities. Through our activities we intend to restore dignity and self-assurance to girls and women who suffer exclusion, discrimination or even violence, and to overcome the seclusion of isolated and deprived communities.

Our programs focus on personal and community development and empowerment through education, professional training and employment.

In 2009, we ran programs in Morocco, Afghanistan, the Palestinian Territories and Israel.

*Smiling Children is a non-profit organization registered in Switzerland and in the United Kingdom.*



## We have come a long way...



We have come a long way since we started our first project in Morocco in 2005, which focused on sending little maids aged between 6 and 12 back to their family and to school. I believe that running a foundation is like running a business – the more focused we are, the better our chances of success. Therefore, we mainly allocated our resources and skills to women's empowerment by supporting their education, training and employment. We are now supporting projects in Morocco, Israel, the Palestinian Territories and Afghanistan targeting more than 7000 women and girls, including the pupils attending the largest school for girls in Afghanistan. Our approach is hands on and we work like a venture capital fund backing people with great ideas and an entrepreneurial spirit. That's why I am very proud to announce the launch of our new programme called "WomenChangeMakers" which will identify and invest in social entrepreneurs around the world with innovative solutions to improve the condition of women. We strongly believe that progress will come largely through allowing women to participate more decisively in their societies. I will finish by saying that I believe it is essential to keep the humility to recognize that we don't know everything, to never start believing that we know better than others, and to acknowledge that we always have much to learn from each other.



*Yann Borgstedt, Founder and President of the Smiling Children Foundation*



# Women's Empowerment



## Ongoing Programs

- Morocco: « The Little Maids » - fighting against child labour
- Israel: « Teenagers Leading Social Change » - enhancing girls' autonomy, self-esteem and ambition
- Palestinian Territories: « Increasing Female Employment » - promoting girls' educational and professional careers
- Afghanistan: « The Al Fatah School for Girls » - building a model school for girls



## New Programs

- « Radio NISAA » - first commercial women's radio in the Middle East
- « WomenChangeMakers » - supporting women's empowerment and progress through social entrepreneurs



**« The Little Maids »**  
Fighting against child labour  
MOROCCO



Partner: INSAF (National Institute of Solidarity with Women in Distress)

## Context

Aged between 6 and 15 years, young girls coming from rural and poor areas are recruited for domestic work in urban households, and often treated like slaves by their "employers". They are frequently physically and morally mistreated and many are sexually abused. Most of them never return home, never receive an education and often end up destitute.

5,5% of girls in Morocco serve as "little maids". There are about 3,000 little maids in Casablanca.

## Action

- To return girls from domestic work back to their families and schools.
- To support their reintegration into school through some material or financial aid.
- To operate an awareness campaign among girls, families and the local and national authorities.

## Results

-The program has been operating in 34 villages in area of Chichaoua.

-107 girls returned to their families: 67 were provided with scholarships, 20 received school supplies and 20 were provided with food. The project will now be replicated in other areas of Morocco.

-The awareness campaign has impacted 3,000 parents and 1,239 children in 2009.

## Expenses 2009

60,790 CHF



## « The Little Maids »

Fighting against child labour



*"My entering to college is the most positive thing that happened to me in 2009 because it gave me hope for a better future." – Saadia, 15 years, former little maid.*



## « Teenagers Leading Social Change »

Enhancing girls' autonomy, self-esteem and ambition

ISRAEL

Partner: The Israeli Women Network (IWN)



### Context

Only 17% of Arab Israeli women engage in a professional career in Israel compared to 55% Jewish Israeli women. SC and IWN created the "Nemesh" program for the empowerment of Arab Israeli adolescents. The program involves seminars that tackle social inequality matters. The course was validated by the Israeli Ministry of Education.

### Action

The program targets teenagers in the Jaffa area between 16 and 18 years and is aimed at raising awareness on matters of gender equality, self-esteem, confidence-building and leadership roles, and encourages young women to go to university and to plan for professional careers. The 10-sessions course takes place during school hours.

### Results

340 girls followed the program in 2008-2009 (400 enrolled for 2009-2010). The program was implemented in 6 schools and one "warm home" and was delivered by 8 facilitators.

About 30% of young women plan to study at University and about 70% are planning a professional career. A Smiling Children brochure was published in Arabic for use by the course leaders and students. In one of the schools, several girls ran successfully for the student council. In another school, a group of girls staged a play illustrating the importance of women and their status in Arab society.

### Expenses 2009

80,590 CHF



## « Increasing Female Employment »

PALESTINIAN TERRITORIES

Partners: Women's Studies Center (WSC),  
ELLE Foundation



### Context

In the Palestinian territories, young women have scarcer opportunities to be educated, develop their skills and achieve some economic independence than men. They are generally brought up to become housewives and mothers. Smiling Children in collaboration with the ELLE Foundation developed a project to provide financial and technical support to underprivileged women who wish to pursue a higher education and a professional career, in particular in information and communication technologies (ICT) and social sciences.

### Action

- To provide scholarships to deserving female students from underprivileged families to pursue their academic studies.
- To provide a training course over 20 days on how to enter employment.

- To organize 3 months practical on-the-job internships with private companies.
- To cover 75% of the salary as an incentive for the employer to hire the graduate after the internship, for the first 6 months.

### Results

- 40 female graduates of social sciences and ICT graduates took the training and went through internships in 2008-9 and 2009-10.
- Of these, 26 were employed during the placement or within 3 months after the completion of the placement.
- More than 30 host organizations were mobilized to support the project.
- The project succeeded in creating good reputation and interest among female graduates to join the program.

### Expenses 2009

Smiling Children : 21,248 CHF





**« Al Fatah School »**  
Building a model school for girls  
AFGHANISTAN



Partners: British Foreign & Commonwealth Office and British Council,  
International Association for Community Development,  
Afghan Institute of Learning, Hublot Geneva.

## Context

Under the Taliban regime, girls were not permitted to attend school. The situation is gradually changing, but still many obstacles prevent girls from having access to education. Al Fatah school was in a state of decay and could only partially be used, meaning there had to be several shifts of students per day. Teachers and administrative staff receive very little training in particular in such fields as English and computer sciences or management.

## Action

- Restoration of existing buildings and construction of 2 buildings.
- Training and coaching of teachers and administrative staff (English, management and administration etc.)
- Provision of computers and set up of IT training.
- Scholarships for the best students to be able to attend university.

## Results

- Thanks to restoration , over 5.000 Afghan girls between 6 and 18 years benefit from bigger facilities and a safer environment for their education.
- Faculty and administrative staff are being trained in English and IT.
- Al Fatah school has now become a model school in Kabul

## Expenses 2009

67,266 CHF



## « Al Fatah School »

Building a model school for girls



"I feel a big difference this year in the school, we have a beautiful school, the building and classes are clean and nice. We can learn better in such a clean environment. On the other hand; we have more time for learning in the school, as this year our school is in two shifts instead of three." - Yagana, 15 years old, studying in class 10 Al-Fatah Girls High School.



## « Radio NISAA FM »

First commercial women's radio in the Middle East  
PALESTINIAN TERRITORIES



Radio NISAA is a new project launched at the end of 2009, inspired by Radio Afghan Women Voices, initiated by the photographer Reza Deghati in Afghanistan. Radio NISAA has two aims:

➤ **Connecting, informing and inspiring women**, including those in isolated areas and who don't have an external professional or academic activity. With its creative, participative and fun program, Radio NISAA reaches Palestinian women in the territories and in the diasporas, on FM and on-line, by radio and via its web sites.

➤ **Creating lasting employment** through the establishment of a viable enterprise. At the end of 2009, NISAA was already employing 3 women to run the radio, produce and present the shows, animate the web sites and take care of public relations and outreach.

By the end of 2009, NISAA was transmitting on-line and web sites in English and Arabic were being finalized.

### Expenses 2009

36,695 CHF







WomenChangeMakers is a new and unique global fellowship program that identifies, supports and connects leading social entrepreneurs addressing women's access to education and healthcare, economic and political participation. In doing so, it empowers them to build sustainable models, develop synergies and increase their impact. WomenChangeMakers believes that by empowering women and helping them to improve their condition, lasting social progress can be achieved at a local and global scale.

In 2009, research by post graduate students and by experts were conducted to analyze the existing offer in terms of support to social entrepreneurs working in favour of women's empowerment. A complete business plan was designed, an action plan was set up for the launch of the program and partnerships were discussed with a range of actors in the private sector and in social or development work.

WomenChangeMakers will be rolled out in Brazil at the end of 2010 and in India in 2011.

### **Expenses 2009**

10,369 CHF



## Employment and Income Generation



- Morocco: « Organic fair-trade extra-virgin olive oil production »
- Morocco: « Kiosks for single mothers »
- Palestinian Territories: « Organic high quality olive oil production »

## « Organic fair-trade extra-virgin olive oil production »

MOROCCO

Partners: Local olive farmers' cooperative



### Context

Over 395.000 hectares are devoted to the production of olives in Morocco. Yet extraction rates of extra virgin oil are low because of obsolete and antiquated equipment and poor harvesting techniques. Our aim is to encourage a high quality production using environmentally friendly techniques and processes, so as to generate local employment and revenues from a high value added product.

### Action

- To set up a training program in new olive recovery and production techniques for the local producers.
- To continue the training of local farmers in trimming, pest control, modern pressing and extraction methods.

- To assist with equipment and technical support in the pilot production and marketing of organic extra virgin fair-trade olive oil.

### Results

- 12'612 bottles of extra-virgin excellent quality olive oil were produced and shipped for sale to Switzerland.
- Obtained organic and fair-trade certifications from Ecocert.
- Cooperative of producers established.

### Expenses 2009

192'042 CHF





## « Organic fair-trade extra-virgin olive oil production »



*"In 2009 we were able to produce a larger quantity of excellent oil, which meant that the producers in the region adhered to the good production practices. This will lead to the viability of the project. Also, more producers wanted to join the cooperative and there was an increased interest from the part of the government for our project. These are all good signs, signs of success." – Hassan, president of the olive oil producers' cooperative in Rhafsai, Morocco.*



**« Kiosks for single mothers »**  
MOROCCO  
Partner: Solidarité Féminine (SolFem)



## Context

Single mothers are, generally speaking, considered as pariahs, in the eyes of Morocco's conservatives. Although no statistics exist, it seems likely the vast majority of single mothers are rejected by their families, whatever part of society they come from. SF supports single mothers through Activities Generate Income, like kiosks where they sell beverages.

## Action

To create on-the-job training opportunities, employment and revenue-generation for single mothers support the construction of four new kiosks in Casablanca, all around the university Hospital premises.

## Results

To date, 4 kiosks have been built:

- 3 are exploited and the women's businesses are doing very well;
- One mother has bought her own kiosk from her savings and is running it successfully.

## Expenses 2009

33'404 CHF



## « Kiosks for single mothers »



“The Opus award and the “woman of the year” distinction I received in 2009 showed me that I was right in leading this battle (for single mothers and their kids) as I have done. 2009 lifted any doubts I might have had in the past and strengthened my resolve.” - Aicha Ech Channa, founder and president of Solidarité Féminine (Morocco).





## Context

Smiling Children, MA'AN and the Welfare Association are working together to support a 3-year project aimed at improving olive tree exploitation in two disadvantaged villages in the West Bank. The project strategy is to support the small farmers with two oil presses; to provide expert quality production inputs; to link them with external markets through Smiling Children's worldwide contacts.

## Action

- To improve the quality of tools, equipment and facilities.
- To train local farmers in trimming pest control, modern pressing and extraction methods.
- To afford every opportunity to market a high quality olive oil.

## Results

- The 2008 production output was 8.000 liters of extra-virgin oil with an acidity less than 0,4%. The 2009 production was about half, with a lesser quality olive oil because of illnesses of the trees.
- 84 small farmers benefited from tools, equipment and training. Beneficiaries included 30 new small farmers producing between 0.2 and 1.2 MT. The first phase (in 2008) had been beneficial to 24 farmers.

## Expenses 2009

152'769 CHF

## Events



### Ladies' Lunch

5 May 2009, Geneva

Our honorary committee invited their friends to a "Smiling Children" ladies' lunch in the very chic Fendi Boutique in Geneva. The event was generously sponsored by Fleuriot, Krug and Theillard. Thanks to the generosity of our guests, the Smiling Children foundation collected 87'000 CHF to finance its activities in the field.



# ACCOUNTS 2009

EXPENDITURES AND REVENUES - ACCOUNTS FOR 2009 - IN CHF			
OPERATIONAL EXPENDITURES			
COUNTRIES	ORGANISATIONS	PROGRAMS	EXPENDITURES 2009
MOROCCO			
	Solidarité Féminine	Single mothers' kiosks	33,404
	INSAF	Little maids	60,790
	Farmers' Cooperative	Olive oil training, production, sales	192,042
ISRAEL			
	Israeli Women Network	Teenagers Leading Change	80,590
PALESTINIAN TERRITORIES			
	Women Studies Center	Increasing employment	21,248
	Welfare and MA'AN	Olive oil training, production, sales	152,769
	Radio NISAA FM	Radio for and by women	36,695
AFGHANISTAN			
	Al Fatah School	Construction works and trainings	67,266
WORLD-WIDE			
	WomenChangeMakers	Women's empowerment	10,369
VARIOUS			2,438
TOTAL OPERATIONAL EXPENDITURES			657,611
OTHER EXPENDITURES			
PROGRAM SUPPORT AND ADMINISTRATION			103,224
FUNDRAISING EVENT (COSTS)			27,243
EXCEPTIONAL CHARGES			16,165
COSTS OF FINANCIAL TRANSACTIONS			7,387
SUB-TOTAL OTHER EXPENDITURES			154,019
TOTAL EXPENDITURES			811,630
REVENUES			
SALE OF PRODUCTS (OLIVE OIL ETC.)			88,966
DONATIONS AND SPONSORSHIPS			263,079
FUNDRAISING EVENT (REVENUES)			83,630
REVENUES FROM FINANCIAL TRANSACTIONS			12,814
TOTAL REVENUES			448,489
RESULTS 2009			-363,141
BENEFIT CREDITED ON 1ST JANUARY 2009			1,854,967
BENEFIT ON 31ST DECEMBER 2009			1,491,826



## The Smiling Children Foundation's Board of Directors and Advisors in 2009



### **Yann Borgstedt, Founder and President**

Yann is a Swiss entrepreneur who manages a range of businesses in real estate development, relocation and storage in England, France and Switzerland. He studied in the USA and then worked for a venture capital fund for 6 years in London. He is also a member of the Young Presidents' Organisation (YPO) in Geneva and London and is involved in the YPO's Economic Development Network and Disadvantaged Kids Network. In 2005, Yann started the [Smiling Children](http://SmilingChildren.org) Foundation and the WomenChangeMakers' program in 2009. The program was inspired by the Ashoka model, which Yann became familiar with over the past years, notably through his participation to the Ashoka Support Network in Switzerland and France where he mentors two fellows, Abdellah Aboulharjan and Francois Marty. Yann is also a board member of the Center for New Diplomacy and collaborates with Videre a non-governmental organisation that focuses on documenting human rights violations around the world through cameras.

### **Alexis Sautereau, Board Member, Treasurer (until July 2010)**

Alexis was born and grew up in France. After spending most of his life in France and some time in the USA, he moved to Switzerland in 1992 with his wife and his daughter. Alexis started his career in 1987, covering multiple financial sectors such as options' trading, mergers and acquisitions and alternative investments. He now runs an alternative investment business based in Geneva that he started in 2002. Alexis acted as treasurer on the board of the Smiling Children Foundation in 2009.

## The Smiling Children Foundation's Board of Directors and Advisors in 2009

### **Ayse Messiqua , Board Member**

Ayse was born and grew up in Turkey. She has lived in Switzerland and in the USA and now resides in Geneva. She is married and has two children. In addition to spending much time with her family, she enjoys reading, travelling and socializing. She is currently studying Art Therapy. Motivated by her wish to help the underprivileged, Ayse joined the Smiling Children board at its creation.

## The Smiling Children Foundation's Advisors

**Prof. Dr. Maximilian Martin** was the Global Head of Philanthropy Services at UBS AG. He then became a senior partner of IJ Partners, a wealth management company founded in 2009 in Geneva to serve the needs of high net worth individuals globally. He is also a Senior Fellow at the Center for Public Leadership at the University of St. Gallen and serves as a Visiting Professor at the University of Geneva, where he teaches philanthropy and social enterprise in the International Organisations MBA program.

**Dr. Andreas Ernst** was the executive director of IJ Partners, after having served as deputy Global Head of Philanthropy Services at UBS AG. German and Greek, he has a background in private banking and international organizations. He holds an MBA from Hamburg University.

## *Smiling Children thanks its partners!*

- INSAF
- Solidarité Féminine
- The Israeli Women Network
- Women's Studies Center
- The Elle Fondation
- The British Foreign & Commonwealth Office
- The British Council
- International Association for Community Development
- Afghan Institute of Learning
- Hublot Geneva
- MA'AN Development Center
- Welfare Association

**... and many others who have contributed financial support, time and advice.**



**HELP US**  
PROVIDE A FUTURE  
TO THE UNDERPRIVILEGED



## Contact us

Antonella Notari Vischer  
Director  
Smiling Children Foundation  
[antonella@smilingchildren.org](mailto:antonella@smilingchildren.org)  
tel. +41 22 544 39 39  
[www.smilingchildren.org](http://www.smilingchildren.org)

