



World Vision  
Armenia



FOR CHILDREN. FOR CHANGE. FOR LIFE

Annual Review 2014

**WORLD VISION** IS A CHRISTIAN, CHILD FOCUSED AND  
COMMUNITY-BASED ORGANISATION DEDICATED  
TO WORKING WITH CHILDREN, FAMILIES AND  
COMMUNITIES TO OVERCOME POVERTY AND INJUSTICE.

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# WHERE WE WORK

## ALAVERDI 1250 REGISTERED CHILDREN

- 2 projects on Health and Nutrition
- 1 project on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity
- 1 project on Economic Development
- 4 projects on Local Level Advocacy

## GYUMRI 3450 REGISTERED CHILDREN

- 2 projects on Health and Nutrition
- 1 project on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity
- 1 project on Youth Empowerment
- 1 project on Local Level Advocacy

## AMASYA 1500 REGISTERED CHILDREN

- 2 projects on Health and Nutrition
- 1 project on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity
- 1 project on Economic Development
- 1 project on Local Level Advocacy
- 1 project on Safe Environment

## STEPANAVAN 2200 REGISTERED CHILDREN

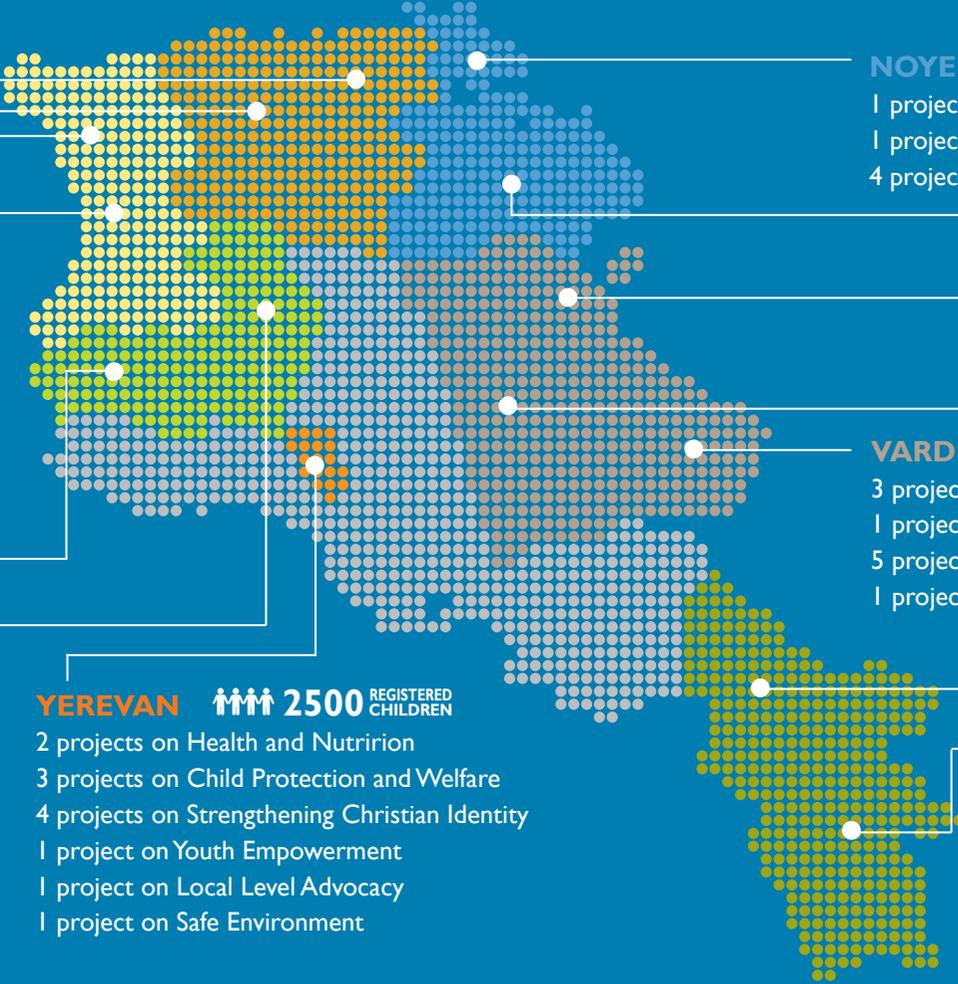
- 4 projects on Health and Nutrition
- 2 projects on Child Protection and Welfare
- 5 projects on Strengthening Christian Identity
- 1 project on Economic Development
- 2 projects on Local Level Advocacy
- 1 project on Safe Environment

## TALIN 2771 REGISTERED CHILDREN

- 2 projects on Health and Nutrition
- 2 projects on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity
- 1 project on Youth Empowerment

## APARAN 3000 REGISTERED CHILDREN

- 2 projects on Health and Nutrition
- 1 project on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity
- 1 project on Safe Environment



**NOYEMBERYAN**  **750** REGISTERED CHILDREN

- 1 projects on Health and Nutrition
- 1 project on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity

**VARDENIS**  **3910** REGISTERED CHILDREN

- 3 projects on Health and Nutrition
- 1 project on Child Protection and Welfare
- 5 projects on Strengthening Christian Identity
- 1 project on Economic Development

**YEREVAN**  **2500** REGISTERED CHILDREN

- 2 projects on Health and Nutrition
- 3 projects on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity
- 1 project on Youth Empowerment
- 1 project on Local Level Advocacy
- 1 project on Safe Environment

**KAPAN**  **2095** REGISTERED CHILDREN

- 2 projects on Health and Nutrition
- 2 projects on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity

**IJEVAN**  **3500** REGISTERED CHILDREN

- 2 projects on Health and Nutrition
- 2 projects on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity

**TCHAMBARAK**  **2000** REGISTERED CHILDREN

- 2 projects on Health and Nutrition
- 1 project on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity
- 3 projects on Economic Development

**GAVAR**  **3000** REGISTERED CHILDREN

- 4 projects on Health and Nutrition
- 2 projects on Child Protection and Welfare
- 4 projects on Strengthening Christian Identity

**SISIAN**  **2200** REGISTERED CHILDREN

- 3 projects on Health and Nutrition
- 2 projects on Child Protection and Welfare
- 5 projects on Strengthening Christian Identity
- 2 projects on Economic Development
- 2 projects on Local Level Advocacy



# WHAT WE ARE PROUD OF



World Vision Armenia (WVA) was directly involved in the introduction of the law: “**Promotion of Breastfeeding and Regulation of Marketing of Infant Food**”. This law will drastically improve breastfeeding rates amongst infants and directly improve favourable nutrition statistics in the country.



Through synergized efforts of **224 committed staff** and more than twenty institutional partners in 2014 we directly engaged with **119,724 children** and **350,330 adults**. Through our advocacy efforts we brought positive change to the lives of **800,000 children and youth** across the country.



**2,589 parents and caregivers** were trained by WVA on child health and nutrition. They were trained on routine screening and vaccination schedules and early detection of common diseases and what do in such cases.



**1,685 new mothers** were educated on the benefits of exclusive breast-feeding and healthy nutrition.



**136 student** councils were capacitated to better implement their mandate to be more actively engaged in school life, including participation in decision-making processes.



**2500 children** participated in World Vision's annual Christian Summer Camp – a skills building camp that aims to build friendships, facilitate meetings and dialogue with faith leaders, the learning of handcrafts, and sports.



**20,000 children** were involved in events that celebrated different religious holidays throughout the year.



**2981 children and youth** received trainings, enabling and empowering them to be active contributors in solving community-level issues, to gain roles of age-appropriate responsibilities, to become leaders in their communities, and to care for their peers.



World Vision Armenia supported **950 small holder** producers to work collectively to improve their productivity, develop better relationships with buyers and get better access to markets.



**520 agricultural households** are now applying modern agricultural technologies.



**230 farmers** from Tchambarak, Amasia and Sisian were supported to increase their capacity in financial management.



New Sunday Schools and Christian centers were opened in Aparan, Gyumri, Vardablur, Kurtan and Lusakunk communities during 2014, and currently around **400 children** attend those schools.

# WORKING TOGETHER

## A MESSAGE FROM THE NATIONAL DIRECTOR



**Hans Bederski**

World Vision South Caucasus  
National Director

In 2014 World Vision positively touched the lives of over 500,000 people in the South Caucasus (Armenia and Georgia). A further 1,800,000 children benefitted from strategic advocacy efforts that focused on improved well-being. Through strategic and collaborative engagement with targeted stakeholders and decision makers, positive reforms and structural changes were implemented at national policy levels, further benefitting large-scale numbers of children within the South Caucasus. In Armenia, World Vision was directly involved in the introduction of the law: “Promotion of Breastfeeding and Regulation of Marketing of Infant Food”. This law will drastically improve breastfeeding rates amongst infants and directly improve favourable nutrition statistics in the country. In Georgia, World Vision worked with the Ministry of Education and supported the groundwork for the development of a School Curriculum for 5-year-olds - prepared to internationally recognised standards that include the vital importance of Early Childhood Development.

Simultaneously, World Vision introduced an operating model in the South Caucasus which is responsive to specific issues of child welfare in individual countries while staying firm and efficient in its centralized support functions. Programmes carried out in eighteen geographical regions across Armenia and Georgia are the anchors of our community presence from which we draw grass-roots experience. Four Child Well-being Aspirations - Children Educated for Life, Children Enjoy Good Health, Children Cared for, Protected and Participating, and Children Experience Love of God and Neighbors - provided strategic orientation to our work, which in the South Caucasus specifically promotes strong welfare systems for children, youth empowerment, as well

as safe, healthy and resilient communities. Strong technical expertise in World Vision's operations builds practice and learning from field experiences which then shapes policies and reforms to leverage child welfare on national scales. **Our programmes and support reach all children regardless of race, gender or religion.** World Vision could not achieve the above without the engagement of highly motivated, passionate and committed staff, driven by an organisational vision to achieve life in all its fullness for every child in the South Caucasus. We are also thankful to institutional donors and thousands of sponsors in Canada, USA, Germany, France, Switzerland, UK and Taiwan who generously donate financial resources towards our endeavours.



## AN EXTERNAL PERSPECTIVE

**Hovsep Patvakanyan**, President, European Youth Parliament - Armenia

As the President of the European Youth Parliament in Armenia, I am pleased to find a stable and reliable partner such as World Vision Armenia. Thanks to the support of World Vision Armenia we have made huge steps towards starting and continuing our activities in this region. World Vision's financial and coordination support led to the 2014 launch of the very first Pan Regional European Youth Parliament Session in Armenia. The Session made it possible for young people from the regions to not only improve their knowledge and skills in public speaking, but also to become active citizens and act for the prosperity of their communities.

Due to the ongoing support that we have gained through our partnership with World Vision Armenia we will be able to continue our work with more and more young people, enabling them to become more active members and change-makers in their communities, thus enhancing the well-being of the people living in their communities. We are sure that our cooperation will lead to the prosperity of the Armenian regions and enhance the voice of active citizens throughout the country.



“We are sure that our cooperation will lead to the prosperity of the Armenian regions and enhance the voice of active citizens throughout the country.”



# FOCUSING WHERE WE CAN HAVE THE GREATEST IMPACT

FROM WORLD VISION ARMENIA COUNTRY PROGRAMME DIRECTOR



**Zhirayr Edilyan**

World Vision Armenia  
Programme Director

*He took a little child whom he placed among them. Taking the child in his arms, he said to them, “Whoever welcomes one of these little children in my name welcomes me; and whoever welcomes me does not welcome me but the one who sent me.” (Mark 9:36-37)*

As a Christian, child-focused development and advocacy organisation, World Vision Armenia (WVA) is committed to making Armenia a home for children and youth to live with hope and dignity.

Through synergised efforts of 224 committed staff and more than twenty institutional partners in 2014 we directly engaged with 119,724 children and 350,330 adults. Through our advocacy efforts we brought positive change to the lives of 800,000 children and youth across the country.

With the children and our partners we celebrated the 25th anniversary of World Vision working in Armenia. Our fourteenth Area Development Programme (World Vision works through Area Development Programmes - ADPs - whereby it commits to certain regions for specific, dedicated time-frames, bringing needs-based support to the area) was launched in the Noyemberyan region, making WVA programmatically engaged in 256 communities in seven Armenian provinces.

For our team, 2014 was also a year of deliberation and learning, reflection and planning. We underwent major changes in developing a new strategy, designing a new five-year programme and fine-tuning our structures and processes to further ensure increased

sustainable impact in the communities and lives of children. With our new strategy, we sharpened our focus and now aim to cover all cycles of child development. We will continue working with parents and service providers for improved early childhood development, child protection, and youth empowerment and engagement. We remain bold and as committed to serve as ever with the assurance that "... we can do all things through Christ who strengthens us" (Philippians 4:13).

I salute our international and local sponsors and donors who have truly supported the children and communities we serve. We need your continued partnership to address the large number of vulnerable children, families and communities.

# IN BRIEF



## HISTORICAL BACKGROUND:

World Vision first came to Armenia with emergency aid for the victims of the devastating December 1988 earthquake that hit the northern region of the country. Within the first few months of the response, nearly US\$3 million in medical supplies and relief was delivered. Since then, World Vision's projects have transitioned beyond meeting the demands of crisis situations to supporting and promoting the positive development of communities. In 2014 WVA launched its fourteenth ADP in the country, making WVA programmatically engaged in 256 communities in seven Armenian provinces.



## AREA DEVELOPMENT PROGRAMMES (ADPs):

In 2014 World Vision Armenia (WVA) worked in 14 dedicated geographical regions in Armenia: Gyumri, Ijevan, Kapan, Sisian, Vardenis, Stepanavan, Talin, Gavar, Yerevan, Alavedi, Aparan, Tchambarak, Amasya, Noyemberyan. These regions are referred to as Area Development Programmes (ADPs). ADPs are regions where World Vision has assessed high levels of need and vulnerability amongst children and youth populations. With an extensive understanding of priority needs in these regions, World Vision makes a 12-year commitment of support through child well-being programmes with the overarching goal to improve the lives of the most vulnerable children.



## SPONSORED CHILDREN:

34,126 children were registered within WVA's Sponsorship Programme in 2014. Among them 27,433 with "sponsored" status. All Sponsored Children live within World Vision's ADPs and are linked directly to an external sponsor that provides monthly financial support to that child's community. Consequently, World Vision's work does not extend solely to sponsored children. Our inclusive and holistic approach to programming means that financial support received for sponsored children goes towards entire communities within ADPs.

**World Vision recognises a sustainable approach whereby the improvement of a child's well-being is inextricably linked to the improvement of that child's family, education facilities and the overall communities' ability to provide for the child.**



## NUMBER OF CHILDREN IMPACTED:

In 2014 World Vision Armenia (WVA) reached **119,724 children and youth** aged 0-18, and **350,330 adults** through advocacy, development and Humanitarian Emergency Affairs (HEA) programming. Furthermore, **800,000 children and youth** across the country benefitted from WVA's advocacy efforts to improve education, health and economic situation at national policy level.



## STRATEGIC OBJECTIVES:

The overall goal of World Vision Armenia (WVA) is: *Armenia – a home for children and youth to live with hope and dignity.*

In 2014, WVA implemented activities through the following four Strategic Objectives:

STRATEGIC OBJECTIVE 1:  
HEALTH, NUTRITION AND HIV&AIDS

STRATEGIC OBJECTIVE 2:  
EDUCATION, LIFESKILLS AND LEADERSHIP

STRATEGIC OBJECTIVE 3:  
CHILD RIGHTS, PROTECTION AND PARTICIPATION

STRATEGIC OBJECTIVE 4:  
ECONOMIC DEVELOPMENT

The following report highlights the achievements accomplished within the above established objectives.



*“The overall goal of WVA is:  
Armenia – a home for children and youth  
to live with hope and dignity.”*



## STRATEGIC OBJECTIVE 1:

### HEALTH, NUTRITION AND HIV&AIDS

EXPECTED OUTCOME: CHILDREN AND YOUTH ENJOY GOOD HEALTH

#### World Vision Advocacy 2014 Child Health Campaign Changes Law

As a direct result of the joint efforts of WVA's Child Health Now campaign and other local and international NGOs, the Armenian law: "Promotion of Breastfeeding and Regulation of Marketing of Infant Food" was approved by Parliament. This is the highest level of national impact achieved for the promotion of healthy nutrition for children in Armenia and it will drastically improve breastfeeding rates amongst infants and directly improve positive nutrition statistics in the country. World Vision was proud to be a key influencer in this vital national development that will positively impact thousands of Armenian children.

2014 was a remarkable year of growth within this particular strategic objective. With a more strategic approach to activity planning, coupled with more active monitoring and rigorous evaluation, our impacts were significantly larger in scale when compared to 2013, whereby our overarching goal to reach thousands of vulnerable children and improve their health was achieved and surpassed.

In 2014 World Vision Armenia (WVA) health projects streamlined their efforts throughout the **14 geographical regions** in which we are present, in three main directions:

1. Improvement of the quality of health care services
2. Improvement of the knowledge of parents/care givers regarding child health and nutrition
3. Improvement of health policy



“As a direct result of the joint efforts of WVA’s Child Health Now campaign and other local and international NGOs, the Armenian law: “Promotion of Breastfeeding and Regulation of Marketing of Infant Food” was approved by Parliament. This is the highest level of national impact achieved for the promotion of healthy nutrition for children in Armenia and it will drastically improve breastfeeding rates amongst infants and directly improve positive nutrition statistics in the country.”



## STRATEGIC OBJECTIVE I

**1,685 new mothers** were educated on the benefits of exclusive breast-feeding and healthy nutrition by WVA, triple the number of mothers reached in 2013. Healthy nutrition is a priority predisposition of a child's healthy physical growth and development. Exclusive breastfeeding during the first 6 months of life is ideal nutrition, containing all nutrients needed for the baby's growth. It protects the baby from numerous infectious diseases and helps to fight respiratory illnesses and diarrhea which are the main causes of death in infants. WVA utilized a variety of techniques to promote breastfeeding and timely initiation of complementary feeding. Mothers were involved in trainings, food preparation sessions, contests, and more, and were provided with different informational materials on healthy nutrition.

**2,589 parents and caregivers** were trained by WVA on child health and nutrition. They were trained on routine screening and vaccination schedules and early detection of common diseases and what to do in such cases. These sessions demonstrated high-levels of positive impact amongst care givers of the most vulnerable children where there is a common misconception that diversified and healthy food is more or too expensive. Knowledge contests with participating mothers were organized to encourage community mothers to promote healthy nutrition and child care. These contests revealed that active mothers received good knowledge from the training sessions and that they were enthusiastic to share what they learned with other parents.

**986 mothers** were trained by WVA on diarrhea management. Diarrhea is the main cause of death for children under 5 years of age. Mothers received regular trainings on how to prevent and how to use ORC (oral rehydration solutions). They were trained how to recognise signs of danger and immediately seek medical help.

**292 health care providers** were trained by WVA in IMCI (CIMCI), “Integrated management of child diseases”. These trainings focused on the management of acute respiratory infections, diarrhea, ear infections, tonsillitis, and more.

**912 community members** (including representatives of civil society organisations) were engaged in the monitoring of health care services through local level advocacy initiatives facilitated by WVA. Awareness-raising sessions were organised for community members focusing on health entitlements and their rights and their rights to receive vital free-of-charge services.





## STRATEGIC OBJECTIVE 2: EDUCATION, LIFESKILLS AND LEADERSHIP

2014 was a significant year of progress within this strategic objective. Due to the strengthening of WorldVision student councils across the country, we increased our access to vulnerable youths. Activities with these youth groups focused mainly on their employability levels and access to Armenia's job market.

**136 student councils** across 13 ADPs (Stepanavan, Alaverdi, Ijevan, Gyumri, Amasia, Vardenis, Gavar, Tchambarak, Aparan, Talin, Yerevan, Sisyan, and Kapan) were capacitated to better implement their mandate to be more actively engaged in school life, including participation in decision-making processes. All student councils participated in the design and implementation of community care mini projects, established in order to address the needs

of the most vulnerable children, supporting the improvement of school and community facilities and the organisation of several events and competitions amongst children.

**10 "IMPACT" clubs** were established in two pilot ADPs (Yerevan and Talin) to support **130 children and youth** (78 girls and 52 boys), in order to increase their knowledge, values and abilities in active citizenship, employability, leadership, and social entrepreneurship. In 2014 these clubs implemented 10 community service learning projects and raised around USD 3000.

Three ADPs (Gyumri, Talin and Gavar) implemented professional orientation projects for 400 final year students and schoolteachers. The project enabled the involved youth to choose their future



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## STRATEGIC OBJECTIVE 2

profession based on their abilities, needs and desires, as well as get a realistic understanding of market demands. The participants also visited employers in different industries and gained an understanding of professions in action.

To increase the employability of recent school graduates two ADPs (Talin and Yerevan) initiated the organisation of vocational trainings for **21 youth** (4 male, 17 female) in partnership with state, private, and non-formal education centers. The youth were trained in professions such as hairdressing, cooking, woodwork, carpentry, garment design, IT and catering. Two of the participating four boys are currently in the Army, and mentioned that the cooking skills were helpful for them, as now they work as cooks. Most of the girls have also stated

that although they are not officially employed, they are now able to provide hairdressing, manicure and design services to individuals and gain an income.

Due to the increasing role of the IT sector in Armenia, IT-related education courses were promoted by WVA in four ADPs (Yerevan, Kapan, Talin, Gavar), through the establishment of four robotics clubs in schools. Around 60 children from these clubs participated in a number of exhibitions. An additional 10 children from Yerevan ADP participated in trainings organised by WVA on Animation, Web Development, Game Development and Digital Media at the TUMO creative center. Given that these occupations are currently considered amongst the most in demand in Armenia, these trainings added positively to the future employment opportunities of the trainee youths.

In 2014, **50 youths** in two ADPs (Alaverdi, Yerevan), coordinated to form Youth Advocacy Groups. They received capacity building on human rights, citizen responsibilities, state entitlement, and the use of media in advocacy. They then developed advocacy campaigns on pressing issues that were identified within their local communities. Advocacy issues included school health checkups, school sanitary conditions, garbage collection in their communities and the availability of health care facilities in their community. Achievements in 2014 - as a direct result of World Vision's trainings and coordination of youth groups on advocacy and lobbying - were real and impacting. Within the community of Karinj, students identified Internet access as being the most pressing need for their school. Through a number of coordinated lobbying efforts, the school authorities reallocated money for better Internet access. In

the community of Mghart, students were trained to identify their priority needs and determined that sanitation levels within the school canteen needed to be improved. After a number of coordinated lobbying efforts, the relevant renovations were made and sanitation levels were immediately improved. In the community of Kanaker-Zeytun, thanks to the lobbying efforts of the World Vision Advocacy Youth Groups, garbage collection from the local kindergarten improved and the yard was cleared of waste, remaining clean to this day.

In 2014 some **2500 children** from all of World Vision Armenia's ADPs participated in our annual Christian Summer Camp – a skills building camp that aims to build friendships, facilitate meetings and dialogue with faith leaders, the learning of handcrafts, and playing of sports.



## STRATEGIC OBJECTIVE 3: CHILDREN ARE PROTECTED AND PARTICIPATING

In 2014 World Vision Armenia (WVA) increased strategic efforts to target government-level decision making in relation to policies that heavily impact on the well-being and protection of children. It was through these strategic advocacy efforts and relevant partnership-building, that we positively impacted child rights, protection and participation throughout the country.

Specifically, WVA suggested amendments, such as unified methodology, tools and mechanisms for assessments of financial, human and other capacities of relevant institutions, to the National Strategy and Action Plan on Child Rights Protection for 2013-2016 as well as suggesting a unified National Master Plan on Deinstitutionalization.

Due to the sustainable advocacy efforts of WVA, in 2014 the National Strategy on Child Protection (CP) for 2013-2016, among other recommendations, included provisions/commitments to insert State paid social workers/specialists in each community, and to restructure the Overnight Child Care and Protection Institutions into alternative care services. This represents the key strategy and agenda of WVA's child protection work which aims for widespread and high impact results. In 2014 WVA advised the Government that the enrollment criteria for children in care facilities should follow internationally recognised standards. The Government took these policies on board and consequently there is now a national focus on after-school care services as an alternative approach to decreasing the number of institutionalised children where possible.



“700 children and youth-led activities were implemented in the Sisian region to address Disaster Risk Reduction. 434 children and youths led similar projects in the Gyumri region. World Vision continues to encourage the involvement of children and youth within our programme design and project implementation with an overarching and strategic goal to empower them within their local and national environments.”



## STRATEGIC OBJECTIVE 3

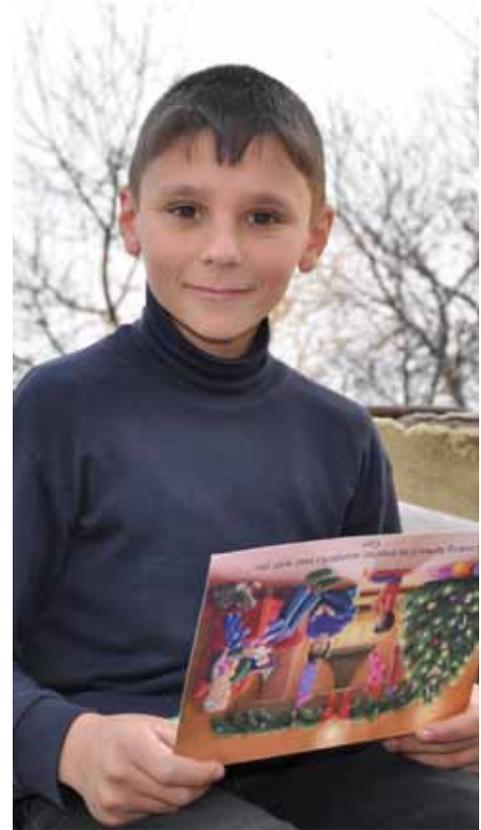
Throughout 2014, WVA continued to focus on activities that promoted non-abusive and inclusive families, schools and communities for all boys and girls, especially the most vulnerable. This was achieved with activities implemented through strategic partnering with community members as well as local and regional level authorities. Violence against women, particularly domestic violence and sex selective abortions are phenomena that have always existed and still exist in Armenia. For the purpose of raising public awareness about this issue, eleven training courses were implemented together with the “Women’s Resource Center” NGO. Trainings were attended by 65 World Vision employees (24 male, 41 female), 80 parents (8 male, 72 female) and 20 representatives (4 male, 16 female) of the mass media. These trainings demonstrated WVA’s hands-on approach to tackling sensitive issues in a high-impact manner. The focus

on media representatives, who went on to develop several publications on sex-selective abortions, added a watch-dog presence in Armenia to this issue. World Vision has become a member of the coordinating group: Combating the Skewed Sex-at-birth Ratio in Armenia, set up as a collation of I/NGOs under the umbrella of UNFPA.

Significant progress was highlighted in 2014 with the involvement of children in community engagement projects, such as World Vision’s cross-cutting Disaster Risk Reduction programme. **700 children and youth-led activities** were implemented in the Sisian region to address Disaster Risk Reduction. 434 children and youths led similar projects in the Gyumri region. World Vision continues to encourage the involvement of children and youth within our programme design and project implementation with an overarching and strategic goal to empower them within their local and national environments.

**13 ADP trainings** were organised with **2981 children** and youth at community levels throughout 2014 with the aim of enabling and empowering children to be active contributors in solving community-level issues, to gain roles of age-appropriate responsibilities, to become leaders in their communities, and to care for their peers.

2014 recorded a significant increase in identification, follow-up and reporting on Child Protection cases throughout the 14 areas of commitment and presence that WVA works in. The total number of Critical Child Protection issues identified in 2014 was 1023 compared with 191 in 2013. This is the result of more effective monitoring systems that were put in place by World Vision that enabled us to clearly track and identify the situation of child protection abuse and neglect. Furthermore, the improvement of local capacities under targeted World Vision projects, such as the pilot initiative to improve understanding, identification and reporting of Child Protection cases amongst community-based social workers, directly resulted in increased identification and monitoring of child protection issues amongst some of the most vulnerable children in Armenia.





## STRATEGIC OBJECTIVE 4: ECONOMIC DEVELOPMENT

GREATER INCOME FOR PARENTS IMPROVES THE WELL-BEING OF CHILDREN

In 2014, under the Economic Development programme, World Vision Armenia decided to strategically focus on Local Value Chain Development (LVCD) activities. Activities were mainly focused in World Vision's geographical programme regions Alaverdi, Sisian, Tchambarak and Amasia.

In 2014 a priority aim was to increase the economic capacity (income) of smallholder producers to better provide for their children by facilitating their engagement with markets in a way that they receive more profit for their produce. In 2014 WVA supported **950 small holder producers** to work collectively to improve their productivity, develop better relationships with buyers and get better access to markets. These capacity-building initiatives directly resulted in an addition of USD 152,000

amongst **180 participants** within the target groups in Alaverdi, Sisian, Tchambarak and Amasia by the end of 2014.

World Vision Armenia and its partners supported local producers through skills development in order to identify new markets and collectively sell their produce. Income levels amongst smallholder producers increased due to their collective work and joint efforts with the support of market facilitators. Improved approaches such as coordinated increases in sale prices, decreased production costs through more effective and modern processing techniques, and increased profit from reselling-selling directly to buyers without middlemen, have effectively improved value and efficient production at this level.

“In 2014 a priority aim was to increase the economic capacity (income) of smallholder producers to better provide for their children by facilitating their engagement with markets in a way that they receive more profit for their produce.”





## STRATEGIC OBJECTIVE 4

*“We have always gathered rosehip and used to have to beg the village grocery store to exchange it. Now the buyers are waiting for us to supply them. I sell without pleading, and am able to take care of the needs of my own grandchildren,”* says Varduhi, of Shaghat Producers Group.

*“With cash in hand, we pay for school supplies, for clothing, for everything. There is a huge difference now. The sales have gone up and we feel capable of taking care of our families,”* adds Silva, another Group member.

In the frame of LVCD projects, WVA also supported local producers to develop capacity building plans and ensure their implementation.

In 2014, approximately **230 farmers** from Tchambarak, Amasia and Sisian were supported to increase their capacity in financial management.

**690 farmer** participants in the same areas were trained on sustainable production in agriculture.

**360 VC participants** were trained in agro-marketing.

WVA also supported producer groups to improve cooperation production approaches and mutual trust among their members through trainings on group management for 62 producer group members. As one of the LVCD project participating farmers, Arthur, said, prior to this project there was destructive competition between farmers: “We were ready to kill each other,” he said “But now our relationships are transformed and we understand that there is no time for disagreement; we need to put every disagreement to one side and look to setting common goals and working towards positive changes. If you want to succeed with this model, find competitors and unite them!”

“In 2014, approximately 230 farmers from Tchambarak, Amasia and Sisian were supported to increase their capacity in financial management.”





# REACHING THE MOST VULNERABLE

In 2014 World Vision Armenia (WVA) undertook a major task to identify where the most vulnerable children are in all 14 Area Development Programmes (ADPs).

According to the results:

**972** of the **Most Vulnerable Children** (MVC) are living in **13 ADP areas** with the highest numbers reported from Sisian ADP (219), Stepanavan ADP (147), and Yerevan ADP (144).

Of those, **47.5%** are girls and **52.5%** are boys

Of those, **364 (37.5%)** are already participants within World Vision's Sponsorship programme.

Such mapping details allow for targeted resilience and livelihood programming in 2015 and beyond. This exercise will be conducted on an annual basis, necessitating significant training of those to collect fuller and high quality data.

The results demonstrate that, while existing programmes are making measurable and positive impact, (as demonstrated by the overview of achievements per each of our strategic objectives highlighted in this report), with regards to vulnerability levels, high-level needs persist that World Vision can now access. With this rigorous approach World Vision continues to develop and introduce leading approaches to baseline assessments in the region and strives towards accessing the most vulnerable children.



World Vision continues to develop and introduce leading approaches to baseline assessments in the region and strives towards accessing the most vulnerable children.



# BEING ACCOUNTABLE

## TO OUR COMMUNITIES, PARTNERS AND DONORS

### INTERNAL PERFORMANCE AND CAPACITY ASSESSMENT:

World Vision has made financial transparency a fundamental management principle. The organisation's objective is to be able to account for the utilization of the funds entrusted to it at all times. In addition to its own system of internal control, it undergoes numerous external audits. Moreover, financial reports are drawn up on the utilization of the funds granted by institutional donors and these are often subject to external audit.

World Vision's Performance Capability and Performance Review (PCPR) is a rigorous internal assessment tool that was developed by the World Vision Global Partnership and is implemented twice yearly within World Vision Armenia's programme.

This assessment tool looks at all internal processes, including financial mechanisms and programme impacts and ranks our procedures with the overall aim of ensuring that funds are being allocated in a transparent and effective manner.

### INTERNAL RISK BASED AUDITS:

In addition, World Vision is intentional about donor accountability and continuous efforts towards improving the internal controls and risk management. For the past three years World Vision globally shifted to a Risk-Based internal audit approach which seeks to identify risks with the greatest potential impact, focusing on value-added audit.

“All programmes were developed, designed and re-designed with the active and regular participation of the communities we work with.”

World Vision continued to adhere to all necessary donor reporting and auditing throughout 2014, but, with additional tools such as the PCPR and the Internal Risk-based audits, we are confident that our self-evaluation methods guarantee the highest quality of accountability to our donors, partners and to the communities we work in.

#### CONSULTING WITH COMMUNITIES:

All programmes were developed, designed and re-designed with the active and regular participation of the communities we work with. Participation with the relevant communities was encouraged and facilitated across 14 regional programmes formerly involved in the design and re-design phase of programmes in 2014.

#### WORKING HAND-IN-HAND WITH PARTNERS:

Clear and established Memoranda of Understanding (MoUs) were signed with all World Vision Armenia partners in 2014, with the aim of establishing partnerships that will protect, support and promote the well-being of children. In addition, all partners were selected through rigorous screening processes that ensured their programmatic and financial approaches were in-line with established international best practices. Partners also have the reverse benefit of adding a level of accountability to WVA, throughout the programme design phase. Their constant participation brings external expert analysis to the process, ensuring needs are relevant and actions effective.



# FINANCIAL REPORT 2014

## FUNDING FROM WORLD VISION SUPPORT OFFICES AROUND THE GLOBE:



TOTAL OPERATIONAL BUDGET FOR 2014 WAS **USD 9,358,823**

## TOTAL BY FUNDING SOURCE:



91%

WORLD VISION  
RESOURCES

9%

EXTERNAL  
DONORS



## WITH THANKS

TO OUR EXTERNAL DONORS  
WHO MAKE OUR WORK POSSIBLE:



USAID



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Individual Donors



WVA Gift Catalog



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Local Governments



## KNOWLEDGE, SKILLS AND CONFIDENCE - WORLD VISION EQUIPS YOUTH FOR FUTURE JOB OPPORTUNITIES

World Vision considers Armenia's youth to be a strategic partner in achieving overall well-being of communities and dignified living standards for children and their families. For this reason, throughout 2014, we focused a lot of our efforts on the positive development and empowerment of youth groups throughout the country.

*"I was planning to migrate to Russia to find a job," said Mkrtich Nersisyan, 22, from the Gavar Region of Armenia. "But, thanks to the welding classes organised by World Vision and the tools they have provided, I now have a regular income which enables me to take care of my parents and younger siblings. I am planning to get married and have my own family, because now I can provide for the family all by myself," he adds.*

Since 2010, World Vision has organised vocational classes for **1,470 youngsters** from vulnerable families across the country and most importantly for young people living in state childcare and protection institutions. The classes are set-up based on the youth's identified interests, in conjunction with consultations with job market specialists to ensure that those vocational class choices best match the market demands. Hairdressing, tailoring, cooking, sewing, carpet weaving, carpentry, computer skills, shoemaking, design, cattle breeding, computer skills, plumbing, nail care, small business management and basic agricultural skills were among the most common choices of participating youth.

“... thanks to the welding classes organised by World Vision and the tools they have provided, I now have a regular income which enables me to take care of my parents and younger siblings. I am planning to get married and have my own family, because now I can provide for the family all by myself.”



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