

**Building families and futures for the world's  
orphaned and abandoned children**



# Annual Report 2006/07



SOS Children's Villages  
Canada



Photo: Kajja Snozzi

## A message from the President and the National Director

Have you ever wondered whether your support for SOS can really make a difference? We have a compelling story that will answer that question.

As 2006 drew to a close, we accompanied Mike Holmes, our television spokesperson, to the Caribbean. Our first visit was to a simple home where half a dozen SOS youth lived. These young men talked with us about their plans – their first real jobs, their dreams of vocational training and higher education, their ambitions to have families of their own. Each of them had grown up in the nearby SOS Village. Each was an inspiring, living testament to our commitment to developing ‘whole young adults’.

A few hours later we visited another (much tidier) house, home to six young women. They had also grown up in the SOS Village, and were now developing the life-skills, and making the kind of future plans that we would want for our own children. Soon they too would be off to jobs, university, skills training programs and lives as independent adults.

Our third stop was the SOS Village. Here we encountered over 100 young ‘works in progress’ – orphaned and abandoned children starting life’s journey in the care of our SOS mothers. These kids were attending kindergarten, going to primary school, playing soccer on the Village pitch... Some of them joined Mike as he read a fairy tale. Each of them will one day move on to an SOS youth home and develop into the same optimistic, self-directed and empowered young adults as we met that morning.

This is a story of commitment. It’s a story of compassion. It’s a story of success. An ocean away, another story of commitment, compassion and success is beginning to unfold for SOS Canada in Southern Africa.

SOS Canada is making its first ever commitment to fund the construction and operation of a new SOS Village in Africa. In 2007 we will launch this historic initiative as part of our “Let’s Play, Let’s Build” campaign with FIFA, soccer’s governing body.

“From month to month the torrent grows, inviting a generation of bewilderment, indignity, poverty, and despair. How has it come to this? Has there ever been greater injustice in this world?”

**Stephen Lewis**

Former U.N. Special Envoy for HIV/AIDS in Africa

*Race Against Time:*

*Searching for Hope in AIDS-Ravaged Africa*

The compassion of our supporters will be essential to its success, just as the compassion of our workers in Jamaica is so vital to the successful development of the children in our care there.

We met a dozen youth in Jamaica whose lives have been rebuilt; whose futures are bright; whose dreams will be achieved. We also got to know another hundred who will follow a similar path, and will someday be a credit to SOS and to Jamaica. Hundreds more African children await our success in the Let's Play, Let's Build fundraising campaign in 2007. We're confident of that success. SOS works.

Your support, combined with that of thousands of other donors and sponsors, ensures that children are welcomed into our Villages, and that ten or fifteen years later, they are able to integrate into their communities, earn a living, raise their own children and contribute to the economic health and well being of their countries. Your support will build the new Village in Africa.

As always we want to acknowledge and thank the thousands and thousands of Canadians whose definition of community, and whose desire to give back, extends beyond our borders into countries where children's needs are particularly profound.

Mike Holmes refers to the work of SOS Children's Villages as 'the most important building project there is'. Who among us can argue with that?

Best wishes,



A handwritten signature in black ink, appearing to read 'M. von Herff'.

Michael von Herff  
President, Board of Directors



A handwritten signature in black ink, appearing to read 'Boyd McBride'.

Boyd McBride  
National Director



Photo: D. Sansoni

"The great achievements of this world are made when people do more than they need to."

**Hermann Gmeiner,**  
Founder, SOS Children's Villages

"SOS not only practices universal responsibility, but is a symbol of hope in a conflict-ridden world that peace and happiness can prevail with the right motivation and action."

**The Dalai Lama**

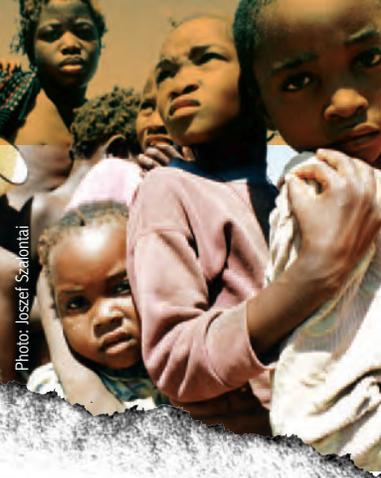


Photo: Jozsef Szarontai

# A crisis writ large across Africa

In a part of the world where challenges such as HIV/AIDS, civil conflict and extreme poverty threaten the security and rights of millions of children, the need for the SOS family-based model of care is greater than ever. The HIV/AIDS pandemic is an immense and unremitting disaster for children. More than 14 million children have lost one or both parents to AIDS. Many of these live in Sub-Saharan Africa.

Southern Africa is losing an entire generation. HIV/AIDS is generating orphans so quickly that traditional family structures can no longer cope. Economically devastated communities are unable to absorb AIDS-affected children into informal care. An increasing number of orphans are growing up without parental care and love. SOS is committed to protecting the rights, safety and well-being of these defenceless victims, ensuring that they are given a real chance for a productive future.

## The pressure mounts

- By 2010, the number of children orphaned by AIDS globally is expected to exceed 25 million.
- Every minute, another child becomes HIV-positive.
- Every minute, four young people between the ages of 15 and 24 contract HIV.
- Sub-Saharan Africa is home to 24 of the 25 countries with the highest prevalence of HIV/AIDS

**UNICEF**

The State of the World's Children 2006

## At a human level

By the age of 16 Brenda was the head of her household, responsible for herself and her niece and nephews, all four parents having died. Hers is the face of the 'child headed family' about which so much is written; desperately trying to cope; to provide care, to look out for their weaker family members. Her future looked bleak, but she was able to turn her life around with the assistance of an SOS Family Strengthening Programme. Under the guidance of an SOS field worker, Brenda has enrolled in a trade school to learn basic tailoring. One day she hopes to start her own business. Meanwhile her niece and nephews receive educational scholarships through SOS which also helps her family by providing food packages and maize seed to plant.

# Now is the time to deliver

SOS Villages throughout Southern Africa are working in partnership with governments, agencies and community organizations to reach the children and families who bear the crushing burden of HIV/AIDS.

Because of its extensive infrastructure in the region, SOS Children's Villages has become a key player in the care and support of HIV/AIDS affected children. In 2006, SOS medical centres and clinics in Southern Africa served over 175,000 children and their families. SOS' HIV/AIDS programming reaches another 10,000 children and their families in Swaziland, Lesotho and South Africa. Multiple community development programmes, built upon existing SOS facilities, provide services directly within the community in cooperation with local partners. These programmes target:

- children with terminally-ill parents;
- children who have lost one or both parents;
- children living in an orphan (child-headed) household;
- children who are HIV-infected

## At a human level

In Swaziland, SOS Canada Field Officer Emmay Mah worked to implement sustainability and income generating projects in rural communities. In Mpolongeni, the traditional leader donated half of his field for use by 35 SOS beneficiary families. At harvest time, caregivers (mostly grandmothers) and their children picked a bumper crop of sugar beans, a mainstay of their diet. SOS purchased the surplus beans to use in food parcels; eliminating the need to buy them commercially.



Photo: Kelsey Lemon

“With the work that SOS Children's Villages are doing, I am convinced that peace for children in need of love, stability, and security all over South Africa will finally prevail. “

**Dr. Zola Skweyiya,**

*South Africa's Minister of Social Development*

# A two pronged solution for Southern Africa that makes sense

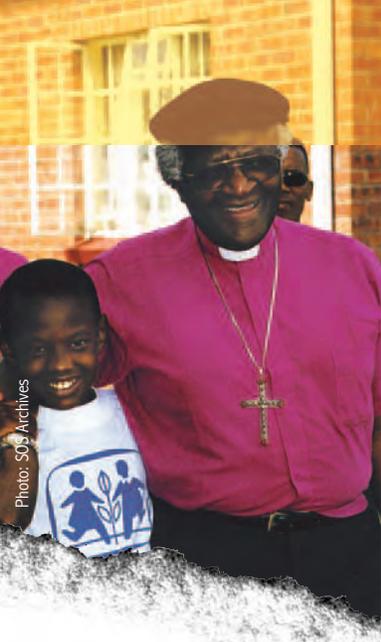


Photo: SOS Archives

“The laying of the foundation stone for the SOS Village in Rustenburg is the first step in the right direction – this is a very touching moment for me.”

**Bishop Desmond Tutu**

*at opening of the SOS Village in Rustenburg, South Africa.*

SOS Children's Villages has been looking after orphaned and abandoned children in Africa since we opened our first programme there in 1971. Since then our work has expanded to 45 countries in Africa. Today we have over 100 SOS Villages and another 500 schools, medical clinics and other programmes that serve well over half a million vulnerable children and families there.

But that is not enough. The AIDS crisis is leaving larger and larger numbers of children without care – alone, helpless, victims of a disease killing their parents and destined to be victimized again by predatory adults who will prey on their defenceless situation.

SOS Children's Villages' historic commitment to building homes and creating new families for these children continues. We plan to build 19 new SOS Villages in 2007 and many more to come.

But the scale of the orphan crisis prompts us to respond with outreach programmes too. We want to help the children in communities around our Villages: children being looked after by failing grandparents;

children being raised by older siblings in child-headed households; children caring for dying parents.

In 2007, SOS Canada will launch its *Campaign for African Orphans* which will bring a future filled with hope and promise to thousands of children in Southern Africa.

## **Campaign for Africa's Orphans**

You can join this great campaign – helping meet critical needs for those who've lost everything; helping provide the head-start of kindergarten to orphaned and abandoned children; helping reach out with encouragement, guidance and material support to child-headed families; getting kids back to school and job skills training; giving grandmothers the practical support they need to raise another generation of children after losing their first to AIDS.

# Who we are

## The world's largest orphan charity

SOS Children's Villages is the world's largest orphan charity. Established in 1949 in Western Europe in response to the orphan crisis following World War II, it now serves orphaned and abandoned children in 132 countries. SOS provides long-term, family-based care for over 65,000 children and reaches out to over 600,000 more with its kindergartens, primary and vocational schools, medical centres and family strengthening programmes.

SOS Children's Villages commits to the children under its care from infancy to young adulthood. Brothers and sisters are always kept together. Children are given loving mothers and supportive families and communities in which to grow; and the education, training and life skills to become active, empowered, self-reliant members of society.

## Our Vision: Every child grows up in a family with love, respect and security.

Family is at the heart of the SOS mission. Children have the right to be cherished and cared for; to experience a sense

of place and belonging with a family and a community. We give orphaned and abandoned children a mother, a home and family environment where they feel secure and find a solid foundation on which to rebuild their lives. SOS mothers and family life always reflect the culture of the communities in which they are located.

## Our Mission: We build families for children in need. We help them to shape their own futures and we share in the development of their communities.

All children have the right to families that support and protect them; the right to love and to be loved. Because we believe that the best place for children to grow up is within their biological families, we work to prevent child abandonment and to help families struggling within a cycle of poverty and disease. We support over 600,000 children and their families through family strengthening programmes and educational, medical and community outreach activities.

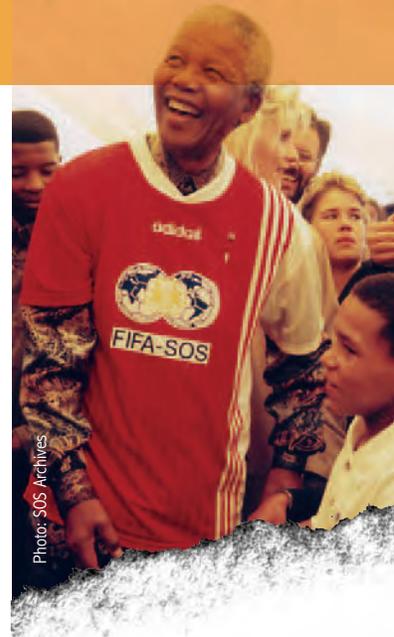


Photo: SOS Archives

"SOS Children's Villages provides the foundation for life to children who need a place to call home. SOS is doing the right thing."

**Nelson Mandela**



## Soccer's charity

SOS Children's Villages and FIFA, soccer's international governing body, have partnered for over twelve years to promote the positive affects of the game, while at the same time improving the lives of orphaned and abandoned children in developing nations around the world. In almost every country on the planet, soccer contributes to the physical and social development of children – teaching them principles like sharing and teamwork, building confidence, strengthening relationships with peers, and giving them a sense of safety and security through regular activity.

During last year's World Cup in Germany, SOS Children's Villages and FIFA worked together to raise funds for six new SOS Villages around the world – in Brazil, Mexico, Nigeria, South Africa, Ukraine and Vietnam. The campaign, named '6 Villages for 2006' raised \$27 million – surpassing all goals and expectations! SOS Canada's supporters funded the construction of three homes in the new SOS Children's Village Rustenburg, South Africa. SOS Canada salutes the Canadian Soccer Association, which together with all of its provincial associations, raised in excess of \$100,000 in their largest ever charity campaign! This amount represents

a new home and futures for orphaned and abandoned children, today, tomorrow and forever.

### **LetsPlayLetsBuild.ca**

SOS Canada is honoured to be the official charity of the FIFA U-20 World Cup Canada 2007. The fundraising campaign "Let's Play, Let's Build" will build and operate the first 'all Canadian' funded SOS Village, to be located in Ondangwa, Namibia. The campaign will also support the SOS Family Strengthening Program in Rustenburg, South Africa whose outreach initiatives help AIDS-affected children and their families – work which grows more important every day.

"FIFA is delighted to partner with SOS Children's Villages once again in 2007," said FIFA President Joseph S. Blatter. "The 'Let's Play, Let's Build' campaign perfectly captures the spirit of solidarity that makes the beautiful game such a powerful beacon of hope and fully reflects FIFA's mission to 'develop the game, touch the world, and build a better future'".

SOS Canada has a strong partnership with the Canadian soccer community at all levels – the Canadian Soccer Association, provincial and district associations, clubs and professional teams. *6 villages for 2006* was the official charitable campaign for the **2006 FIFA World Cup™** in Germany. SOS Canada was honoured to be named the official charity of the **FIFA U-20 World Cup Canada 2007**, with a country-wide fundraising campaign entitled, *Let's Play, Let's Build*.

*Pictured: Craig Forrest in South Africa*

# Tracking Footprints – a long term study

## Tracking Footprints

From 2001 to 2004 SOS Children's Villages carried out the first international, long term research into the lives of former SOS children. A total of 1,137 people were interviewed from 20 countries. We wanted to know what their lives are like now as independent adults and what they have to tell us about their experiences as a child in an SOS Village.

The vast majority:

- Spoke of their sense of belonging with their SOS family
- Had a positive relationship with their SOS mother and many still reported staying in touch
- Described their SOS siblings as very important in their lives
- Indicated that SOS offered them numerous possibilities for job skill training
- Are happy with their marital status, having built relationships and families of their own

Most are currently employed and earning a good living relative to their surroundings.

SOS learned from this extensive study and is taking practical steps to address concerns the study raised, while sharing the good experiences from one region to others. Does our model work? Yes was clearly the answer.

To gain further insight and increase our learning from experience through the rigour of research, SOS has already launched Tracking Footprints – Phase II.

## SOS Children's Villages “Think Tank” – research and development

The Hermann Gmeiner Academy in Austria coordinates all research for SOS Children's Villages in child psychology, pedagogy, and education. It also establishes and implements standards to guarantee the best quality of our work possible. Its publications are highly regarded by child care professionals around the world.



Photo: D. Sansoni

## Recent world recognition

- 2006 Nobel Peace Prize Nominee
- 2006 Best NGO from Government of India, **SOS India**
- 2006 World's Children's Honorary Award, Jestsun Pema (Dalai Lama's sister), **Director, Tibetan SOS Villages, India**
- 2005 Ghanaian Millennium Excellence Award (Education), **SOS Ghana**
- 2005 Women's World Award for Social Commitment (presented by Michail Gorbachev), **SOS mothers**
- 2005 Ru Zi Nui Award from Government of China (Highest Distinction, Humanitarian Work), **SOS China**

# Financial review - for the 15 months ended March 31, 2007



Photo: SOS Archives

"What I saw in the SOS Village and Youth Homes were good kids trying to make it right. It was a humbling experience being with these kids. I won't give up. I have had a good life and will do whatever I can for these less privileged children.

**Mike Holmes**

*Star of Holmes on Homes and Spokesperson for SOS Canada.*

| <b>Revenues</b>                   | <b>2006/07</b>     |
|-----------------------------------|--------------------|
| Donations                         | 2,043,018          |
| CIDA                              | 46,396             |
| Grants                            | 1,161,701          |
| Interest & Other                  | 22,003             |
|                                   | <b>\$3,273,118</b> |
| <b>Expenses</b>                   |                    |
| International SOS Projects        | 1,349,052          |
| CIDA Project                      | 71,620             |
| Canadian Projects                 | 6,929              |
| Communications & Public Education | 743,481            |
| Fundraising                       | 497,962            |
| Administration                    | 344,678            |
|                                   | <b>\$3,013,722</b> |
| <b>Net Revenue</b>                | <b>\$259,396</b>   |
| <b>Net Assets – End of Year</b>   | <b>\$1,063,299</b> |

*NOTE: In this year, SOS Canada shifted from a calendar year to a fiscal year ending on March 31<sup>st</sup>*

These figures are a condensed and un-audited financial review of SOS Children's Villages Canada. The 2006/07 audit has been carried out by the firm Ouseley Hanvey Clipsham Deep LLP, Chartered Accountants. To obtain our complete audited financial statements, please contact our National Office.

These figures do not include the operation of our SOS Village in B.C. Nor do they include the tremendous value added by the many volunteers who assisted us throughout the year. Also not reflected here is the approximately \$175,000 of in-kind support we gratefully received.

# Partners and friends

Our thanks to our volunteers, donors, sponsors, corporate and community partners who have made an impact on the lives of some of the world's most vulnerable children.

## SOS Children's Villages Canada Partners

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Murray MacDonald,  
Vice-President  
Peter Dudding,  
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Jeremy Hooper, Treasurer  
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Jim Pfeifer  
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Peter Voelker  
Alfred Wirth  
Boyd McBride, National Director

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GlaxoSmithKline  
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Gol TV (Canada) Ltd  
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Guru Gobing Singh Children's  
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Hotel Ambassador, Vienna  
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Howick Foundation  
HRG North America  
Junior Mulgrave School  
Lixar  
Messina Copper  
The Ontario Soccer Association  
Ozery's Pita Break  
Philanthropy Preceptorship Fund  
Ptmrignan Charitable Foundation  
Robinson Consultants Inc.  
Rogers Sportsnet  
Scarborough Soccer Association  
School Sisters of Notre Dame  
Servitor Foundation  
Sheraton Ottawa Hotel

Soccer New Nouveau Brunswick  
Soccer Nova Scotia  
St. Paul's Anglican Church  
Strathcona-Tweedsmuir School  
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Sze Cheung Shiu King Foundation  
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Charitable Foundation  
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The Peterborough KM Hunter  
Charitable Foundation  
The Sahaara Foundation  
Trans-Mutual Freight Brokers Ltd  
University of Ottawa  
Vancouver Kiwanis Welfare  
Foundation  
Via Rail Canada

### Legacy Gifts

Estate of Florence Cox  
Estate of Robert Moore  
Estate of George Lambert Popow  
Estate of Gwendoline Wright  
Succession Jacques Goudreau



Photo: A. Gabriel

### Patron

Her Excellency the Right Honourable  
**Michaëlle Jean**, C.C., C.M.M., C.O.M., C.D.,  
Governor General of Canada

### Honorary Patron

His Excellency **Otto Ditz**,  
Ambassador of the Republic of Austria

### Spokespersons

Senator **Jim Munson, Mike Holmes**

**FIFA for SOS Children's Villages  
Ambassador  
Craig Forrest**



SOS Children's Villages

Canada

[www.soschildrensvillages.ca](http://www.soschildrensvillages.ca)

# SOS Children's Villages facilities and programs

"The need is unprecedented. Children are being torn out of what we would call 'normal, traditional family' environments by famine, terrible civil strife, and by plagues like HIV/AIDS. However, the means to make a difference is also there. SOS has a track record of almost 60 years making a material difference in the lives of children. We in Canada live very well. And so, we have a duty to give and to make a difference."

*Michael von Herff,  
President of SOS Canada.*

*Front Cover Photo: S Pleger*



SOS Children's Villages  
Canada

*Back Cover Photo: F. Espinoza*

## SOS Children's Villages



476 Worldwide **54,000** Beneficiaries

102 in Africa **11,200** Beneficiaries

## SOS Youth Homes



354 Worldwide **12,500** Beneficiaries

75 in Africa **4,000** Beneficiaries

## SOS Kindergartens



261 Worldwide **24,500** Beneficiaries

111 in Africa **11,200** Beneficiaries

## SOS Schools



190 Worldwide **98,000** Beneficiaries

99 in Africa **41,500** Beneficiaries

## SOS Vocational Training Centres



115 Worldwide **14,750** Beneficiaries

29 in Africa **3,400** Beneficiaries

## SOS Medical Centres



56 Worldwide **384,000** Beneficiaries

36 in Africa **333,100** Beneficiaries

## SOS Social Centres



359 Worldwide **230,000** Beneficiaries

91 in Africa **59,200** Beneficiaries

## SOS Emergency Relief Programs



20 Worldwide **211,000** Beneficiaries

9 in Africa **182,000** Beneficiaries

All figures accurate as of December 2006.

## SOS Children's Villages Canada

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