

ANNUAL REPORT 2016

World's Children's Prize Foundation



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World's Children's Prize Foundation,
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Financial year
1 January–31 December 2016

Cover photo: Sofia Marcetic/WCPF.



Paw, who is a member of the Karen people, is on her way to her home village in Burma. Throughout the journey on foot to her school, which lasts several days, she carries the WCP program's teaching aid The Globe in the Karen language.

Management Report

VISION

A world where the rights of the child are universally respected and where every child in each new generation grows up as a changemaker, who stands up for humanity, the equal value of all people, the rights of the child and human rights, democracy and sustainable development.

GENERAL INFORMATION ABOUT ACTIVITIES

The World's Children's Prize Program

The World's Children's Prize (WCP) is a global, holistic, experience-based education program. It educates and empowers children to help them act as changemakers during childhood and as adults, in their own lives, in their local communities and in their countries. They defend the equal value of all people, human rights – including the rights of the child – democracy and sustainable development. The majority of the children who participate in the WCP program are poor and vulnerable. Among the 40.6 million children who have taken part in the annual program since the start in 2000, several million have themselves suffered serious violations of their rights. For many, the World's Children's Prize Program reveals for the first time that they have rights and can make their voices heard.

Some of the children who were educated and empowered by the WCP Program in 2016 to be changemakers are these children in Zimbabwe, who were trained as WCP Child Rights Ambassadors:

"I've always thought that you have to do everything your parents and guardians tell you to do. Even if they force you to marry, I thought that was right. But thanks to The Globe magazine I now know that I have the right to a full education and could be a doctor when I grow up, without being forced to marry."

KELLY SEREMANI, AGE 14, EPWORTH

"The first time I encountered my rights was when The Globe came to my school. We learned about our rights then. Becoming a Child Rights Ambassador has given me the courage to teach other children at our school about our rights. I wish I'd known my rights when my uncle forced me to sleep outside for a month when I was six years old."

TENDEKAI, AGE 16, MUTOKO

"I remember very clearly how my neighbour forced himself on me. It was a terrible experience and I cried for days. People made me think that it was perhaps my fault that he raped me. Until my friend gave me a copy of The Globe to read. I found out that my rights had been violated and that it wasn't my fault."

SHANIA, AGE 14, MUTOKO

The annual WCP Program, which is carried out by children, for children, with the support of teachers, includes:

Every year the WCP's international Child Jury, made up of children who are experts in the rights of the child through their own experiences, select three Child Rights Heroes as candidates for the *World's Children's Prize for the Rights of the Child*. The candidates are people who inspire and engage millions of young people around the world. The WCP Program is based on children's experiences via the accounts in the global teaching aid The Globe, as well as online. Through The Globe, the children meet the Child Rights Heroes and children from all over the world through their life stories. Reading about children whose lives have been changed by people's rights-based struggle evokes empathy, commitment and identification. It also creates a sense of global solidarity.

Children who participate in the WCP Program experience other children's reality, but they also learn facts about their own rights and about how democracy works. They examine and discuss respect for the rights of the child and how children are treated in the countries in which they live. Teachers support their students' participation in the program with the help of an educational guide featuring interactive classroom exercises. The WCP Program can be integrated into the curriculum in many different subjects. Children are trained as WCP Child Rights Ambassadors and form WCP Child Rights Clubs at their schools.

The WCP program ends with the children's Global Vote. At each school, the students organise election days that encompass all aspects of a democratic election, including an election register, voting booths, ballot boxes, vote counters and election observers. They vote for their Child Rights Heroes and celebrate the rights of the child. All candidates are honoured as Child Rights Heroes for their outstanding contributions in support of the rights of the child, and they receive prize money to use in their work for children. The candidate with the most votes receives the children's prestigious *World's Children's Prize for the Rights of the Child*, while the other two candidates receive a *World's Children's Honorary Award*.

The three Child Rights Heroes, the World's Children's Prize and the Global Vote make up "the perpetual motion machine" that annually generates the enthusiastic participation of students and teachers in the WCP Program.

Supported by Global Friend Schools

69,936 schools with 33,108,454 students in 115 countries have signed up as Global Friend Schools, supporting the World's Children's Prize have, since the year 2000, signed up 1,248 schools and 639,648 students in 2016. Of the schools, 1,759 are Swedish, which represents an increase of 15.

The World's Children's Prize is supported by 755 Adult Friend Organisations, departments of education and other bodies, which is an increase of 28 in 2016. Some of them implement the WCP program in collaboration with more than 50,000 teachers every year. In 2016, the program was implemented by around 60,000 teachers, just over 2,000 of them in Sweden. Approximately 550,000 teachers have implemented the annual WCP Program since its inception in 2000. Like the focal points and partners in around 35 countries. They themselves, along with focal points and partners in around 35 countries, have received training.

"The students themselves say it was the WCP project that they remember best from these years. That this is what they looked forward to working with after the summer holidays. And what was it that made them remember this the most from their time at my school? I asked them, and they were almost all in agreement that it was the encounters, both face-to-face and via the stories and films. Encounters that are about destinies, life stories, heroes, about things that shouldn't happen but that do. About stories that made them cry but also gave them hope, stories that show there's a lot of good in this world, and that there are lots of people doing good in the world. They've learned that you can actually make a difference, that you can stand up for a better world. These students have finished their time at my school, but have chosen to continue their work with WCP. That's what I call a lifelong desire to learn."

CECILIA SÖDERLUND, SNÄTTRINGE SCHOOL, HUDDINGE

"I want to express my thanks for this initiative, firstly as a parent with children. I also want to express my thanks as a teacher working with children and young people every day. You brought these issues to the fore to make our children aware of them and to encourage the whole of society to change its behaviour and protect children, particularly girls. What happens here is that we always allow our sons freedom and only control our daughters. My opinion has changed and I realise that boys and girls must have the same education, because they are both our children and have the same rights!"

JAIME VASCO MATHOMBE, MUSSEREZE PRIMARY SCHOOL, MOÇAMBIQUE

(All Global Friend Schools that sign up are registered in the WCPF database by country, including 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 550,000 teachers, on the basis that every teacher uses the program

for an average of 2–3 years. The figure for Sweden is based on teachers' survey responses, indicating that an average of 5.8 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 black-and-white versions in Nepali, Urdu and Karen, for use alongside the English version in color. 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. At least 2,208,115 children took part in the 2016/2017 WCP program, an increase of 434,082 children, or 24.5 percent, compared with 2015. This means that since the World's Children's Prize was established in 2000 a total of at least 40,577,653 children have taken part in the annual WCP program. In addition, there are 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 %).

In Sweden, at least 29,013 children participated in the 2016/2017 WCP Program, including the Global Vote. Since the World's Children's Prize began, 615,393 children in Sweden have participated in the annual program and had their votes registered in time. Feedback from schools and teachers (through contact and via surveys) shows that at least two percent of participating schools in Sweden miss the deadline for reporting votes each year. In addition, there are children who study The Globe but do not participate in the Global Vote.

Child Rights Heroes 2016/2017

The three Child Rights Heroes selected by the Child Jury as the final candidates for the 2016/2017 WCP program were 90-year-old Rosi Gollmann, Germany, who has helped save tens of thousands of girls in India from being killed at birth; the blind campaigner Manuel Rodrigues, Guinea-Bissau, who rescues children with physical challenges and offers them a life with dignity, and Molly Melching, USA and Senegal, who has made pioneering efforts to eradicate female genital mutilation, child marriage and forced marriage in West Africa.

The voting children elect the recipient of the *World's Children's Prize for the Rights of the Child*. The other two

Child Rights Heroes receive the *World's Children's Honorary Award*. Since the World's Children's Prize was launched in 2000, there have been 48 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 63 projects in 33 countries. A total of 52 percent of the prize laureates have been women, 33 percent men and 15 percent organisations.

The World's Children's Prize ceremony for the 2016/2017 WCP program will take place at Gripsholm Castle in Mariefred in April 2017, during which H.M. Queen Silvia will help the Child Jury present the awards and Minister for Children Åsa Regnér will congratulate the Child Rights Heroes on behalf of the Swedish government.

Focus on girls' rights

In 2012–2015, 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 focused on how girls are particularly vulnerable to child rights violations. It included many girls whose rights have been violated or who are at risk, and it had a special focus on the child sex trade. This initiative was carried out in collaboration with ECPAT Sweden and was funded in its entirety by the Swedish Postcode Lottery's support for Special Projects.

During the Special Project, a need was identified for a more in-depth project in Mozambique to mobilise the whole of society, including boys and adults. The project *Mozambique for Girls' Rights* was financed in 2016 with support from H.M. Queen Silvia's Care About the Children Foundation, in the amount of SEK 590,000.

The project aims to involve 330,000 children in 2016 and 2017, along with families, teachers, school leaders, local traditional and religious leaders, local and regional decision-makers, ministries and the media. The quotes are from young people and adults participating in the project:

"The best thing about being an ambassador in the project is having the chance to visit very remote villages and communities where many adults can't read or write and they don't even have a radio. We are the first people to inform them about girls' rights. And it's so important in these places in particular, because it's often in these villages that lack information that girls' rights are violated the most."

DIRCE ISAC GUAMBE, WCP CHILD RIGHTS AMBASSADOR, GIRL, 17, INHARRIME

Naw, 14, uses the WCP program to teach the children at the village school about the rights of the child and democracy. She belongs to the Karen people, one of the many minorities that have a ceasefire agreement with Burma's government. Even when Burma was still a dictatorship, *The Globe* magazine in Karen was brought in secret from the border river with Thailand to the little Karen schools in the mountainous regions. The children learned about their rights and democracy, while the country was ruled by a dictatorship.



Photo: Johan Bjerke/WCPF

“The best thing about working with the Mozambique for Girls’ Rights program is seeing how it’s empowering girls. The girls have the courage to make their voices heard and say no when a teacher tries to take advantage of them. Instead they report the teachers. The girls are liberating themselves!”

ZELIA ISAC GUAMBE, WCP CHILD RIGHTS AMBASSADOR, GIRL, 18, INHARRIME

“Boys grow up thinking they are bigger and more important than girls. As a boy, I’m really ashamed of this. I think it’s important that as I boy I get to be a WCP Ambassador and talk about girls’ rights. The boys in the classroom come and listen more to me than to the girls who are ambassadors, because that’s how it is here. I hope views will change through our work and I can be a role model.”

ANÉCIO JORGE GIMO MACOBOL, WCP CHILD RIGHTS AMBASSADOR, BOY, 18, BOANE

“I often talk to the WCP ambassadors at school and they’ve given me lots of information about Mozambique for Girls’ Rights. The aim of the program is to put an end to all exploitation of girls and ensure that girls’ rights are respected everywhere. It’s an extremely important program, because girls’ rights are violated a lot here. Not long ago one of my students was forced by her dad to leave school because he’d decided she should get married. Unfortunately this is quite common in Mozambique. Parents just don’t attach any value to their

daughters attending school here. It’s something that’s only considered important for boys. The only way to stop these kinds of ideas is to teach people about girls’ rights. That’s why this program is so important!”

JOSÉ HERCULANO, HEADMASTER, ESCOLA SECUNDARIA 04 DE OUTUBRO, INHARRIME

“I was invited to a training session as part of the Mozambique for Girls’ Rights program, together with the WCP ambassadors. The aim of this program is to inform society about girls’ rights, so that girls can have a better life. And it really is needed. As a society we don’t value girls; it’s been like this for a very long time, and it really isn’t good. Besides doing all the work at home and often being forced to drop out of school early to get married at a very young age, girls are also subjected to a lot of sexual violence. In their families, by teachers at school and in society. If the girl is poor, the perpetrator can keep her quiet by giving her a bit of bread or some clothes. Sometimes girls from poor families become victims of trafficking and are taken out of the country to neighbouring countries. We have laws that prohibit all this, but people have to use them! That’s why we must continue to spread information about girls’ rights in society, and that’s why this program is so important. As a traditional leader, my task is to protect the girls and make sure people obey the law and change their way of thinking by informing them.”

HERMENEGILDO ANANIAS, MALE TRADITIONAL LEADER, BOANE

“At the schools where the program is being implemented you can see that the problem of male teachers taking sexual advantage of girls in exchange for good grades has fallen significantly, or completely stopped. It really shows how important Mozambique for Girls’ Rights is! We can reach a lot of people in church

Having worked with the WCP program, children from eight village schools in the Karen region in Burma have walked for up to two days to take part in the Global Vote. They have gathered here to follow the procession down to the outdoor voting station by the river.



Photo: Johan Bjerke/WCPFF

their own lives, including having experienced being child soldiers, debt slaves, 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. A new member joined the Jury in 2016:

Kimberley Fusire, 12, Zimbabwe, who represents children who defend the rights of the child, in particular equal rights for girls. Kim is also an active WCP Child Rights Ambassador in her home town of Chitungwiza.

The WCP Youth Advisory Board Sweden, which has six members, advises on the World's Children's Prize in Sweden and works to highlight the rights of the child in Sweden and around the world.

Great evaluation results

The implementation of the program and its results are evaluated annually via an extensive, high-quality survey of participating schools, and it is consistently rated extremely highly. In the most recent program evaluation in Sweden, 99.5 percent of the teachers rated the WCP program as either "Excellent" (82.3 percent) or "Good", which is the best result ever. 97.7 percent of the students rated the program in the same way. The trend is also

Almost 30,000 children in Sweden took part in the WCP program, which ended with the children's Global Vote. The children voting here are from Snättringe School in Huddinge.

positive with regard to the subject-integrated implementation of the WCP program, with a clear majority of the Swedish schools, 61 percent, now working with WCP across several subjects. The schools spent on average 1.3 months working with the program. 97.8 percent of the teachers feel that the WCP program's teaching aid The Globe is either "Excellent" or "Good", and state that 96.4 percent of the students feel the same.

The most recently compiled survey responses also reveal that the program has had a significant impact on the children who participated. The students do not just learn more about rights and important global issues, they also experience a profound response and feel deeply committed to the issues highlighted by the program. For example, the teachers consider that through the program, over 90 percent of the students feel more empathy and a desire to support other children, and 76 percent of the students experience a greater desire to change injustices in the world.

The next survey results for Swedish schools will be presented in August 2017. Of the survey responses analysed so far from the program period, a majority of the teachers say they believe the WCP program will help strengthen the democratic culture and contribute to a more humane society in the future. Furthermore, they believe the program equips young people with civil courage and the desire to defend rights and justice, and that it combats intolerance, hatred and mistrust in our society. Participating teachers also think that the children who have actively participated in the program will



Photo: Jan Lipka/WCP

▪ The students' knowledge of the rights of the child increases	96 %
▪ Students feel greater commitment to the rights of the child	89 %
▪ The students understand that children can demand respect for their rights	72 %
▪ Students' empathy and desire to support other children increases	91 %
▪ Students learn more about democracy and about the democratic process	86 %
▪ The students are inspired by the prize laureates and their work	79 %
▪ Students feel a greater sense of solidarity with their peers around the world	67 %
▪ Students have learned more about the rest of the world and global issues	93 %
▪ Students' tolerance and understanding of other children's situations increases	85 %
▪ Students become more tolerant of different backgrounds and more open to diversity	69 %
▪ The students have a greater desire to change injustices in the world	76 %

I believe that in the future the WCP program will help:

▪ Strengthen the individual child's humanitarian growth, so he or she can stand up for humanity, the equal value of all people, the rights of the child and democracy.	75 %
▪ Combat hatred, mistrust and intolerance in our society.	75 %
▪ Create a more humane culture and empathy towards other people.	85 %
▪ Encourage interest in and understanding for refugees/new Swedes, and so improve integration and a sense of belonging in our country.	75 %
▪ Equip young people with civil courage and a desire to work for a humane and just society for all.	75 %
▪ Equip those children who have actively participated in the WCP program to stand up to anti-democratic feeling.	50 %
▪ Create global commitment and responsibility for common vital issues such as war, conflict, the environment and climate.	80 %

maintain an enduring interest in global development issues such as war, conflict, the environment and climate.

Effect on teachers in Sweden

The 2016 program has also had a positive impact on teachers' own learning. In the survey responses that have been compiled to date, almost 70 percent state they have a better understanding of the world as a result of the program, and 65 percent say their knowledge of global development issues has increased. 96 percent describe how the program has given teachers an effective tool for actively working with topics in the curriculum relating to democracy, human rights and fundamental values.

Global results

Evaluations reveal excellent results among the program's target groups, children and teachers all over the world. Surveys have been carried out with children, teachers and with WCPF's focal points at our partner organisations in 11 partner countries: Zimbabwe, D.R. Congo, Guinea Bissau, Burma/Myanmar, Burundi, Benin, Mozambique, Ghana, Nepal, South Africa and the Republic of Congo. The evaluations encompass the chil-

dren's own views and perceptions of problems and conditions in their lives and in their communities, which means the children's voices and thoughts are also integrated into WCPF's planning work and problem analysis. The evaluations also address the children's level of knowledge before they came into contact with the WCP program, and what knowledge and capacity they gained after participating in the program.

Our evaluation results show that awareness and knowledge of human rights, particularly the rights of the child, was generally extremely low among children and adults, including teachers, school leaders and education officials. For example, WCPF's survey among children in D.R. Congo revealed that before taking part in the WCP program, 70 percent of the children did not know that girls and boys share the same rights, and that 26 percent only had a very limited knowledge. 47 percent of the children had no knowledge at all about the rights of the child, and 45 percent had a very limited knowledge. In addition, only 20 percent of the children had some knowledge of democracy and democratic rights, while 46 percent had no knowledge at all about democracy.

The above figures should be considered in relation to the increase in knowledge reported after the program had been implemented. The children report substantial changes. 91 percent of the children say that the WCP program has given them greater hope for the future and 88 percent say that they now feel braver and stronger as people. 92 percent say they now *have the confidence to express their thoughts and opinions, and 93 percent feel inspired to actively defend the rights of the child in their community and in their country – in the future as well.*

The children also report the following changes:

- I have learned that children have rights: 91.2 % (TA: 64.8 % + MA: 26.4 %)*
- I have learned that the rights of the child must be respected: 94.3 % (TA: 74.7% + MA: 19.6 %)
- I now know more about my own rights: 89.4 % (TA: 63.8 % + MA: 25.6 %)
- I have learned that all children share the same rights, regardless of where they come from, their religion or whether they are rich or poor: 89.2 % (TA: 65.8 % + MA: 23.4 %)
- I have learned that there are adults who fight for the rights of the child: 93 % (TA: 62 % + MA: 31 %)
- I have learned what democracy is and how it can be used: 85.4 % (TA: 48.7 % + MA: 36.7 %)
- I have learned that I have the right to express my thoughts and ideas openly: 91.2% (TA: 65.4% + MA: 25.8%)
- I have learned that it is wrong for an adult to hit children: 86.8% (TA: 68.4% + MA: 18.4%)
- I now know that girls and boys share the same rights: 93.7% (TA: 65% + MA: 28.7%)
- I now know that I have the right to be protected from violence and sexual exploitation: 94.3% (TA: 74.8% + MA: 19.5%)

*TA= Totally Agree, MA= Mostly Agree

The program is given extremely good scores by participating teachers in our partner countries, with 99 percent rating the program as “*Excellent*” (75 percent) or “*Good*” (24 percent), and similarly the program’s material (The Globe magazine) is highly rated by the teachers; “*Excellent*” 66 percent and “*Good*” 33 percent.

Our global evaluations show that participating teachers also regard the program as a catalyst for long-term change. Teachers who responded to the survey believe, for example, that active implementation of the WCP program:

- Empowers the students to stand up for their rights, in the future as well 92%
- Helps students to be better prepared for participating in a democratic society 91%
- Ensures students have greater respect for the equal value of all people, regardless of where they come from,

- religious beliefs or whether they are rich or poor 99%
- Helps students to be better prepared to work for change and development in their country and in their local communities 99%
- Encourages students to intervene more if they witness violence or other violations against children 97%
- Encourages the students to actively participate in the democratic process, vote in elections, etc. 98%

Future development

The good results achieved by the organisation persist and will continue to improve. The level of interest from children, schools and organisations demonstrates that there is potential for growing the WCP program, should there be financing available. Long-term strategic efforts have therefore been initiated to increase financing, and in 2016, a strategic plan was adopted for 2017–2021.

In 2015, the World’s Children’s Prize Foundation presented its vision of a World’s Children’s Prize House based in a reconstructed farm building at Gripsholm Castle in Mariefred, Sweden. The farm building, Kungsladugården, was completely destroyed in a fire in March 2014, and the Swedish National Property Board intends to rebuild it. A WCP House would include an Experience Centre based on WCP prize laureates’ contributions in support of the rights of the child, the equal value of all people, the rights of the child and democracy, and offer further training for teachers and in the longer term opportunities for research collaboration as well. Over a period of 20 years, it is anticipated that one million of Sweden’s inhabitants will have visited the WCP House and at least 100 million young people around the world will have visited the entirely digital version of the Experience Centre. The WCP House has strong backing from Strängnäs municipality and Södermanland county. Strängnäs municipality has advocated WCP House as its main alternative for Gripsholm Kungsladugård and hundreds of local business owners and inhabitants of Mariefred, the town’s business association, parish, sporting organisations, Rotary Club and others have become symbolic co-builders of a WCP House. If WCP House becomes a reality, it will open in 2021 at the earliest. The Swedish National Property Board moved the process forward in 2016, and WCPF continued with its efforts to raise funds for the establishment of the WCP House and Experience Centre, as well as for its running costs.

A partnership was launched with Rotary International in 2016, firstly with Mariefred Rotary Club, followed by District 2370, Gotland, Södermanland and southern Stockholm. Partnership uniting generations for a better world has the long-term goal of achieving global cooperation in which local Rotary members, clubs and districts

enable local children to participate in the WCP program. In return, the young people educate Rotary members on the rights of the child and the help they need from Rotary members to tackle violations of children's rights in their local communities.

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 and the political situation in the country constitute risks that may have a negative impact on the quality and scope of program implementation.

In 2016, the WCP program was affected by the political situation in Cameroon, where our focal point representative was arrested at the beginning of 2017, and in Burundi. An extensive WCP program was implemented in D.R. Congo despite continued armed conflict, which at times escalated.

Significant events during the financial year

Income fell from SEK 11,337,737 in 2015, to SEK 9,749,148 in 2016. In December, notification was received of a donation of GBP 100,000 from the Julia & Hans Rausing Trust, which is being channelled via the Charities Aid Foundation (CAF). Due to CAF's due diligence process for our cooperation partners in the countries where the donation is to be used, it was not possible to pay out the donation in 2016.

94.2 percent were direct project costs and 5.8 percent were administration and fundraising costs.

For the first time last year, the World's Children's Prize Foundation received funding from Forum Syd, SEK 3 million for information support.

The World's Children's Prize Foundation has been a beneficiary of the Swedish Postcode Lottery since 2013, and received SEK 5 million in 2016. According to the Postcode Lottery, it has awarded over SEK 8.3 billion to the voluntary sector since its launch in 2005. The Swedish Postcode Lottery is managed by Novamedia Sverige on behalf of the voluntary association Svenska Postkodföreningen, of which the World's Children's Prize Foundation is a member. The organisation's vision is to contribute towards strengthening civil society.

Significant events after the end of the financial year

Forum Syd has granted the WCP program in Swedish schools SEK 2 million for 2017 using funds from Sida's information and communication framework, and SEK 2 million for 2018.

In February, Queen Silvia's foundation Care About the Children granted the World's Children's Prize Foundation SEK 640,000.

As a beneficiary of the Swedish Postcode Lottery, in March the World's Children's Prize Foundation received SEK 5 million for 2017.

Also in March the World's Children's Prize Foundation received an additional SEK 7 million from the Swedish Postcode Lottery for the Special Project *Child Rights & Litter Free Generation*, with the foundation Håll Sverige Rent (Keep Sweden Tidy) as co-applicant.

Multi-year review

The income trend since the foundation's inception in 2009 has been: SEK 12.9 million (2009), SEK 12.4 million (2010), SEK 10.6 million (2011), SEK 15.4 million (2012), SEK 13 million (2013), SEK 14.2 million (2014), SEK 11.3 million (2015), SEK 9.7 million (2016). Since 2013, WCPF only has Sida grants for the WCP program in Sweden, and since 2016 from Forum Syd. The 2012–2014 period includes Special Project money from the Swedish Postcode Lottery, supplied by ECPAT Sweden. Comparative figures for other income that do not include the Sida grant for global operations or Special Project funding: SEK 8.9 million (2009), SEK 8.7 million (2010), SEK 5.8 million (2011), SEK 7.5 million (2012), SEK 9.1 million (2013), SEK 9.6 million (2014), SEK 11.3 million (2015), SEK 9.7 million (2016).

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

The number of participating children increased in 2016, despite a decline in income of 24.5 percent.

Management and office staff

The Board, which consists of Arne Karlsson (Chair), Trond Waage (Deputy Chair), Eva Reimers, Henrik Häggström, Rebecca Göthe, Johanna Hallin and Magnus Bergmar, has held eight minuted meetings.

In 2016, the office staff consisted of six full-time positions. In addition there were media teams that visited the prize candidates and participating children as temporary employees or consultants.

The World's Children's Prize program is implemented by just over 50,000 teachers (2016: 60,000) on a voluntary basis, and by fifty or so 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. Voluntary contributions and heavily subsidised work are carried out by suppliers of text, photos, films, animations, translations, printing, etc. The value of such contribu-

tions has not been recognised in the income statement, but together it exceeds our annual income.

WCPF is a member of the Swedish Fundraising Council, FRII, and follows the FRII Code of Quality. The application of the FRII Code is examined every other year by an external auditor. This was done in 2016. WCPF also produces an annual Impact Report for its work, in accordance with the FRII Code of Quality.

WCPF was one of the organisations approved by Givar-guiden 2016 (guide to meaningful giving).

The World's Children's Prize Foundation has four 90 bank accounts (90 accounts are for registered charities in

Sweden), which are examined annually by the Swedish Fundraising Control. PlusGiro accounts: 900186-8 and 900310-4 Bankgiro accounts: 900-1868 and 900-3104.

Financial result and position

This year's surplus of SEK 107,379 will be carried forward.

The total financial result from operations for the two most recent financial years and the Foundation's financial position as at 31/12/2016 and 31/12/2015 respectively are stated in the following income statement and balance sheet with notes.

Figures are given in SEK, unless otherwise stated.

40,6 MILLION

CHILDREN INVOLVED IN THE WCP PROGRAM SINCE 2000

1 USD

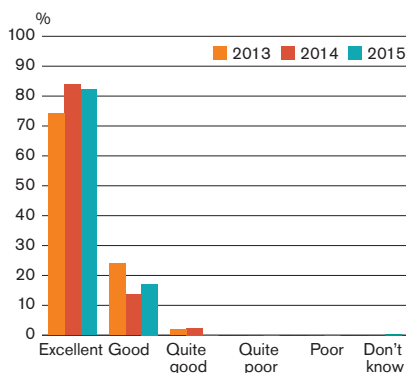
PER CHILD AND YEAR



69 936

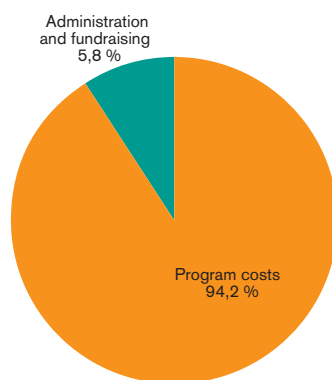
SCHOOLS IN 115 COUNTRIES SUPPORT THE WCP PROGRAM

Teacher survey in Sweden on the WCP Program



99.5 percent of schools think the WCP program is 'Excellent' (82.3%) or 'Good' (2015). The children in participating Swedish schools use the program for an average of 1.3 months and across several subjects.

2016 expenditure



Survey of children in five countries* after participating in the WCP program

90 %

HAVE LEARNED ABOUT THE RIGHTS OF THE CHILD

92,8 %

HAVE LEARNED THAT GIRLS AND BOYS HAVE EQUAL RIGHTS

91 %

FEEL INSPIRED TO WORK FOR CHANGE AND FOR THE RIGHTS OF THE CHILD

*DR Congo, Burma/Myanmar, Mozambique, Burundi, Benin

Statement of Income and Expense

Amounts in SEK	Note	2016-01-01 – 2016-12-31	2015-01-01 – 2015-12-31
Program income			
Donations	2	6,605,386	7,503,837
Grants	2,4	3,109,356	3,371,963
Net sales		30,500	23,890
Other income	3	3,906	438,048
Total program income		9,749,148	11,337,737
Program expenses			
Program activities	5	–9,017,634	–10,452,720
Fundraising expenses		–179,449	–151,405
Administrative expenses		–374,443	–870,725
Total program expenses		–9,571,526	–11,474,849
Program income less expenses		177,622	–137,112
Income from financial items			
Interest income and comparable items	6	257	39,363
Interest expenses and comparable items	7	–	–62,587
Total income from financial items		257	–23,224
Income before tax		177,879	–160,336
Net income for the year		177,879	–160,336
Change in designated funds:			
Income for the year according to income statement		177,879	
Utilisation of designated funds from previous year		–	
Designation of funds		–70,500	
Remaining amount for change for the year income carried forward		107,379	

Balance Sheet

Amounts in SEK	Note	2016-12-31	2015-12-31	
ASSETS				
Fixed assets				
<i>Tangible fixed assets</i>				
Equipment, tools and installations	8	21,055	15,404	
		21,055	15,404	
<i>Financial assets</i>				
Other long-term securities holdings	9	–	–	
		–	–	
Total fixed assets		21,055	15,404	
Current assets				
<i>Current receivables</i>				
Accounts receivable		11,456	76,540	
Other receivables		224,882	261,641	
Prepaid expenses and accrued income	10	96,863	74,677	
		333,201	412,858	
<i>Cash and bank balances</i>		998,719	841,055	
Total current assets		1 331,920	1,253,913	
TOTAL ASSETS		1 352,975	1,269,317	
EQUITY AND LIABILITIES				
Equity				
Foundation equity		50,000	50,000	
Reserved funds		50,000	50,000	
Designated funds		245,836	175,336	
<i>Equity carried forward</i>		<i>247,596</i>	<i>140,217</i>	
Total equity		593,432	415,553	
<i>Current liabilities</i>				
Prepaid project contribution	11	9,219	9,219	
Accounts payable		52,609	162,729	
Other liabilities	12	129,941	162,910	
Accrued expenses and prepaid income	13	567,774	518,906	
		759,543	853,764	
TOTAL EQUITY AND LIABILITIES		1,352,975	1,269,317	
CHANGE IN EQUITY				
	Foundation equity	Reserved funds	Designated funds	Equity carried forward
At start of year	50,000	50,000	175,336	140,217
Designated funds ¹⁾			70,500	–70,500
Net income for the year				177,879
At year-end	50,000	50,000	245,836	247,596

¹⁾ Designated funds refers to funds raised for WCP House that shall be used to create an experience centre in a building owned by the Swedish National Property Board (Statens Fastighetsverk) via a program that reflects WCP's activities.

Notes

NOTE 1

NOTE 1 ACCOUNTING POLICIES

Amounts in SEK unless otherwise indicated

General accounting policies

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

The accounting policies are the same as for the previous year.

Program 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. Invoiced donations are recognised as income at the time of invoicing once the invoice payment is deemed to be secure.

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.

Net sales

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.

Fundraising income and grants

Income from fundraising includes donations and grants received from the general public, companies, organisations, associations, private and charitable funds and foundations. However, grants from a body governed by public law are not recognised as fundraising income. Project funding from grants designated for purposes prescribed by the donor is recognised as income so that the income is charged against the expenses that the grant is intended to cover.

Program expenses

Program expenses are divided up into the following functions: 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.

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 expenses

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

Administrative expenses

Administrative expenses are the costs necessary to administer the World's Children's Prize Foundation, such as costs for Board meetings and a portion of personnel costs, 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.

Valuation principles, etc

Assets, provisions and liabilities are measured at acquisition value unless stated otherwise. Long-term securities holdings are measured at the lower of acquisition value and fair market value.

Tangible fixed assets

Tangible assets are recognised at cost less accumulated depreciation and impairment.

Depreciation principles for fixed assets

Depreciation according to plan (three years for computers and five years for other equipment) is based on original cost and depreciation is reported over the estimated useful life of the asset. Impairment applies in the event of a permanent decline in value.

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. 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

2016-01-01–
2016-12-31

2015-01-01–
2015-12-31

NOTE 2

FUNDS RAISED

Donations recognised in the income statement

General public	570,386	863,837
Swedish Postcode Lottery	5,000,000	5,000,000
<i>Company</i>		
eWork AB	-	100,000
Twitch	10,000	-
Altor Equity Partners AB	10,000	25,000
<i>External foundations and funds</i>		
Queen Silvia's foundation Care About the Children	590,000	550,000
Helge Ax:son Johnsson's Foundation	15,000	15,000
Crown Princess Margareta's Memorial Fund	300,000	300,000
Sparbank Foundation Rekarne	110,000	50,000
Futura Foundations	-	50,000
Giving Wings Foundation	-	550,000
Total donations	6,605,386	7,503,837

Grants recognised in the income statement

ECPAT Sweden	-	85,546
Total grants	-	85,546
Total funds raised	6,605,386	7,589,383

The figure for 'Grants' in the income statement is reported in addition to the grant detailed above and labour market contributions of SEK 109,356 in accordance with Note 4, also Forum Syd grant in the amount of SEK 3,000,000.

NOTE 3

OTHER INCOME

Reversal reserved funds ¹⁾	-	435,000
Income program activities	3,906	3,048
Total other income	3,906	438,048

¹⁾The reversal has been carried out as Dunga Mothers ceased its activities and to enable Pakistani children to participate in the WCP program in memory of Iqbal Masih

	2016-01-01– 2016-12-31	2015-01-01– 2015-12-31
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NOTE 6

INTEREST INCOME AND COMPARABLE ITEMS

Interest income, other	257	822
Realised gains on securities	-	37,005
Exchange rate gains	-	1,536
Total	257	39,363

NOTE 7

INTEREST EXPENSES AND COMPARABLE ITEMS

Interest expenses, other	-	2,115
Other financial costs	-	58,667
Exchange rate losses	-	1,805
Total	-	62,587

	2016-12-31	2015-12-31
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NOTE 8

EQUIPMENT, TOOLS AND INSTALLATIONS

Accumulated purchase values

Opening balance	265,646	255,157
Purchases during the year	16,740	10,489
	282,386	265,646

Accumulated depreciation

Opening balance	-250,242	-240,232
Depreciation for the year	-11,089	-10,010
	-261,331	-250,242

Carrying amount at year-end	21,055	15,404
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NOTE 9

OTHER LONG-TERM SECURITIES HOLDINGS

Accumulated purchase value:

Opening balance	-	56,880
Outgoing assets	-	-56,880

Carrying amount at year-end	-	-
Fair market value on closing day	-	-

2016-12-31

2015-12-31

NOTE 10**PREPAID EXPENSES AND ACCRUED INCOME**

Prepaid rental costs	42,155	41,303
Prepaid insurance premiums	-	10,505
Other prepaid expenses	54,707	22,869
	96,863	74,677

NOTE 11**PREPAID PROJECT CONTRIBUTION**

Special project: 'Rights and Democracy for One Million Girls' Forwarded from previous year concerning Nepal	9,219	33,529
Utilised 2015	-	-33,529
Child rights support to Nepal		9,219
Prepaid project contribution	9,219	9,219

NOTE 12**OTHER LIABILITIES**

Tax and social security charges	129,941	113,068
Other items	-	49,842
Total	129,941	162,910

NOTE 13**ACCRUED EXPENSES AND PREPAID INCOME**

Holiday pay incl. social security charges		
Accrued special employer's contribution, paid pension premiums	217,107	224,665
Accrued pension incl. accrued special employer's contribution	115,790	86,227
Accrued audit expenses	56,015	59,015
Other items	107,500	144,000
	71,362	5,000
Total	567,774	518,906

NOTE 14**SIGNIFICANT EVENTS AFTER THE END OF THE FINANCIAL YEAR**

At the beginning of 2017, WCPF received new, larger donations and grants from:

Julia & Hans Rausing Trust (via CAF) – GBP 100,000

Queen Silvia's foundation Care About the Children (CATCH) – SEK 640,000

Special project funding from the Swedish Postcode Lottery (in collaboration with Håll Sverige Rent)
– SEK 7 million

Auditor's report

To the Board of Directors of Stiftelsen World's Children's Prize Foundation,
corporate identity number 802426-0807

Report on the annual accounts

Opinions

I have audited the annual accounts for Stiftelsen World's Children's Prize Foundation for 2016.

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 the Foundation as of 31 December 2016 and its financial performance for the year then ended in accordance with the Annual Accounts Act.

Basis for Opinions

I have conducted the audit in accordance with International Standards on Auditing (ISA) and generally accepted auditing standards in Sweden. My responsibility under those standards is further described in the Auditor's Responsibilities section. I am independent of the Foundation in accordance with professional ethics for accountants in Sweden and have otherwise fulfilled my ethical responsibilities in accordance with these requirements.

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

Responsibilities of the Board of Directors

The Board of Directors is responsible for the preparation of the annual accounts and that they give a fair presentation in accordance with the Annual Accounts Act. The Board of Directors are also responsible for such internal control as they determine is necessary to enable the preparation of annual accounts that are free from material misstatement, whether due to fraud or error.

In preparing the annual accounts, the Board of Directors are responsible for the assessment of the Foundation's ability to continue as a going concern. They disclose, as applicable, matters related to going concern and application of the going concern basis of accounting. The going concern basis of accounting is, however, not applied if the Board of Directors intends to liquidate the Foundation, to cease operations, or has no realistic alternative but to do so.

Auditor's responsibility

My objective is to obtain reasonable assurance about whether the annual accounts and consolidated accounts as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinions. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and generally accepted auditing standards in Sweden will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these annual accounts and consolidated accounts.

As a part of my audit according to ISA, I undertake professional judgments and have a professionally skeptical approach during the entire audit. In addition, I execute the following activities:

- I identify and assess the risk of material misstatement in the annual accounts and consolidated accounts, whether due to fraud or error, design and execute audit measures based, amongst other things, on these risks and obtain audit evidence which is sufficient and appropriate to comprise the basis of my opinion. The risk for failing to identify material misstatements arising due to fraud is greater as regards a material misstatement due to error, as fraud can include engagement in collusion, forgery, intentional omission, incorrect information or disregard of internal control
- I obtain an understanding of that portion of the Foundation's internal control having significance to my audit to design audit measures which are appropriate with regard to the circumstances but I do not express an opinion on the effectiveness of the internal control.
- I evaluate the appropriateness of the accounting policies applied and the reasonability of the Board of Director's estimations in the accounts and associated disclosures.
- I test the appropriateness of the Board and Director's application of the assumption of going concern in preparing the annual accounts. I test, based on the audit evidence obtained, whether there are significant factors of uncertainty referring to such events or circumstances that can lead to significant doubt as to the Foundation's capacity to continue its operations. If I come to the conclusion that there are significant factors of uncertainty, I am required to provide a statement in the Auditor's Report, noting that the disclosures in the annual accounts involve factors of uncertainty, provided that such information is insufficient, modifying my opinion regarding the annual accounts. My conclusions are based on the auditor's evidence obtained up until the date of the Auditor's Report. However, future events or circumstances can imply that the Foundation can no longer continue its operations.
- I evaluate the overall presentation, structure and content of the annual accounts, including the disclosures, and if the annual and consolidated accounts reflect the underlying transactions and events in a manner providing a true and fair view.

I am required to inform the Board of Directors of, amongst other things, the planned scope of the audit and its focus, and the time schedule for the audit. I am also required to inform on any significant observations made during the audit, including identified significant deficiencies in the internal control.

Report on other legal and regulatory requirements

Opinions

In addition to my audit of the annual accounts, I have also audited the administration of the Board of Directors of Stiftelsen World's Children Prize Foundation for 2016.

According to my opinion, the Members of the Board of Directors have not acted in conflict with the Swedish Foundation Act, the Deed of Foundation or the Annual Accounts Act.

Basis for Opinions

I have conducted the audit in accordance with generally accepted auditing standards in Sweden. My responsibility under those standards are further described in the Auditor's Responsibilities section. I am independent of the Foundation in accordance with professional ethics for accountants in Sweden and have otherwise fulfilled my ethical responsibilities in accordance with these requirements.

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

Responsibilities of the Board of Directors

The Board of Directors is responsible for the administration according to the Swedish Foundation Act and Deed of Foundation.

Auditor's responsibility

My objective concerning the audit of the administration, and thereby my opinion is to obtain audit evidence to assess with a reasonable degree of assurance whether any member of the Board of Directors in any material respect:

- has undertaken any action or been guilty of any omission which can give rise to liability to the Foundation, or if there reason for removal of any member of the Board of Directors,
- in any other way has acted in contravention of the Swedish Foundation Act, the Deed of Foundation or the Annual Accounts Act.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with generally accepted auditing standards in Sweden will always detect actions or omissions that can give rise to liability to the Foundation.

As part of an audit in accordance with generally accepted auditing standards in Sweden I exercise professional judgment and maintain professional skepticism throughout the audit. The examination of the administration is based primarily on the audit of the accounts. Additional audit procedures performed are based on my professional judgement with the starting point in risk and materiality. This means that I focus the examination on such actions, areas and relationships that are material for the operations and where deviations and violations would have particular importance for the Foundation's situation. I examine and test decisions undertaken, support for decisions, actions taken and other circumstances that are relevant to my opinion.

Stockholm, 9 May 2017



Jonas Grahn
Authorized Public Accountant



Arne Karlsson
Chair



Trond Waage
Deputy Chair



Eva Reimers
Board Member



Henrik Häggström
Board Member



Rebecca Göthe
Board Member



Johanna Hallin
Board Member



Magnus Bergmar
Board Member, CEO

My Audit Report was presented on 9 may 2017



Jonas Grahn
Authorized Public Accountant

In Pakistan, the WCP program is carried out by our partner organisations BLLFS and BRIC, both of which work to support extremely vulnerable children. Some of the children come from debt slave families. BRIC was founded by young people who had themselves grown up as debt slaves working in brickyards. Seven days a week, from sunrise to sunset, they had to help their families make thousands of bricks. Today they help children who work at brickyards and other places to go to school and also take part in the WCP program.

It is the first time The Globe has been printed in Urdu. Although it's in black and white, the children are still eager to read it when it's handed out in the outdoor classroom at the brickyard.



At BOSASA's Youth Development Centre for boys in South Africa who have committed crimes, the boys learn about the rights of the child through the WCP program, and in particular about girls' rights, because many of them have assaulted girls. The boys also get involved and vote in the Global Vote.



Young people in Cameroon, who have been trained as Child Rights Ambassadors, on their way to a school where they teach about the rights of the child.

Malala Yousafzai, who in 2014 was the recipient of the World's Children's Prize for the Rights of the Child in which millions of children voted, became a World's Children's Prize patron in 2016.



Photo: Johan Bjerke/WCPF



Photo: Sofia Marcet/WCPF



World's Children's Prize Foundation

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