



MANAGEMENT REPORT 2014

# Stiftelsen World's Children's Prize Foundation

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The Board of the World's Children's Prize Foundation  
hereby presents the annual report.

THE WORLD'S CHILDREN'S PRIZE  
FOR THE RIGHTS OF THE CHILD







Students from several schools in Beni in eastern DR Congo have gathered for their Global Vote day. This area has been attacked by armed groups a number of times in the last year. Many have been killed. Other children have been kidnapped and forced to become child soldiers or sex slaves for the soldiers.

For many years the WCP magazine The Globe has been translated to Karen and smuggled into Burma/Myanmar. Children in the Karen province have been given the possibility to learn about the rights of the child and to vote in a democratic election. Thus, these children from the Saw Bwe Dern School, are well prepared for the transition to democracy in their country.





# Management Report 2014

## VISION

A world where the rights of the child are universally respected and where every new generation grows up as humane global citizens.

## VERKSAMHETSIDÉ

To catalyse the growth and development of a more humane global community through an integrated global educational program, engaging a growing number of children throughout the world.

The program includes:

- An educational process built on the principle of ‘by children for children’, promoting children’s rights\*, a strong and vibrant democratic civil society, environmental protection and global friendship.
- Recognising children’s champions who inspire children throughout the world because of their outstanding work for children whose rights have been violated.
- Support for the world’s most vulnerable children by awarding prize money to the individuals and organisations which we recognise to enable them to further their work.
- The empowerment of children, especially those who suffer violations of their rights, giving them a voice in the world, respect for their rights and faith in the future.

## GENERAL INFORMATION ABOUT THE ORGANISATION

### The World’s Children’s Prize Program

The World’s Children’s Prize is a global, holistic, experience-based education program that empowers the child through building their knowledge, confidence and commitment to tolerance and equal value for all, the rights of the child and democracy, helping each child to become a humane global citizen. The program allows children to make their voices heard for their rights, thus strengthening their right to freedom of speech. Among the 36.6 million children who have participated in the program since its inception in 2000 there are many millions of children who have had their own rights violated.

Before joining in with the World’s Children’s Prize Program, many of them did not know that the rights of the child existed. The WCP Program supports children as agents of change who will in the long term – as children and as adults – strengthen civil society and help their countries develop in respect for human rights and democracy. In 2014, one of those children was Masika in Beni in eastern DR Congo:

*“Soldiers with machine guns kicked the door down. My two little sisters, eleven and seven years old, and I were forced outside. We were tied with a long rope together with other girls and forced to walk like tied up slaves through the forest towards the mountain. In the middle of the night, they tore off our clothes. When we cried they hit us with rifle butts. Then they raped us. I couldn’t help my little sisters, who were lying next to me. The soldiers took turns. It felt like an eternity. The next day, one of my sisters and I managed to run away as the soldiers’ bullets whizzed past us. I am woken by nightmares and can only think of my youngest sister.*

*Maybe they killed her. An organisation gave me The Globe magazine and spoke a lot about the World’s Children’s Prize program. I thought a great deal about what I heard. Before reading The Globe I had no idea that us girls had rights. When they asked me if I’d like to join a group of Child Rights Ambassadors for girls’ rights I said yes right away, from the bottom of my heart. We meet once a week, read The Globe together and learn more about children’s rights. I’ve started up a WCP Child Rights Club and we meet at my home every Tuesday and Saturday. Many girls who have suffered at the hands of soldiers refuse to tell anyone, because maybe no-one will want them. But it’s so important that I cannot remain silent. I’ve found the courage to talk about it by reading the stories of brave girls in The Globe, girls who teach us and help others. It inspires me and I plan to fight for the rights of girls until I die.”*

The annual program ends with a democratic Global Vote where the children select one of three candidates to receive their prestigious award for outstanding contributions to the rights of the child, the *World’s Children’s Prize for the Rights of the Child*. The children’s vote and the awards are the motors, each year encouraging the enthusiastic participation of students and teachers in the WCP Program. The prize laureates are the children’s Child Rights Heroes. An international Child Jury of children

\* As defined under the United Nations Convention on the Rights of the Child.

who are experts on the rights of the child through their own life experiences, including former child slaves and former child soldiers, selects the final three candidates for the Global Vote. The prize money has helped to give thousands of the world's most disadvantaged children a better life.

### **Supported by Global Friend Schools**

67,395 schools with 32,434,363 students in 113 countries have signed up as Global Friend Schools supporting the World's Children's Prize since the year 2000. This is an increase of 7,581 schools and 3,174,935 students since 31 March 2013, when the most recent update was carried out due to a change of database. 1,731 of these schools are in Sweden, which represents an increase of 26 since 2013.

The World's Children's Prize is supported by 676 Adult Friend Organisations, departments of education, and other bodies. Some of them implement the WCP program in collaboration with more than 50,000 teachers every year. In 2014, approximately 52,000 teachers implemented the program, around 2,000 of whom were in Sweden. Since the launch of the program in 2000, around 525,000 teachers have implemented the annual WCP program. Like the focal points and partners in around 35 countries, they themselves have received training in the rights of the child and in relevant teaching methods.

(All Global Friend schools who register are entered into the WCPF database by country, with contact details and number of students. The number of teachers involved globally is calculated on the basis of one teacher per 35 participating students, 'around 525,000 teachers' on the basis that every teacher uses the Program for an average of two years. The figure for Sweden is based on teachers' survey responses, indicating that an average of 5.4 teachers per school participate in the WCP Program.)

### **The WCP Program and the Global Vote**

The Globe magazine and Teachers' Guide was produced in six languages (Swedish, English, French, Spanish, Portuguese and Hindi) and in text-only versions in Nepali, Urdu and Karen, for use alongside the English version. The children use The Globe magazine, child rights fact sheets for their own country, and their own and their friends' experiences of child rights violations. They identify with the children in The Globe and they are inspired by the prize candidates and their organisations' work for children. They then prepare their school's Global Vote, including all the elements that make up a democratic election.

The largest number of children participating in the Global Vote in any one year has been 7.1 million. There were sufficient printed resources in 2014 for 1.5 million children to participate, but minimum 1,833,190 children took part in the WCP Program and the Global Vote. This includes the three countries Benin, Guinea Bissau and Senegal where the votes were reported too late as a result of the Ebola epidemic and the political situation. In two countries, Sierra Leone and Guinea, the WCP Program was cut short just as The Globe magazine was due to be distributed, as the schools were closed owing to the Ebola epidemic. Since the WCP began in the year 2000, at least 36,595,505 children have participated in the annual WCP Program. In addition, there are children whose votes were submitted too late, and children who participated in the Program and read The Globe but were not involved in the Global Vote, or whose votes were not reported (usually around 5-10%). Therefore an estimated total of 40 million children have participated in the WCP Program since the start in 2000.

In Sweden this year, at least 28,802 children participated in the WCP Program, including the Global Vote. Since the World's Children's Prize Program began, 557,344 children in Sweden have participated and had their votes registered in time. Feedback from schools and teachers (via surveys) show that around 5% of schools in Sweden miss the deadline for reporting votes each year. In addition, there were children who studied The Globe but did not participate in the Global Vote.

### **Child Rights Heroes in 2014**

The voting children selected Malala Yousafzai from Pakistan to be the recipient of the 2014 *World's Children's Prize for the Rights of the Child*, for her fight for the right, mainly of girls, to an education, for which she was shot by the Taliban. The recipient of the *World's Children's Honorary Award* was John Wood from the US, for his work spanning 15 years to give millions of children in ten countries access to school libraries and schooling. Indira Ranamagar, Nepal, was also given the World's Children's Honorary Award honorary award for her 20-year struggle for prisoners' children. Since the World's Children's Prize was launched in 2000, there have been 39 prize laureates and 15 Decade Child Rights Heroes, all of whom have inspired children all over the world. The prize money has helped to give thousands of the world's most disadvantaged children a better life, so far through 54 projects in 31 countries. 54% of the prize laureates have been women, 33% men and 13% organisations.

Malala donated her prize money, USD 50,000, to help rebuild schools for children in Gaza. The UN body UNRWA reports:

*“UNRWA Commissioner-General, Pierre Krähenbühl today reopened the Khuza’a Elementary Co-ed A&B School, in eastern Khan Younis, Gaza Strip. The school hosts over 1,100 students, who returned to classrooms in mid-March. Its refurbishment was made possible by remarkable donations from international partners and Nobel Peace Prize Laureate Malala Yousafzai who contributed US\$ 50,000 – her entire monetary award from the prestigious World’s Children’s Prize.”*

The Award Ceremony took place at Gripsholm Castle and was hosted by the fifteen members of the Child Jury, who were assisted in presenting the prizes by HRM Queen Silvia of Sweden. Swedish Prime Minister Stefan Löfven, Minister for Children Åsa Regnér and Minister for International Development Cooperation Isabella Lövin took part in the ceremony and the Prime Minister gave a speech to the children, the prize laureates and about the World’s Children’s Prize Program. While in Sweden for the ceremony, the prize laureates and Child Jury visited Swedish schools that participate in the Program.

### **Focus on girls’ rights**

In 2012–2014 a girls’ rights initiative was implemented in seven countries (Mozambique, Zimbabwe, Ghana, D.R. Congo, Nepal, South Africa and Brazil). The ‘Rights and Democracy for One Million Girls’ project looked at how girls are particularly vulnerable to child rights violations. It included many groups whose rights have been violated or who are at risk, and it had a particular focus on the child sex trade. This initiative was carried out in collaboration with ECPAT Sweden and was funded in its entirety by SEK 11.885 million from the Swedish Postcode Lottery.

This project educated and empowered:

- 17,328 girls to become WCP Child Rights Ambassadors
- 298,996 girls at 15,085 Child Rights Clubs
- 1,007,193 girls in schools, by Child Rights Ambassadors and by girls in Child Rights Clubs

Furthermore, 3,858 teachers and headteachers were given training on girls’ equal rights and the child sex trade. The girls at these schools received help to start Child Rights Clubs, which implemented the WCP Program at their schools with a particular focus on girls’ rights. The project reached its goal to educate and empower at least one million unique girls. As an added bonus, just as many boys at the participating schools learned about girls’ rights and the child sex trade at no additional cost. As an additional synergy of the special project, all the other roughly 3 million children who participated/are participating in the WCP Program in 2013, 2014 and 2015 learned about girls’ equal rights and the child sex trade via stories about the girls in the special project in The Globe magazine.

### **Media visibility**

WCPF works strategically to get its message out to as many people as possible via traditional print media, radio, TV and digital channels (such as online and social media). The foundation’s multi-lingual website, [worldchildrensprize.org](http://worldchildrensprize.org), makes the WCP Program’s content accessible to the target groups and for the general public. WCPF is also on Facebook, Flickr, Instagram and Twitter.

Local children’s participation in the WCP Program attracts a lot of interest from local media in Sweden, and local and national media all over the world. Three press releases are distributed annually by the WCPF office, each one adapted into 25 Swedish versions tailored to children’s local areas, and to approximately 50 international versions in four other languages, distributed by WCPF’s office and by the foundation’s focal points in many countries. The international press releases are



adapted according to where the jury children, prize laureates and participating children come from, and are translated into other languages locally. AP, AFP, Reuters and other press agencies reported on the WCP 2014. Child-led World's Children's Press Conferences, where only children may speak and be interviewed on their rights and on the prize laureates' work for the rights of the child, are held in many countries simultaneously. In Sweden in 2014 there were 11 Children's Press Conferences, and globally there were around a hundred. The number of press conferences in Sweden was lower than usual as they coincided with the autumn half-term holiday. The press conference with Malala at Gripsholm Castle was attended by all the Swedish national media, international news agencies, and more. It was broadcast live by Swedish Radio channel P1 and TV4.

In Sweden there were at least 600 publications over the course of the year in all media. During WCP week in October, media monitoring service Opoint 419 reported publications that reached a total of almost 33 million readers/listeners/viewers/users. The WCP Ceremony was broadcast live by TV4 and a one-hour-long version of the Award Ceremony was broadcast seven times on Axess TV. The 2013 ceremony was also broadcast live by TV4 and Aftonbladet TV. Publications in Sweden are identified by the Opoint monitoring service, internet searches and teachers.

Around the world, there were thousands of publications during the year. When Malala was nominated as a WCP candidate, the news was reported in almost all newspapers in Afghanistan and Pakistan, in 300 newspapers in total in the region. In D.R. Congo, twelve radio stations reported on WCP. Major media in the UK and US ran reports. When Malala revealed that she had donated her prize money to schools for children in Gaza, this news also made the headlines around the world. Prize laureate John Wood and his organisation Room to Read sent WCP news to its one million Twitter followers on several occasions. The Malala Fund twitter account also reached many influential tweeters, who retweeted news about WCP, including New York Times columnist Nicholas Kristof. These publications are identified through orders of press cuttings and broadcast listings, internet searches, and information from teachers, focal points and other people in our network.

#### **Webb och social media**

It is estimated that over 90% of participating schools do not have internet access. They only use the printed resources. The website is laid out so as to ensure that those who do not have access to the printed resources can access everything they need to be able to participate in the Program. In 2014 the website, according to Google Analytics, had 164,100 visitors, an increase of 57% on 2013. The majority of hits were from schools or





internet cafés. In these venues, many users share one or a handful of IP addresses, which means that tens or more visitors may be counted as one unique visitor.

By the end of 2014, 126,077 people had 'liked' the WCP Facebook page, an increase from 2013 of 147 %, and the average reach was 74,168 people per week. The greatest reach for an individual post was 220,800 people, with 15,953 likes, comments and shares. The World's Children's Prize channel on YouTube had 32,947 views in 2014, an increase of 32 %, for a total of 51,588 minutes, an increase of 42 %. A small number of films were uploaded onto Facebook and attracted up to 57,171 viewers per film.

#### **Patrons, Child Jury and Youth Advisory Board**

Her Majesty Queen Silvia of Sweden is the World's Children's Prize Foundation's first Honorary Adult Friend and patron. Other patrons include five Nobel Prize Laureates and three global legends – Nelson Mandela (posthumous patron), Aung San Suu Kyi and Xanana Gusmão. Two members of global leadership group The Elders are also patrons: Graça Machel and Desmond Tutu. At the 2014 Award Ceremony, South African singer Vusi "The Voice" Mahlasela became a new patron of the WCPF.

The World's Children's Prize Child Jury is made up of 15 children from all over the world. Every year, the Child

Jury selects the three final candidates for the prize. The children of the Jury are experts on the rights of the child through their own lives, including having experienced being child soldiers, victims of trafficking, and child rights champions. They represent all children with similar experiences. Millions of children all over the world learn about different aspects of the rights of the child through reading about the lives of the children of the Jury.

New jury members 2014 were:

Payal Jangid, 14, India, representing poor children who fight for their rights, and against child labour and child marriage.

Jhonn Nara, 14, Brazil, representing children who belong to indigenous groups and fight for their rights, as well as children whose rights are violated by abuse, discrimination and environmental degradation.

Manchala, 16, Nepal, representing children who have been victims of trafficking and children who have been sexually abused.

Emma Mogus, 16, Canada, representing children who fight for equal rights for all children, especially children from indigenous groups.



At the age of five Alisha was sold as a domestic slave. She was abused and exploited, but she managed to run away when she was nine. Today she is a trained World's Children's Prize Child Rights Ambassador in cooperation with the organization Maiti Nepal. Alisha here educates both students and teachers in Kavrepalanchowk about the rights of the child, girls' equal rights and that many girls in Nepal are vulnerable to human trafficking.

– As a Child Rights Ambassador, I want to work in rural areas to make all children aware of the rights of the child. I want to ask our prime minister why our government doesn't invest in the rights of the child, says Alisha.

The WCP Youth Advisory Board Sweden advises on the World's Children's Prize and works to highlight children's rights in Sweden and around the world. In 2014, two members of the Youth Board were co-moderators to WCPF's Vice Chairman Trond Waage during the conference *Childhood Free From Corporal Punishment*, which was organised by the Swedish government and hosted by the Minister for Children at the time, Maria Larsson.

### Great evaluation results

The WCP Program always receives a very positive response. The Program evaluation for 2014 showed that 98% of the teachers in participating Swedish schools think the WCP program is 'Excellent' (83.8%) or 'Good'. 96.7 percent of the students gave the Program a very positive response.

Most Swedish schools use the Program in several subjects and for an average period of more than one month (from one week to three months). 96.6% of teachers believe that the WCP Program resource *The Globe* magazine is 'Excellent' (83.3%) or 'Good'. According to those teachers, 95.6% of the children gave a similar positive response. Of the teachers:

- 96.6% say their students' knowledge of the rights of the child has increased
- 94.6% say their students learned more about the rest of the world and global issues
- 92.7% say their students' empathy and willingness to support other children has increased
- 91.2% say that their students are more committed to the rights of the child
- 87.8% say their students' tolerance and understanding of other children's situations has increased
- 81.9% say their students have learned more about the democratic process
- 80.4% say their students have learned that children can demand respect for their rights
- 77.9% say their students are inspired by the prize laureates and their work
- 75.5% say their students are more willing to change injustices in the world
- 73.5% say their students have become more tolerant of different backgrounds and more open to diversity.
- 73% say their students feel a greater sense of solidarity with their peers around the world

In a survey conducted in 2013 among participating children:

- 81% of children in Mozambique stated that they now understand what children's rights are, or that they have learned more about them
- 81% of children in Mozambique stated that they now know that they have an opportunity to make their voices heard
- 77% of children in Mozambique have learned through the WCP Program that they are entitled to demand respect for their rights
- 71% of children in D.R. Congo have learned through the WCP Program that girls and boys have equal rights
- 67% of children in D.R. Congo feel, having participated in the WCP Program, that they want to help other children
- 63% of children in D.R. Congo have learned that they have the right to express their opinion

A more extensive survey was conducted in 2014 involving just over 800 children in some ten different countries, who had participated in the WCP Program. The results are not yet available in full, but initial findings from the participating children are that:

- 90% of the children now know what democracy is and how it can be put into practice
- 93% of the children now know more about their own and other children's rights
- 93% of the children feel inspired to bring about change for themselves and for other children in their country

Of the approximately 80 children who have undergone special training to be Child Rights Ambassadors and took part in the survey:

- 96% feel more hopeful about the future
- 97% feel stronger and encouraged to express their views
- 99% feel that they now want to express themselves and be heard

### Future development

The excellent results of the WCP Program and the increased demand from schools and organisations wishing to implement the Program show the potential for continued growth as long as there is funding to support this. Demand for participation in the program from organisations and schools has continued to grow in





2014. However, current levels of funding for the World's Children's Prize Program are not sufficient to meet this demand. Work has been initiated on a long-term strategy to increase funding

**Key external factors affecting operations**

In the countries in which the WCP Program is carried out on a large scale, delayed delivery of material, teacher strikes, the political situation in the country and outbreaks of Ebola constitute risks that may affect the quality and scope of program implementation.

**Significant events during the financial year**

Income rose from SEK 12,966,624 in 2013, to SEK 14,245,446 in 2014.

91.7% were direct project costs and 8.3% were administration and fundraising costs.

Arne Karlsson was elected the new Chair of the Board. Arne Karlsson is the Chair of Ratos, Bonnier Holding, Einar Mattsson, Ecolean, Fortnox and SNS (the Centre for Business and Policy Studies), as well as being a Board member for AP Möller-Maersk and Bonnier AB, and a member of the Swedish Securities Council. He is the Chair of the Swedish Corporate Governance Board, which manages and administrates the Swedish Corpo-

"Welcome to this World's Children's Prize Conference here in Maputo," said Elisa, 16, as she chaired the press conference in Mozambique along with Larissa and Yara, continuing, "It's common here for teachers to exploit their students in return for good grades and being moved up a year. This has to stop!"

rate Governance Code in order to promote good governance of listed companies and good practice on the Swedish stock market.

The World's Children's Prize Foundation has been a beneficiary of the Swedish Postcode Lottery since 2013, and received SEK 5 million in 2014. Since its launch in 2005, according to the Postcode Lottery, it has awarded SEK 6 billion to the voluntary sector. The Postcode Lottery's vision is to contribute to a better world. Along with its sister lotteries in the Netherlands and the UK, the Postcode Lottery is the third largest voluntary sector donor in the world.

**Significant events after the end of the financial year**

The Sida grant through its information and communication funding stream for the WCP Program in Swedish schools is SEK 3 million for 2015. In March the World's Children's Prize Foundation, as a beneficiary received SEK 5 million from the Swedish Postcode Foundation for 2015.

## Flerårsöversikt

The income trend since the foundation's inception in 2009 has been: MSEK 12.9 (2009), MSEK 12.4 (2010), MSEK 10.6 (2011), MSEK 15.4 (2012), MSEK 13 (2013), MSEK 14,2 (2014). Since 2013, WCPF only has Sida grants for the WCP Program in Sweden. Comparative figures that do not include the Sida grant for global operations: MSEK 8.9 (2009), MSEK 8.7 (2010), MSEK 5,8 (2011), MSEK 10.4 (2012), MSEK 13 (2013), MSEK 14.2 (2014).

The quality of the WCP Program, its material and implementation, applications, surveys and reports has persistently improved.

## Management and Office Staff

The Board, which consists of Trond Waage (Chair until 22 April), Arne Karlsson (Chair from 22 April), Cecilia Flores-Oebanda, Eva Reimers, Henrik Häggström, Rebecca Göthe, and Magnus Bergmar, have held six minuted meetings.

The office staff in 2014 consisted of the equivalent of six full-time positions, including CEO Magnus Bergmar, Head of Communication, Head of Programs, Program Officer, Contoller, Finance Officer, Web and Social Media Editor, and Global Educationalist, as well as seventeen temporary staff taken on during the week of the WCP Ceremony in Sweden, and the media teams visiting the nominees and participating children.

The World's Children's Prize Program is carried out by just over 50,000 teachers on a voluntary basis, and by a hundred or so individual focal points or that belong to partner organisations. The contributions of these focal points are entirely or partly voluntary. Office staff also regularly work on a voluntary basis, corresponding in total to approximately one full-time equivalent. The value of these voluntary contributions has not been recognised in the income statement.

WCPF is a member of the Swedish Fundraising Council, FRII, and follows the FRII Code of Quality. The board has prepared a report on the application of the FRII Code, which has been examined and approved by the auditor.

Of 217 organisations examined, WCPF was one of the 28 approved by Givarguiden 2014 (guide to meaningful giving).



Daniel, 11, at Vänge School in Sweden casts his vote in a ballot box shaped like a volcano. The reason for this is that one of the students at the school, Angelina, said:

"I see the World's Children's Prize program as a volcano that erupts and sprays out good news and knowledge of our rights. The WCP has brought us together, the world's children. We understand one another by reading *The Globe*, and it feels like having another family by my side."

The World's Children's Prize Foundation has four 90 bank accounts (90 accounts are for registered charities in Sweden and are under the supervision of the Swedish Fundraising Council). PlusGiro accounts 900186-8 and 900310-4, and Bankgiro accounts 900-1868 and 900-3104.

## Profit/loss and financial position

This year's surplus of SEK 173,761 will be carried forward.

The total operating profit/loss for the two most recent financial years and the Foundation's financial position as at 31/12/2014 and 31/12/2013 respectively are stated in the following profit/loss and balance sheet with notes.

Figures are given in SEK unless otherwise stated.



The voting children selected Malala Yousafzai from Pakistan to be the recipient of the 2014 *World's Children's Prize for the Rights of the Child*. Malala donated her prize money to help rebuild schools for children in Gaza.





Noémia has been trained and empowered as a World's Children's Prize Child Rights Ambassador. She is holding the WCP globe that she and other Child Rights Ambassadors in Mozambique have been awarded.





# Statement of Income and Expense

Amounts in SEK	Note	2014-01-01 – 2014-12-31	2013-01-01 – 2013-12-31
<b>Programme Income</b>			
Donations	1	6,390,359	6,309,961
Grants	1	7,569,351	6,613,328
Net sales	1	16,810	37,915
Other income	2	6,925	5,420
Labour market contributions		262,001	–
<b>Total Programme Income</b>		<b>14,245,446</b>	<b>12,966,624</b>
<b>Programme Expense</b>			
Programme activities	3	–12,923,855	–11,939,397
Fundraising		–265,189	–133,588
Management & General	4	–900,508	–940,035
<b>Total Programme Expense</b>		<b>–14,089,552</b>	<b>–13,013,020</b>
<b>Programme Income less Expense</b>		<b>155,894</b>	<b>–46,396</b>
<b>Income from Financial Investments</b>			
Income from securities			
Interest income and comparable items	5	18,689	53,938
Interest expense and comparable items	6	–822	–1,917
<b>Net Income from Financial Investments</b>		<b>17,867</b>	<b>52,021</b>
<b>Net Surplus / Deficit for the Year</b>		<b>173,761</b>	<b>5,625</b>

# BALANCE SHEET

Amount in SEK	Note	2014-12-31	2013-12-31
<b>ASSETS</b>			
<b>Fixed Assets</b>			
<i>Tangible Fixed Assets</i>			
Equipment	7	14,925	30,757
<b>Total Tangible Fixed Assets</b>		<b>14,925</b>	<b>30,757</b>
<i>Financial Assets</i>			
Long-term investments	6	56,880	56,880
<b>Total Financial Assets</b>		<b>56,880</b>	<b>56,880</b>
<b>Total Fixed Assets</b>		<b>71,805</b>	<b>87,637</b>
<b>Current Assets</b>			
<i>Current Receivables</i>			
Accounts receivable		46,180	11,080
Other current receivables		205,621	290,605
Prepaid expense and accrued income	9	145,175	59,482
<b>Total Current Receivables</b>		<b>396,976</b>	<b>361,167</b>
<b>Cash and Bank Balances</b>		<b>1,543,953</b>	<b>3,837,462</b>
<b>Total Current Assets</b>		<b>1,940,929</b>	<b>4,198,629</b>
<b>TOTAL ASSETS</b>		<b>2,012,734</b>	<b>4,286,266</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Foundation equity	7	50,000	50,000
Reserved funds		50,000	50,000
Equity carried forward		475,889	302,12
<b>Total Equity</b>		<b>575,889</b>	<b>402,127</b>
<i>Current Liabilities</i>			
Prepaid project contribution	11	33,529	2,232,880
Accounts payable		192,067	77,029
Other current liabilities	12	732,096	664,836
Accrued expense and prepaid income	13	479,153	909,394
<b>Total Current Liabilities</b>		<b>1,436,845</b>	<b>3,884,139</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>2,012,734</b>	<b>4,286,266</b>
Pledged Assets		None	None
Contingent Liabilities		None	None



# Notes

## **ACCOUNTING AND VALUATION PRINCIPLES**

The World's Children's Prize Foundation's Audit Report and valuation principles have been prepared in accordance with the Swedish Accounting Act and the general advice and guidelines of the Swedish Accounting Standards Board, the Swedish Fundraising Council's Guidelines for annual reports BFNAR 2012:1 Annual Report (K3), and the Swedish Fundraising Control's requirements for 90-accounts.

As of 1 January 2014, the foundation applies the Swedish Accounting Standards Board's recommendation BFNAR 2012:1. The transition to K3 reporting rules involves changes to accounting principles. The transition has not involved any changes to recognised items or amounts.

### **Programme Income**

Revenue is recognised at the fair value of the amount received or to be received.

### **Donations and grants**

A transaction in which the foundation receives an asset or service that has a value without providing the equivalent value in exchange is a donation or a grant received. If the asset or service is received because the foundation has met, or will in future meet certain conditions, and if the foundation is obliged to repay the amount to the counterparty should it fail to meet the conditions, then it is classed as a grant received. If it is not a grant, it is classed as a donation.

As a rule, donations are recognised as income when they are received.

Grants are recognised as income when the conditions for receiving the grant have been met. Grants received are recognised as liabilities until the conditions for receiving the grant have been met.

Grants that have been received to cover specific costs (e.g. for administration) are recognised in the same financial year as the cost that the grant is intended to cover.

### **Netsales**

Income from the sale of products is normally recognised at the time of sale. Subscriptions are recognised as income on a straight-line basis over the term of the subscription.

### **Other income**

Other income is income that is not primarily for the foundation.

### **Operating expenses**

Operating expenses are divided up as follows: program, fundraising and administrative expenses.

The foundation incurs certain joint costs that are common to the above-mentioned functions, and these costs shall be allocated to the respective function. This can be done either via internal billing or entirely in the annual report via distribution keys.

## **Accounting for Program Expenses**

### **Program activities**

Program activity expenses are the costs for implementation of the mandate according to the statutes of the World's Children's Prize Foundation. Program activity expenses include joint costs.

### **Fundraising**

Fundraising expenses refer to the costs incurred to generate donations from individuals, businesses, foundations and corporations in the form of fundraising materials, printing costs, advertising and personnel costs for those involved in these fundraising activities. Fundraising expenses include joint costs.

#### Management & General

Administrative expenses are the costs necessary to administer the World's Children's Prize Foundation, such as costs for board meetings and part of the rent and administrative systems. Administrative expenses include joint costs.

#### Employee benefits

Regular employee benefits in the form of salaries, social security contributions and similar are expensed as employees perform the services.

As all pension obligations are classified as defined contribution, a cost is recognised in the year in which the pension is earned.

#### Assets and Liabilities

##### Valuation principles

Assets and liabilities are valued at acquisition value unless stated otherwise. Long-term investments held as fixed assets are valued at the lower of acquisition value and fair market value. At the point of acquisition, financial assets are valued at acquisition value plus direct transaction expenses.

##### Property, plant and equipment

Property, plant and equipment is recognised at acquisition value less accumulated depreciation and impairment.

##### Depreciation principles for fixed assets

Depreciation according to plan (5 years and 3 years for computers) is based on the original acquisition values and depreciation is reported over the estimated economic life of the asset. Write-down applies when it has been determined that the damage is permanent.

##### Receivables

Receivables are recognised in the amount in which they are estimated to be received on the basis of individual assessment.

##### Leases – lessor

All leases are recognised as operating leases, i.e. the lease payment (including additional leasing fee) is recognised on a straight-line basis over the term of the lease.

Operating leases essentially comprise leased equipment and premises.

The agreement for the lease of premises for the office runs for a period of one year with the possibility for the foundation to extend. The size of future lease payments is recognised at the nominal amount. Equipment is leased for five years with an option to purchase.

	2014-01-01 – 2014-12-31	2013-01-01 – 2013-12-31
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**NOTE 1**

**CONTRIBUTIONS AND INCOME FROM FUNDRAISING**

**Grants recognised as income**

**Grant from the organisation**

Ecpat Sweden	4,569,351	3,913,328
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**Public funding**

SIDA	3,000,000	2,700,000
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<b>Total grants</b>	<b>7,569,351</b>	<b>6,613,328</b>
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**Donations recognised in the income statement**

The Swedish PostCode Lottery	5,000,000	5,000,000
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Crown Princess Margareta's Memorial Fund	300,000	300,000
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Sparbank Foundation Rekarne	50,000	50,000
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The Body Shop Foundation	0	153 223
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e-Work	100,000	100,000
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Helge Ax:son Johnsons Foundation	80,000	80,000
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Giving Wings	400,000	50,000
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Altor Equity Partners AB	20,000	20,000
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Dahlströmska Stiftelsen	0	30 000
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Other contributions from fundraising	440,359	526,758
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<b>Total Donations</b>	<b>6,390,359</b>	<b>6,309,961</b>
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**Net sales**

Sales	15,050	4,760
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Subscriptions	1,760	33,155
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<b>Total Net sales</b>	<b>16,810</b>	<b>37,915</b>
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<b>Total Contributions and Income from Fundraising</b>	<b>13,959,710</b>	<b>12,961,204</b>
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**NOTE 2**

**OTHER INCOME**

Income program activities, etc.	6,925	5,420
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<b>Total Other Income</b>	<b>6,925</b>	<b>5,420</b>
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	2014-01-01 – 2014-12-31	2013-01-01 – 2013-12-31
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**NOTE 3**

**EMPLOYEES AND PERSONNEL COSTS**

**Average Number of Employees**

Men	2	2
Women	4	4
<b>Total Average Number of Employees</b>	<b>6</b>	<b>6</b>

Average number of employees does not include employees whose remuneration is below a half price base amount (22,200 kr (22,250 kr), in compliance with BFNAR 2006:11

**Gender distribution among board members and senior members of staff**

Men	4	4
Women	3	3

**Salaries, Other Remunerations and Social Benefits**

Salaries and Other Remunerations		
CEO	700,145	693,466
Employees	2,250,549	2,377,684
<b>Total Salaries and Other Remunerations</b>	<b>2,950,694</b>	<b>3,071,150</b>
Social Benefits	1,366,322	1,260,553
(of which pension costs)	454,357	330,911
<b>Total</b>	<b>4,317,016</b>	<b>4,331,703</b>

Salaries for 2014 include temporary staff employed during the WCP Week in the amount of 130,240 kr (134,097 kr). The foundation has no other pension commitments or severance pay to senior members of staff or to board members.

**NOTE 4**

**OPERATING LEASES – LESSEE**

Future minimum lease payments regarding non-cancellable operating leases:

Within one year	219,000	213,440
Between one and five years	261,000	
<b>Total</b>	<b>480,000</b>	<b>213,440</b>

All leases are recognised as operating leases. Operating leases essentially comprise leased equipment and premises. The agreement for the lease of premises for the office runs for a period of one year with the possibility for the foundation to extend. The size of future lease payments is recognised at the nominal amount. Equipment is leased for five years with an option to purchase.

**NOTE 5**

**INTEREST INCOME AND COMPARABLE ITEMS**

Interest income, other	17,774	53,938
Currency exchange gain	915	–
<b>Total Interest Income and Comparable Items</b>	<b>18,689</b>	<b>53,938</b>

2014-01-01  
– 2014-12-31

2013-01-01  
– 2013-12-31

**NOTE 6**

**INTEREST EXPENSES AND COMPARABLE ITEMS**

Interest expenses, other	459	231
Currency exchange losses	363	1,686
<b>Total</b>	<b>822</b>	<b>1,917</b>

2014-12-31

2013-12-31

**NOTE 7**

**EQUIPMENT**

*Accumulated purchase value*

Opening balance	246,157	232,662
Purchases during the year	9,000	13,495
	255,157	246,157

*Accumulated depreciation*

Opening balance	-215,400	-149,834
Depreciation for the year	-24,832	-65,566
	-240,232	-215,400

**Closing Value** **14,925** **30,757**

**NOTE 8**

**ACCUMULATED ACQUISITION VALUES**

Beginning of the year	56,880	56,880
End of the year	56,880	56,880
<b>Market value on closing day</b>	<b>88,805</b>	<b>80,574</b>

**NOTE 9**

**PREPAYMENTS AND ACCRUED INCOME**

Prepaid rental costs	37,548	37,548
Prepaid insurance premiums	10,319	21,934
Swedbank card, invoicing error	86,471	–
Other prepaid expenses	10,837	–
	<b>145,175</b>	<b>59,482</b>

**NOTE 10**

**OTHER EQUITY**

	<i>Foundation equity</i>	<i>Reserved funds</i>	<i>Equity carried forward</i>	<i>Net surplus /deficit</i>
Year start	50,000	50,000	296,503	5,625
Disposition of surplus/deficit			5,625	-5,625
Surplus/deficit of the year				173,761
<b>Year end</b>	<b>50,000</b>	<b>50,000</b>	<b>302,128</b>	<b>173,761</b>



**NOTE 11****PREPAID PROJECT CONTRIBUTION**

Special Project: "Rights and Democracy for One Million Girls", ECPAT Sweden

Grant awarded	2,370,000	4,900,000
Forwarded from previous year	2,232,881	1,246,208
Utilized	-4,569,352	-3,913,327

<b>Prepaid Project Contribution</b>	<b>33,529</b>	<b>2,232,881</b>
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**NOTE 12****OTHER CURRENT LIABILITIES**

Allocated, Non-disbursed Grants:

To the Memory of Iqbal Masih, Pakistan 2000	400,000	400,000
Dunga Mothers, Kenya 2010	35,000	35,000
	<b>435,000</b>	<b>435,000</b>

Barnens Värld	0	607
Other current liabilities	297,096	229,229
<b>Total Other Current Liabilities</b>	<b>732,096</b>	<b>664,836</b>

**NOTE 13****ACCRUED EXPENSE AND PREPAID INCOME**

Accrued vacation pay	126,684	68,904
Accrued employer's payroll tax contribution	79,956	85,162
Accrued social benefits	39,804	28,730
Other accrued expense and prepaid income	232,709	226,597
Ongoing payment of allocated, non-disbursed Grants	–	500,000
<b>Total Accrued Expense and Prepaid Income</b>	<b>479,153</b>	<b>909,393</b>

# Audit Report

To the Governing Board of World's Children's Prize Foundation  
Corporate Identity Number 802426-0807

## Report on the annual accounts

I have audited the annual accounts of World's Children's Prize Foundation for the year 2014.

### Responsibilities of the governing board for the annual accounts

The governing board is responsible for the preparation and fair presentation of the annual accounts in accordance with the Annual Accounts Act, and for such internal control as the board determines is necessary to enable the preparation of annual accounts that are free from material misstatement, whether due to fraud or error.

### Auditor's responsibility

My responsibility is to express an opinion on the annual accounts based on my audit. I conducted my audit in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the annual accounts are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the annual accounts. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the annual accounts, whether due to fraud or error. In making those risk assessments,

the auditor considers internal control relevant to the association's preparation and fair presentation of the annual accounts, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Board of Directors, as well as evaluating the overall presentation of the annual accounts.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

### Opinion

In my opinion, the annual accounts have been prepared in accordance with the Annual Accounts Act and present fairly, in all material respects, the financial position of World's Children's Prize Foundation as of 31 December 2014 and of its financial performance for the year then ended in accordance with the Annual Accounts Act. The statutory administration report is consistent with the other parts of the annual accounts.

I therefore recommend that the governing board adopt the income statement and balance sheet.

## Report on other legal and regulatory requirements

In addition to my audit of the annual accounts, I have also examined the administration of the governing board of World's Children's Prize Foundation for the year 2014.

### Responsibilities of the governing board

The governing board is responsible for the administration according to the Foundations Act and the Foundation's Regulations.

### Auditor's responsibility

My responsibility is to express an opinion with reasonable assurance on the administration based on my audit. I conducted the audit in accordance with generally accepted auditing standards in Sweden.

As a basis for my opinion on the governing board's administration, in addition to my audit of the annual accounts, I examined significant decisions, actions taken and circumstances of the foundation in order to determine whether any member of the governing board has undertaken any action or is

guilty of negligence which may entail a liability for damages. I also examined whether any member of the governing board has, in any other way, acted in contravention of the Foundation's Regulations, the Foundations Act or the Annual Accounts Act.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

### Opinion

The members of the governing board have not acted in contravention of the provisions of the Foundations Act, the Foundation's Regulations or the Annual Accounts Act.

Stockholm, 29 april 2015



Jonas Grahn  
Authorized Public Accountant

This Annual Report has been drawn up on the 17 april 2015



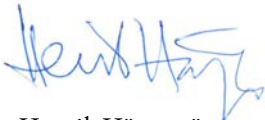
Arne Karlsson  
Styrelseordförande



Cecilia Flores-Oebanda  
Styrelseledamot



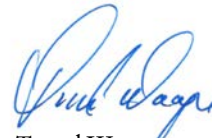
Rebecca Göthe  
Styrelseledamot



Henrik Häggström  
Styrelseledamot



Eva Reimers  
Styrelseledamot



Trond Waage  
Styrelseledamot



Magnus Bergmar, CEO  
Styrelseledamot

Min revisionsbetättelse har lämnats den 29/4 2015



Jonas Grahn  
Auktoriserad revisor





The World's children's prize Child Jury together with HRM Queen Silvia, Prime Minister Stefan Löfven, Minister for Children Åsa Regnér and Minister for International Development Cooperation.



John Wood from the US was the recipient of the World's Children's Honorary Award for his 1work to give millions of children in ten countries access to books and schooling.

Indira Ranamagar from Nepal was the recipient of the World's Children's Honorary Award for her 20-year struggle for prisoners' children.





**World's Children's Prize Foundation**

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