

SUPPORTER REVIEW 2018/19

United Purpose 
Beyond aid





Leadership at United Purpose

Board of Trustees (2018-2019)

Peter Ayres (Chair)
 Peter Atfield
 Ceri Briggs
 David Bull
 Sir Martin Davidson
 Hadi Husani
 Steven Marshall
 Nicola Pulman
 Mary Robinson

Current Senior Leadership

Kathryn Llewellyn, CEO
 Peter Sargent, COO
 Hannah Pudner, Global Director of External Affairs
 Tim Kellow, Cluster Lead (West Africa and Brazil)
 Helena Skember, Cluster Lead (Southern Africa and Asia)

Image: Our Senegal-based partner, Jokalante, transmits useful information in local languages (via mobile phones and community radio stations) to farmers living in hard-to-reach areas. Equipping farmers with vital information on weather, farming methods and market prices empowers them to grow more food to eat and increase their incomes.

Foreword from the Chair	5
Message from the CEO	6
What we do	8
How we do it	9
Our world	10
Thank you	12
Stories from our work...	14
Livelihoods	15
Health	18
Climate	20
Violence/Exploitation	22
Sport	24
Humanitarian	26
Our social enterprises	28
Photo credits	31



Foreword from the Chair

This year has been another momentous one for United Purpose. We have embedded our new Global Strategy across the organisation and continued to deliver our transformative global programmes. None of this would have been possible without our worldwide community of ambassadors, volunteers, donors, staff and partner organisations. As always, we are grateful for your continued support.

2019 has undoubtedly been another challenging year globally. We have seen the devastating impact of natural disasters like Cyclone Idai in Mozambique, while the plight of Rohingya refugees in Bangladesh remains an unprecedented global crisis. Closer to home, the UK's imminent departure from the European Union has created a climate of uncertainty and division.

In a world where extreme inequality is deepening, and climate change threatens the livelihoods of the poorest and most vulnerable communities, organisations like United Purpose must continue to act. It is more important than ever that we work with people in the world's most challenging places to enable them to become independent and stand on their own two feet. We are determined to keep responding and adapting to these challenges, empowering people to earn better livelihoods, lead healthier lives, exercise their rights and build environmental resilience.

During 2018-19, we worked towards four strategic change objectives – health, livelihoods, climate and violence/ exploitation – and focused on the interconnections between each of them. This year, United Purpose provided 108,277 people with access to safe water, helped 148,056 people increase their incomes, planted 1,744,047 trees, and trained 1,799,683 people in advocacy and human rights. We have reached 3 million people worldwide through our projects this year and we are incredibly proud of the work delivered by our Country Programmes and local partners.

You can read Martina's story on page 19, where you'll find out how we worked with her community to construct an accessible toilet for her. Through our sanitation programme in Nigeria, we have helped 387 villages to improve hygiene and sanitation, with a strong emphasis on leaving no one behind. We are proud to be a leading agency in the Nigerian sanitation sector and we have made five entire Local Government Areas in Nigeria Open Defecation Free.

Meanwhile, on page 21, you'll learn how changes in the weather have negatively affected smallholders such as Adams Alhassan and how our EU-funded project has helped turned his business around. This story is just one example of the 1,788,325 people we have worked with over the past five years to increase environmental resilience in the face of climate change.

Despite the challenges we face, we continue to strive for excellence in everything we do, ensuring that our projects are as diverse and innovative as possible. People are at the heart of what we do, from the project manager in Ghana, to the fundraising assistant in the UK. We also benefit from a dedicated Board of Trustees which carries out its responsibilities in a cooperative way with management and staff.

We are so grateful for the practical and financial support we receive – the support that enables us to empower communities to lift themselves up out of poverty and move beyond aid for the long term. Thank you.



Peter Ayres
Chair of the Trustees



Message from the CEO

It's been a year of change, both globally and in the international development community. More than ever, organisations like United Purpose are evolving. We are adapting to an ever-changing set of global, political, economic and environmental circumstances, as well as acclimatising to shifting demands from donors and regulators.

This year, we have reflected deeply on our approach to our vital development work, as well as to safeguarding and our organisational culture. The people and communities we have the privilege of working alongside are at the centre of everything we do. In this context, the way in which we respond to development challenges is just as important as what we actually do to respond. We have worked hard to create a deeper awareness of how our words and actions have the potential to create unhelpful power dynamics.



At United Purpose, we are proud to deliver community-led programmes where people are in control of their own development. In this report, you will read many inspiring stories from our work, but as you will see our ultimate goal is to leave people and communities with agency over their own lives. We believe it is only this that will bring true independence to those living in some of the world's most challenging places, and empower them to move beyond aid.

One of the ways we do this is through our growing portfolio of social enterprises (see page 28). These include CUMO, our successful Malawi-based microfinance organisation that provides people in remote areas with vital financial services to start and strengthen businesses. There's also our carbon initiative – an innovative funding model where we sell carbon credits and reinvest the money we raise into vital community development projects.

This year, we reached 3 million people across 16 countries. I am, as always, so grateful to our dedicated staff, volunteers, partners and community of supporters – thank you so much to you all. I look forward to making next year an even bigger success in our endeavour to create a world where justice, dignity and respect prevail for all.

A handwritten signature in cursive script, reading 'K Llewellyn'.

Kathryn Llewellyn
CEO

Our Women's Business Centres in Bangladesh provide marginalised women with access to services in remote areas and improve economic livelihoods for entrepreneurs and female producers. By August 2018, 40 Women's Business Centres had been established, with 200 trained entrepreneurs benefiting the lives of approximately 40,000 women.



UNITED PURPOSE IS A MOVEMENT OF PEOPLE AND ORGANISATIONS THAT STRIVE TO END POVERTY AND INEQUALITY ACROSS THE GLOBE

United Purpose is a leader in community-led development and grassroots innovation. For more than 40 years, we have worked with frontline activists, community organisations and individuals to help people to gain agency over their own lives – so they can forge independent futures.

We take this approach because we believe a person's ability to determine their own future should never be dependent on benevolence or charity, but always within their own control. We strive to achieve that world.

What we do

We take an integrated, holistic approach to addressing poverty and inequality. We do this because we believe the problems that people face, such as lack of clean water, low income, not enough food and denial of rights, are all interrelated. If an adult cannot access safe water then they are unlikely to have good health, and as such will find it difficult to secure an income to keep their children in school.

During 2018-19, we worked towards four strategic change objectives, focusing on the connections between each of them:

- **Health:** To improve health by increasing access to basic services, such as water, sanitation, primary healthcare and emergency aid and shelter
- **Livelihoods:** To empower people to have more resilient and sustainable livelihoods, and ensure that economic growth is equitable
- **Climate:** To improve environmental resilience by supporting communities to adapt to the changing climate in their region
- **Violence/Exploitation:** To combat violence, exploitation and conflict by tackling the root causes, supporting victims and building peaceful futures

We believe that aid should focus on the transferral of power, and on enabling people to improve their lives themselves. Traditional aid primarily responds to this by focusing on access to basic needs, but it must also work to leave people independent, and free from the need for aid.

We recognise that it is essential to prove the difference we are making in the world and to learn, reflect and improve what we are doing. We therefore place a huge emphasis on monitoring and evaluation to ensure we achieve sustainable results and continually increase our impact.



How we do it

We specialise in community-led mobilisation. We take this approach because we believe that significant and sustainable change will only happen if we harness collective knowledge, skills and resources. This starts with community-level partnerships; the voices of those we work with are at the forefront of everything we do. This may involve our staff participating in joint operations, supporting and monitoring work, or funding local partners to deliver services.

The grants we provide to partners help local organisations provide sustainable benefits for poor and marginalised communities, furthering our own objectives. We carefully consider the experience, reach and governance of potential partners, as well as the value they will add to our work.

Our international office is based in Cardiff, in the UK, with country offices in Bangladesh, Brazil, Ghana, Guinea, the Gambia, Malawi, Mozambique, Nigeria and Senegal. We combine direct delivery with delivery through partners and/or by taking an advisory role with other partners – from smaller community organisations right up to regional governments.

We are proud of our devolved structure, which sees our country offices taking a lead on country strategy development, programme delivery and management, grant fundraising and managing relationships with partners and donors.

At the Cardiff office, we develop and take care of our supporter base in the UK and provide global technical, logistical, financial, operational and administrative support. We also represent United Purpose to international funding and operational partners, co-ordinate overall strategy and contribute towards the development of in-country and regional strategy programme development by communicating with staff, trustees and other stakeholders on governance and key management issues.

In a number of our country programmes, we also operate across borders in near neighbours – for example, Cameroon. In other countries, where we do not have an UP office, we manage projects through local partners. This is the case in India, Kenya, Uganda, Rwanda and South Africa, which have been brought into our programming mix through our mergers and partnerships.

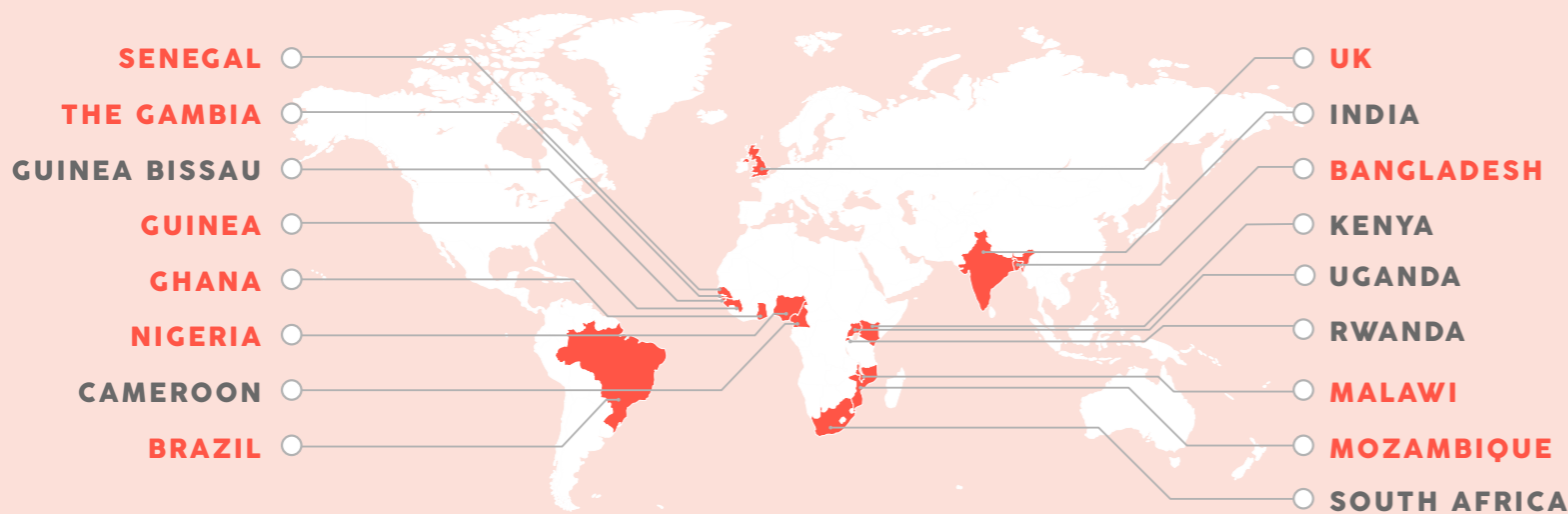
Our family of organisations currently includes United Purpose, Village Aid – a proudly Derbyshire-based fundraising charity – and International Inspiration, the London Olympics-linked initiative that uses sport to uphold rights and promote development and peace. We're also joined by our carbon credit initiative and CUMO, a highly successful Malawi-based microfinance organisation that was initially set up in 2000 with a grant from UK Aid.

Together as a group of organisations we can do much more together than we could separately.

2018
2019

OUR WORLD

IN NUMBERS



UP COUNTRY OFFICES
PARTNER PROGRAMMES

Health

108,277 people with access to safe water



803 open Defecation Free villages

753,177 mosquito nets distributed



Livelihoods

148,056 people with increased incomes



389,041 people with more food

48,683 new or stronger businesses



Climate



226,779 people using fuel-efficient stoves

171,541 people trained in environmental resilience

1,744,047 trees planted



Violence



1,799,683 people trained in advocacy or human rights

45,514 people demanding accountability from their government



1,079 community-led lobbying actions



100 projects

96 local partners

557 staff members

3 million people reached

Thank you

Our work would not be possible without all of the wonderful people who volunteer and fundraise here in the UK. We'd like to say a huge thank you to everyone who has supported us and enabled us to make a real difference to the lives of people and communities across the world.

Perhaps you fundraised for us or provided valuable monitoring and evaluation support. Or maybe you spoke at an event on our behalf, donated to our Cyclone Idai appeal, or simply helped spread the word about United Purpose. Whatever it was, we are extremely grateful and we couldn't do what we do without your support.

We reached 400 pupils

through our newly launched **Food Futures Programme** across 19 secondary schools in Monmouthshire, Wales, and Herefordshire, England, with support from Avara Foods. This programme provides educational materials and an interactive workshop on sustainability to support the GCSE Geography syllabus.



We held an event at the House of Lords

which showcased our ambitious work around the world. We were joined by politicians, businesspeople and representatives from other NGOs, all with an interest in finding out more about United Purpose.



We're proud to have been shortlisted in the Innovation category for Bond's International Development Awards

This recognised our creative work that links fuel-efficient cookstoves, clean water, carbon credits and women in Malawi becoming economically independent.



With your support, we secured

£36,000

to help people affected by **Cyclone Idai in Mozambique.**

Since March, we've been providing emergency shelter, food, hygiene and agriculture support.

Our fifth annual **Global Handwashing Day in Nigeria** was another great success.

Through our mass handwashing events, in partnership with PZ Cussons, we reached:

239 schools
57,836 children
2445 hygiene heroes



We celebrated **Bekwarra Local Government Area's attainment of Open Defecation Free status**, as part of our WASH programme in Nigeria. Thanks to this,

131,000 people

now live in clean and healthy environments with access to toilet facilities – an extraordinary achievement to improving sanitation and building healthier lives.



We were delighted to be shortlisted for the **2018 Not A Red Card Awards** for our

'Get some SPACE'

collaboration with The Thrive Programme. We're delighted to be joining the conversation about mental health and wellbeing in the workplace – and why it's **#NotARedCard offence!**





Stories from our work...

Over the following pages, we present some highlights from our work in 2018-19 under our four change objectives: livelihoods, health, climate and violence/exploitation. We also feature key achievements from our humanitarian work and our sport for good initiatives.

Livelihoods

Over the past 40 years, we have built up a wealth of knowledge and expertise in improving livelihoods. Much of our recent work has focused on raising incomes among poor rural communities. We improve resilience by promoting livelihoods that can adapt to the demands of a changing climate, and by focusing on the growth and expansion of local markets.

Senegal: Improving children's lives

Ndiaga is 14 years old, but until recently he could not read or write. Like many children who attend the Quranic schools, or 'daaras' across West Africa, the level of education he received was far from adequate.

Ndiaga is one of the children to benefit from a United Purpose project that works with people in Dakar, the capital of Senegal, to provide education and healthcare to enable children to escape the cycle of poverty.

The living conditions are extremely harsh in the daaras and multiple children and adults live, eat, sleep and learn in the same small space, with little or nothing in the way of sanitation and water. Pupils often remain illiterate, facing a life of poverty and vulnerability once they leave the daaras.

Our project, Action for the Rights of the Child (ARDEN), helps 100 young boys from three daaras in the region of Dakar to raise awareness of children's rights and build their skills. The project is funded by Penny Appeal and led by our partner, RABEC (Réseau d'Associations pour le Bien-Être Communautaire). This local NGO has a great deal of experience in child protection, youth development, reproductive health, citizenship and women's empowerment.

The project focuses on children and their wellbeing by improving their living environment, making sure that healthcare is accessible and promoting empowering sport activities. We installed operational toilets, enrolled the children in an insurance scheme for their medical fees and organised yearly medical check-ups on site. A local organisation worked with the children to build skills and confidence through activities like juggling, acrobatics, gymnastics and trampolining.

At the end of the project, we will help children who have returned back to their homes to run their own personal projects and we will work with communities to develop awareness about child protection.



Context

United Purpose has worked in Senegal since 2006 to develop livelihoods projects that build social capital. In a country where the illiteracy rate is over 50% – and in Dakar alone, around 60,000 children beg on the streets – this project helps to encourage child education and also human rights awareness. In 2018-19, through this project and our other initiatives, we reached 52,327 people.

Malawi: Transforming family lives

Esther Mkaundi is one of many women who have found a lifeline through stove making in a tiny village tucked in Dedza district in the central region of Malawi. This activity keeps Esther and her family financially afloat in a country crippled by economic crisis.

In 2016, United Purpose funded a project to start a stove production group. Women in the community were trained on how to mould a clay fuel-efficient stove and taught basic business skills. Money from the sales of the stoves helped families buy food in the lean season, buy fertilisers and hire workers for their farms, and pay school fees for their children.

The group has 25 women, and since receiving training, production has grown from 300 stoves per production cycle to an average of 1,500. The women work from a purpose-built warehouse which they paid for with money from sales of the stoves. This new space means that the stoves no longer take up space in their homes.

In an area where women are generally seen as subordinate to men, the project has helped to empower the women financially and in turn helped to make their decisions count in many spheres of society. Esther says that men have started to respect women and family decisions are made together because the women contribute financially. Esther's husband even helps her with the stove work because he knows that it will support them.



Context

United Purpose has worked in Malawi since 1988 and initially supported refugees from the Mozambican civil war and their hosts in the Dedza area. Today we are one of Malawi's largest NGOs, working in partnership with local government and communities across 14 districts mainly in central and southern Malawi. Over the years we have developed a trusted reputation with most of the established institutional and non-institutional donors and organisations in the country. We work in partnership with others to implement development interventions that improve lives through a range of projects, including microfinance and income generation, livelihoods, food security, health and nutrition, and sustainable energy.

Guinea: Boosting women's businesses

In Guinea, rural women are economically dependent on their husbands, often competing in polygamist households for limited resources to cover basic needs. Women often undertake several livelihood activities but are not able to exploit these to significantly increase their incomes and overcome their poverty, which makes them vulnerable. They are often excluded from decision making on family resources, particularly in agriculture.

We are improving the livelihoods of rural women in Guinea by increasing their access to and participation in the Non Timber Forest Products (NTFPs) market system. These products are useful substances obtained from forests that do not require cutting down trees. They are a key diversification strategy for women, and provide vital cash income, nutrition and medicine.

Over the last four years we have worked with rural women to establish 59 micro-enterprise groups, which are now trading and selling products like baobab leaves, honey, shea, African locust beans and tamarind in local and national markets.

Through their groups, women negotiate, develop partnerships, generate incomes and save money to invest in their businesses. As entrepreneurs, women decide on their business and the direction of their income generation while trying to increase their business capital.

All of the micro-enterprise groups have started to implement their business plans and all have built up a cash capital ranging between £150 and £500 per group. On average, the enterprises have increased their cash capital by 357% from the start of the project, after deduction of investment costs such as market surveys, enterprise formalisation and training.



Context

Guinea is one of the world's least developed countries, with 55% of the population living below the poverty line, mainly in rural areas. Our work in Guinea focuses on developing people's skills to feed their families, providing clean water and educating people about hygiene and sanitation. We have helped eliminate cholera from one area of the Forest Region of Guinea.

Health

This year, we have worked with people to help them live more healthily by strengthening primary healthcare and providing safe water and improved sanitation. Our national awareness campaigns and local workshops have supported communities to access basic health services and ensure that their water and sanitation provision is sustainable.

The Gambia: Helping mothers be mothers

Muhammed is just three years old and lost his mother when he was a baby. He's being raised by his grandmother, Jaye, but in a country of food shortages, getting enough to eat with the required nutrients is a real struggle.

Although the rate of child mortality in the Gambia has decreased by over 50% in the last decade, it is sadly still common for young children to die due to limited knowledge of nutrition and a lack of support to address this.

Our Biofortification project, or Baluu Tim-Maring-Ngo as it is known in the local language, is aimed at reaching women and the under-fives who are especially vulnerable (like Muhammed and Jaye), by increasing their access to, and encouraging them to eat, fortified foods high in vitamins and minerals.

Biofortification involves improving the nutritional quality of food crops through agricultural practices, such as plant breeding. It aims to increase nutritional levels in crops as they grow, rather than through processing or cooking. Our project combines a focus on agriculture with an emphasis on healthier ways of food preparation and cooking, to improve the nutritional content of food and boost public health.

A key strategy for encouraging babies and toddlers to grow up healthily has involved establishing or strengthening 300 'Mother Clubs' across the country. These Mother Clubs promote nutrition education, through sharing information and offering cooking demonstrations that show ways of preparing healthy and nutritionally balanced food. We work closely with women who are pregnant or breastfeeding, but also involve all women of child-bearing age.

Muhammed and Jaye are just two of the thousands of rural people who have benefited from our project. "The importance of the Mother Club to our community cannot be over-emphasised. I can go on talking about our Club all day!" Jaye tells us.



Context

The Gambia has gone through a democratic transition and seen the arrival of a more open society after the end of 20 years of authoritarian rule. However, it is still financially unstable and agriculture is critical to the livelihoods of many. United Purpose helps the poorest farmers to grow enough food and earn a decent living. We are committed to working with our wide range of local partners to increase the Gambia's resilience and capacity to respond to disasters, and move people beyond aid.

Nigeria: Making hygiene accessible for all

Martina's legs did not form properly during her childhood, and she has never been able to walk. While this would create challenges for anyone, Martina's struggle was exacerbated by not having access to a toilet or handwashing facilities. As a child her mother would carry her to the bush to relieve herself, and after she married her husband would help too. However, with the tragic loss of her husband at a young age, and with her mother rapidly ageing, Martina was forced to crawl into the bush on her hands to go to the toilet.

Fearful of snakes and insects, as well as the threat of sexual violence every time she ventured into the bush, Martina could not properly focus on her family or budding hairdressing business before United Purpose came to her village.

Through our project, Martina's community were shown how to construct an accessible toilet and Tippy Tap (a simple handwashing device) for her. Within just a few weeks from the point of engagement, and in exchange for some free hairdressing, Martina's fellow villagers built her accessible facilities fit for any businesswoman.

Now, Martina is both happier and healthier. No longer forced to face the danger and discomfort of the bush every time she needs to use the toilet, and no longer spending money on hospital visits for her children to treat diseases carried by dirty hands, Martina can focus all her energy on her business.

Through engagement with United Purpose, Martina can finally live her life to the fullest, growing her business and funding her children's education. The training truly left its mark on her, and she now spreads her knowledge about the importance of hygiene, including proper handwashing at critical times, to all those she meets.



Context

The Rural Sanitation and Hygiene Promotion in Nigeria (RUSHPIN) Programme, implemented by United Purpose and funded by the United Nation's Global Sanitation Fund — the sanitation and hygiene funding body of the Water Supply and Sanitation Collaborative Council (WSSCC) — aims to end open defecation and poor hygiene practices in Nigeria using the innovative 'Community-led Total Sanitation' (CLTS) technique. In 2018-19, through this project, we empowered 387 villages to become Open Defecation Free.

Climate

One person every second loses their home due to climate change. The effects of deforestation and extreme weather events associated with climate change are being felt the most by rural communities, causing hunger, financial hardship and isolation. United Purpose helps families cope with the changing climate in their region, by adapting how they live or providing facilities to help them cope.



Ghana: Making climate change part of the conversation

Adams Alhassan, 52, is a smallholder farmer in the Brong Ahafo region of Ghana. He has worked in farming for over 30 years and has a family of nine to support. Over the past five years, changes in the weather have negatively affected his farming business and he has earned less money as a result.

However, training he received as part of our EU-funded project on improving farmers' livelihoods, skills and climate resilience has turned his business around. The training focused on soil management and climate-smart agricultural practices.

"I am overwhelmed with the results," Adams tells us. "With the use of improved seeds and climate-smart farming practices, I have increased my yield. This has boosted my income, which enables me to cater for my household needs."



Context

United Purpose has worked in Ghana since 1999, building meaningful relationships and strong networks of local partners. The agricultural sector is a mainstay of the Ghanaian economy, with 52% of the labour force involved in agriculture – the majority of which is rainfed. Adams is just one of 500 smallholders we have worked with to increase resilience and irrigation management. As part of this project, we are also training 3,000 entrepreneurs in farm management and business development – the majority of whom are women.

Violence/Exploitation

Many of the communities we work with are increasingly fractured and fragile. We help to build peace by creating opportunities between conflicting groups to promote mutual understanding, trust, empathy and resilient social ties. Over the last 20 years, we have successfully implemented over 20 peacebuilding programmes in West Africa, Colombia and Kenya. We also work on other forms of violence and exploitation, especially those directed at women and children. We help victims and place a big emphasis on innovative strategies to tackle the root causes.

Brazil: Upholding women's rights

While over one million people in Paraíba State in Northeast Brazil live with poverty, it's women from low-income communities who are most vulnerable. There's a high incidence of violence against women and typically it is the men who control the family money.

Our 'Economic Empowerment; Better Lives' project sets out to enable women to gain more control by giving them the resources and skills to generate their own income and plan for the future. The project focuses on women from traditional Quilombo (slave descent) communities, those living on the outskirts of towns and cities, those living in rural communities and those who gather and sell shellfish.

Importantly, though, not only does our project put money into the hands of women but it also tackles gender inequality issues directly. The work and domestic contribution of women in Brazil usually goes unrecognised or undervalued by husbands, partners and communities. To address this, and the high incidence of violence against women and children in the Northeast, we also challenge inequality and violence through discussion and reflection on gender issues.



"The project has helped me and the other women in the group to realise that violence against women isn't normal," says Francinete Goncalves Costa, a 47-year-old artisan and just one of the 150 project participants. "It has also helped me to understand myself and my rights better."

Context

In 2018-19, we directly reached 8,830 people in Brazil through our rights-based work. This particular project, funded by Penny Appeal, provides women with the equipment, materials and training they need to improve the quality of their products, increase sales and improve access to market. It also supports women to register their businesses – a vital step that will give them a better chance of securing financial support and making greater sales. Finally, all the women involved participate in workshops, meetings and visits to help them develop strategic plans on how best to grow their businesses in future – so that they will be self-sufficient for years to come.

Bangladesh: Healing from trauma

Fatima (not pictured) is 32 years old. During the military crackdown in Myanmar, she lost her husband and was badly injured herself. She and her mother managed to flee and made the perilous journey to Bangladesh with no shelter, food or security. They now share a hut in a sprawling refugee camp. They access United Purpose's safe spaces in order to make friends, talk with other women and ultimately try to heal from the violence they experienced.

Since August 2017, nearly one million Rohingya people, a minority Muslim group, have fled to Bangladesh from neighbouring Myanmar due to violence and conflict. An estimated 6,700 Rohingya people were killed a month after conflict broke out, leaving many people vulnerable, wounded and traumatised.

Last year, United Purpose secured just under half a million pounds to support the Rohingya refugee camp in Cox's Bazar. This has been used to provide emergency relief and help the Rohingya community move past the traumas of the violence they experienced.

United Purpose has established 25 communal areas, or 'safe spaces', where children come to learn in the morning. There are toys, drawing books and coloured pens – standard items you'd see in schools across the world, where learning is encouraged through play and fun. Women like Fatima gather there in the afternoons and attend workshops on nutrition, hygiene, gender-based violence and family planning. Staff look out for those expressing post-traumatic stress disorder and refer them to counselling. So far, our centres have supported 1,250 women and children.



Context

Bangladesh is one of the most densely populated countries in the world and around 84% of the population live in poverty. United Purpose has worked in Bangladesh since 1994 and supports around 1.2 million people each year. Humanitarian aid is not usually an area of our work, but when the Rohingya crisis peaked in the summer of 2017, we were already working in the region, and trusted by Government and local communities, so it was natural that we would respond.

Sport

We embrace the universal power of sport to enable young people to rewrite the future. Sport can be a powerful tool to reach out to marginalised groups, especially disenfranchised young people, in some of the world's most insecure and challenging contexts. It is a vehicle for tackling sensitive issues and deeply rooted negative social norms, in a way that young people can relate to.



Malawi: More than sport

A group of young girls between 10 and 18 years gather together at the village ground which is close to the grazing area situated along the dusty road. The girls are enjoying the fresh air coming from the nearby trees. They are from a small village in Dedza District and they are meeting up for their regular netball sessions.



The village has low literacy levels, low community economic empowerment and low access to health services, safe water and sanitation. Most girls drop out of school early and they often marry young and experience gender-based violence.

With funding from Comic Relief, United Purpose is running a three-year project to inspire girls to reach their full potential through netball.

Gladys is one of the girls spotted at the village ground. Aged 15, she has just completed her standard 8 examinations and has been with United Purpose's Girls Inspired project for one year. Before joining the project, Gladys had no career goals; all she wanted was to finish her primary education and get married.

Now Gladys sees life differently. She is able to make informed decisions, has a stronger sense of self-worth and has a role model in Yamikani Flao, the Project Manager for Girls Inspired. She sees the netball sessions as more than a sport and the sessions have helped her overcome challenges and set clear goals in her life.

Sport can have a positive impact on mental as well as physical health, and helps young women like Gladys learn values such as resilience and team work. United Purpose uses netball as a means to inspire and empower the girls as leaders, enabling them to build a better future for themselves.



Context

We integrate sport within our community-based development programmes. Sport is an excellent tool to create a safe, dynamic and interactive learning environment, where young people can grow in confidence, explore their identity, discuss the challenges they face and develop essential life skills. Our Girls Inspired project will empower and enable 480 girls in Dedza to influence their lives and those of their peers through sport.

Humanitarian

Our approach to humanitarian work is based on responding to situations where we can make the biggest difference. We focus on areas where we already have strong relationships with communities and local authorities, which enables us to build on existing partnerships for a faster, more effective response. In 2018-19, we supported 331,551 people with emergency relief.



Mozambique: Recovering from natural disaster

When we met 23-year-old Lucia Simone, she was living in our accommodation centre in Mozambique with her husband and their toddler; she was also pregnant with a second child. After Cyclone Idai, they lost their farm, and barns full of food and livestock. They are lucky to be alive, but things are difficult, especially because Lucia's husband has health problems and she is disabled. She knows that our support will not solve all of their problems, but she is happy to have food and toiletries and is planning to start to grow their fields again.

In a country already suffering with extreme poverty and poor infrastructure, the impact of Cyclone Idai on Mozambique has been profound. Over a thousand people were killed and many more injured following the disaster. Thousands of homes in the regions of Manica, Sofala, Tete and Zambezia were destroyed, crops were damaged and schools were shut, disrupting the education of over 300,000 children.

This was one of our most difficult relief projects to date. We set up a temporary accommodation centre in a school in Paulo Samuel Kankhomba, a district of Sussundenga within the Province of Manica. The centre accommodated 30 families who all slept in the same room, while the rest of the school was reopened for the children to continue their studies.

We provided kits to support families like Lucia's and help them to get their lives back on track. Hygiene kits ensured that water could be purified and consumed safely, and prevented the future spread of waterborne disease. Basic food kits meant that families could cook and eat simple but nourishing meals. We provided temporary housing kits and training so that people could reconstruct their homes and we also distributed kits containing seeds and fertilisers to help produce crops in the lowlands.



Context

United Purpose began working with the people of Mozambique when many fled to Malawi as refugees during its long and bloody civil war. When refugees returned to their native Mozambique in the early 1990s, United Purpose went with them. We have been leading the relief efforts in the region of Manica thanks to funding from our donors. Through this project, we provided 750 households with emergency shelter, food, hygiene and agriculture support for the next harvest. We are looking at the long-term impact of Cyclone Idai and how to ensure that support is sustainable.

Our social enterprises

Our social enterprise model benefits individuals and communities by providing them with the means to earn a sustainable living. It also benefits us as an organisation by enabling us to diversify our income base – for the long term. Here we highlight three of our innovative social enterprise endeavours.



CUMO

Our micro-finance organisation, CUMO, works in remote areas of Malawi that most other financial service providers fail to reach. Our service enables entrepreneurs to start successful businesses and earn their own income. With a client base of over 81,000 – of which 83% are women – we are lifting more rural communities up out of poverty.

Judith, a seamstress and mother of three, is just one person whose business has been transformed thanks to CUMO. As a member, she received business skills training and access to loans to buy stock. “Now my business is doing well because I can buy material in advance, sew new clothes and take them to the market to sell,” she says.



Ethical carbon off-setting

Our carbon initiative is an innovative funding model where we invite people and organisations to buy carbon credits from UP. This reduces their carbon footprints and, at the same time, raises vital funds for our community development projects in rural Malawi.

Chrissy is one of the women we have trained. When her husband died, she was left to support her family. Thanks to our cookstove project in Malawi, she has now developed a sustainable living selling eco-friendly stoves.



Northern Ghana Shea

Northern Ghana Shea operates in the Upper West region of Ghana, where shea nuts and shea butter play a crucial role in local economic development. We established this enterprise in 2012 to provide a sustainable avenue for wealth creation and employment to rural women. We are currently working with over 1,000 women located in over 10 communities within four districts.

Mariama is one of the shea butter processors we have trained. She uses the income she generates from shea butter to pay her children’s school fees and buy nutritious food for her family.

Photo credits

FRONT COVER Jason Florio

Page 1 Jason Florio

Page 5 Rosie May

Page 10 [L-R] UP UK | Jason Florio |
Toby Richards

Page 11 [L-R] UP Mozambique | UP Nigeria |
UP Nigeria | UP UK

Page 12 Toby Richards

Page 13 Badara Preira

Page 14 Toby Richards

Page 15 UP Guinea

Page 16 UP Gambia

Page 17 Jason Florio

Page 18 Jason Florio

Page 19 Jason Florio | UP Ghana

Page 20 UP Brazil

Page 21 Kate Hartley

Page 22 Amit Kumar Singh

Page 23 UP Malawi

Page 24 Kate Hartley

Page 25 UP Mozambique

Page 26 Toby Richards

Page 27 UP Malawi | Jason Florio



14 Cathedral Road, Cardiff, Wales, CF11 9LJ, United Kingdom

T: +44 (0) 2920 220066

Registered in England and Wales with Charity No. 272465

www.united-purpose.org