

World Vision



Impact



Annual Report
Senegal 2017



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**WE ARE HEALTHY
HAPPY CHILDREN
WITH BIG DREAMS** | **WE ARE A PROUD
COMMUNITY
TAKING CHARGE OF
OUR SITUATION**

**YOU CAN FIND US IN A VILLAGE
WHERE THE BASICS OF LIFE ARE LACKING**

**YOU CAN FIND US
IN THE HALLS OF POWER
OR WHEREVER DECISIONS ARE MADE
THAT AFFECT THE WORLD'S
MOST VULNERABLE CHILDREN**

**WE ARE
HEALTH
WHERE SICKNESS
AND DEATH
WERE ONCE
COMMONPLACE** | **YOU CAN SEE US
IN A SIP OF SAFE
CLEAN WATER**



**WE ARE
A SUPPORT
ON THE ROAD TO RECOVERY**

**WE ARE CHANGE
THAT IS REAL
AND LASTING**

**WE ARE
PROTECTION FROM
EXPLOITATION AND ABUSE**

**WE ARE OPPORTUNITY THROUGH EDUCATION
TRAINING OR SMALL LOANS THAT CAN BOOST
FAMILY INCOME AND LIVELIHOODS**

**YOU CAN SEE US IN A
CHILD'S SMILE** | **YOU CAN SEE US IN A
PLENTIFUL HARVEST
OR THRIVING BUSINESS**

**WE ARE FAITH AND OUR FAITH TEACHES US
THAT EVERY NEW BORN CHILD IS A GIFT FROM
GOD AND THAT THEIR WELL-BEING AND FUTURE CONCERNS US ALL**

**WE WILL NOT REST WHILE
CHILDREN SUFFER** | **WE ARE JOY. OUR JOY
IS THE JOY OF OTHERS WHO SEE THEIR
HOPES AND DREAMS FULFILLED**

**WE ARE HOPE AND WE EMBRACE WHAT
SOME THINK TO BE IMPOSSIBLE CHALLENGES
AND EMPOWER COMMUNITIES TO OVERCOME THEM**

**WE ARE THOUSANDS OF PEOPLE
IN VILLAGES WORKING HARD EVERY DAY
IMPROVING THE LIVES OF SENEGAL'S
MOST VULNERABLE GIRLS AND BOYS**

WE ARE WORLD VISION SENEGAL

WORLD VISION IS AN INTERNATIONAL CHRISTIAN ORGANIZATION WORKING IN THE FIELD OF EMERGENCY RELIEF, SUSTAINABLE DEVELOPMENT AND ADVOCACY. WE STRENGTHEN AND EMPOWER CHILDREN, FAMILIES AND COMMUNITIES TO TAKE ON THE LEADING CAUSES OF POVERTY AND INJUSTICE.

240 
staff

11 
regions

17.4 **million**
\$ US 
annual budget

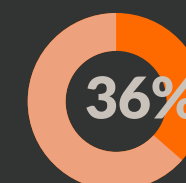
126 projects

27 long-term
development
programs (15-20yrs)

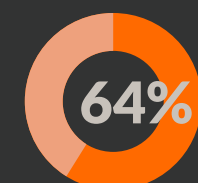
#1 NGO
in the world for child sponsorship

2,701,470
children impacted
this year

62,696
children registered
in the sponsorship program



funded by private,
multilateral and bilateral partners



funded by
sponsorship funds

* Dakar, Diourbel, Tambacounda, Thies, Fatick, Kaffrine, Kedougou, Kaolack, Kolda, Sedhiou, Ziguinchor

Message from Andrew



Dr. Andrew Catford
National Director
World Vision Senegal

Dear friends,

It is a pleasure to share with you this World Vision Senegal Annual Report for 2017 which highlights the achievements of World Vision Senegal and its partners in improving the well-being of children in Senegal, especially the most vulnerable.

In May 2017 we took time out to celebrate the achievements that we have realized together over the past 30 years that World Vision has operated in Senegal. We celebrated both the cumulative achievements in health, education, economic development and child protection across the country but also the individual story of one of our typical Area Development Programs (ADPs) covering the communities of Ngogom and Rafane. Over 20 years these communities have been transformed from those that experienced an overwhelming number of development challenges, to today being communities where children and their families are telling us they are starting to truly live 'life in all its fullness'. As a Christian development, emergency response and advocacy organization, we also took time to thank God for His guidance and support in helping us realize these achievements.

This year we also saw the launch of World Vision's first ever global strategy **Our Promise 2030**. In line with this direction, we have continued to sharpen our focus on a limited number of development project models that have been proven to deliver quality development outcomes. We have also worked hard to reduce our administrative costs, successfully reducing these from 17% in FY16 to 13.6% in FY17, to enable more funding to benefit the children we serve.

This year we also launched our advocacy campaign **Together for a Senegal without Early Marriage** in line with World Vision's Global Campaign **It Takes a World To End Violence Against Children**. Together with government, our Advisory Council, partners and religious leaders, we had a strong launch of the campaign that seeks to end the marriage of children under 18 years of age in Senegal, which still affects around 33% of all Senegalese children, some being as young as 8 years. We were delighted with the great support of this campaign launch including by the President of Senegal, Senegalese celebrities such as Youssou Ndour and also of the High Level Meeting to End Child Marriage which World Vision supported in Dakar in October, in coalition with other NGOs and partners.

We look forward to advancing this campaign, so we can realize a Senegal without early marriage.

Finally, I would like to thank all our partners including government, donors, local communities, community & faith based organizations, as well as our 240 World Vision staff, for your amazing support this year. We are pleased to announce, that through your partnership, we reached **2.7 million children in Senegal** this year through our programs and projects, the largest recorded impact in our 30 years of history in Senegal. We look forward to your continued support in 2018 to transform more communities just like Ngogom and Refane, so that we can indeed improve the well-being of **8 million children in Senegal by 2021**, particularly the most vulnerable.

May God bless you.

Message from the Advisory Council



Mrs. Therese Turpin Diatta
Advisory Council
President
World Vision Senegal

Dear friends,

During 2017, the Advisory Council has worked closely with World Vision Senegal's Management team providing valuable governance guidance and council and working with them toward their child well-being targets and other strategic objectives.

As President, in February of this year, I was honored to represent World Vision Senegal at the International launch of **It Takes a World to End Violence Against Children** campaign in Ethiopia, together with the World Vision International President Kevin Jenkins and Board Chair Donna Shepherd. The World Vision Senegal Advisory Council was also delighted to contribute significantly to the successful launch of this same campaign here in Senegal, which deals with the critical issue of ending early marriage in Senegal.

In May, at the World Vision Senegal 30 Year Anniversary Dinner, the Advisory Council and I were moved by the speech of the young boy Moussa, from Neteboulou, Tambacounda, one of the neediest parts of our country which we had also recently visited. Moussa, a World Vision sponsored child and President of the Kids Club of Neteboulou, spoke to us from the heart, and passionately and articulately told us all that evening about the challenges he faces and also of his dreams for the future that World Vision is helping make come true in his community. This was a very powerful reminder of why we are here, doing the work we are doing and supporting as best we can, the important role that World Vision is playing in bringing 'life in all its fullness' to millions of children like Moussa.

Please take some time to read this 2017 Annual Report which details impact at its best. I look forward to my engagement with you and World Vision Senegal in 2018 to gain your even greater support, so that together we can improve the well-being of **8 million children in Senegal**, particularly the most vulnerable by 2021.

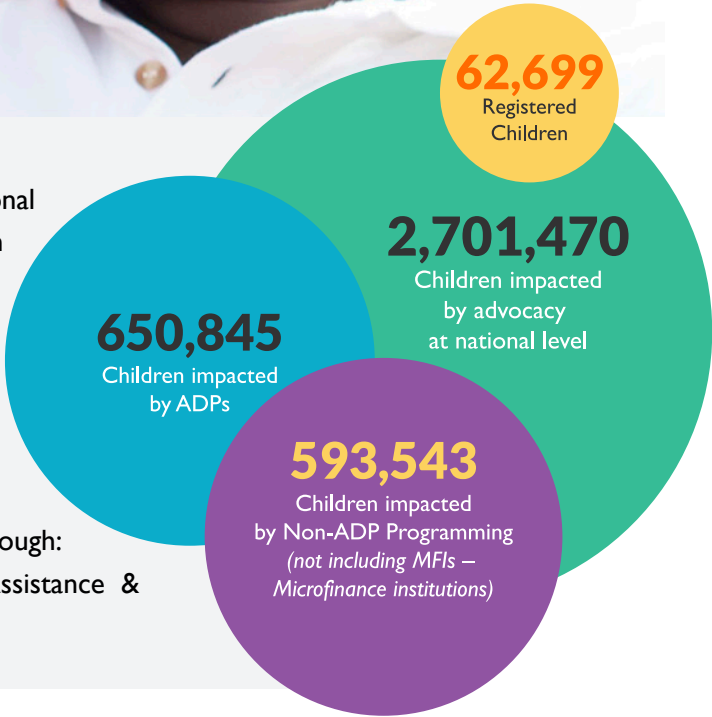
May God bless you.

National Strategy Update



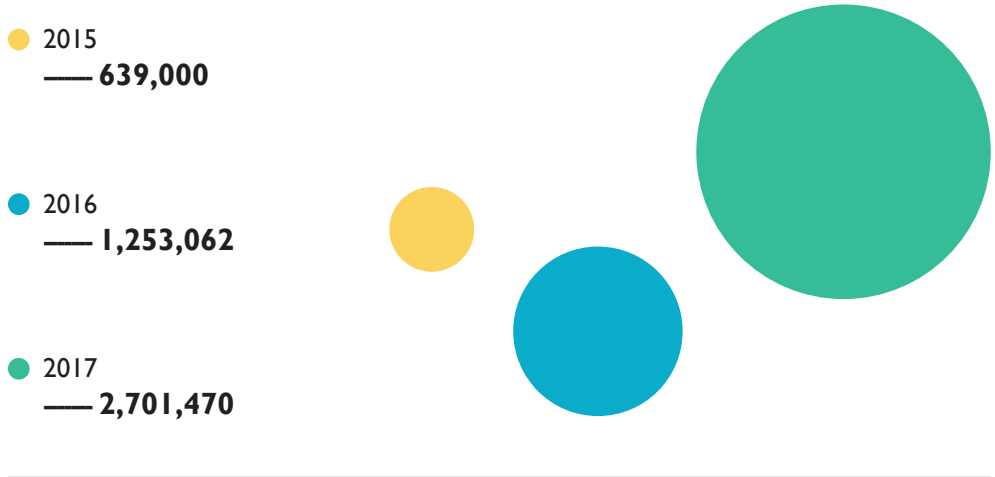
World Vision Senegal is making tangible progress with its National Strategy 2016-2021, propelled by the combined momentum of the international community's **Sustainable Development Goals (SDG)**, World Vision International's Global Strategy **Our Promise 2030** and the Plan Senegal Emergent – the government's vision for the country until 2035.

World Vision Senegal aims to positively impact the lives of **8 million children in Senegal**, particularly the most vulnerable through: Advocacy, Transformational Development and Humanitarian Assistance & Emergency Response by 2021.



In 2017 approximately **2,701,470 children** aged 0-18 living in Senegal benefitted from specific World Vision interventions, in accordance with our four key strategic objectives.

Taking the fiscal year 2015 as the starting point, World Vision Senegal's National Strategy is extending its reach year on year: **1.2 million in FY16 and 2.7 million in FY17 across 21 departments of the country²**.



Children Impacted by World Vision activities

And in FY18, the adoption of LEAP 3 (World Vision's standard, best practice programming approach, now in its 3rd iteration) will further consolidate World Vision Senegal's presence and effectiveness on the ground. **Four technical programs from the axis of this approach within which 17 tried-and-tested project models** will be put into effect, each one crafted to sustainably improve the well-being of children, especially the most vulnerable.

Technical Approaches	Strengthening families, communities and schools to improve learning outcomes throughout the life of the child	Progressive release from extreme poverty through an integrated, market-based approach	Strengthening capacity and collaboration between formal and informal actors to protect girls and boys from violence	Promoting 7/11 Approach (World Vision's global approach to reduce infant and child mortality with 7 best practices for children and 11 for mothers) Promoting universal access to water and dignified sanitation
Technical Programs	Improving the reading ability and lifeskills of children	Improving the resilience of households and communities	Reinforcing systems of child protection and participation	Improving maternal child health
Core Projects Models	<ul style="list-style-type: none">Literacy Boost/ Unlocking LiteracyLivelihoods	<ul style="list-style-type: none">Progressive release from extreme povertyBuilding Secure Livelihood.Microfinance (implemented by VisionFund Senegal)	<ul style="list-style-type: none">Child Protection and AdvocacyReporting & Referral mechanismsPeace Road Curriculum	<ul style="list-style-type: none">Community-Based Management of Acute MalnutritionIntegrated Water, Sanitation, and HygieneCommunity Health Workers (Timed and Targeted Counselling)Community Health Committees
Enabling Project Models	<ul style="list-style-type: none">Citizen Voice and Action (CVA)	<ul style="list-style-type: none">Savings for Transformation	<ul style="list-style-type: none">Citizen Voice and ActionChannels of HopeCelebrating Families	<ul style="list-style-type: none">Citizen Voice and Action

² Bambey, Bignona, Birkelane, Dakar, Fatick, Kaffrine, Kaolack, Guinguineo, Kedougou, Kolda, Kounghoul, Malem Hodar, Mbacke, Medina Yoro Foulah, Oussouye, Salemata, Saraya, Tambacounda, Thies, Velingara, Ziguinchor.

Sponsorship

“I imagine England looks just like France” Ibrahim’s sponsorship journey

Sponsorship has been life-transforming for Ibrahim’s family

At a quick glance, Ibrahim’s father’s shop is not very noticeable. Located on a muddy side road, it is tucked away behind houses and shops. Even though it is still close to the village’s main road with the main market area and most other shops, cars often pass by without noticing it.

Flamaduli, Ibrahim’s father, who repairs anything from motorbikes to radios, works hard to support the family.

Ibrahim lives just behind the shop with his parents, two younger brothers and his younger sister. The family of six share two small rooms, furnished with simple beds and mosquito nets to keep malaria away. While Flamaduli runs the shop, often working long days under the scorching sun, his wife has set up a little stove in the courtyard’s corner, where she prepares fresh rice and vegetables that she purchases in the market.



When I’m at home, I run errands and help my parents, and when I’m at school, I like to play football with my friends,” he says. “But I also like to write letters and draw pictures for my sponsor and I love receiving whatever he sends me.”

Living in small-town Senegal, a day’s bus journey away from the capital Dakar, Ibrahim, an eight-year-old student seems to live a normal life, but for a few years now, he has been a WorldVision sponsored child and this has changed his life. For Ibrahim’s family, sponsorship has been life-transforming.

“We have been able to keep Ibrahim in school and have all of his expenses covered,” Flamaduli says, thankful for the support the family has received over the years. “It’s a blessing to all of us,” he adds.

Staying in school, access to health services and having enough food for the whole family are just a few things that Ibrahim and his family have been able to enjoy as a sponsored child in WorldVision Senegal’s sponsorship program.

I’m so happy to have my sponsor in my life. Every time a World Vision volunteer comes to visit me and brings me letters or presents from my sponsor, I get very excited. It’s very special,” Ibrahim says, wearing an orange t-shirt and khaki trousers – both sent by his sponsor. “I sometimes try to imagine what England, my sponsor’s home, must look like. We learn a lot about France in school and I imagine England to be like France,” he says. “I keep everything that my sponsor sends me safe. It is important to me,” he adds.



Key sponsorship figures for 2017

5,284

Number of new sponsored children

81

Number of field agents trained in creating ‘memorable moments’ to share with sponsors

37

Number of sponsors welcomed to our villages

Resource Acquisition and Management

World Vision's first Global Strategy Our Promise 2030 aims to support the world's most vulnerable children even more, and multiply its impact, through the development of long term partnerships and high quality, sustainable funding.

Raising funds nowadays is an increasingly difficult and a highly competitive business. That is why World Vision Senegal believes that how we raise and manage funding is extremely important, both to build lasting donor and partner relationships but also to transform the lives of children and communities.

More than just funding

The acquisition and management of resources at World Vision Senegal has been designed to be inclusive, by ensuring that partners and donors are fully involved and share in the delivery of this 'promise'. And furthermore, that all resources, assets and experience available are used as effectively as possible to collectively **impact and improve the lives of over 8 million of Senegal's most vulnerable children by 2021**.

Our current grant portfolio stands at \$US 25,959,430 for the life-of-project implementation of 23 grant and private / non sponsorship funded projects (an increase of 75% from FY 2016) reaching 298,391 children in FY 2017. This includes programs in all core World Vision Senegal sectors of education and life skills, health and nutrition and WASH, economic development, food security and child protection. Together with our donors we have a shared commitment to build a relationship beyond just the funding and create a true collaboration with partners; for children, their families and communities across our 11 regions of interventions.

Looking forward to FY18, World Vision's goal is to drive partnerships to increase grant and PNS (private non sponsorship) resources by at least 35%, to achieve program growth, impact and the delivery of 'our promise' to improve the well-being of over 8 million of Senegal's most vulnerable children by 2021.

**Be part of this promise
and partner with us together,
for tomorrow.**



In FY17, this was possible through:

21% growth in new donors and partners.

36% growth of funding with existing donors.

27% geographical coverage growth with 3 new regions taking us beyond our previous intervention zones to reach more of the most vulnerable populations.

Communicating

real evidence of impact and maintaining an experienced team of technical experts, proposal writers, program managers, relationship builders and communicators on all projects.

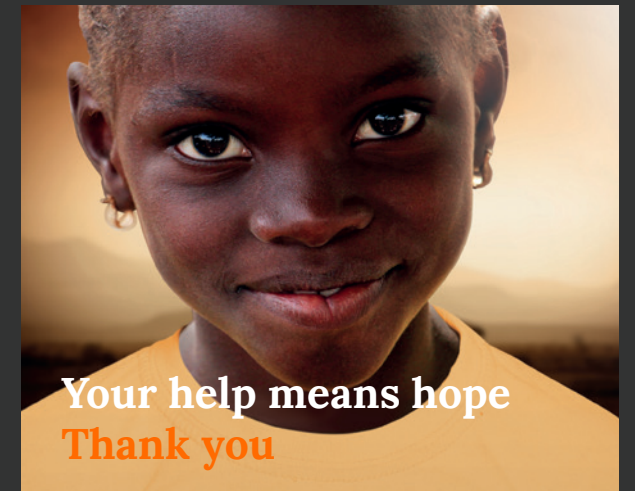
Our Journey

So much has happened over the last thirty years that we wanted to try and capture and share with you in this report. The diagram below details some of the highlights.

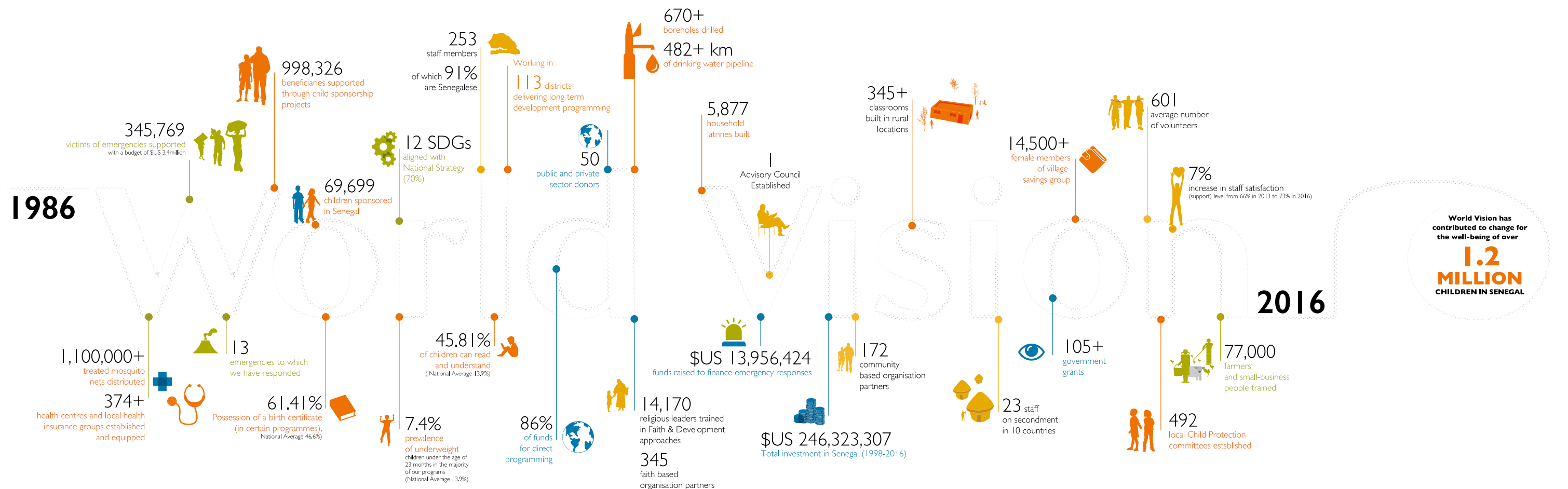
The diagram is split into four categories;

- **Children & Communities**
- **Our financials**
- **Emergencies & Engagement**
- **Our People**

You can see the main achievements and impacts that we have realised under each category and we welcome you to follow the journey as we seek to contribute to improve the wellbeing of over **8 million of Senegal's most vulnerable children by 2021**.



Your help means hope
Thank you





Health nutrition

Reduction of malnutrition and factors affecting maternal child health

My name is Seynabou and I live in Bambey. My daughter Aida fell ill, but several visits to traditional practitioners left us still not knowing what was wrong with her. Then a World Vision Community Facilitator and her Supervisor paid us a home visit and immediately diagnosed my daughter with severe acute malnutrition (SAM). They gave me practical advice, referred me to the Health Post, and recommended treatment with Plumpy Nut and enriched flour (prepared 3-4 times a day). My daughter felt better in no time. Since then her nutrition level has steadily improved and now I follow all the advice that the community health relays offer on preventing malnutrition.

Despite the enormous efforts made by the Government of Senegal and its partners, acute malnutrition remains significant at an estimated 7% (source: EDS Continue 2016) and constitutes one of the major determinants of the state of maternal child health in Senegal.

World Vision tackled this situation through interventions in 26 health districts located in 8 of the poorest regions of Senegal, focusing on:

- Facilitating the establishment of **1,109 community** screening facilities for monitoring and promoting growth;
- Training **281,409 mothers** in ways to reduce malnutrition and preventable diseases that can affect maternal child health;
- Promoting **210 health mutuals** to ensure better self-management of health expenditure by families;
- Promoting hygiene and sanitation in the living environment with the assistance of **1,457 trained community actors**;
- Strengthening health and sanitation governance through capacity-building for **366 management committees** on standards and quality of services, but especially training users to exercise citizens' rights.

In the past three years, the advocacy conducted by the SUN Platform (Scaling Up Nutrition), which is the civil society coalition of which World Vision Senegal is an active member, has contributed firstly to reinforcing the participative governance of the sector and secondly to rallying parliamentarians, local elected representatives and members of the EESC (Economic, Social and Environmental Council) to the cause of promoting nutrition. Furthermore, the Government of Senegal has granted a substantial increase in the national budget dedicated to the nutrition sector, for the benefit of **2.7 million children** from 0 to 5 years old.

5% to 3%

The reduction in the acute malnutrition rate in World Vision Senegal's intervention zones.

58,715 to 281,409

The increase among women of childbearing age or guardians of children who have received useful information on good nutritional practices.

1,085 to 1,109

The increase in facilities for monitoring and promoting growth, guaranteeing regular check-ups for 47,177 children aged 0-5 and their mothers.

Strengthening children's capacity to read and understand in the language of learning

In Senegal, the combined efforts of the Government and various partners increased the gross enrollment rate to **86.6%** in 2016. Unfortunately, the follow-through was not as expected and somewhat reduced the effectiveness of what were in reality, substantial investments in school infrastructure and equipment. Data produced by the Ministry of National Education of Senegal shows that the reading levels of primary school pupils remain low. Standards aspiring to '80% of students who can read and understand' have not yet been achieved.

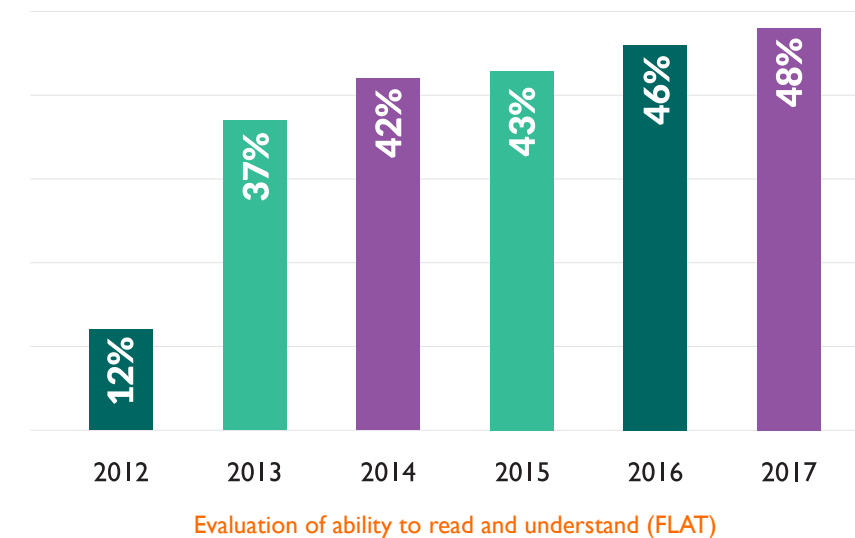
World Vision Senegal set to work on narrowing this gap in 2014 with an innovative approach to improving skills in reading in particular, based on three key endeavors:

- Training and equipping **664 teachers** to teach innovative reading techniques;
- Setting up **174 Community Reading Clubs**;
- Training **264 community volunteers** to provide home support for schooling.

Education

The **Literacy Boost** approach, designed to support reading in the early years, soon began delivering results. In 2016, three programs running in the Department of Fatick produced an increase from **1%** to **45%** in the rate of 6-8 year-olds who were able to read and understand.

These results have been corroborated by the FLAT (Functional Literacy Assessment Tool), which has been used since 2012 to measure 4th-5th Grade learners. It has proved the effectiveness of the **Literacy Boost** approach for assessing and putting in place remedial plans for reading.



More dramatic improvements in the reading skills of **216,589 children** aged 6-11 can be expected in 2018, when Literacy Boost is rolled out in 21 World Vision Senegal ADPs. Scaling up the campaign should make a decisive contribution towards achieving the Ministry of National Education's target of '80% of students who can read and understand'.

65,660 to 72,524

The increase among Elementary Cycle learners who are monitored as part of a remedial program for reading skills.

2,224 to 20,851

The increase in the number of children who regularly attend community-based Reading Clubs.

1,876 to 1,962

The upward trend among Elementary Cycle teachers trained in remedial techniques for reading skills.

“

My name is **Pape Amath FAYE**, and I am an Education Inspector at the Education & Training Inspectorate in Fatick. In the light of the poor results obtained both in exams and tests concluding the Elementary Cycle, and above all given the low level of pupils, we believe that the timing for the introduction of **Literacy Boost** could not be better for promoting innovation in the teaching of reading skills. In fact the CI-CM2 reading test forming part of the 2nd inspection in Fatick was designed using this approach. We encourage teachers to embrace **Literacy Boost** as a high-quality resource for helping children to master the art of reading.

Pape Amath Faye, Inspector of Education (Fatick)

Strengthening the protection and participation of children



Protection

In partnership with key child protection stakeholders, the Government of Senegal has taken great strides towards making child protection a national policy priority. A range of actions are being systematically carried out so as to ensure that the law is rigorously applied in cases of violations and abuse of children.

The State demonstrated its resolve to address the question of child protection as recently as August 2017 by unveiling the new **Ministry of Good Governance and Child Protection**. This incorporates a Directorate for the Promotion of Children's Rights which was created combining the former Directorate for the Protection of Children and Vulnerable Groups within the Ministry for Women, Family and Children. This commitment was in part the outcome of a five-year campaign of advocacy waged by all the networks and coalitions of actors in child protection, *in which World Vision Senegal played an active role*.

However, knowledge of rights and stringent enforcement of legislation remain imperative at all levels. In support of this, World Vision Senegal has focused on:

- | | | |
|---|---|---|
| <ul style="list-style-type: none">• Mapping and analyzing child protection trends in our intervention zones in order to help communities develop the main strategies and responses that will strengthen child protection mechanisms at community level; | <ul style="list-style-type: none">• Collaborating with the CEGID (Child and Family Guidance Center of Dakar) and the Non-Governmental Organization 'La Lumière' on capacity-building for actors as well as for the missions of the Rights of the Child Watchdogs³ in the departments of Mbacke, Dakar, Thiès and Kedougou; | <ul style="list-style-type: none">• Training 277 children to be advocates for their own protection and that of others; |
| <ul style="list-style-type: none">• Training 78 protection professionals and associated state services⁴ on the international conventions and standards relating to reception, disclosure and care where minors are concerned; | <ul style="list-style-type: none">• Advocating for over 150 religious leaders to declare their support for child protection. | <ul style="list-style-type: none">• Raising awareness and promoting communication on the rights and norms of child protection; |
| | <ul style="list-style-type: none">• Upgrading assistance and protection for 74 children in emergency circumstances; | <ul style="list-style-type: none">• Participating in the advocacy campaign Together for a Senegal Without Early Marriage; |
| | | <ul style="list-style-type: none">• Securing the pledges of celebrities' and decision-makers⁵ support for the cause of child protection. |

The national campaign **Together for a Senegal Without Early Marriage** has already triggered a change for the better in the attitudes and behaviors of those religious leaders who have completed training. They are now insisting on sight of a civil status document attesting to the age of girls before they agree to officiate at religious celebrations of marriage.

³ The Rights of the Child Watchdog is an agency created by CEGID.

⁴ Police Officers, Prisoners, Social Workers, Magistrates and Medical Staff.

⁵ The most influential figures in Senegal pledge to fight against child marriage.

Livelihoods

resilience

“

My name is **Thiane SEGNANE**, I am the President of the VSLG 'Takku Ligguey' in Santhie Thiakho (ADP Mabo). I am very proud today to be a member of the VSLG because previously I had no money-making projects – I just stayed at home and did housework. But now I've opened a shop, all thanks to my personal savings and the credit granted by the VSLG. My first loan of 30,000 XOF got me started with some supplies of rice, sugar, oil and so on. Then I got a second loan of 150,000 XOF on top of the 105,000 XOF of the payout that time, which I used to boost my stock. Now my profits mean that I can meet all my daily expenses and take care of the kids' schooling and health, because my husband is getting older. What's more, the importance of the VSLG has not just helped my family. Beforehand, our village didn't have a shop and we had to walk 3km over to Mabo for our purchases. Now I've got the whole village coming to me for their basic needs.

Empowering families by scaling up the savings and loans groups model

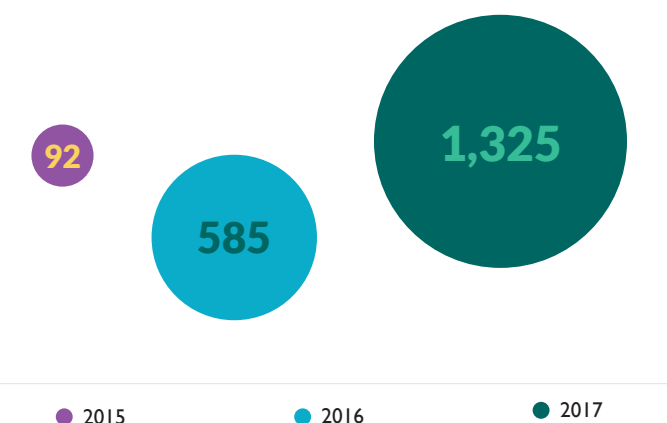
In a time when livelihoods are at a low level and less than 20% of the population use banking services, microfinance is often expected to perform as the tool for the economic and social inclusion of low-income families. However, even this option is often not accessible to the majority of rural households. In response, since 2015 World Vision Senegal has been supporting low-income populations, especially female entrepreneurs, by means of an innovative model that is highly tailored to their needs, called the VSLGs (Village Savings and Loans Groups).

Expanding coverage in the intervention zones of World Vision Senegal has seen the number of VSLGs grow significantly from **92 in 2015, to 585 in 2016, and then to 1,325 in 2017**. Currently **33,087 members (96% of whom are women)** use the facility to put aside savings, but especially to gain access to microcredit for financing income-generating activities.

In three years the proportion of parents and/or guardians who confirm they have the potential to save has risen from 20% to 31%, thereby demonstrating the ability of the population to take advantage of simple solidarity-based mechanisms in order to leverage savings that will better prepare them for getting set up for business.

Now, a class module on the VSLGs is being taught to children in order to nurture an instinct for saving and to cultivate an instinct for entrepreneurship and management from a young age. In view of its growing success, this model is being adopted by Faith-Based Organizations as

Development of Village Savings and Loans Groups (2015 - 2017)



a community-friendly tool for family empowerment. The roll-out, which started in the fiscal year 2016, is intent on the goal of reaching **1,753 women** villagers across World Vision Senegal's intervention zones within the next four years.

2,7 million to 420 million XOF

The increase in savings leveraged locally by VSLGs 2013-2017, of which 74% is redistributed on credit to members to develop income-generating activities.

46,263 to 57,809

The rise in the number of children supported by parents and guardians who are members of VSLGs.

11,867

Young members of VSLGs who in 2017 had the opportunity to access training in finance to support their life skills.

Youssou Ndour receives World Vision's position paper against child marriage from Moussa, president of Neteboulou's children's club.



Advocacy

Why advocacy?

For World Vision Senegal, advocacy means giving a voice to the most vulnerable children in the world: making their needs visible and urging decision-makers to take action. The third imperative of **Our Promise 2030** calls on us to collaborate and advocate for a broader impact. We know that **through the impact of advocacy** - change brought about by shaping policy and empowering citizens - our programs will prove sustainable, we will confront the underlying causes of poverty and critically, we will achieve our goals of well-being for children. We also believe that we need to have an impact on children beyond the borders of our ADPs (World Vision long-term area development programmes), and this is why World Vision Senegal is investing ever more heavily in advocacy for the purpose of impacting over 8 million children by 2021.



Dr. Andrew Catford, National Director, along with children from World Vision Senegal's program areas presenting World Vision's position paper on ending child marriage to President Macky Sall, during the launch of Together for a Senegal Without Early Marriage.



Major advocacy campaigns and events in 2017

Launch of the national campaign Together for a Senegal Without Early Marriage

A week of activities commenced June 19, 2017 to mark the national launch of World Vision Senegal's campaign to end child marriage. More than **1,200 children** from Dakar and the World Vision Senegal program areas packed into Dakar's Grand Theatre to make a deafening declaration of their desire to see an end to child marriage by 2030. This ties in with the Sustainable Development Goals (SDGs), as **8 out of 17 of them relate directly to the issue of child marriage**.

Behind the scenes of this launch, World Vision Senegal was proactive in working with regional colleagues to stage a **high level** meeting which brought together **24 countries** from West and Central Africa, the United Nations Agencies, key stakeholders of the African Union, the Economic Community of West African States (ECOWAS), and the Economic Community of Central African States (ECCAS), as well as religious leaders, young people and children, and other civil society actors. This gathering was a platform from which hundreds of delegates broadcasted a call to action to government leaders, religious and traditional leaders, the African Union and other regional organizations to join in putting an end to child marriage.

'I know how to read'

A Reading Promotion Day was organized this year to strengthen initiatives and encourage people to take ownership of **Literacy Boost**. This was a first step towards the **'I know how to read'** campaign, to be implemented in partnership with the Ministry of National Education and other civil society actors who share our vision. This day will be included in the national agenda of the National Week of Basic Education in June 2018.

Voices and influencers at the heart of World Vision Senegal's advocacy

Celebrities can also have a key role to play in advocacy. For this reason we have worked hard to leverage the support of world-renowned celebrities and leaders for the well-being of the most vulnerable children. In 2017, World Vision Senegal reached agreements with **three Goodwill Ambassadors: Sister Fa, Coumba Gawlo Seck and the group Daara J Family**. The fame of these influencers will help carry World Vision's advocacy message to all corners of the country and generate interest in every community.

"I was so angry when I learned from this position paper that the percentage of married children is continuing to grow. It must stop, it's a disgrace, an absolute disgrace. I was even more moved when I saw how the children themselves are crying out for protection. This should really not be too much to ask for. I am pledging to join World Vision Senegal in the fight for child protection and to put an end to child marriage. I intend to rise to the challenge of helping children to thrive better in life and resist all the abuse and vices that they face, especially child marriage."

World Vision Senegal also gained the support of **Youssou Ndour**, the 'King of Mbalakh'. This internationally renowned Senegalese singer with several international awards to his name has fully supported World Vision's mission to improve child well-being, as well as our campaign for putting an end to child marriage. During the campaign launch, he made this impassioned declaration:

In 2018, we will certainly be taking this collaboration to greater heights.

A special mention is also due to the label Prince Arts (a TV production company based in Dakar) that has done so much to raise the profile of World Vision Senegal this year and to convey the message to millions of people that child marriage is a blight on a promising future.

Advocacy for and by children

The involvement and participation of children themselves is essential to World Vision Senegal. This year they were active in carrying out advocacy initiatives at local level as well as mobilizing themselves for events with a national dimension. Fatou (one of our Young Leaders) travelled to Brussels to represent the children of World Vision Senegal's programs at the European launch of the campaign to end violence against children. On another occasion, the presence of the children of Neteboulou at World Vision's 30th anniversary celebration made the

event incredibly memorable. Children from all programs were represented during the national launch of the campaign. Moussa, a young Kid's Club President, spoke for all children and articulated their expectations to the authorities that had been compiled in the position paper. Some of these children have now experienced some rare privileges such as meeting the highest authority in the land, namely the President of the Republic, who they were able to lobby personally on taking action against child marriage in Senegal.

Headline results from 2017

2,700,170
children positively impacted.



World Vision's activism as part
of advocacy coalitions.



100%

of ADPs (Area Development Programs) implemented the Citizen Voice Action (CVA) approach, a local level advocacy approach aimed at empowering communities to influence the quality, effectiveness and accountability of public services.



4+ Million

people saw World Vision's campaign
to end child marriage.

Humanitarian Response and Building Resilience



National capacity-building

The goal set by the HEA (Humanitarian Emergency Affairs) Unit for the 2017 fiscal year was to build the capacity of World Vision Senegal's National Disaster Management Office as well as key stakeholders regarding their preparedness for emergency and humanitarian assistance scenarios. To this end, an emergency simulation session and a series of workshops on the management of international humanitarian assistance and on World Vision's role in particular were held in Fatick May 22-26, 2017.

This workshop was attended by 35 staff including two from the regional office. The first two days were spent on general orientations and the second two days on simulating one slow-onset (drought) and one fast-onset (flood) scenario. Through these simulation exercises the participants came to an understanding of orthodox response management formats for slow-onset and fast-onset disasters, and then focused on accelerated emergency response management as practiced by donors such as START FUND (A UK-based NGO that provides rapid funding for humanitarian crises).

Capacity-building for conflict resolution

Acts of terrorism observed elsewhere across the sub-region this year, agro-pastoral conflicts and other forms of religious conflict are all risks which must not catch us unawares in Senegal. Such is the urgency of this that World Vision has prioritized capacity-building for a principal group of stakeholders, namely religious leaders of various faiths.

A workshop on conflict management brought together 25 of them from the central zone (Mbirkelane and Kaffrine) and 23 from the southern zone (Koukane and Velingara).

Strengthening resilience and improving readiness

UNWFP (United Nation's World Food Program) financed a project to establish 944 village grain banks between 2010 and 2014 and then in 2015 it set up 90 village safety stocks (SSVs), calling on World Vision to implement 30 of them. For a national scale-up of this project, a study in partnership with UNWFP and the Directorate of Agriculture (DA) was conducted across eleven regions (with the exception of Dakar, Thies and Louga) and in 28 departments.

World Vision believes that what is better than coming to the rescue of communities after disaster has struck, is to assist them in building their own resilience to cope with shocks instead. This is why each year World Vision pinpoints communities to support in planning measures to mitigate such hazards and disasters.

The process of setting up Community Disaster Prevention Plans in the 38 communes with which World Vision Senegal operates has brought to light the following causes of concern. 31 of them cited bushfire as a disaster that threatens them, 27 municipalities referred to fire as a recurring issue, 25 of them mentioned flood as a major risk, 13 drew attention to lawlessness and theft, and finally 10 communes pointed to the risk of drought. Taking ownership of risk assessment for themselves in this way puts communities in a position to come up with their own counter-measures.

Faith and development

Faith in Action

Through its Faith and Development program, World Vision Senegal cooperates with religious leaders, families and children to bring about positive changes in well-being for children, families and communities in all World Vision Senegal intervention zones. Interfaith partnership is something that World Vision Senegal has conscientiously integrated into all its community projects.

Faith in Figures

In the fiscal year 2017, World Vision Senegal's spiritual outlook on development manifested itself through numerous activities and achievements in different sectors contributing to the well-being of the child:

- **266 religious leaders** were trained in **Celebrating Families**, which is a values-based program to promote positive family models so as to combat issues such as domestic violence and child marriage;

- **60 Christian leaders** were trained on Village Savings and Loans Groups in order to give a boost to local community incomes;

- **429 religious leaders** and their wives attended the **Channels for Hope for Child Protection** mobilization workshops, a program that takes a religious slant on promoting certain behavior around issues of violence against children;

- **Ongoing support was offered to World Vision Senegal staff** to witness their faith through their work, in the form of support for reflection and training;

- **36,112 children** came through the doors of the Kids Clubs, which provided them with essential lessons on life values, child protection and leadership;

- **168 additional families** benefitted from the action plan of religious leaders who had been through training;

- **20 new Kids Clubs** were created in 2017.

Faith in Learning

In 2015 World Vision Senegal launched a research exercise in partnership with Columbia University and Queen Margaret University which is entering its advanced stages. It aims to measure the impact of changing attitudes and mentalities among religious leaders towards child protection, in order to make them agents of change in championing children's causes. The final findings are due this year and we anticipate that they will confirm the decisive influence that religious leaders can bring to bear on their communities to be effective in stamping out child protection issues, such as child marriage, female genital mutilation, and child abuse.

Alone one
can do so little, together
we can do so much

This vision of partnership has been at the heart of World Vision's operations for over 30 years and guides us still. Collaborations with the government, local authorities, and our colleagues around the world, our sponsors and various partners: thanks to these, many communities are more empowered and feel confident and capable of seeing through the work that World Vision started more than 30 years ago.



VisionFund SENEGAL

The economic development of communities and families is an essential tool for improving the well-being of children. In pursuit of this goal, World Vision International (WVI) has partnered with its microfinance subsidiary VisionFund International (VFI) to provide micro-loans (in the range of \$US 60 to US\$ 500) to communities and families.

VisionFund Senegal Microfinance, SA (VFS Microfinance, SA) launched its lending services on March 6, 2017 and by the end of September had built a loan portfolio of more than **\$US 2,7 million** impacting **49,642 children** and servicing **13,162 clients** (for 1,386 groups), **85% of whom are women**.



54% of VFS Microfinance SA's clients live in World Vision Senegal's Area Development Programs (ADPs), which benefit from a coverage rate of 63%. During 2017 VFS Microfinance SA's Expansion South project continued to make progress with the opening of two branches in Kedougou and Tambacounda.

Tailor-made solutions

Thanks to the introduction of an integrated software platform called Perfect, the efficiency of back-office operational processing has been greatly improved. All units can now count on automation in portfolio transactions, accounting operations, human resources, asset management and generation of reports in relation to both the umbrella organizations and VisionFund International (VFI).

Furthermore, this tool enables VFS Microfinance SA to analyze their customers' data, transaction history and poverty indicators, especially for the purpose of better customizing the financial services offered through the relationship with the MFI and to better combat poverty.

Positive Horizon

VFS Microfinance, SA plans to expand its network with the opening of one agency in Diaobe and the upgrade of two outlets in Kounghoul and Velingara into agencies. By the end of 2018 this will mean that the journey towards national coverage has reached the milestone of nine agencies in six regions. Moreover, the growth of the loan portfolio will amount to **\$US 1.3 million**, and the customer base will reach **3,468 borrowers**, impacting altogether **79,558 children**.

Accountability and Stewardship

Being good stewards

One of our top priorities at WorldVision is to be a trusted strategic partner, maximizing our financial resources for the well-being of children. We achieve this objective through proven excellence in financial management allied

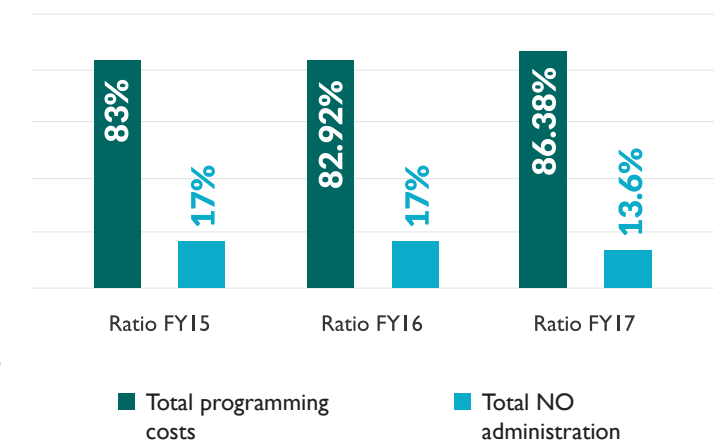
to a strong sense of responsibility and risk mitigation. To maintain and further improve on these standards in 2017, we have successfully made the following strategic advances:

The Hub model

This involved distributing several senior management positions around different national offices in the West Africa region. In the case of Senegal, the positions of Administrative & Financial Director, Human Resources Director, Information Technology Manager and Communication Manager also began to assume duties on behalf of Chad and the Central African Republic. This has considerably reduced the administrative costs of these positions whilst engendering a wider sharing of expertise and best practice between the three countries. The takeaway has been an increase in the performance of our programming in the country.

Reduction of administrative costs

In 2017, we worked hard to streamline administrative costs by reducing fixed costs for travel, workshops and telephony, and deleting or combining multiple staff positions. This enabled us to reduce our general or administrative overheads from **17% in 2016** to **13.6% in 2017**.



New systems

We have put into effect a new expenditure management system (GEMS), a new supply chain management tool (PROVISION), rationalized our bank accounts and the brought on stream a shared services center based in Ghana. These measures have made a positive contribution to mitigating the risks of fraud in procurement, advances, and fraudulent documentation, conflicts of interest, late reporting and under-spending. As part of our improvement drive we have also installed global audit software to complete all audits this year. This will serve to strengthen our already robust audit systems.

Improved financial reporting

We have upgraded the frequency of our financial reporting to the weekly publication of data, so that field and national office staff can better track and manage financial outgoings. This has contributed to our strong **execution rate of 98% of activities and budget this year**.

Audit results

World Vision Senegal regularly conducts internal and external audits of all its projects and programs. This includes the ongoing work of a two-person team of internal auditors as well as recourse to large external accounting firms. The four audits of programs completed in 2017 all received ‘satisfactory’ ratings without major risks.

Moreover, 99% of the recommendations of previous audits have been implemented, and monitoring is ongoing for the effective accomplishment of those remaining. Regular audits have assisted in forging a strong culture of accountability and transparency.



Integrity Hotline

World Vision makes use of a whistleblowing (confidential reporting) system called Integrity Hotline, where staff and partners can anonymously disclose any potential breach of process or liability issues. It forms an important part of our accountability regime.

Report on child protection

World Vision, as a child-focused organization, ensures that all staff and partners receive training on child protection, and closely and regularly monitors child protection issues with its staff, their partners and their communities.

Financial situation and performance

Support Offices	Approved budget for the 2017 financial year	
	US \$	Percent
World Vision Australia	1,152,367	6.59%
World Vision Canada	3,583,183	20.50%
World Vision France	960,499	5.50%
World Vision Germany	1,740,493	9.96%
World Vision Korea	1,866,624	10.68%
World Vision Netherlands	65,241	0.37%
World Vision Senegal	1,088,249	6.23%
World Vision Switzerland	559,319	3.20%
World Vision United Kingdom	2,479,641	14.19%
World Vision United States	3,980,025	22.77%
TOTAL	17,475,641	100%

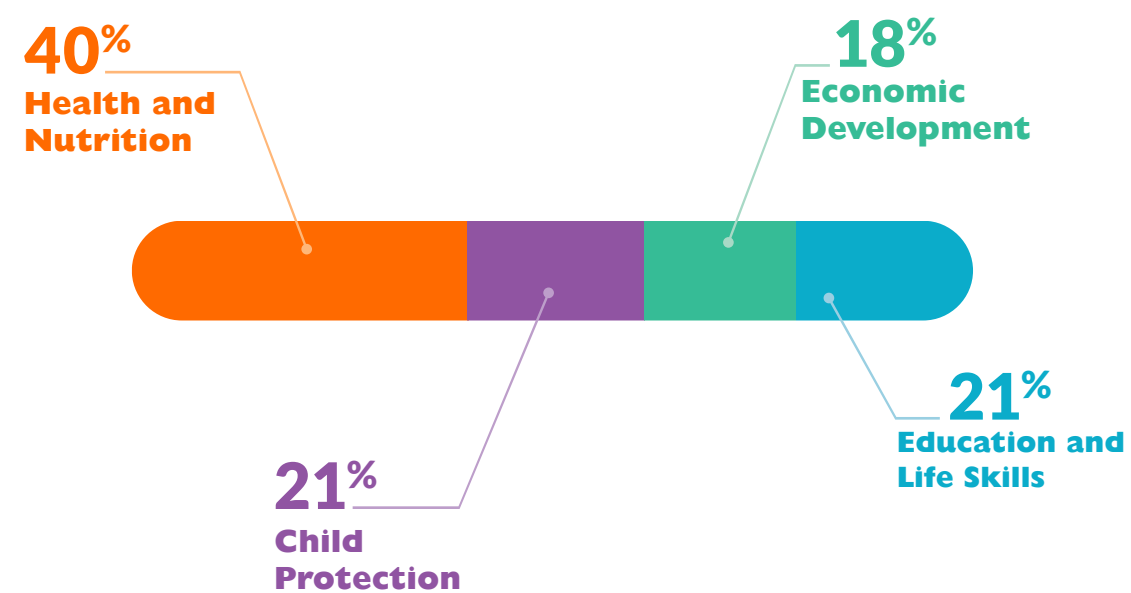
Type of Fund Income

Type of fund	Approved budget for the 2017 financial year	
	US \$	Percent
Sponsorship	11,098,135	64%
Non-sponsorship (private)	2,071,975	12%
Government subsidies	2,759,810	16%
Multilateral	1,545,721	8%
TOTAL	17,475,641	100%



Investment by key sector

FY 2017 expenditure by sector



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8million

**of Senegal's most vulnerable children,
to enjoy improved well-being by 2021**