



SMILING CHILDREN FOUNDATION
ANNUAL REPORT 2010

MISSION

Guided by our vision to contribute to a world where all women and men have equal and full social, economic and political participation, the Smiling Children Foundation undertakes to **empower girls and women to shape their future and accelerate progress within their communities.**

GOALS

The following key areas of action for Smiling Children are inspired by the UN Millennium Development Goals:

- Support girls' and women's access to quality education and vocational training.
- Create employment, revenue generation and professional career opportunities for girls and women.
- Promote mechanisms that give women a voice in society, politics and governance institutions.
- Protect women's and girls' physical and psychological integrity and ensure equitable access to health services.

A strategy of consolidation and expansion: the Smiling Children Foundation in 2010



In 2010 the Smiling Children Foundation has clarified its strategic focus, consolidated its organization and further grown its activities.

During our first 5 years of activities, we have learnt what our strengths are and where we would like to make a difference. We have identified in women's empowerment and progress the key driver to reduce inequalities, increase women's participation to their society and foster communities' development.

We have built our strategy based on our 'lessons learnt', namely:

- the importance of education and training to increase opportunities for underprivileged girls and women;
- the need of generating employment for women as a key factor to achieve their economic empowerment and boost their communities;
- the potential of social entre-

preneurs to generate systemic changes to improve women's living conditions and positively affect the entire communities.

Based on these insights, we have identified our own way to address women's issues, and by doing so we are now better able to face new challenges and seize new opportunities.

We learn good practices through a continuous dialogue with actors from both the social and business sector, and adapt them to our projects, with the final goal of improving our performance and impact.

In 2010, we have consolidated our commitment towards our existing projects in Morocco, Israel, the Palestinian Territories and Afghanistan and officially launched two new initiatives: 96 NISAA FM and WomenChangeMakers.

96 NISAA FM is the first commercial radio station in the Middle East by and for women with a social mission to contribute to the full and equal integration of women in the Palestinian Territories.

WomenChangeMakers is a unique fellowship program that identifies and supports social entrepreneurs who promote women's empowerment and progress in their communities with innovative and effective solutions, and helps them to scale up and replicate their approach.

In 2010, Smiling Children strengthened the team with the arrival of a new director, Antonella Notari Vischer, who brings to Smiling Children over 18 years of extensive field experience as delegate and spokesperson of the ICRC and her commitment towards women's progress. In addition, a renewed

board of directors shares with the foundation competences and expertise in the fields of social enterprise, philanthropy and sustainable development. Our board members have a diversified experience in various organizations including Ashoka, UBS Philanthropy Services, Schwab Foundation for Social Entrepreneurs, Women's World Banking, Consultative group to assist the Poor (CGAP) and many others. This experience allows them to transfer their knowledge to our foundation and provide valuable recommendations to our work.

Last not least, in 2010 we were again privileged to be able to count on the support and generosity of numerous partners and donors, who make the activities of Smiling Children possible, enrich our knowledge, and constitute powerful connections to work together towards social progress.

Yann Borgstedt

President

Smiling Children Foundation

HIGHLIGHTS 2010

Kick-off of the Women-ChangeMakers' program with a workshop in Geneva hosting leading social entrepreneurs working on women's issues.
May 2010



Live launch of 96 NISAA FM the first independent and commercial radio station in the Middle East catering to women and run by a highly professional team of women, on 96 FM based in Ramallah, Palestinian Territories.
June 2010



INSAF, our partner in Morocco, was awarded with the '**Prix d'excellence pour le développement humaine durable**' by the Fondation Suisse Maroc pour le development durable. October 2010

Overall operational expenses: CHF 891,311

No. of direct beneficiaries reached: 7,300 + a wider number of indirect beneficiaries.

Operational Partners: Al Fatah School for Girls; Institution nationale de solidarité avec les femmes en detresse (INSAF); Israel Women's Network (IWN); Women's Studies Centre (WSC); Cooperative Oléa Ghafsai (Morocco); 96 NISAA FM; Global Fund for Women (GFFW).

OUR PROJECTS IN 2010

1. ACCESS TO EDUCATION AND WOMEN'S EMPOWERMENT

1.1. Al Fatah School for Girls: building a model school for girls in Afghanistan

1.2. Little Maids: eradicating girls' labour in Morocco

1.3. Teenagers Leading Change: coaching young Arab women in Israel

1.4. University scholarships: providing access for underprivileged women to University education in the Palestinian Territories

2. EMPLOYMENT AND INCOME GENERATING ACTIVITIES

2.1. Oléa Ghafsai: introducing quality olive oil production in Morocco

3. SUPPORT TO SOCIAL ENTREPRENEUR ADDRESSING WOMEN'S EMPOWERMENT AND PROGRESS

3.1. 96 NISAA FM: informing, inspiring, empowering women through radio

3.2. WomenChangeMakers: identifying, supporting and connecting social entrepreneurs working for women's empowerment

4. EMERGENCY AID

4.1. Support to Women's Organizations in Haiti

5. EVENTS 2010

1. ACCESS TO EDUCATION AND WOMEN'S EMPOWERMENT



"A good education means better chances to achieve my goals and pursue my career dreams. I like science subjects and I would like to become a nurse one day to help patients in hospitals and in particular mothers and women who are the most in need".

Simeen, 15 years old, Al Fatah student

1.1. Al Fatah School for Girls: building a model school for girls in Afghanistan



Background

Al Fatah is a public school based in Kabul, providing education to about 5,000 girls from grades 1 to 12 (approx. ages 5 to 17 years), which covers the obligatory primary and recommended secondary education. The school employs nearly 170 female teachers and about 20 management and administration staff.

Since 2007, Smiling Children has supported the schools in providing an **appropriate learning environment** to its students. Starting from infrastructure building and maintenance, Smiling Children is shifting its focus to the quality of the education delivered to students by supporting the training of teachers and school staff, improving the school's learning facilities and offering additions to students' curriculum.

General Goal

Transform the Al Fatah School for Girls into a **model school for girls' education** in Afghanistan.

Objectives 2010

1. Improve the quality of girls' education by **training teachers** in English language; computer and innovative teaching methods.
2. Improve the learning environment of the students by **renovating buildings** and **providing basic equipment** and **maintenance**.
3. **Build the capacity of the management and administrative staff** to run the school more efficiently.

Achievements/ outputs 2010

Smiling Children built and renovated classrooms and other school infrastructures; equipped the school with furniture and teaching materials; repaired doors, windows and provided electricity to the facilities. Buildings and maintenance have allowed the school to **reduce the daily shifts from 3 to**

2 increasing the available learning time for its students.

Smiling Children organized and **financed the capacity development of teachers and school staff** in management, IT and English; and offered ad hoc coaching to teachers in new teaching methods. About 60 teachers and 15 administrative staff attended the training and improved the quality of their daily activities.

Beneficiaries

Al Fatah is one of **the most populated schools for girls in Afghanistan**, with around 5,000 students and between 400 and 500 students who graduate every year from level 12. In 2007, the school, although better off by Afghan standards, lacked sufficient facilities, toilettes, and basic furniture for the students. In addition teachers and school staff were unprepared to run the school following modern best practices and methods. Since 2007, students, teachers and school staff are experiencing a system that is constantly improving in terms of infrastructure, teaching methods and school management procedures.

Expenses 2010
CHF 96,090

Next Step

In mid-2011, Smiling Children **obtained the support of the UBS Optimus Foundation** to co-finance an **expansion of the model to additional 11 schools** in other areas of Afghanistan. The 3-year program to advance girls' education in Afghanistan will offer a range of services and support in a "School in a Box" type of approach, including intensive teachers' and school staff training, equipment of scientific labs, additions to the curriculum and a physical health and activities program. The aim is to improve the quality of the learning experience, to raise the level and duration of schooling for girls and to build a strong lasting basis of capacity among teachers and school staff.

Partner

Al Fatah School for Girls

1.2. Little Maids: eradicating girls' labour in Morocco



Background

Institution nationale de solidarité avec les femmes en detresse (INSAF) is a non-for profit association based in Casablanca, Morocco, aiming at the **full reintegration** in their families and at school of **girls aged less than 15 years** previously employed and exploited as maids in urban households. After a 3-year pilot project, Little Maids was structured and launched in 2005. The project identified in Chichaoua, El Kelaa and Rhamna the main areas where little maids are recruited.

Smiling Children supports Little Maids since 2007. The project is co-sponsored by UNIFEM, Coopération Belge, Drosos and L'Oréal.

General Goal

Contribute to eradicate young girls' labour in Morocco.

Objectives 2010-2013

1. Reintegration of **100% of little maids identified** in their families and communities in the areas of operation. 90% of them are materially **supported till graduation from secondary school**.
2. Conduct **awareness campaigns targeting children, their families and communities** against child labour and contribute to end discriminations against girls who have been previously employed as maids.
3. **Lobby** at provincial, regional and national level to **adopt legal framework of child protection** against labour and in particular against domestic labour.

Achievements/ outputs 2010

In 2010, INSAF supported 45 new little maids. A total of **138 girls were enrolled at school** and supported either with scholarships, school materials or food. Among them, **116 girls passed the yearly exam**.

Regarding the awareness campaigns, the INSAF activities reached out at the local level to about **3,000 children and 400 adults**. In addition **9 radio episodes and 1 TV show** were produced to reach a wider audience.

The number of associations supporting lobbying activities rose from 4 to 34 and a **total 18,637 signatures** were collected to present a **petition to eradicate domestic child labour**.

Finally, a study on little maids and single mothers was carried out, presented to the press and discussed in **4 workshops with legal experts to identify the key features** for a new law to **eradicate domestic child labour**. In 2010, INSAF was **awarded with the 'Prix d'excellence pour le développement humaine durable'** by the Fondation Suisse Maroc pour le développement durable.

Beneficiaries

There are approximately **30,000 little maids working in the region of Casablanca alone**. They come prevalently from **poor rural families** from the region of Chichaoua, El Kelaa and Rhamna. Aged 6 to 15, they are recruited by intermedi-

aries to work in middle class urban households, often with a promise to their families that they will be taken good care of and enrolled in school. In reality, they are left to their fate in the families they work for. The majority of them are **exploited and often abused** physically, emotionally and even sexually. When they grow-up, most of these girls are illiterate, without family or other support and with only dire perspectives for their future. Many end up in the street or become prostitutes.

Expenses 2010
CHF 82,260

Next Step

Smiling Children is committed to support the geographical extension of the Little Maids project; furthermore it is looking for partners to extend the support to girls up to high school (scholarship program).

Partner

INSAF - www.insaf.ma

1.3. Teenagers Leading Change: coaching young Arab women in Israel



Background

The Israel Women's Network (IWN) is a non-profit organization based in Jerusalem that **promotes women's equality and rights**. In 2001, with the encouragement and support of Smiling Children, IWN launched the program **Teenagers Leading Social Change (TLC)**, a unique leadership and empowerment training program with the purpose of **developing leadership among young Arab women** who are identified as vulnerable and less inclined to undertake academic and professional career paths as compared to their Israeli classmates.

TLC is supported by Smiling Children since 2008.

General Goal

Empower young Arab women aged 16-17 to take leadership roles and to fully and confidently pursue their personal and professional aspirations.

Objectives 2010

1. Raise awareness on gender inequality in the society and eliminate gender stereotypes and its implications.
2. Enable girls to integrate the economic, political and technological spheres.

Achievements/ outputs 2010

In the academic year 2009-2010, **400 young Arab students from 6 schools** enrolled in the program. Currently in the academic year 2010-2011 the program is under-way with **20 groups of students in 8 schools (approx. 400 students) and 8 facilitators** who have been trained for their role.

For the first time the program has organized **a joint workshop with the mothers**. The workshop gave the girls and their mothers the opportunity to better understand each other and discuss the challenges of being young women in

their complex environment. As another example of their positive development, students of Baaqa Gaat **organized a performance** that they played in front of their colleagues and their mothers.

Beneficiaries

Beneficiaries are **teenage women (16-17)** in Arab communities throughout Israel. They are one of **the most marginalized group in their society as women and as part of the Arab minority**. Smiling Children and IWN believe that reaching the girls at this influential age **can lead to deep-seating transformations** in their lives and can change their academic and professional career paths.

The schools on the basis of their population select the classes that participate to the program, and the leadership training program is conducted during school hours **to ensure a high degree of participation** and avoid drops-out.

Expenses 2010 CHF 69,852

Next Step

Smiling Children strongly believes in the potential of the **leadership**

training as a way to inspire under-privileged women. It is working with IWN to undertake a more in depth impact evaluation to better track new trends in the beneficiaries' decision-making and in their paths as a result of the project.

Partner

Israeli Women's Network
www.iwn.org.il

1.4. University scholarships: providing access for underprivileged women to University education in the Palestinian Territories



Background

The Women's Studies Centre (WSC) is a NGO based in the West Bank that promotes gender equality and women's rights and empowerment. Since 2000-2001, the centre runs a program called **Access for underprivileged women to University Education**. The program aims to **overcome the gender gap in University enrolment** and in particular in faculties mainly perceived as 'for men only'. In the period 2006-2009, 50 young women received scholarships and were followed in their academic paths. The Smiling Children has been involved in the program since 2009.

General Goal

The program aims at **creating women leaders** who are economically independent and capable of playing an active role in the Palestinian society.

Objectives 2010

1. Provide underprivileged female university students with financial support to continue their higher education.
2. Expand the financial resources of the project to reach a larger number of female students.

Achievements/ outputs 2010

In 2010, **19 students** among the beneficiaries of 2009 and **3 new students** received scholarships for one semester. Most of them improved their grades at the end of the year.

Furthermore, WSC was able to raise USD 11,433.80 to **sponsor additional 23 scholarships**.

Beneficiaries

The target beneficiaries of the program are **women from underprivileged families** who, given their scarce financial resources, often

privilege their son's education over that of their daughters. The cost of tuition fees, transportation, books and accommodation becomes too much of a financial burden, and many women students drop out of university.

The main selection criteria for scholarship recipients are the social and economic condition of the applicant and her family and the applicant's academic results. WSC visit each family before approving a scholarship and follows up on each student throughout their academic career.

Expenses 2010 CHF 16,400

Next Step

Smiling Children will **continue to sponsor the scholarships to eligible students** with a special attention to the students already enrolled in the program. One of the key elements for the SCF's future engagement is the ability to the WSC **to evaluate the long-term impact** of the project and track the lives and the career's paths of the students supported.

Partner

Women's Studies Centre,
East Jerusalem, www.wsc-pal.org

2. EMPLOYMENT AND INCOME GENERATING ACTIVITIES



"The support of Smiling Children was key to understand our potential. Members of the Oléa Ghafsai are now ready to take ownership and invest in the cooperative. We want to maintain and promote the high quality of our products and find new national and international markets to expand our business."

Hassan El Mrayej, President of Oléa Ghafsai

2.1. Oléa Ghafsai: introducing quality olive oil production in Morocco



Background

In 2007, Smiling Children launched an **olive oil production project** in the region of **Ghafsai** to encourage the production of **high quality extra virgin olive oil** using **environmentally friendly techniques and processes** and engaging the producers in a equitable manner. Smiling Children supported the creation of an association of producers who have been trained in harvesting and processing techniques in order to comply with the **highest standards of hygiene and quality**. The oil produced obtained the **fair trade** and **organic** labels. After 3 harvesting seasons Smiling Children decided to **handover the project to the association of producers**, who have now formed a cooperative.

General Goal

Generate **employment and income opportunities in isolated communities** by providing training, equipment and technical support for high quality, extra-virgin, organic olive oil production and commercialisation according to fair trade principles.

Objectives 2010

1. **Assist the local association** in establishing a cooperative and in **taking over the activities** supported by the Smiling Children Foundation.
2. **Support the cooperative to develop national and international contacts** to obtain financial assistance for its own development and for the commercialization of its production.

Achievements/ outputs 2010

In 2010, due to an exceptionally high oil production and remaining stocks, and consequently an unfavourable condition on the national oil market, the Ghafsai producers decided **not to produce any extra-virgin organic oil**. The association first and the cooperative later

focused mainly on the **selling of the oil in stock** (8MT).

In **June 2010 the cooperative Oléa Ghafsai was established**. However, the association was not dissolved in order to allow it to continue its activities in favour of the local community's social development (e.g. support to women and to education).

The cooperative includes **5 women producers**.

Enormous progress was made in terms of **visibility and network expansion**. The cooperative took part in 5 national and international events including food fairs, olive oil salons and contests. Similarly, new opportunities for commercial partnerships were explored.

Beneficiaries

The project targeted **30 producers** in the region of Ghafsai. Throughout the project duration, they received training and equipment to improve the production and the quality of their harvesting as well as the quality of their olive oil production.

Expenses 2010
CHF 112,975

Next Step

Smiling Children will gradually reduce its support to the project with the aim to finalize the handover in September 2011.

Partner

Cooperative Oléa Ghafsai

3. SUPPORT TO SOCIAL ENTREPRENEURS ADDRESSING WOMEN'S EMPOWERMENT AND PROGRESS



"We are proud to give a voice and connect all Palestinian women in the country and in the Diaspora and to be for them an inspirational model. However, we still have a long way to go to achieve our aspirations. We are eager to learn day by day from our audience how we can best serve the women's cause and contribute to improve their lives. We want to expand nationally and possibly regionally and offer a model that can be replicated elsewhere."

Maysoun Odeh Gangat, Director, 96 NISAA FM

3.1. 96 NISAA FM: informing, inspiring, empowering women through radio in the Palestinian Territories



Background

96 NISAA FM is a project launched in late 2009 by the Smiling Children Foundation. It is the **first commercial Arabic-language women's radio station and web site** (Arabic and English) in the Middle East, broadcasting worldwide from www.radionisaa.net since December 2009, on 96.0 FM for Central West Bank since June 2010 and on 96.02 FM for Northern West Bank since December 2010.

96 NISAA FM is unique in its genre. It increases women's access to information in the Palestinian Territories and in the Diaspora, and offers them a platform of connectivity, dialogue and entertainment.

General Goal

96 NISAA FM **empowers, informs, and inspires** Palestinian women, and creates for them **employment and training opportunities**. It aims to be a **sustainable** project that will **become profitable** by 2013 by attracting advertisers, program sponsors, syndicating programs and grants.

Objectives 2010

1. **Set-up** the business; extend the reach in the whole West Bank; develop **the talent** of the presenters.
2. **Design and produce 2 to 3 daily programs** on women's issues to inform, inspire and entertain Palestinian Women and contribute to their empowerment, information sharing and entertainment.
3. **Diversify founding sources** with revenues; donations and grants.

Achievements/ outputs 2010

Since its launch on June 2010, 96 NISAA FM has collected positive feedback, **grown its audience** and **steadily increased its revenues**. The radio and its director have

already earned important recognitions. According to the first audience survey conducted in November 2010, 96 NISAA FM gained **2% of audience share** after only a few months of existence and in particular, it received positive feedback from women and residents in refugees' camps.

At the end of 2010, 96 NISAA FM was employing **seven staff** and airing **two daily prime-time programs**. Programs are a mix of **interactive talk shows, investigative reporting, entertainment and information to engage women** in an attractive manner whilst still focusing on its social mission. Specific segments have been produced in **partnership with NGOs** working on women's rights and women's capacity building.

An intense networking and promotional activity has exposed 96 NISAA FM to international venues increasing its visibility locally and internationally.

Beneficiaries

96 NISAA FM creates and caters to a community of **more than 1.8 million Palestinian women** across generations, social statuses and geographic distances by interpret-

ing their needs and offering them a platform of cultural and social information and discussion. 96 NISAA FM aims to **connect them to a supportive community** that creates **inspirational models** and promotes their **empowerment and employment**.

Expenses 2010
CHF 366,396

Next Step

Smiling Children has committed to support 96 NISAA FM over the first years of existence till it breaks even and achieves sustainability.

Partner

96 NISAA FM
www.radionisaa.ps/english.html

3.2. WomenChangeMakers: supporting and connecting social entrepreneurs working for women's empowerment-worldwide



WomenChangeMakers

Background

WomenChangeMakers (WCM) is a new program of the Smiling Children foundation. The idea generated a few years ago and since then, various models were researched and explored. In 2010, the model was finalized and the program launched. WomenChangeMakers aims at **supporting the growth and expansion of the organisations of successful social entrepreneurs working worldwide on women's empowerment and progress.**

General Goal

WomenChangeMakers **identifies, supports and connects** leading social entrepreneurs addressing women's access to education and healthcare, economic and political participation. It builds strategic partnerships with professionals that join forces to help WCM fellows **grow, expand and replicate** their project, **increase synergies** and **scale up their impact.**

Objectives 2010

1. **Analyze** similar models and **identify a unique value offer** for social entrepreneurs working on women's empowerment and progress.
2. Match the unique value offer with the **real needs** of social entrepreneurs by learning from them.
3. Finalize the business model, **launch the activities** and **identify and build strategic partnerships** for the program.

Achievements/ outputs 2010

In early 2010, a feasibility study on the WomenChangeMakers program was carried out and a preliminary draft of the business model

was outlined. In May 2010, Smiling Children hosted a **3-day workshop** in Geneva with **outstanding and experienced social entrepreneurs** working on women's issues around the globe. The main objective was to **reflect on their experiences** and to **gather their inputs for the program.** Their strategic and pragmatic inputs allowed Smiling Children to consolidate its vision and build up an action plan for the WomenChangeMakers' program. The second half of 2010 was dedicated to **formalize the business model, launch the activities in Brazil** as pilot country, and identify and build strategic partnerships for the support program.

Beneficiaries

Beneficiaries of the program are social entrepreneurs addressing women's issues worldwide with innovative, effective and scalable projects.

They face specific challenges that WCM will help them to address, such as leadership development and succession planning; business development and funding strategies; communication, PR and marketing; and monitoring and evaluation.

Expenses 2010 CHF 74,510

Next Step

Brazil: In August 2011, the **first two fellows in Brazil** will be officially selected. The tailored program offer will be outlined with clear objectives, terms of reference, reporting mechanisms and performance evaluation criteria agreed to by the selected fellows.

India: The **selection process will be launched** in India to identify two fellows in late 2011.

SCF headquarter: The Smiling Children team will continue to **develop global and local partnerships** to support the program.

Partners

Accenture; Booz & Co. (Brazil); Thompson Reuters' Foundation TrustLaw; Lex Mundi Pro Bono; Egon Zehnder International; Ashoka; Avina, and a number of other local and international actors.

4. **EMERGENCY AID**



"Men might have more resources, but women have
the responsibility to nourish all life."

Nadine Louise, Fondation TSYA, Global Fund For Women grantee

4.1. Support to Women's Organizations in Haiti



Background

In the aftermath of the earthquake in Haiti in January 2010, Smiling Children was contacted by some of its main donors who were willing to gather extra resources and support relief efforts on the ground. In line with its mission, Smiling Children decided to direct its support towards **projects focusing on women's protection, health and poverty reduction**. The CHF 64,000 earmarked to Haiti will be disbursed over 3 years to different organisations addressing women's issues.

Aid in Action

In 2010 the first **donation of CHF 25,000** was made in favour of the **Global Fund for Women** who granted the fund to:

1. **Kòdinasyon Solidarite Fanm Djanm Sid**, KOSOFADS [Dynamic Women of the South Solidarity Network], Les Cayes.

KOSOFADS **identifies and support poor women in remote areas** who normally do not have education and access to information. They bring them together to discuss women's rights violations and **devise strategies to resolve the abuse**. KOSOFADS has an important role in leading sensitization campaigns in Haitian media. The grant from Smiling Children was used to **conduct a survey and a media campaign on women's rights violations in the Southern department of Haiti**.

2. **Movimiento de la Mujer Haitiana** (MOVIMUH) [Haitian Women's Movement].

MOVIMUH is a self-help group of women operating in Thiotte in the Southeast department of Haiti. They work for **the health of wom-**

en affected by the earthquake or who have experienced violence in the aftermath. They participate in self-help work groups to **guarantee food and health security, collect information about violence** and **mobilize the women's participation and decision-making to the process of reconstruction**.

Expenses 2010
CHF 27,138

Next Step

In 2011 and 2012 Smiling Children will identify new partners for the annual grant dedicated to Haiti.

Partner

In 2010, Global Fund for Women
- www.globalfundforwomen.org

5. EVENTS 2010



"I wish to thank all our donors for their generous support to the Smiling Children Foundation. The onus is on us now to mark tangible progress for women and their communities in some of the most remote places on earth."

Yann Borgstedt, President of the Smiling Children Foundation

Smiling Children Biennial Gala 2010

January 21, 2010



Hosted by the Bertarelli Foundation at the prestigious Country Club Geneva in Bellevue, the Smiling Children Biennial Gala took place on January 21, 2010. Nearly 700 guests animated the evening and donated to the Smiling Children's cause.

Contemporary art work, select jewellery, luxurious sojourns and numerous other invaluable and original items, most of them magnanimously donated to the cause, were auctioned during the evening.

Music performances by Kirsty Bertarelli and Yannick Noah completed an entertaining night of solidarity.

During the evening, Smiling Children rose about CHF 1,300,000 of which nearly CHF 800,000 from the auctions.

Smiling Children wishes to thank all the generous sponsors for the Gala among which: Bertarelli Foundation, Banque Syz & Co, Singapore Freeport, Swiss Development Group, Façonnable, Jabre Capital Partners, Anura, Hublot, HBK, Chopard, Pokerstar, Crédit Suisse, Cordiant capital, Constructa, Between, Dorier, Fleuriot, Geneva Country Club, Theillard.

The Great Game: Afghanistan Theatre play sponsored by Smiling Children

July 29, 2010



Smiling Children sponsored an exceptional performance of the show "The Great Game: Afghanistan" at the London Tricycle Theatre on July 29th, 2010. The show explores the history and the culture of Afghanistan from 1842 to date. The goal of the day was to familiarize a large public, consisting of representatives of the British government, the armed forces and the British population, with the diversity and the wealth of the heritage and culture of the Afghan people.

BGC Brokers (Nyon) - Charity day - Fundraising Event

September 13, 2010



Each year in September 11, the trading company BGC Brokers worldwide donates one day's revenues, as well as donations from their clients, to charities around the globe to commemorate the tragic event of 9/11. In 2010 Smiling Children was selected among other charities by BGC Brokers in Nyon to receive part of their revenues from September 13 and specifically will receive USD 41,000.

Lloyds TSB Private Banking - 90th Anniversary

September 15, 2010



In September 2010, for the 90th anniversary of their presence in Geneva, Lloyds Private Banking donated the proceeds of their celebration to Smiling Children. The donation is part of a long-term partnership and in particular Lloyds wishes to contribute strategically to the development of the WomenChangeMakers' program. As a first important contribution, they covered the production and distribution costs (CHF 8,000) of the report summarizing the results of the WomenChangeMakers' workshop in May 2010. CHF 15,000 from the celebration were donated to Smiling Children.

BOARD OF DIRECTORS



YANN BORGSTEDT

Yann Borgstedt is an entrepreneur who manages different 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 a member of the Young President's Organisation in Geneva and London and involved in the YPO Economic Development Network and Disadvantaged Kids Network. Yann started the Smiling Children Foundation in 2005. In 2009, he launched the WomenChangeMakers program after having been inspired by Ashoka. He is part of the Ashoka Support Network in Switzerland and France, and a mentor to two Ashoka fellows, Abdellah Aboulharjan and Francois Marty. He is also a board member of the Center for New Diplomacy and collaborates with Videre a NGO that focuses on documenting human rights violations around the world with cameras.



DR. MAXIMILIAN MARTIN

Maximilian Martin advises on, conceives and develops social change and impact investment concepts, platforms, programs, products and services. His work includes creating the first university course on social entrepreneurship in Europe at the University of Geneva and Europe's first wealth management philanthropic advisory and knowledge exchange platform, UBS Philanthropy Services. In addition to lecturing appointments at the University of Geneva and St. Gallen, engagements include or have included serving as Founding Chief Strategist at IJ Partners, Global Head and Managing Director of UBS Philanthropy Services, Head of Research at the Schwab Foundation for Social Entrepreneurship, Senior Consultant with McKinsey & Company, instructor at Harvard's Economics Department, and Fellow at the Center for Public Leadership at the John F. Kennedy School of Government. Dr. Martin has authored over one hundred articles on philanthropy, impact investments, and related topics, and is a frequent speaker at international gatherings in the areas of wealth management, philanthropy, and impact investments. He holds advanced degrees in anthropology and economics and a Ph.D. in economic anthropology. In addition to the Smiling Children Foundation, he serves on the Boards or Advisory Boards of Dazzling Oceans (Singapore), FSG Social Impact Advisors (Boston, USA), Haniel Group (Duisburg, Germany); Oasis Fund (Geneva, Switzerland), PeePoople (Stockholm, Sweden), World Sanitation Financing Facility (Geneva, Switzerland), and the World Toilet Organization (Singapore).



KATHRYN IMBODEN

Kathryn Imboden is presently working as a consultant for FIDES, a Swiss-based microfinance company. She also acts as a policy advisor to the Consultative Group to Assist the Poor (CGAP) and sits on the board of administrators of BlueOrchard (Member of the Audit Committee).

Mrs. Imboden began working in the field of economic development with organizations such as the Swiss Agency for Development and Cooperation (SDC) in Chad, the OECD Development Centre, the Club du Sahel, and the U.S. Treasury Department. From 1986 to 2001, she was responsible for SDC's economic work (macroeconomics and financial sector).

Mrs. Imboden chaired the Executive Committee of CGAP from 1999 to 2001. She served as a policy change manager for Women's World Banking (WWB) from 2001 to 2004, overseeing a program of policy analysis; legal, regulatory and supervisory activities; and advocacy work. She then worked with UNCDF from 2004 to 2006 to lead the policy work program for the 2005 International Year of Microcredit. From 2006 to 2007, she led policy initiatives for the Aga Khan Foundation, with a focus on developing an enabling environment for private initiatives in Afghanistan.

Mrs. Imboden holds a B.A. in economics from Mount Holyoke College, USA, and a Diploma from the Institut d'études politiques de Paris, France.



ARNAUD MOUROT

Arnaud Mourot is the CEO of Ashoka France, Belgium & Switzerland since 2005. He launched & developed the activities of the association in within these countries, with a focus on the core program of Ashoka: the selection and support of innovative Social Entrepreneurs.

26 Ashoka "Fellows" are now part of the network.

Arnaud graduated from ESCP, an EQUIS and AACSB accredited Business School in Paris, where he majored in "Entrepreneurship and Innovation".

At the same time, he led a high-level sportsman career, spending 10 years fighting for the French National Wrestling team, and coming 5th during the 1998 World championship.

As a result of his sports career, Arnaud created Sport Sans Frontières (Sport Without Borders) in 1999, of which he is President today. This NGO uses sport as a means for education and psychological reconstruction in post-conflict countries and troubled neighbourhoods.

FINANCIAL STATEMENTS

EXPENDITURES AND REVENUES - ACCOUNTS FOR 2010 - IN CHF

OPERATIONAL EXPENDITURES			
COUNTRIES	ORGANISATIONS	PROGRAMS	EXPENDITURES 2010
MOROCCO	INSAF	Little maids	SFr. 82'260
	Farmer's Cooperative	Olive oil training, production, sales	SFr. 112'975
ISRAEL	Israeli Women Ntework	Teenagers Leading Change	SFr. 69'852
PALESTINIAN TERRITORIES	Women's Studies Centre	Increasing employment	SFr. 16'400
	Radio NISAA FM	Radio for and by women	SFr. 366'396
		Olive oil	SFr. 33'018
AFGHANISTAN	Al Fatah School	Construction works and trainings	SFr. 96'090
WORLD-WIDE	WomenChangeMakers	Women's empowerment	SFr. 74'510
HAITI	Global Fund For Women	Emergency Aid	SFr. 27'138
VARIOUS			SFr. 12'672
TOTAL OPERATIONAL EXPENDITURES			SFr. 891'311

OTHER EXPENDITURES	
PROGRAM SUPPORT AND ADMINISTRATION	SFr. 169'593
FUNDRAISING EVENT (COSTS)	SFr. 539'822
EXCEPTIONAL CHARGES	SFr. 350
COSTS / REVENUES OF FINANCIAL TRANSACTIONS	SFr. 235'498
SUB-TOTAL OTHER EXPENDITURES	SFr. 945'263
TOTAL EXPENDITURES	SFr. 1'836'574

REVENUES	
SALE OF PRODUCTS (OLIVE OIL ETC.)	SFr. 47'498
DONATIONS AND SPONSORSHIPS	SFr. 231'824
FUNDRAISING EVENT (REVENUES)	SFr. 1'670'822
OTHERS REVENUES	SFr. 27'070
TOTAL REVENUES	SFr. 1'977'214

RESULTS 2010	SFr. 140'641
BENEFIT CREDITED ON 1ST JANUARY 2010	SFr. 1'510'432
BENEFIT ON 31ST DECEMBER 2010	SFr. 1'651'073

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96 NISAA FM

Act in Kind

Ashoka

BCG Brokers

Hublot Geneva

INSAF

Lloyds TSB Private Banking

Oléa Ghafsai Cooperative

The Al Fatah School

The Bertarelli Foundation

The Global Fund for Women

The Israel Women's Network

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



Antonella Notari Vischer

Director / Smiling Children Foundation

antonella@smilingchildren.org

Tel. +41 22 544 39 39

www.smilingchildren.org

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