
Should children be seen and not heard?

Not when they're vulnerable and alone.

THE STORY

24 million children currently grow up without parental care. By working with local partners across the world, EveryChild makes sure these children have the love, attention and protection of a family. And that they are given the support they need not to grow up vulnerable and alone.

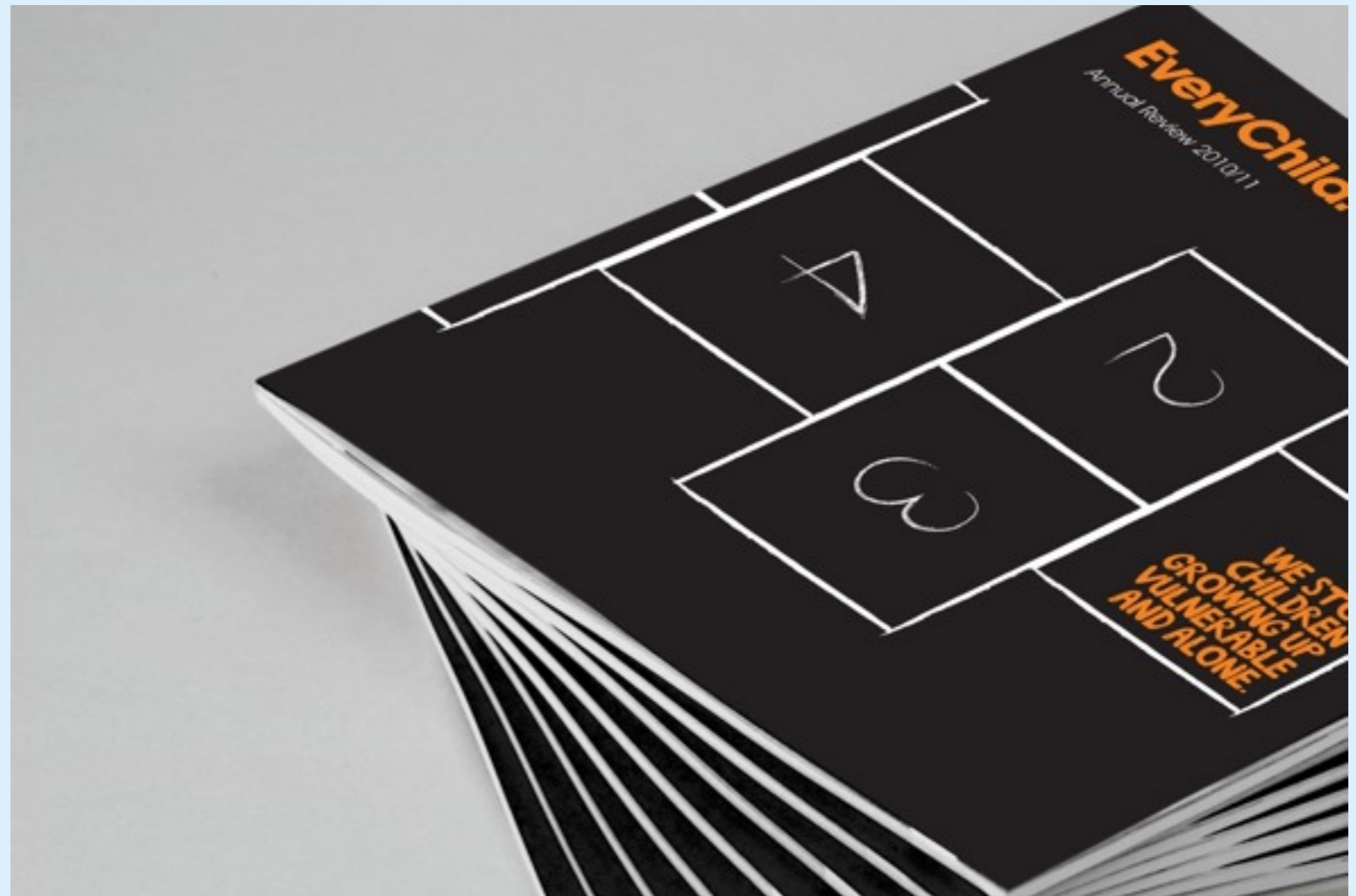
EveryChild's work is both vital and varied. They wanted an Annual Review that captured this and that kept readers actively engaged. But they also wanted an impactful publication – one that clearly outlined their year's achievements whilst rallying supporters into action.



THE SOLUTION

Annual Reviews can often feel like a random collection of facts and figures. By creating an overarching 'hopscotch' theme for EveryChild's Review, we kept it both consistent and engaging, whilst also speaking of a child's journey towards a better future.

Black and white visuals were juxtaposed with vibrant colours to capture the urgency surrounding EveryChild's work. Simple design and clear information levels were added to draw out the charity's key successes. And strong calls to action were scattered throughout – encouraging readers to get involved.



Beyond 'child's play'...

THE IMPACT

EveryChild's 2011/12 Annual Review not only does justice to their great achievements this year, but allows them to communicate their message in a clearer, bolder way. Which means the charity should start commanding the audience it deserves. And that it will continue to flourish in its fight for the wellbeing of every child worldwide.



A boy plays on the streets in Cambodia. The funds you raise for EveryChild enable us to work with children living on the streets, helping them look forward to more positive futures.

Our income from institutional donors grew throughout 2010/11. New grants from trusts and other grant making bodies confirmed this year will bring in over £3.5 million over the next three years. Our existing donors Comic Relief, the European Commission and the Jersey Overseas Aid Commission also increased their commitments to EveryChild. The funds pledged will enable us to work with local partners in new countries and develop our existing projects. A new collaboration with USAID will help to improve **Moldova's** child protection system and reduce the number of children in institutional care.

TRAIID began supporting an EveryChild-funded project in Tamil Nadu, **India**. The project prevents children being forced into work, specifically in textile spinning mills. These mills invite poor families to send their daughters to work in order to earn their marriage dowry, which is rarely paid.

EveryChild is incredibly grateful for every penny we receive. We would like to say a huge thank you to all of our supporters and funders.



£25
could get a child out of an institution in Moldova and unite them with a safe and loving family.

£70
could provide a child protection officer in Malawi with a bicycle so that they can reach and protect abused children.

£2,000
could build a classroom in Ethiopia, helping vulnerable children to get an education.