

# YOUR IMPACT

## 2024



Photo credit: Conor Ashleigh / Save the Children



**Save the Children**

# MESSAGE FROM THE CHIEF EXECUTIVE

**As Save the Children New Zealand's new Chief Executive, I am excited to be building on the strong foundations of more than 75 years working in Aotearoa New Zealand, driving the organisation forward in order to create greater impact for children at home and around the world.**

Reflecting on the significant contribution Save the Children New Zealand has made to meeting its strategic goals for children, I'm proud to be joining an organisation that punches well above its weight.

During 2024, with the support of Aotearoa New Zealand's International Development Cooperation Programme – Ngā Hoe Tuputupu-mai-tawhiti and our in-country partners, we were able to directly reach more than 37,000 people through our development programmes in Fiji, Vanuatu, Solomon Islands, Laos, Cambodia, Bangladesh, and Nepal, and a further 33,000 people were supported through our humanitarian projects in Vanuatu, Somalia, Laos, and Cox's Bazar, Bangladesh.



**Heather Campbell**

Chief Executive

At home in Aotearoa New Zealand, we increased our focus on children's participation amplifying children's voices across our advocacy. 2024 saw the second year of Generation Hope New Zealand, our youth engagement programme. We hosted New Zealand's first COP Simulation event and gave thousands of children the opportunity to be heard on issues important to them through our Children's Voices polls.

Thanks to the generosity of New Zealand supporters, we were able to support our global responses in Gaza and Sudan during 2024, along with our own international programmes.

I'd like to thank our staff for their passion and commitment to achieving our goals for children. A massive thank you to our Board, particularly Chair Susie Staley, for your support and dedication to the work we do. Thank you to our partners, including the New Zealand Government, whose long-term support for our life-changing work in Asia and the Pacific will create impact for generations to come. And above all, thank you to our many members, volunteers, and supporters, who make our work possible.

# MESSAGE FROM THE BOARD CHAIR

**"The future of the world rests with the child." So wrote Save the Children's founder Eglantyne Jebb just over 100 years ago in an early draft of the Geneva Declaration of the Rights of the Child in 1924.**

That document – the foundation of what we know as child rights today – later formed the basis of the UN Convention on the Rights of the Child, an international treaty ratified by more countries in the world than any other treaty, including New Zealand in 1993. Eglantyne Jebb may not be a household name here in New Zealand. But her legacy for children here and around the world lives on and in 2024 we celebrated that legacy – and marked 100 years of child rights.

2024 marked the end of our five-year transformative livelihoods programming in Cambodia. Implemented by Save the Children Cambodia with partners iDE and Cambodia's Provincial Department of Agriculture, Forestry and Fishery, the Systems Approach to Transformative Economic Empowerment and Resilience (STEER) project was ambitious in its aims.



**Susie Staley MNZM**

Board Chair

This year, we also farewelled our Chief Executive Heidi Coetzee. During her decade working with us, Heidi oversaw many changes that left a strong foundation for our new Chief Executive Officer Heather Campbell to build on.

I'd like to thank our generous supporters who continue to give, despite the rising cost of living and competing priorities. Without your support, our work simply wouldn't be possible. To our Board and staff, I'd also like to thank you for your contribution in 2024.

As we look ahead, we know far too many children are living through significant hardship, caused by conflict, climate change, and widening global inequities. We also know that, with fewer resources and a decline in global assistance, the road to creating positive and lasting change for children is going to be harder. This means a renewed focus on our fundraising efforts is needed to meet the demands of our own organisation as well as increasing support for global programming.

We are committed to doing whatever it takes to realise our vision of a world where every child, no matter where in the world they live, has a future.





# WE WORK TO CREATE IRREVERSIBLE POSITIVE CHANGE FOR AND WITH CHILDREN

In Aotearoa New Zealand and around the world, we work every day to give children a healthy start in life, the opportunity to learn, and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

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**Photo above:** Seven-year-old Agnes lives with her parents and eight siblings on one of Vanuatu's small islands in the Pacific Ocean.

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**Photo front cover:** Charlie, 14, watering crops in a community nursery on an island in Shefa Province, Vanuatu.

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**We have ambitious goals for children. By 2030 we will strive to ensure:**



## SURVIVE

*No child dies from preventable causes before their fifth birthday.*



## LEARN

*All children learn from a quality, basic education.*



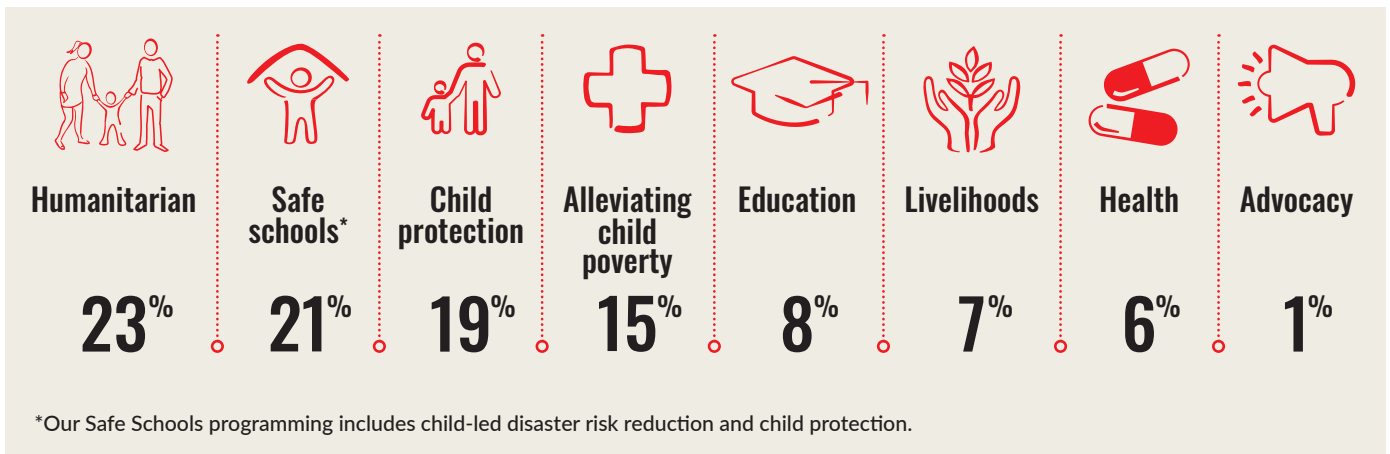
## BE PROTECTED

*Violence against children is not tolerated.*

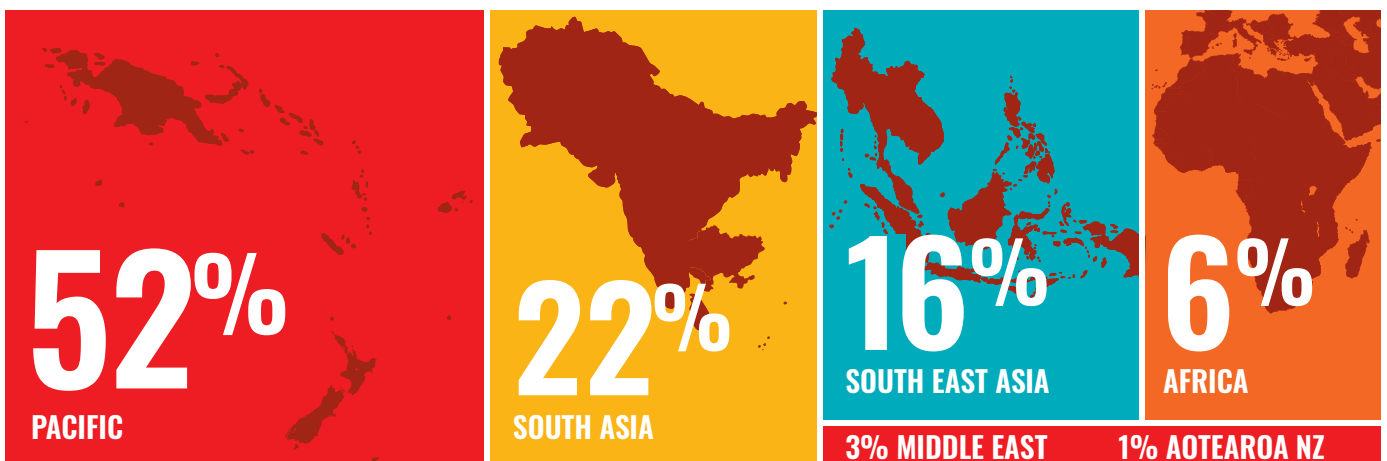
**Photo:** Agnes, 7, walking to the beach on an island in Shefa Province, Vanuatu.

# YOUR IMPACT FOR CHILDREN IN 2024

## How your donations were spent in 2024



## Where your money went around the world







# YOU HELPED FAMILIES IN SOMALIA SURVIVE DROUGHT AND CONFLICT

**In 2024, communities across Somalia faced one of the worst food crises in recent memory.**

Years of prolonged drought, rising food prices, and ongoing conflict pushed more than 4.6 million people into acute food insecurity. But thanks to your support, hundreds of families in the Galkacyo and Burao districts received the urgent help they needed.

With support from New Zealand's Disaster Response Partnership, we provided unconditional cash transfers to 400 of the most vulnerable households. This helped more than 2,500 people – including 1,584 children – to meet their essential needs for food, clean water, education, and medical care.

The cash assistance also helped women sustain their village savings and loans associations, building financial stability and enabling them to buy food and other essentials during the height of the crisis. Alongside this, 420 caregivers – mostly mothers – were trained in infant and young child nutrition to better support their children's health during a time of great uncertainty.

Keeping children safe was at the heart of our response. Child welfare committees led awareness campaigns across 10 displaced communities, reaching more than 2,200 people with messages about violence prevention and how to access help. We also provided case management and psychosocial support to 74 vulnerable children affected by issues like child marriage, gender-based violence, and neglect.

To help communities navigate conflict peacefully, more than 500 people took part in conflict resolution workshops – a vital step in restoring hope and building long-term resilience. Your generosity brought life-saving support to families in crisis and helped lay the groundwork for a stronger, more secure future.

**Photo:** Faduma\*, 9, cuddles her little brother Abdi\*, 17 months, Somaliland.

## YOUR IMPACT



400 households received cash transfers, reaching 2,599 people.



420 caregivers trained in infant and young child nutrition.



2,265 people reached through child protection awareness.



508 community members trained in conflict resolution strategies.



**Learn more  
about our  
work in  
Somalia**





LEARN



BE PROTECTED

# YOU'RE HELPING DRIVE GENERATIONAL CHANGE IN BANGLADESH'S BROTHEL COMMUNITIES

Photo credit: Fatima Tuj Johora / Save the Children

**For almost two decades, New Zealand supporters have been helping to drive positive change in Bangladesh's Rajbari District, home to the world's largest brothel communities, by providing children with access to education, child protection, and health support.**

Children living in Bangladesh's Rajbari District need better protection due to the compounded risks they face from social stigma, inadequate access to essential services, and various forms of abuse. The environment in these communities is often unsafe and unhealthy, with limited support from government services. The social marginalisation associated with sex work significantly hinders children's opportunities for education and healthcare, leaving them vulnerable to physical punishment, emotional abuse, and sexual harassment.

Historically, children from the brothel communities were unable to attend school due to the stigma of their mother's profession, despite many of the women being trafficked and forced to become sex workers. Prior to our programme, almost a third of the children living in the brothel received no education and very few attended secondary school.

Through a comprehensive education project, Save the Children has ensured almost all children living in the brothel now attend primary school, and 98% continue on to secondary school. With partner organisations

Karmojibi Kallayan Sangstha (KKS) and Mukti Mahila Samity (MMS), we established a primary school and 10 early childhood centres to improve the lives of children by providing access to quality education.

Over the past two decades, we have helped transform the lives of many children, breaking the cycle of poverty and marginalisation. Many have gone on to become teachers, paramedics, and other professions, while others have returned to the communities to help work on this project.

Those who have returned speak about the changing attitudes of people over time to children growing up in the brothel communities.

As one past student says:

*"It took a long time to change the situation and get to where we are now. At first, neither the teachers nor the students accepted us. Students did not want to sit beside us. Teachers did not pay attention to us, they ignored us."*

But over time, those attitudes have changed. The school became so successful that children from outside the brothel began to attend, and eventually it became government-funded.

We also provide vocational training for teens, enhancing their employment opportunities after school.



We teach women how to ensure the healthy development of their babies, and provide monthly parenting sessions for mothers of children under five. Mothers are taught about child development, positive ways to stimulate their children with simple counting and storytelling, and that education is every child's right.

For children like Mayukh\*, now 23 years, that made all the difference.

With encouragement from MMS, his mother enrolled her young son in their Early Childhood Care and Development (ECCD) Centre, and took part in parenting sessions at the ECCD centre, learning about child development, health, and education. With her newfound knowledge, she created a nurturing and supportive environment for Mayukh, prioritising his education and wellbeing. After completing the ECCD programme, Mayukh continued his education at our school, and received support, including textbooks, stationery, midday meals, sports equipment, remedial classes, and mentorship.

During the COVID-19 pandemic, he was provided with additional financial aid and supplies to ensure uninterrupted learning. His college enrolment fees were also covered.

Today, Mayukh is pursuing a degree in Political Science and aspires to become a Bangladesh Civil Service officer.

*"I'm on the path to fulfilling my dreams—this wouldn't have been possible without this project."*



Photo credit: Fatima Tuj Johora / Save the Children

**Photo (left):** Children play and learn at one of the Early Childhood Care and Development centres.

**Photo (below):** Children take part in a fun game outside during class at one of the Early Childhood Care and Development centres.

## YOUR IMPACT



10 Early Childhood Care and Development (ECCD) centres established across two districts (Rajbari and Faridpur) - 96% enrolment rate.



Language and cognitive development improvements for children aged 0-3, with more than 80% reaching positive outcomes thanks to early stimulation counselling.



Early Childhood Care and Development awareness soared amongst mothers to over 97% in 2024.



The programme also boosted literacy and numeracy proficiency rates amongst primary school students (Grades 1-5) from around 60% in 2021 to 91% for literacy and 92% for numeracy at the end of 2024.



At the secondary level, children achieved literacy rates of 85% and numeracy proficiency of 82%.



Dropout rates in primary and secondary education showed marked improvement. By 2024, primary school dropout rates reached an unprecedented 0%, indicating complete success in retention. Secondary school dropout rates reduced to 11%, a significant improvement with potential for further reduction.

Learn more  
about our  
work in Bangladesh





# YOU HELPED FAMILIES IN VANUATU RECOVER FROM A CYCLONE

**When Tropical Cyclone Lola tore through Vanuatu in October 2023, it became the strongest off-season cyclone ever recorded in the Southern Hemisphere. With winds reaching 215 km/h, it damaged homes, flattened schools, and destroyed vital food crops – leaving thousands of families at risk of hunger.**

Children like 11-year-old Madleen felt the impact immediately. “It destroyed the food crops,” she said.

*“The banana tree was just bearing fruit, and it was destroyed. And we didn’t have enough food. We were eating rice, but we were almost running short. So, we were not eating well, we ate just enough. I felt bad.”*

Thanks to your support, Save the Children, alongside Vanuatu’s Ministry of Agriculture, Livestock, Forestry, Fisheries, and Biosecurity and local partners launched a year-long recovery programme on Epi Island. In the remote Vermali and Varsu Area Councils, we supported over 1,150 households – more than double our original target – to restart food production and prepare for future climate shocks.

Families received seeds, crop cuttings, and fruit tree seedlings to replant their gardens with climate-resilient varieties like corn, pumpkin, beans, and leafy greens. In total, more than 4,700 people benefitted. Within just a few months, food secure households rose from 44% to 81%, and many families were able to sell surplus vegetables at local markets – increasing their incomes and rebuilding livelihoods.

**Photo:** Apia, Madleen, 11, Agnes, 7, and Charlie 14, at a community nursery on an island in Shefa Province, Vanuatu.

The programme, supported by New Zealand’s Disaster Response Partnership, also helped communities adopt sustainable farming techniques such as composting, crop multiplication, and seasonal planting. Over 30 community nurseries were established, and a local seed bank now ensures families can continue to grow nutritious food year-round.

Families are now better prepared to feed themselves, support one another, and weather whatever storms may come next.

## YOUR IMPACT



1,153 households supported with seeds and tools.



4,721 people across 28 communities reached.



Food security rose from 44% to 81%.



30+ community nurseries established.

Seed bank established and training in climate-smart farming delivered.



**Learn more  
about our work  
in Vanuatu**







Photo credit: Collin Leafasia / Save the Children

# YOU'RE HELPING TO RAISE THE MARRIAGE AGE IN SOLOMON ISLANDS

**In Solomon Islands, a powerful youth-led movement is calling for an end to child marriage. Through the 'Make It 18' campaign, children and youth have come together to demand legal reforms that will protect their rights and futures.**

Currently, one in five girls in Solomon Islands is married before the age of 18, with the rate rising to one in four in rural areas. The existing Islanders' Marriage Act allows marriage as young as 15 with parental consent, while customary marriages have no minimum age requirement.

As 17-year-old Destiny puts it, "allowing a girl or boy to marry as young as 15 may be legal under the current laws, but I believe it's not the best choice for many reasons.

"I know I wasn't ready at that age, and I certainly wouldn't have been able to take on the role of a parent. Health, education, and personal growth are crucial during those teenage years. This is a period where we are still discovering who we are, understanding our values, and pursuing an education that will shape our future."

With support from Aotearoa New Zealand's International Development Cooperation Programme - Ngā Hoe Tuputupu-mai-tawhiti and supporters like you, Save the Children and partners World Vision and ChildFund designed a child friendly consultation and consulted with more than 200 children, youth, and adults to hear their voices on this critical issue.

The response has been overwhelming – communities across Solomon Islands strongly support raising the legal

marriage age to 18. "The age should be raised and applied to customary marriage to avoid teenage pregnancy and ensure better decision-making in families," said children from Lio Creek.

With your support, we're amplifying these voices. A report based on findings from the consultations was shared with key decision makers in Solomon Islands, urging legislative reforms to raise the marriage age, enforce proof of age requirements, and introduce education programmes to prevent child marriage.

## YOUR IMPACT



200 children, young people and adults consulted and shared their views on the proposed law change to raise the marriage age in Solomon Islands to 18.



Make it 18 Situational Analysis Report completed and shared at a launch event held in Honiara, Solomon Islands and attended by the New Zealand Deputy High Commissioner.



**Learn more about our work in Solomon Islands**







**SURVIVE**



**BE PROTECTED**

# YOU HELPED FARMERS IN CAMBODIA GROW A BETTER FUTURE

Photo credit: Save the Children Cambodia

**In Cambodia's Koh Kong Province, many families rely on small-scale farming to survive. But traditional methods, poor access to markets, and the growing effects of climate change have kept rural households stuck in cycles of poverty.**

For Sok, a farmer in Koh Kong who is an amputee, farming used to be physically demanding and often unrewarding.

*"My farms used to be damaged from fungal diseases, insects, worms that eat the stem," he explained. "The crops were all destroyed. I also experienced losing [vegetable production] because of weather such as rain and heat."*

Sok and his wife were also raising their grandchildren while their daughter worked far from home in a garment factory in Phnom Penh. Their income was uncertain, and Sok's disability made it hard to manage the farm. Like many families in Koh Kong, they faced hard choices – whether to keep the children in school or pull them out to help with farm labour.

But with your support, that changed. For the past five years, Save the Children's Systems Approach to Transformative Economic Empowerment and Resilience (STEER) programme worked with more than 1,750

farmers in the province to improve their income, wellbeing, and resilience through climate-smart, market-oriented agriculture.

Sok learned new techniques like drip irrigation, plastic mulching, and seasonal planting calendars – all of which reduced labour, improved soil health, and protected crops from weather extremes. These innovations made farming far more accessible for someone with limited mobility. With these tools, Sok increased his yields by five times.

*"I have grown in confidence and was able to produce a higher yield – it is a five-fold difference from before I joined STEER," he said. "The resilient agricultural techniques make me smarter and convince me that it's much easier than traditional farming practices."*

As his farm thrived, Sok's daughter returned home from Phnom Penh to help sell their produce. The family was reunited.

"Despite my disability, smart agriculture techniques have empowered me to transform my life and community," he said. "The support from the STEER activity improved our income and brought my family closer together. My grandchildren now go to school with happy faces, and I am filled with hope and confidence for the future."



Today, Sok is a deputy leader of his farming group. He regularly hosts fellow farmers on his land, sharing what he's learnt and encouraging others to adopt new methods. His story reflects the broader success of the programme.

Across Koh Kong, average annual crop profits rose from US\$1,401 to US\$2,234. Households with high engagement in the programme earned even more. Families invested more in education, healthcare, and nutrition, while harmful child labour significantly reduced from 32% to just 3.6%.

The programme also improved access to quality inputs, helped farmers adopt safer practices, and built local food systems. 1,380 new agreements were signed between farmers and buyers, and 38 Farmer Producer Groups were established to support savings, planning, and collective selling. All continue to operate today.

The STEER programme formally ended in April 2024, but we continue to support the farmers through a new climate adaptation project.

**Photo left:** Sok regularly hosts fellow farmers on his land, sharing what he's learned.

**Photos below:** Sok transporting his produce to market; local produce displayed at the market.



Photo credit: Save the Children Cambodia

## YOUR IMPACT



1,754 farmers trained in climate-smart agriculture.



Annual crop profits rose from US\$1,401 to US\$2,234.



Harmful child labour dropped from 32% to 3.6%.



1,380 new market agreements signed.



38 Farmer Producer Groups continue to support rural families.



\$9.27 generated for every \$1 spent. When the social impact of the project is taken into account, the return on investment was \$12.11 for every \$1 invested.



Learn more  
about our work  
in Cambodia



Photo credit: Save the Children Cambodia





A LEARN

# YOU HELPED SCHOOLS IN LAOS BECOME SAFER FOR CHILDREN LIKE NITH

**In 2024, Save the Children's Safe Schools programme in Laos continued to empower children, teachers, and communities to better prepare for emergencies like storms, floods, landslides, fires, and earthquakes.**

Across three districts of Luang Prabang Province, the programme reached more than 6,600 children, teachers, and caregivers with life-saving training, drills, and safety education.

With your support, the project worked alongside Laos' Ministry of Education and Sports to strengthen school disaster management systems, deliver multi-hazard safety drills, and provide resources to help children understand their rights and stay safe. School Safety Clubs were supported in 30 schools, and more than 1,000 people trained in disaster risk reduction.

Students learned how to identify hazards, respond to emergencies, and share what they learned at school with their families – making entire communities safer.

For 15-year-old Nith, a student volunteer in the project, the impact has been personal. After landslides blocked roads in her village during heavy rain, she used the training she'd received to help guide her family to safety.

*"Before joining the project, I didn't know how to protect myself," she said. "Now I know how to respond to emergencies like storms, landslides, and fires. I'm proud to help my friends and family stay safe."*

The programme also helped improve water and electricity systems in schools and provided essential learning

**Photo:** A Laos School Safety Club where students learn how to identify hazards and respond to emergencies.

materials to support drills and safety sessions – creating a more engaging and safer environment for students and teachers alike.

Schools across northern Laos are now safer places to learn, and students like Nith are growing into confident leaders, ready to protect their futures.

## YOUR IMPACT



6,600+ children, teachers, and caregivers reached in 2024.



30 schools supported with School Safety Clubs and disaster drills.



1,000+ people trained in disaster risk reduction and emergency response.



School infrastructure improved in fencing, water access, and electricity.





 LEARN

# YOU'RE HELPING NI-VANUATU CHILDREN FALL IN LOVE WITH READING

**For many children in Vanuatu, especially those in remote areas, books are a rare treasure. However, the few stories they do have often come from other countries, in unfamiliar languages and settings. It's no surprise that many struggle to develop a love of reading.**

Thanks to generous supporters like you and funding from The Church of Jesus Christ of Latter-day Saints, that's changing.

Through Save the Children's Library for All programme, children are discovering books that reflect their own world – from the food they eat to the islands they call home. These “mirror books” are written and illustrated by local people and feature culturally relevant stories that empower young readers to dream about their future selves.

So far, 186 community members across Shefa and Sanma provinces have participated in writing workshops, creating over 180 manuscripts – more than triple the original target. From these, 50 books have been selected for publication, covering themes like traditional knowledge, food, gender equality, and climate resilience.

When a powerful earthquake struck in December 2024, the project team responded by supporting new stories that help children understand and recover from disasters – showing how storytelling can strengthen resilience.

The programme is also working with the Ministry of Education and Curriculum Development Unit to align content with school priorities, ensuring every book supports learning as well as imagination.

**Photo:** Young people take part in a Library For All storywriter's workshop at Save the Children's offices in Port Vila, Vanuatu.

One young writer, 17-year-old Roderick, attended a workshop in Port Vila.

*“I feel happy to see my name on a story I've written in a book,” he said. “Stories can change lives.”*

Your support is helping bring these stories to life. By the end of 2025, more than 8,000 books will be delivered to 80 schools – giving 12,000 children the chance to read stories made just for them.

## YOUR IMPACT



186 writers (including youth and disabled people) contributed stories.



50 culturally relevant titles selected for publication.



8,000+ books to be distributed by end of 2025.

Learn more  
about our work  
in Vanuatu



# WHERE WE WORKED IN 2024



**OCCUPIED PALESTINIAN  
TERRITORY: EMERGENCY  
RESPONSE**



**SUDAN:  
EMERGENCY  
RESPONSE**



**SOMALIA:  
EMERGENCY  
RESPONSE**

## SAVE THE CHILDREN INTERNATIONAL 2024



**113** COUNTRIES



**113.6** MILLION CHILDREN REACHED



**112** EMERGENCIES RESPONDED TO



**122** POLICY CHANGES ACHIEVED



Save the Children New Zealand



Save the Children International





**BANGLADESH:**  
CHILD PROTECTION,  
EDUCATION,  
EMERGENCY RESPONSE

**LAOS:** DISASTER  
RISK REDUCTION,  
CHILD PROTECTION,  
EMERGENCY  
RESPONSE



**NEPAL:**  
HEALTH

**CAMBODIA:**  
ALLEVIATING CHILD  
POVERTY, CLIMATE  
ADAPTATION,  
LIVELIHOODS



**FIJI:** CHILD  
PROTECTION



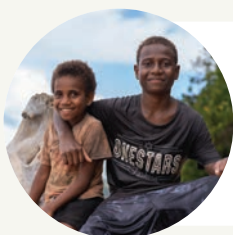
**TONGA:** CHILD  
PROTECTION



**PAPUA NEW GUINEA:**  
HEALTH, EMERGENCY  
RESPONSE



**SOLOMON ISLANDS:**  
ALLEVIATING CHILD  
POVERTY, CHILD  
PROTECTION,  
CLIMATE ADAPTATION,  
LIVELIHOODS



**VANUATU:** DISASTER  
RISK REDUCTION,  
CHILD PROTECTION,  
EMERGENCY  
RESPONSE,  
EDUCATION

**AOTEAROA NEW  
ZEALAND:** ADVOCACY,  
EDUCATION, CHILD  
PARTICIPATION,  
YOUTH ENGAGEMENT





 **LEARN**

## MESSAGE FROM THE GENERATION HOPE RŌPŪ

**Kia ora and warm greetings from the Save the Children Generation Hope Rōpū. On behalf of previous ambassadors as well as this year's rōpū, we'd like to thank you, Save the Children's supporters, for your commitment to ensuring youth voices are heard.**

Past ambassadors have shared how Generation Hope has helped build their confidence and skills, as well as shaped them to become leaders. It has provided many new opportunities like starting up their own youth advocacy, as well as pushing them into spaces where they were able to amplify youth voices.

Generation Hope has allowed them to see that the youth voice is taken seriously at a national and government level. They were able to speak with ministers and plan and run campaigns themselves.

This year, the rōpū is building on this legacy. We continue to work together as a team to educate, activate, and advocate. Together we speak up and act on the issues important to children and rangatahi in Aotearoa, and our ambassadors learn about the work of Save the Children in Aotearoa and globally. A key focus we hope to accomplish is more accessibility for youth to participate in leadership opportunities, particularly for those who live in rural communities where these opportunities may be hard to come across. Seeing more children succeed in

the education sector enabling them to thrive now and in the future is another thing we are hopeful to accomplish, especially for the Māori and Pasifika rangatahi.

We believe that when young people are actively involved in decision-making it not only empowers them but also enriches the communities they are part of. Their unique perspectives and innovative ideas are invaluable in shaping a more inclusive and equitable society.

*Ifeoluwapo, 17,  
Generation Hope New Zealand youth ambassador*

### YOUR IMPACT



Second year of Generation Hope New Zealand with 12 youth ambassadors informing our advocacy and youth engagement space.



Key activities included youth noho, Youth Week online webinar, trainings, internships and New Zealand's first COP Simulation event for youth held in Auckland.



# YOU'RE HELPING YOUNG PEOPLE DRIVE CHANGE ON THE ISSUES THAT MATTER

**In 2024, the Generation Hope New Zealand Youth Ambassador programme entered its second year – and its impact continued to grow. With 12 rangatahi aged 14 to 17 from across Aotearoa, the programme supported young people to become powerful advocates on issues from climate action to children's rights.**

Throughout the year, ambassadors took part in panels, webinars, workshops, and meetings with Members of Parliament – speaking out on the issues that matter most to children. Their passion, insight, and courage inspired not only each other, but leaders and supporters across the country.

A particular highlight of the year came in September, when Save the Children hosted New Zealand's first COP simulation for youth in Tāmaki Makaurau Auckland. Around 30 rangatahi came together to take on the roles of government negotiators, civil society organisations, and community leaders. Over the course of the day they worked through climate priorities, negotiated policies, and drafted a powerful Youth Climate Statement.

That statement – shaped around key issues like water and sanitation, loss and damage, and food systems – called for global cooperation, indigenous knowledge, and sustainable funding mechanisms to build community resilience. It was presented to political climate spokespeople ahead of COP29 and sent directly to the Climate Change Minister and New Zealand's delegation to the UN climate conference in Azerbaijan.

"It's not just things that are being destroyed by climate change, it's identity and culture as well," said 16-year-old Delara, a Generation Hope ambassador participating in the event.

*Sylvie, 16, added "I think it's really important for Aotearoa to make sure that as an island nation we are always finding ways to improve our response in mitigation and adapting to climate change to help future generations."*

*"Children want and deserve to be heard. Their voice matters," said Jacqui Southey, Save the Children NZ's Child Rights Advocacy & Research Director. "It was children who pushed the climate emergency up the political agenda, and it's our responsibility to help them turn that momentum into real change."*

On a domestic level, Generation Hope continued to create space for young people to connect, speak up, and lead change in their own communities. Supported by Save the Children staff and local partners, the ambassadors developed leadership skills, built relationships, and advocated for policy change – all while balancing school, whānau, and everyday life.

With your support, young people across Aotearoa are finding their voice, standing up for their rights, and helping shape the world they want to live in.

**Photo left:** Youth ambassadors for the 2024 Generation Hope Rōpū.

**Photo below:** NGO delegates Millie, 12, Sylvie, 16 and Melek 16 at the COP simulation event.



Photo credit: Save the Children New Zealand



LEARN



BE PROTECTED

# YOU HELPED CHILDREN LEARN ABOUT THEIR RIGHTS, AND USE THEM TOO

**Children have a right to be heard — especially when the decisions being made will directly affect their lives. But too often, their perspectives are left out of policy discussions. That's why Save the Children New Zealand is committed to amplifying children's voices and supporting them to understand, use, and advocate for their rights.**

In 2024, our Children's Voices initiative created powerful opportunities for tamariki to speak out on real issues in real time — from changes to the Ka Ora, Ka Ako Healthy School Lunches programme to mobile phone bans in schools. With in-person voting booths, school-based surveys and online tools, we reached thousands of children with safe, accessible ways to share their views.

When the Government signalled potential cuts to the Ka Ora, Ka Ako Healthy School Lunches programme, more than 3,500 children aged 5–17 years shared their opinion. The message was loud and clear: 95% wanted to keep or expand the programme. Just 3% did not support it.

Children's comments reflected deep understanding of the programme's value. One participant shared:

*"Sometimes we don't have enough food to bring much lunch. Sometimes we run out of food at home. There is only dinner sometimes."*

Another said: "Some of my friends don't have enough food at home and this helps them not be hungry."

Young people also offered constructive suggestions for improvement, including more food variety, better hot lunch options, and child consultation on menus — highlighting not just what matters to them, but how to make it better.

## YOUR IMPACT



More than 4000 children took part in our Children's Voices polls on Ka Ora, Ka Ako, Healthy School Lunches, cell phones in schools, and protecting our environment.



15 written and oral submissions were made to Parliament on issues related to strengthening and protecting children's rights, including on the Fast Track Approvals Bill, Ram Raid Offending and Related Measures Bill, Pae Ora (Healthy Futures) Improving Mental Health Outcomes Amendment Bill, and the Oranga Tamariki (Repeal of Section 7AA) Amendment Bill.



138 media opportunities on submissions and issues raised by Save the Children.





Later in the year, children were invited to speak out on the Government's "phones away for the day" school policy. Children shared mixed views, showing the nuance and thoughtfulness often missing from public debate. While many supported restrictions during class to reduce distractions, the majority opposed a full ban. They spoke about needing phones during breaks to contact parents, manage anxiety, or organise after-school plans. Others raised concerns about safety, accessibility, and being treated with trust and maturity.

Of the children surveyed, 96% said they owned a phone, and most supported a balanced approach — keeping phones away in class but allowing access during non-instructional times. One student said: "We're mature enough to know when it's appropriate. Maybe it's different for younger kids, but high school students should have some freedom."

In schools, we also continued to help children understand their rights through engaging education tools.

Our Children's Rights Flyer is one of the most popular resources from our education programme. It summarises the United Nations Convention on the Rights of the Child in child-friendly language, helping tamariki learn about their rights, and encouraging them to speak up when their rights, or the rights of others, are not being respected.

Designed as both a learning tool and a reference resource, the flyer is used in classrooms across the country as

a reading text, writing prompt, display, and home resource. It is now available in seven languages — English, Te Reo Māori, Samoan, Tongan, Spanish, Arabic, and Kinyarwanda — with more translations being added to better serve refugee-background children. We gratefully acknowledge the Philip Carter Trust and the Chenery Memorial Trust for funding these vital translations.

*"Children have the right to be meaningfully consulted," says Child Rights Advocacy & Research Director Jacqui Southey. "The insights they offer are not only valid — they are valuable."*

Thanks to you, thousands of children across Aotearoa are being heard, and learning how to stand up for themselves, their peers, and the issues that matter.

**Photo left:** Author Avril McDonald of the Feel Brave series of books helps children understand their rights.

**Photo above:** Author Avril McDonald reads her book about helping children stay safe to pre-schoolers at a kindergarten.

**Learn more about our work in  
Aotearoa New Zealand**







A LEARN

BE PROTECTED

# CELEBRATING 100 YEARS OF CHILD RIGHTS

**Children's rights are human rights. Children have the right to survive, learn, and be protected, to have their voices taken into account, and to influence the laws and policies which affect their lives and futures.**

We're proud that our founder, Eglantyne Jebb, penned the first document articulating children as rights holders. Eglantyne Jebb was a powerful force for children championing their rights at the highest levels that saw the League of Nations adopt the historic Geneva Declaration of the Rights of the Child, which was endorsed by world leaders in 1924.

That document – the foundation of what we know as child rights today – later formed the basis of the UN Convention on the Rights of the Child, an international treaty ratified by more countries in the world than any other treaty, including New Zealand in 1993.

While Eglantyne Jebb may not be a household name here in New Zealand, her legacy for children here and around the world lives on and in 2024 we celebrated that legacy – and marked 100 years of child rights.

Hosted alongside Green MP Ricardo Menéndez March, we held an event at Parliament in September that brought together Government ministers, politicians,

public servants, sector leaders, and longstanding donors in support of children. Showcasing our work in New Zealand, the Pacific, Asia, and around the world, it also marked 50 years of working with the New Zealand Government to deliver overseas development and humanitarian assistance.

With your support, we've been helping children realise their rights for 100 years, and we will not stop until children's rights are respected, supported, and protected worldwide.

## YOUR IMPACT



Created 19 new child rights learning resources for our free online Education Hub.



Hosted two World Children's Day events in collaboration with Feel Brave to celebrate children's right to play.



Jointly hosted the Children's Rights Symposium in Wellington as a member of the Children's Convention Monitoring Group.





As Chief Children's Commissioner Dr Claire Achmad, who took part in a panel discussion during the event put it, times had changed, but the needs of children had not.

*"Life for children in Aotearoa New Zealand was obviously very different 100 years ago and today the children and young people of our country are facing fundamentally different challenges in their lives. They have different dreams and aspirations, and we really need to be listening to what it is that they're saying we need to be doing to help uphold their rights."*

And what do children think? After 100 years, children are still facing some big problems.

"Climate change, poverty, gender-based violence, mental health," said Generation Hope ambassador Jemima, who also took part in the panel discussion.

*"This is how we live, this is our reality, and all of these things are impacting it, so we need to protect it."*

That's why, alongside children and with your support, we're calling for systems in all countries and in all global institutions that will allow children to have a say in the policy and financing discussions that affect their lives and futures.

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**Photo left:** Parliament event - Save the Children CEO Heidi Coetzee and Schools Engagement Coordinator Elisabeth Fraser.

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**Photo above:** Save the Children Board Chair Susie Staley, Climate Change Minister Simon Watts, Board member Suzanne Flannagan, and Child Rights Advocacy & Research Director Jacqui Southey.

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**Photo below:** Save the Children founder, Eglantyne Jebb.

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**Learn more about our work in Aotearoa New Zealand**





# IT TAKES A VILLAGE: OUR SUPPORTERS IN 2024

We extend our heartfelt thanks to everyone who has supported Save the Children over the past year. The generosity of our donors has helped transform the lives of tamariki, rangatahi, their whānau, and communities both here in Aotearoa and around the world. This support has enabled access to essential services such as education, protection, and child-led advocacy, ensuring children are not only kept safe but also empowered to thrive.

Across our work, tens of thousands of children have reclaimed their right to a safe and healthy childhood, young people have been empowered to lead change, and families have built greater resilience in the face of ongoing challenges. Communities have grown stronger through locally-led solutions, and children's voices have been elevated in decisions that shape their futures. These achievements are a direct result of the compassion and commitment of those who stand with us.

Still, the need remains great. Too many children continue to face the harsh realities of poverty, conflict, and inequality. With continued support, we can extend our reach and deepen our impact, ensuring that every child has the opportunity to live a full, healthy, and hopeful life. Together, we can make a life-changing difference for children in vulnerable situations.

If you would like to learn more about how you can make a donation and help support children, families, and communities in need, please visit our website: [savethechildren.org.nz](https://savethechildren.org.nz). Your support can help to provide life-changing assistance where it's needed most and ensure every child has the chance to grow up safe, healthy, and with hope for a brighter future.

A particular thank you to these trusts and corporate donors who have supported our work for children in 2024:

*The Church of Jesus Christ of Latter-day Saints,  
START Fund,  
Chenery Memorial Trust,  
Francis Herbert Ryan Charitable Trust,  
Clare Foundation,  
Philip Carter Trust,  
The Margaret Neave Endowment Fund,  
The Molly Fulton Family Fund,  
William Downie Stewart Charitable Trust.*

**START**  
NETWORK





## Legacies

Over the past year, we have been deeply moved by the generosity of those who chose to leave a gift in their Will to Save the Children New Zealand. These legacy gifts are an extraordinary expression of care and compassion, and we are profoundly grateful. By including Save the Children in your Will, you are creating a lasting legacy that will transform lives for years to come. Your gift will help ensure that children facing some of the world's most challenging circumstances have access to education, protection, healthcare, and the chance to build a better future. It's a powerful way to carry your values forward – bringing hope, dignity, and opportunity to the next generation.

## Partnering for impact

We're continuing our long-term Negotiated Partnership with the New Zealand Government to deliver development programming across five countries in the Pacific and Asia addressing three key areas: child poverty, violence against children, and safer schools. With your support, we match part of the New Zealand Government's contribution to these programmes, bringing our tried and tested programme methods and delivered with our in-country partners.

We also thank the New Zealand Government for its support of our humanitarian responses in Vanuatu, Papua New Guinea, Somalia and Cox's Bazar, Bangladesh.



**Photo left:** Save the Children volunteer during activities at a Child Friendly Space, Vanuatu.

**Photo above:** Rael, 32, holds her 2 week old baby Magen at a Child Friendly Space with volunteer Etha.

## Amplifying our voice through collaboration

We work in Aotearoa with like-minded organisations to ensure a stronger voice on issues relating to children and their families, including the Fairer Future Collaboration, the Children's Convention Monitoring Group (CCMG), and Children's Rights Alliance Aotearoa New Zealand.

We work closely with schools, and partners Life Education Trust and the Creative Kids Collective in the development and delivery of our Schools and Education programme to grow a culture of children's rights in Aotearoa New Zealand.



A young boy with dark skin and curly hair is captured mid-jump, his arms raised in a 'V' shape. He is wearing a dark t-shirt with a colorful graphic and light-colored shorts. The background is a warm, golden sunset over the ocean, with clouds catching the low light.

# FINANCIAL SUMMARY AND SERVICE PERFORMANCE

The following is a summary of our financial and service performance for the year ended 31 December 2024. Audited Financial Statements and Statement of Service Performance are available in our Annual Report on the Charities Services website at <https://register.charities.govt.nz>. Search for Save the Children New Zealand or our Charity Registration Number CC25367. Or click on the QR code.

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Read our  
full financial  
statements here



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**Photo left:** Madleen, 11, jumps off a piece of driftwood on an island in Shefa Province, Vanuatu.

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Photo credit: Conor Ashleigh / Save the Children



# OUR FINANCIALS FOR 2024

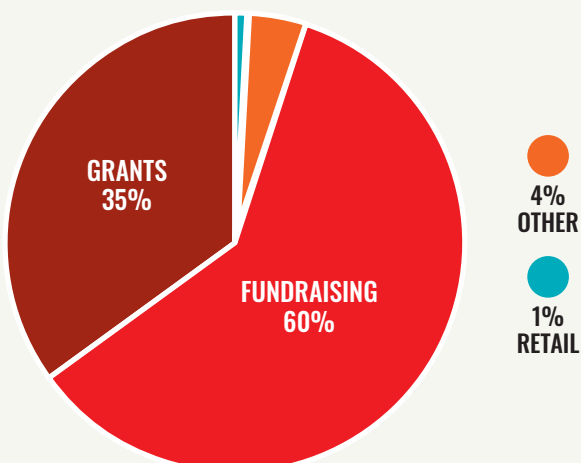
## SUMMARY STATEMENT OF COMPREHENSIVE REVENUE AND EXPENSES, FOR THE YEAR ENDED 31 DECEMBER 2024.

INCOME	2024	2023	2022
Grants	5,387	4,715	3,963
Fundraising	9,069	9,009	10,291
Retail	117	88	93
Other	627	515	269
<b>TOTAL INCOME</b>	<b>15,200</b>	<b>14,327</b>	<b>14,616</b>

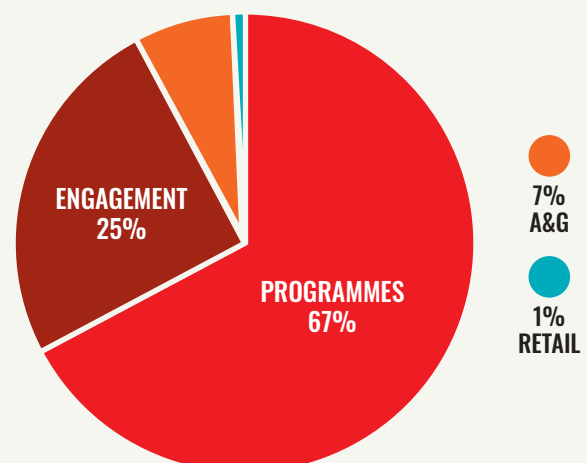
EXPENSES	2024	2023	2022
Programmes	9,274	9,905	8,979
Engagement	3,542	5,034	3,894
Retail	76	68	68
Administration & Governance	1,026	1,100	1,299
<b>TOTAL EXPENSES</b>	<b>13,918</b>	<b>16,107</b>	<b>14,240</b>

Full financial statements are available on request. Figures are in \$000s.

### 2024 INCOME



### WHERE YOUR MONEY WENT IN 2024



# HOW IT FITS TOGETHER

## OUR PERFORMANCE FRAMEWORK



## OUR GLOBAL VISION:

### OUR WHY:

OUR 2022-24

#### SUPPORTING CHILDREN OF TODAY

##### Promote the culture of child rights in NZ

##### BY:

- ✓ Holding the Government to account to embed children's rights in legislation, policy, and process through written and oral submissions, and media exposure
- ✓ Developing a Positive Parenting Campaign
- ✓ Growing our school and youth engagement programme
- ✓ Building on our parenting research

How we will make  
progress towards  
our goals

How we will  
measure  
success

- Number of written & oral submissions using a child rights approach
- Number of media opportunities on issues and submissions raised by SCNZ
- Develop and publish child rights learning materials for educators & parents
- Number of downloads of resources from the Learning Hub and Save the Children reports

To support the important work we do, we rely on our loyal and committed supporters. Without their support we are not able to deliver on our advocacy or international programmes.



#### SUPPORTING CHILDREN OF THE FUTURE (INTERNAL FOCUS)



A world where every child realises the right to  
**survival, protection, development, and participation**

**TO INSPIRE THE PEOPLE AND CHILDREN OF AOTEAROA NEW ZEALAND AND THE  
PACIFIC TO RESPECT, UNDERSTAND AND UPHOLD THE RIGHTS OF CHILDREN**

### **STRATEGIC GOALS**

#### **(EXTERNAL FOCUS)**

**Deliver quality & effective community/child-led programmes for children in Asia-Pacific**

**BY:**

- ✓ Implementing the Negotiated Partnership and negotiating new MFAT Funding
- ✓ Implementing current projects
- ✓ Cultivating new opportunities to support Asia-Pacific programmes
- ✓ Responding to humanitarian need in Category 1 events and Asia-Pacific

- Number of countries supported
- Percentage of SCNZ's development programmes investment is spent in Asia-Pacific
- All institutional and other ongoing funding received as per contracts
- Maintain Council for International Development accreditation

- Percentage of supporters who strongly agree with the following statements:
  - ✓ I am committed to SCNZ
  - ✓ I feel a sense of loyalty to SCNZ
  - ✓ SCNZ is my favourite charitable organisation

Our internally-focused programme enables successful delivery of our advocacy and programme portfolios, and ensures as an organisation we are in the best possible position to continue our important work for children. Everything we do, we do for children.

# OUR COMMITMENT TO ACCOUNTABILITY AND TRANSPARENCY

**At Save the Children, we take full responsibility for using our resources efficiently, achieving measurable results and being accountable to our supporters, partners, staff and, most of all, children.**

## ACCOUNTABILITY

Save the Children New Zealand is a member of the Council for International Development (CID) and is a signatory to the CID Code of Conduct. The code requires members to meet high standards of corporate governance, public accountability, and financial management. More information can be found at [www.cid.org.nz](http://www.cid.org.nz) and [code@cid.org.nz](mailto:code@cid.org.nz). Complaints relating to alleged breaches of the code can be made to the CID Code of Conduct Committee.

Save the Children New Zealand is a member of the Fundraising Institute of New Zealand (FINZ) and adheres to the FINZ Code of Ethics and Professional Conduct. The application of ethics in fundraising practice provides the fundraiser and the industry with the means to enter ongoing relationships of trust with donors, supporters, volunteers, and the beneficiaries of funds raised. More information about the FINZ Code of Ethics and Professional Conduct is available on the FINZ website at [www.finz.org.nz](http://www.finz.org.nz).

## COMPLAINTS

Complaints relating to alleged breaches of the CID Code of Conduct by any signatory agency can be made to the CID Code of Conduct Committee. More information about the CID Code of Conduct can be obtained from CID at [www.cid.org.nz](http://www.cid.org.nz) and [code@cid.org.nz](mailto:code@cid.org.nz).

If you wish to make a complaint against Save the Children New Zealand, you can email us at [info@savethechildren.org.nz](mailto:info@savethechildren.org.nz) or call us on 0800 167 168. We aim to handle all complaints as promptly and responsibly as possible.

## GOVERNANCE

Our Board brings a diverse range of highly experienced leaders to Save the Children. Leaders in their own fields, ranging from legal and financial to governance, management, marketing, communications, international development, education, and relationship management, they provide strategic direction and strong governance to ensure Save the Children New Zealand achieves its goals.

## BOARD MEMBERS

Susie Staley MNZM, Chair, Suri Bartlett, Dr Suzanne Flannagan, Dr Glenn Bond, Pat Walsh, and Arti Chand.



Photo credit: Roni Ahmed / Save the Children



# OUR EXTERNAL FOCUS AREAS

## PROMOTING THE CULTURE OF CHILD RIGHTS IN NEW ZEALAND

Building a culture of children’s rights in Aotearoa New Zealand will mean a child rights approach is embedded and visible at all levels of society – from Government through to the communities our children belong to, the schools where they learn, the homes they live in, and all the spaces in between.

### WHY THIS IS IMPORTANT

While most children in Aotearoa New Zealand enjoy a happy and fulfilling childhood, too many children are being left behind without a chance to realise their potential. The work we do helps our most vulnerable and disadvantaged, so that all children have an equitable opportunity.

In 1989, the UN adopted the Convention on the Rights of the Child, a global framework that has changed the way that children are viewed and treated. The Convention describes what a child needs to survive, grow, and reach their potential in the world. We work with our supporters and partners to campaign for change to improve child wellbeing and ensure children’s voices are heard so that all children have equitable rights and opportunities. We know children who are aware of their rights are more likely to disclose when their rights are not being met and speak out when they witness injustice.

Fewer submissions to Government were achieved than targeted because the incoming coalition government worked under urgency for their first 100 days of government, decreasing the number of submissions on legislation and policies.

## HOW WE MEASURED OUR SUCCESS

INDICATOR	2023 RESULT	2024 TARGET	2024 RESULT
Number of written and oral submissions using a child rights approach to Government on legislation and policies	24	20	15
Number of media opportunities on issues and submissions raised by Save the Children NZ*	107	118 (10% increase from 2023)	138
Develop and publish child rights learning materials for educators and parents	25	24	19
Number of downloads of resources from the Learning Hub and Save the Children reports	6,808	7,489 (10% increase from 2023)	6,337

\*Media opportunities are established using media monitoring service Fuseworks where our key New Zealand spokespeople or in-country spokespeople have been interviewed and/or quoted in mainstream NZ or global media on an issue we have raised. Exclusions include: our own website and/or Voxy mentions only and/or where we have the same interview broadcast several times on the same outlet, for example in the case of hourly radio grabs. These are condensed and count as one opportunity.

**Photo left:** Sandi\*, 9, inside the child friendly space in a displacement camp in Syria.

# OUR EXTERNAL FOCUS AREAS

## DELIVERING QUALITY AND EFFECTIVE COMMUNITY AND CHILD-LED PROGRAMMES FOR CHILDREN IN ASIA-PACIFIC

No matter the need, Save the Children is there. Our long-term development programmes involve the whole community to transform children's lives for lasting change. Our programmes offer support where it is needed most, and while we prioritise the Asia-Pacific region, sometimes humanitarian crises elsewhere in the world require our short-term support.

In 2020, Save the Children New Zealand signed a five-year partnership with the New Zealand Ministry of Foreign Affairs and Trade to deliver development aid across five countries in the Pacific and Asia.

This Negotiated Partnership brings to life the Government's 'Partnering for Impact' model which focuses on a long-term vision across a broader geographic area. Programmes are underway in Fiji, Vanuatu, Solomon Islands, and Laos to address child poverty, violence against children, and safe schools.

### WHY THIS IS IMPORTANT

All countries in the Pacific have been affected by Covid-19 in some form and children are disproportionately impacted by community violence, climate change, poverty, and ineffective governance. Our Pacific country offices have confirmed that they will be responding to these challenges by delivering programmes in line with the four global strategic goals.

In 2024, we supported 12 countries, including development and humanitarian programmes in four countries in Asia and five in the Pacific. Humanitarian support was also provided in Gaza, Somalia, and Sudan. Our support is based on our resources and delivered to those countries which most need our help.

## HOW WE MEASURED OUR SUCCESS

INDICATOR	2023 RESULT	2024 TARGET	2024 RESULT
Number of countries we support worldwide	11	11	12
At least 80% of Save the Children NZ's development programmes investment is spent in Asia-Pacific	100%	100%	100%
All institutional and other ongoing funding received as per contracts	100%	100%	99.5%
Maintain Council for International Development (CID) accreditation	Maintained	Maintained	Maintained



# OUR EXTERNAL FOCUS AREAS

## WE DON'T ACT ALONE; ALL OF OUR WORK IS RELIANT ON LOYAL AND COMMITTED SUPPORTERS

To support the important work we do, we rely on our loyal and committed supporters. Without their support we are not able to deliver on our advocacy or international programmes.

Save the Children New Zealand conducts an annual online survey to understand what is most important to our supporters. The survey measures commitment and loyalty to Save the Children New Zealand as a charity. In 2023, the survey was emailed to all supporters in our database. To prevent survey fatigue and to ensure a strong response rate, the 2024 survey was emailed to those who had signed up to be regular givers and excluded one-off givers. The increase in the scores in 2024 may be at least partly attributable to the responses coming from a more committed sample of supporters.

## HOW WE MEASURED OUR SUCCESS

INDICATOR	2023 RESULT	2024 TARGET	2024 RESULT
Proportion who strongly agree (at least 8/10) that:			
I am a committed Save the Children donor	65%	Increase	81%
I feel a sense of loyalty to Save the Children	61%	Increase	73%

Audited Financial Statements and Statement of Service Performance are available in our General Purpose Report on the Charities Services website at <https://register.charities.govt.nz>. Search for Save the Children New Zealand or our Charity Registration Number CC25367.

Read our  
full financial  
statements  
here



Photo credit: Kate Stanworth / Save the Children

**Photo:** Alva, 13, makes a heart sign at a Girls Empowerment Centre, run by Save the Children, in Zaatari Refugee Camp, Jordan.



To help us continue our life-saving work,  
visit [www.savethechildren.org.nz](http://www.savethechildren.org.nz)  
or call us on 0800 167 168



**Save the Children**