

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



# Annual Report 2007/08



SOS Children's Villages  
Canada

# Message from the President and the National Director



Photo: G. Ullaurcock

Mothers Day is a truly special occasion for SOS Children's Villages. We honour over 5,000 SOS mothers who provide day-in, day-out care for children who have lost their parents to war, HIV/AIDS, or extreme poverty. SOS mothers receive extensive training to ensure they are equipped to care for these lost and hurting children. That is what makes them unique – they are both trained and determined to provide for some of the world's most wounded children.

The year 2007 was a year of continued growth of SOS Children's Villages. The needs are great, and SOS responded with more, and more innovative, programming.

It was also a year of helpful reflection on the future for SOS around the world. In the capable hands of our international secretariat, SOS Canada and sister organizations in over 100 countries participated in a thought-provoking strategic planning exercise.

You can be very proud of what your investment in SOS Children's Villages achieved. In 2007/08 we had more than 15 new Villages in various stages of development.

Supporters of SOS Canada have taken a particular interest in the new SOS Village in Ondangwa, Namibia – the first 'all Canadian' funded SOS Village in Africa (pages 12-13). But Canadians also helped build new homes in the Rutana Village in Burundi. Our supporters sponsored many children in Kitwe, Zambia and elsewhere. One donor helped build the new Vocational Training Centre there. In the Ivory Coast, we are helping rehabilitate SOS' oldest African Village.

The year 2007 also saw SOS respond, as any good neighbour would, to the plight of families struck by tragedy in nearby communities. When Cyclone Sidr struck Bangladesh in November 2007, SOS provided emergency blankets, food and supplies in the short term, and has assisted 650 families to rebuild their homes.

This kind of response – investing in the strengthening of families at risk outside our Villages – has become increasingly important in our programming. In 2007 we provided helpful support to approximately one million children and their families outside our Villages. By contrast our core program, inside SOS Villages supported 70,000 children.

What this means is supporters of SOS Canada have a range of choices. They can help us build new Villages, schools and clinics or help cover their 'running costs'. Donors can sponsor a child or help with emergency relief

work. And increasingly, donors will be able to help with outreach – the family strengthening programs that will help children stay secure and cared for within their biological families.

SOS Canada had a record year in 2007/08 – receiving more support from Canadian donors than ever before and disbursing a record amount to SOS Villages and programs in a wide range of countries. With the help of Craig Forrest, the FIFA U-20 World Cup Canada 2007 and Mike Holmes, we also shared a message of hope for orphaned children with more Canadians than we ever thought possible.

If you are reading this as a donor, a new friend of the organization, or a volunteer, thank you for your investment in the future of the world's children.

We think all of you would agree that building homes, families and futures for the world's most at-risk children remains, in Mike Holmes' words, "the most important building project there is."

Best wishes,



Handwritten signature of Michael von Herff in black ink.

Michael von Herff  
President, Board of Directors



Handwritten signature of Boyd McBride in black ink.

Boyd McBride  
National Director



Photo: D. Sansoni

"Above all, SOS Children's Villages shows that it is possible to create a community of brother and sisters comprising of children of all races, creeds and nationalities. The ties that develop and hold these communities together and for the basis of their upbringing is love."

**The Dalai Lama,**  
*Nobel Laureate and long-time friend of  
SOS Children's Villages*



Photo: S. Erken

## Who we are

SOS Children's Villages is the world's largest orphan charity. SOS provides long-term, family-based care for over 65,000 children in 132 countries. It reaches out to another 1,000,000 children and their families through its kindergartens, schools, medical centres, and family strengthening programs. Its growth since its founding almost 60 years ago is a testimony to the universal appeal of its vision and mission.

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

The child is the focus of our work. Every child has the right to be cherished and treated with respect and dignity; to experience a sense of place and belonging within a family and a community. When children are at risk we give them a home and family environment — a solid foundation on which to build their lives.

SOS mothers and family life always reflect the culture of the local community.

### **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 the security of a family; the right to love and be loved. We enable children to live according to their own culture and religion, to recognize and express their individual abilities, interests and talents. Because we believe that the best place for children to grow up is within their biological families, we also work to prevent child abandonment and to help families struggling with poverty and disease.

### **Our Values: The core beliefs and attitudes on which our organization has been built are the cornerstones of our success.**

We are determined to question, learn and take action for children around the world. We are committed to using all funds and resources wisely, with respect and accountability. We believe that by making a long-term commitment we have a meaningful and sustainable impact.

# Our model of child care

Our family-based, long term child care model was developed almost 60 years ago and is based on four principles:

**The SOS mother** – a trained caregiver from the local area lives with up to ten children, lovingly guiding their development while running the household independently.

**SOS brothers and sisters** – girls and boys of different ages live together – including biological siblings – with their SOS mother as an SOS family.

**The SOS house** – each SOS family creates its own home.

**The SOS Village** – about ten to twelve SOS homes form a supportive social environment which is an integral part of the wider community.

We commit to the children in our care from infancy to young adulthood. When the children become adolescents, they move into **SOS Youth Homes**, located outside our Villages. Under the guidance of an SOS youth leader, teenagers prepare for independence and self-sufficiency and further their formal education or trades training.

We also commit to the wider community in which our Villages exist. We build and run **SOS Kindergartens**, **primary** and **secondary schools**, and **SOS Vocational Training Centres**. Scholarships are provided to children in the community who could otherwise not afford to attend.

Our **SOS Family Strengthening Programmes** offer assistance through skills training, counselling and financial support for the neighbourhood's most vulnerable families so that they can provide for themselves and care for their children.

In areas where medical support is scarce or non-existent, our **SOS Medical Centres** provide treatment, preventive and palliative care, health education, and support for HIV/AIDS-affected families. And because of our strong local roots, we provide immediate emergency assistance in times of war, crisis or disaster. **SOS Emergency Relief Programmes** offer immediate assistance, with particular attention to the needs of children separated from their parents and families.



Photo: SOS Archives

“Keeping brothers and sisters together, delivering effective health care, providing quality education: these are the real solutions that SOS Children's Villages provide to defenceless children in one hundred and thirty countries.”

**Mike Holmes,**

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



## Our commitment

SOS Children's Villages primary commitment is the protection and development of the children in our care. We strive to better understand and meet their specific needs in order to achieve their full potential as healthy, empowered and productive adults. This is why we have been actively working on projects in the areas of child protection, child advocacy and childhood development plans.

### **Child Protection Policy**

SOS Children's Villages is committed to creating and maintaining an environment in its Villages and programs which promotes its core values and prevents child abuse and exploitation. We are also involved in advocacy on this issue, to help create safer environments, through legislative change, for all children in care.

### **Partnership and Advocacy**

SOS Children's Villages is working with other NGOs on UN guidelines for the protection and alternative care of children whose parents cannot care for them. We are part of a group of NGOs selected to provide the

European Union with input on the development and implementation of its *Strategy on Children's Rights*.

### **Tracking Footprints**

Beginning in 2006, SOS Children's Villages has been carrying out the second phase of our long-term international research project, *Tracking Footprints*. Phase 1 of the project began in 2001 with the goal of using feedback provided by earlier generations of SOS children in order to continue to improve and further develop our child care programming around the world.

### **Child Development Planning**

SOS Children's Villages is committed to the process of 'Child Development Planning' (CDP). This is an approach in which the child is supported to holistically plan his/her future. Short and long-term objectives are set and are constantly reviewed and adjusted. This allows for individual care, supports the most vulnerable and helps promote the child's potential.

### **Every child has the right to leisure and play**

Play and recreational activities are prominent in SOS Villages where each has at least one playground and many have soccer fields. Play is also used as therapy for children traumatized by war.

# Our projects

Last year, donors to SOS Canada supported a wide variety of SOS projects, ranging from refurbishing an existing SOS Village to emergency relief and reconstruction. The following is a sampling of what we were involved with:

## Abobo Gare, Ivory Coast

### Refurbished Africa's oldest SOS Village

After more than thirty years of operation this Village – our first in Africa - required a major refit to meet the needs of new generations of orphans in the Abidjan area.

## Rutana, Burundi

### Operated 2 SOS Family Homes

SOS Canada helped build new homes in our Rutana Village in Burundi a few years ago, and this year provided funds to operate them. The Village was built to take in child victims of the country's civil strife and extreme poverty.

## Rustenburg, South Africa

### Operated 3 SOS Family Homes

SOS Rustenburg, South Africa was built in response to the high number of children affected by HIV/AIDS there, and SOS Canada continues to support its operations, including family strengthening work nearby.

## Ondangwa, Namibia

### Funded the construction and operation of the new SOS Village

SOS Ondangwa, Namibia will be the first entirely Canadian funded SOS Village in Africa.  
*(for more information see page 12-13)*



Photo: M. Haller

Despite ongoing civil unrest in Burundi, the SOS Children's Village Rutana continues to grow, helping over 200 children:

- 12 new children came to the Village in 2007
- 150 children cared for in 15 family homes
- 22 children attend the SOS Kindergarten
- 109 children attend the SOS Primary School
- 17 children attend the SOS Secondary School



Photo: D. Sanson

## Our projects *continued*

### **Kitwe, Zambia**

**Covered a substantial portion of running costs of the Village and construction of a new Vocational Training Centre**

SOS Kitwe raises orphaned and abandoned children from the impoverished copper belt region of Zambia. Its new Vocational Training Centre will enable youth to develop the trade skills necessary to succeed in life.

### **Muzaffarabad, Pakistan**

**Helped reconstruct a damaged SOS Village**

This SOS Village was seriously damaged during Pakistan's horrific earthquake just over two years ago. Today, it and other SOS facilities are home to numerous children orphaned by the quake, giving them real hope for the future.

### **Cochin, India**

**Furnished a new child learning centre**

A new learning centre in the SOS Children's Village in Cochin has been equipped with six computers, educational CDs and interactive programs. This learning centre will prepare children who have never been to school to enter the system with confidence.

### **Roukela, India**

**Covered a substantial portion of the running costs of the SOS community outreach programme**

The new SOS Social Centre in Roukela runs vital community outreach programmes, including training workshops on cooking and tailoring, as well as an HIV-AIDS awareness camp and skin and dental care clinics.

### **Tsunami 3 year anniversary follow-up**

It's been over three years since the devastating Tsunami struck. We continue to rebuild lives in the hardest hit regions, with many programmes still in operation, including:

- 6 new SOS Villages raising over 800 children
- 2,332 new homes and 343 fishing boats supporting over 3,500 families
- 21 new SOS Community and Social Centres, with 8 SOS Family Strengthening Programmes supporting vulnerable families.

# Canadians caring for our children

Last year, many Canadians actively got involved to raise awareness and funds for the children in our care. Here are a few examples:

## Marigold Gala

Over 400 Prominent members of Toronto's South Asian community came together last September for a glamorous evening of fun, fashion and gourmet dining with a purpose. The Asian Friends of SOS Canada's inaugural Marigold Ball raised \$50,000 for SOS Pakistan and India...a truly beautiful evening of peace and solidarity for children in need.

## Kids Helping Kids

We were touched by the support we received from our youngest donors. Spencer Moore sent us a hand printed note along with some money he accepted for us in lieu of gifts from his 7th birthday party. And 8 year old, Laney Evraire, a talented young artist donated proceeds from her art sales to our children.

## Viennese Ball

Once a year, The Austrian Ball of Montreal celebrates the Viennese tradition in a glorious evening of lively music, dance and wonderful cuisine. For the past eight years, SOS Children's Villages has been privileged to be its main beneficiary.

## Running for Children

Benji Chu ran 12 marathons in one year (the equivalent of 315 miles) and in doing so, raised over \$10,000 to help fund a new SOS Social and Medical Centre at the SOS Children's Village, Battambang, Cambodia.

## John McDermott Private Concert

The British High Commissioner Anthony Cary and his wife Clare graciously opened the doors at their famous residence Earncliffe to host a memorable evening of music by renowned tenor John McDermott. It was a beautiful location to say thank you to some of our friends and supporters.



Photo: B. Strandel

## SOS Kitwe, Zambia

The region of Kitwe has suffered an economic decline due to falling copper prices and the population has become poorer and poorer. SOS has continued to help nearly 1,000 children:

- 160 children cared for in 16 SOS family homes
- 90 children attend the SOS Kindergarten
- 700 children attend the SOS Primary School
- 10,000 families treated at the SOS Medical clinic

# FIFA U-20 World Cup Canada 2007



The year 2007 saw FIFA, the world's governing body of soccer, choose SOS Children's Villages to be its official charitable partner for the *FIFA U-20 World Cup Canada 2007*. SOS Canada's involvement truly identified us as 'Canada's soccer charity' and rallied great interest in our work. The U-20 tournament went on to become the largest sporting event in Canada's history and a source of great pride for SOS. It featured the world's greatest young soccer stars playing in Toronto, Edmonton, Montreal, Ottawa, Victoria and Burnaby.

FIFA and SOS Children's Villages launched the U-20 campaign, "Let's Play, Let's Build" at the official draw ceremony in March. Hundreds of volunteers rallied to help SOS Canada raise awareness and funds at the summer matches and at dozens of pre-tournament events. Thousands of children entered the SOS promotional contest to serve as player escorts accompanying the players onto the pitch.

Promotional videos featuring 'FIFA for SOS Ambassador,' Craig Forrest and *Holmes on Homes*™ star Mike Holmes,

helped spread our message of hope during the games and on TV.

The campaign was a tremendous fundraising success, inspiring gifts and pledges totaling over \$2,250,000 to build and run the first ever "All Canadian funded" SOS Village. As a result, over 100 orphaned and abandoned children in Ondangwa, Namibia will soon have a place to call home! (see pages 12-13 for more about the Ondangwa Village).

"I am delighted with yet another tremendous success of our campaign with SOS Children's Villages Canada. 'Let's Play, Let's Build' 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.' For the Game. For the world."

FIFA President **Joseph S. Blatter**,  
seen above with **Craig Forrest**

For over a dozen years FIFA has used the popularity of the global sport of soccer to draw attention to the work of SOS. Over 50 of the world's leading soccer players have signed up to become FIFA for SOS Ambassadors and help draw awareness to the needs of orphaned and abandoned children.

# Let's Play, Let's Build



LET'S PLAY.



LET'S BUILD.

1-800-669-8092



SOS Children's Villages  
Canada

World Cup Canada 2006

FIFA Partners

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SONY

LET'S PLAY.



LET'S BUILD.



"There is so much our sport can do to improve the lives of children around the world. Really, this is just the beginning."

**Craig Forrest**

FIFA for SOS Children's Villages Ambassador  
Pictured in South Africa



# The Green Family – SOS Children's Village Ondangwa, Namibia

## A Canadian First

On Tuesday, May 29th, 2007 friends and supporters of SOS Children's Villages Canada gathered at a news conference in Ottawa and witnessed history in the making.

At the news conference, philanthropists Don and Shirley Green of Brockville, Ontario announced that they were making a \$2 million donation. It would see the building and furnishing of a complete SOS Children's Village, Kindergarten and Family Strengthening Community Outreach Programme facility in the Ondangwa region of Namibia in Southern Africa.

With this very generous donation, Don and Shirley Green became the first Canadians in the almost 60 year history of SOS Children's Villages to make such a fundamental commitment to the welfare of orphaned and abandoned children. Indeed, their generosity will result in the first

'all Canadian' funded SOS Village as we now seek support from all our Canadian friends to cover its running costs.

Humbled by the attention at the news conference, Don Green said "We have been very blessed in our lives and our family feels fortunate to be able to share these blessings with the children of Namibia. These children are suffering. This new Village will allow these children to have a home and new found family. They will now be surrounded by the love, attention and care that they so rightly deserve."

In July, their daughter Debbie Green-O'Brien travelled to Namibia where she took part in very emotional sod turning ceremony. With the Canadian and Namibian flags on display, it was apparent that the Greens – who live a world away – are loved and admired by the people of the Ondangwa region for their vision and willingness to

## Building hope in Namibia

Ondangwa and the surrounding region have seen decades of strife, conflict and poverty, and is now devastated by the HIV/AIDS pandemic. Without adequate social services, and infrastructure, there is no one to care for the growing numbers of orphaned and abandoned children. SOS Children's Village Ondangwa will provide these children with loving homes and hope for the future.

help Ondangwa's children. It was a moment that all Canadians can be proud of.

In November, construction of The Green Family – SOS Children's Village, Ondangwa began and is now well underway. The building of the 12 family houses, where 120 children will live, is nearing completion. The brick walls are up, the roofs are being erected and the interior work continues on all the buildings including the kindergarten.

The children growing up in the new SOS Village will receive loving care from their SOS mothers in a warm, secure family environment. Children from the neighbouring community will also benefit, as many will begin their education in the new SOS Kindergarten. Families living in poverty, including child-headed households, will also benefit as they gain access to

essential services through the SOS Family Strengthening Community Outreach Programme.

The first of the 120 children who will live in the Village are expected to arrive early in the New Year. Thanks to the generosity of Don & Shirley Green, they will finally have a place to call home.

For more information about The Green Family – SOS Children's Village, Ondangwa or to sponsor the running costs for one of the family homes, please contact the SOS Canada office.



"I think that two things stand out. First, siblings are not separated. Having seen orphanages in other countries, often with brothers and sisters separated and living apart... well, that's difficult. It is nice to know that siblings live together in single home. Second, the SOS mother component is key. These women dedicate their lives to raising someone else's children! That's huge. As my mother likes to say about SOS children, 'they'll have someone to read them a bedtime story and hug them goodnight.' That's worth everything."

**Debbien Green-O'Brien,**  
*President of The Don & Shirley Green  
Family Charitable Foundation*

# Financial review - for the 12 months ended March 31, 2008



"SOS Children's Villages is a first-rate organisation and I very much admire everybody working there. You really do a fantastic job, and I wish you a lot of success – you deserve it."

**Bishop Desmond Tutu,**

*Nobel Laureate and long-term friend of  
SOS Children's Villages*

| Revenues                          | 2007/08          | 2006/07<br>(a 15 month year)* |
|-----------------------------------|------------------|-------------------------------|
| Donations                         | 3,050,210        | 2,043,018                     |
| Restricted Grants                 |                  |                               |
| CIDA Project                      |                  | 46,396                        |
| FIFA Project                      | 327,000          | 135,634                       |
| Organizational                    |                  |                               |
| Development Project               | 297,942          | 581,055                       |
| Other                             | 212,173          | 445,012                       |
| Interest/Miscellaneous            | 78,597           | 22,003                        |
| <b>Total Revenue</b>              | <b>3,965,922</b> | <b>3,273,118</b>              |
| Expenditure                       |                  |                               |
| International Programs            | 2,070,959        | 1,349,052                     |
| Domestic Programs                 | 29,575           | 6,929                         |
| CIDA Project                      | -                | 71,620                        |
| FIFA Project                      | 410,740          | 135,634                       |
| Organizational                    |                  |                               |
| Development Project               | 354,844          | 329,249                       |
| Fundraising                       | 671,366          | 497,961                       |
| Communications & Public Education | 25,589           | 278,597                       |
| Administration                    | 323,593          | 344,678                       |
| <b>Total Expenditures</b>         | <b>3,886,666</b> | <b>3,013,721</b>              |
| <b>Net Revenue for the Period</b> | <b>79,255</b>    | <b>259,397</b>                |

These figures are drawn from the audited financial statements of SOS Canada. The 2007/08 audit was carried out by Ouseley Harvey Clipsham Deep LLP, Chartered Accountants. To obtain complete statements, please contact our National Office.

These figures do not reflect the tremendous value added by our many volunteers, nor over \$500,000 of additional 'in-kind' support provided freely by Canadian companies. They do, however, reflect the success of our growth strategy. Growing revenues allowed us to greatly increase our support for some of the world's most vulnerable children.

*\*In 2006/07 SOS Canada shifted from a calendar year to a fiscal year, so the 2006/07 numbers reflect a 15 month period.*

# 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.

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The Westin Hotel  
**Legacies**  
Dorothy Husband  
Ronald Turta  
Gwendoline Wright



Photo: SOS Archives

## Patron

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

## Honourary 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

## Special Thanks

John McDermott  
British High Commission  
HE Anthony Cary and Mrs. Clare Cary

# 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: C. Mathisse*



SOS Children's Villages  
Canada

*Back Cover Photo: B. Neeleman*

## SOS Children's Villages



**476** Worldwide  
**54,000** Beneficiaries

## SOS Youth Facilities



**354** Worldwide  
**16,000** Beneficiaries

## SOS Kindergartens



**228** Worldwide  
**23,500** Beneficiaries

## SOS Schools



**179** Worldwide  
**101,000** Beneficiaries

## SOS Vocational Training Centres



**60** Worldwide  
**10,000** Beneficiaries

## SOS Medical Centres



**56** Worldwide  
**452,500** Beneficiaries

## SOS Social Centres



**414** Worldwide  
**254,000** Beneficiaries

## SOS Emergency Relief Programs



**12** Worldwide  
**390,500** Beneficiaries

All figures accurate as of December 2007.

**SOS Children's Villages Canada**  
200-244 Rideau Street, Ottawa, Ontario,  
CANADA K1N 5Y3

**Tel:** 613-232-3309  
**Toll Free:** 1-800-767-5111  
**Fax:** 613-232-6764

**E-mail:** [info@soschildrensvillages.ca](mailto:info@soschildrensvillages.ca)  
**Website:** [www.soschildrensvillages.ca](http://www.soschildrensvillages.ca)  
**Charitable Registration No.** 13824 7259 RR0001

EDITORS, Dave Greiner and Julia Ehrhardt  
PRODUCTION MANAGEMENT, Julia Ehrhardt GRAPHIC DESIGN, Connell Design