



2021

SMALL STEPS FOR AFRICA

ANNUAL REPORT



INTRODUCTION

Welcome to our 2021 Annual Report.

COVID-19 sadly has continued to be a dominant feature of life around the world, including in Madagascar. Schools were closed for several months across the academic year 2020/21 as COVID-19 cases surged, and Madagascar has struggled to get its population vaccinated.

At SSFA, we focused on helping our partners to continue providing support to families, whether that's via taking more children into our sponsorship programmes, providing food parcels, rent subsidies, or covering healthcare costs. Our partners at Ankizy Gasy and Akany Avoko Faravohitra have been unsung heroes during the pandemic, working tirelessly 7 days a week, often putting their own health at risk, to continue delivering services to the families we support.

Despite the huge challenges and difficulties faced by young people over these past years, 75% of children in our programme with Ankizy Gasy passed their end of year exams in Summer 2021 - including six children who passed their BEPC and CEPE state exams. At Akany Avoko Faravohitra, nearly all the girls in our programme passed their end-of-year, state exams or college diploma qualifications.

2021 also saw several steps forward for SSFA from an organizational perspective – we brought onboard our first intern, launched our new website, relaunched our newsletter and overhauled our social media output. We hope you've enjoyed browsing the new content!

We were also delighted to welcome supporters back to our annual Quiz Night in November – a wonderful time was had by all, and we raised over £1000.

In 2022, we will be setting out new priorities for SSFA over the next 3-5 years, and looking ahead to our ten year anniversary in 2023.

As ever, huge thanks to our supporters, new and old, who contribute so generously to the work we are doing. We know you are with us, every step of the way.

Charlotte Baker - Director, Small Steps for Africa

KEY ACHIEVEMENTS IN 2021

65

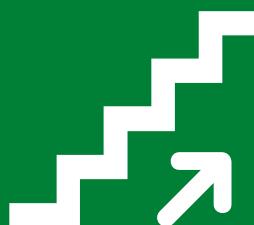
YOUNG PEOPLE DIRECTLY SUPPORTED BY SMALL STEPS FOR AFRICA, IN PARTNERSHIP WITH ANKIZY GASY AND AKANY AVOKO FARAVOHITRA

£18K

FUNDRAISED TO SUPPORT OUR PROGRAMMES IN MADAGASCAR - PROVIDING ACCESS TO EDUCATION AND HEALTHCARE FOR YOUNG PEOPLE FROM VULNERABLE BACKGROUNDS

80%

OF YOUNG PEOPLE SUPPORTED BY SSFA PROGRESSION TO THE NEXT SCHOOL YEAR, PASSING SCHOOL, STATE AND TECHNICAL EXAMS





PROJECT UPDATE: ANKIZY GASY

In 2021, SSFA worked with Ankizy Gasy to:

- Facilitate direct sponsorship of 46 children - including two university students
- Support the wages of one of Ankizy Gasy's social workers
- Deliver extra contributions to the families we support, including healthcare costs, clothing, extra education courses and more.

Highlights of SSFA's work with Ankizy Gasy in 2021 included:

- Two children in the programme attending university (see separate Impact Story)
- 75% of sponsored children passing their end of year exams
- 6 children passing their state BEPC and CEPE exams
- Supporting one vulnerable family into new accommodation, and supported one family to build a new home
- Providing food parcels for more than 25 vulnerable families





IMPACT STORY: OUR SUPPORT TO UNIVERSITY STUDENTS

In September 2021, three students began their studies at university, supported by SSFA.

Therezia, Faniry and Diavolana all came from challenging backgrounds - but thanks to SSFA and partners, made it through school, passed their Baccalaureate exams and were accepted into their chosen university courses.

Therezia has been supported by SSFA for almost a decade and started her nursing degree at ISPARAMED University, Antananarivo in 2021. The course combines classroom learning with practical experience in a hospital.

Faniry is studying Communications and would love to work for a government department in the future. She is also studying English at CNELA.

Diavolana has been supported by SSFA's programme at Akany Avoko Faravohitra home for vulnerable girls for more than five years. She is studying Finance and Accounting at ACEEM University in Antananarivo. She would like to work as an accountant in a large company in the future.

For SSFA, having three students reach university is proof of the value in investing in education - and we aim to be able to support many more.





PROJECT UPDATE: AKANY AVOKO FARAVOHITRA

SSFA's partnership with AAF entered its seventh year in 2021 – and the focus was helping the centre to get back on track after several COVID-19 lockdowns and disruptions to the girls' education and wellbeing.

In 2021, SSFA worked with AAF to:

- Facilitate sponsorship of 20 girls, a 25% increase compared to 2020 – half of whom were attending school, and half of whom were attending university or practical training.
- Support the wages of three social workers
- Support the centre's football team, via funding for football boots for team members
- Fund extra treats for girls at the centre, including meat for the centre's Christmas lunch

Highlights of SSFA's work with AAF in 2021 included:

- Diavolana – who has been sponsored through SSFA since 2016 – starting university, studying for a degree in Accounting.
- Tantely moving to live independently in accommodation near the centre, and continuing her professional hairdressing training.
- More than 30 girls undergoing hairdressing training at the Manonga training salon, funded through our partnership with Jason Jones Hairdressing in Lymington.
- Several girls sponsored through SSFA passing their CEPE and BEPC state exams, and moving up to the next school.
- Miantsa and Aina leaving the centre to continue their independent lives. Aina works as a waitress in a top hotel in Antananarivo, while Miantsa is working as a hairdresser in Tsiromandidy, a city in central Madagascar.



IMPACT STORY: LIFE BEYOND AAF - WHERE ARE THEY NOW?

The main aim of the Akany Avoko Faravohitra girls' centre is to provide girls with the education and life skills they need to live a successful independent life when they leave the care of AAF.

Two girls supported by SSFA left the centre in 2021, and are now building successful lives for themselves as adults.



Aina was orphaned in her teens, and following a turbulent few years living with different family members, was placed at AAF. A natural people person, she undertook a diploma in hospitality, achieving her qualification in 2021. She now has a job as a waitress in a hotel in Antananarivo, and lives independently with her sisters.

Miantsa ended up working as a maid aged just 14, following a family breakdown and domestic abuse. She was placed at AAF in 2019, where she studied both catering and hairdressing, gaining diploma qualifications in both. She was offered a job as a hairdresser in the town of Tsiromandidy, and moved there in early 2022.



SSFA'S INCOME 2021

COMMENTARY

Income was down a little on 2020 (8% drop) mainly attributable to the outstanding response in 2020 to our COVID-19 appeal and the limited numbers we could have our Quiz Night, due to COVID-19 considerations.

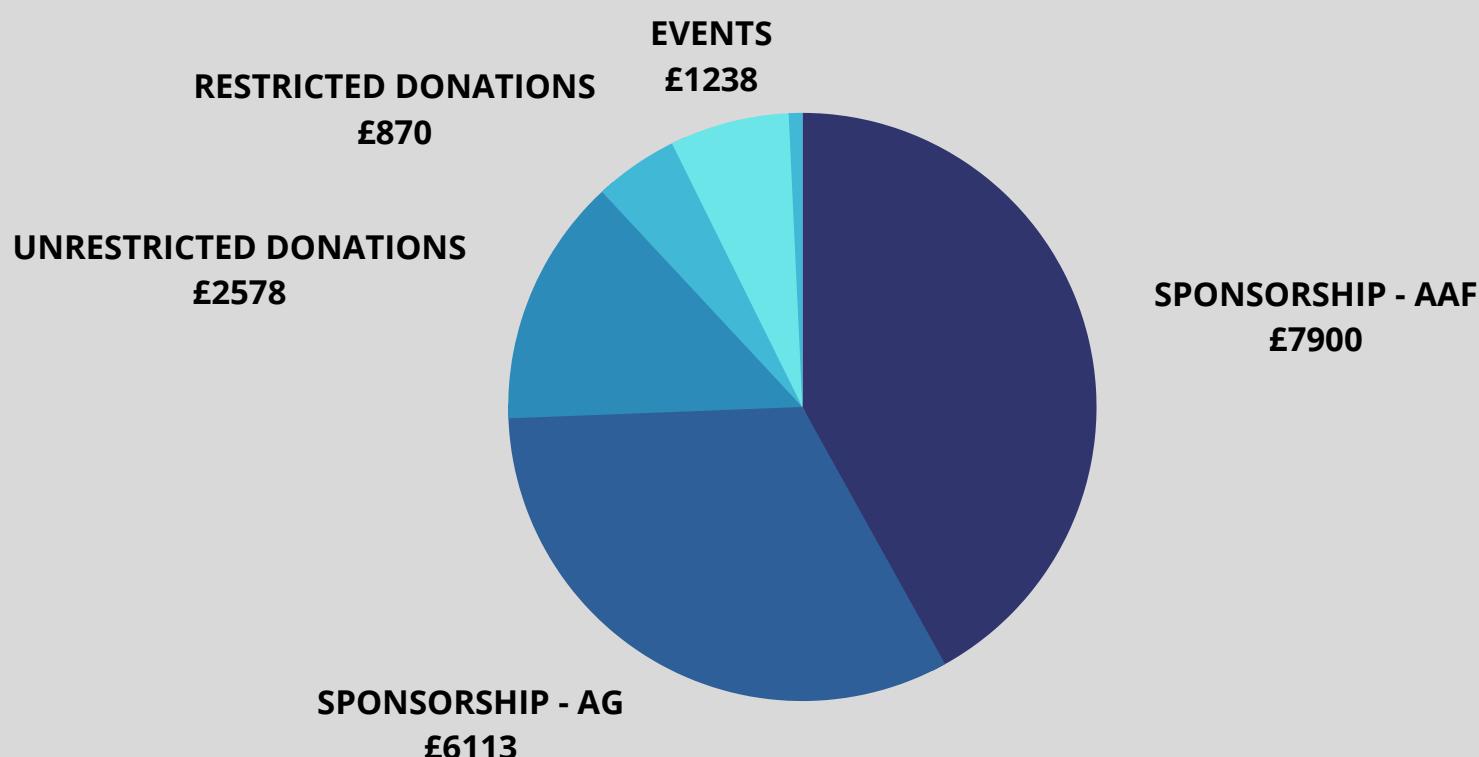
Sponsorship income grew significantly for our AAF programme, as we brought more sponsors onboard, and remained stable for our work with Ankizy Gasy.

Unrestricted income remains largely stable, made up of a combination of standing order donations and one -off contributions. An area of growth focus for 2022 will be increasing standing order donations. Gift Aid quadrupled as a share of our income in 2021.

Restricted income mainly came from sponsors funding extra support for their sponsored children, as well as dedicated support from one supporter to our social worker programme.

Events contributed were delighted to be able to host our Quiz Night again, which raised over £1000, along with our lockdown 'Art for Africa' competition, which raised £200.

TOTAL INCOME = £18,839



SSFA'S OUTGOINGS 2021

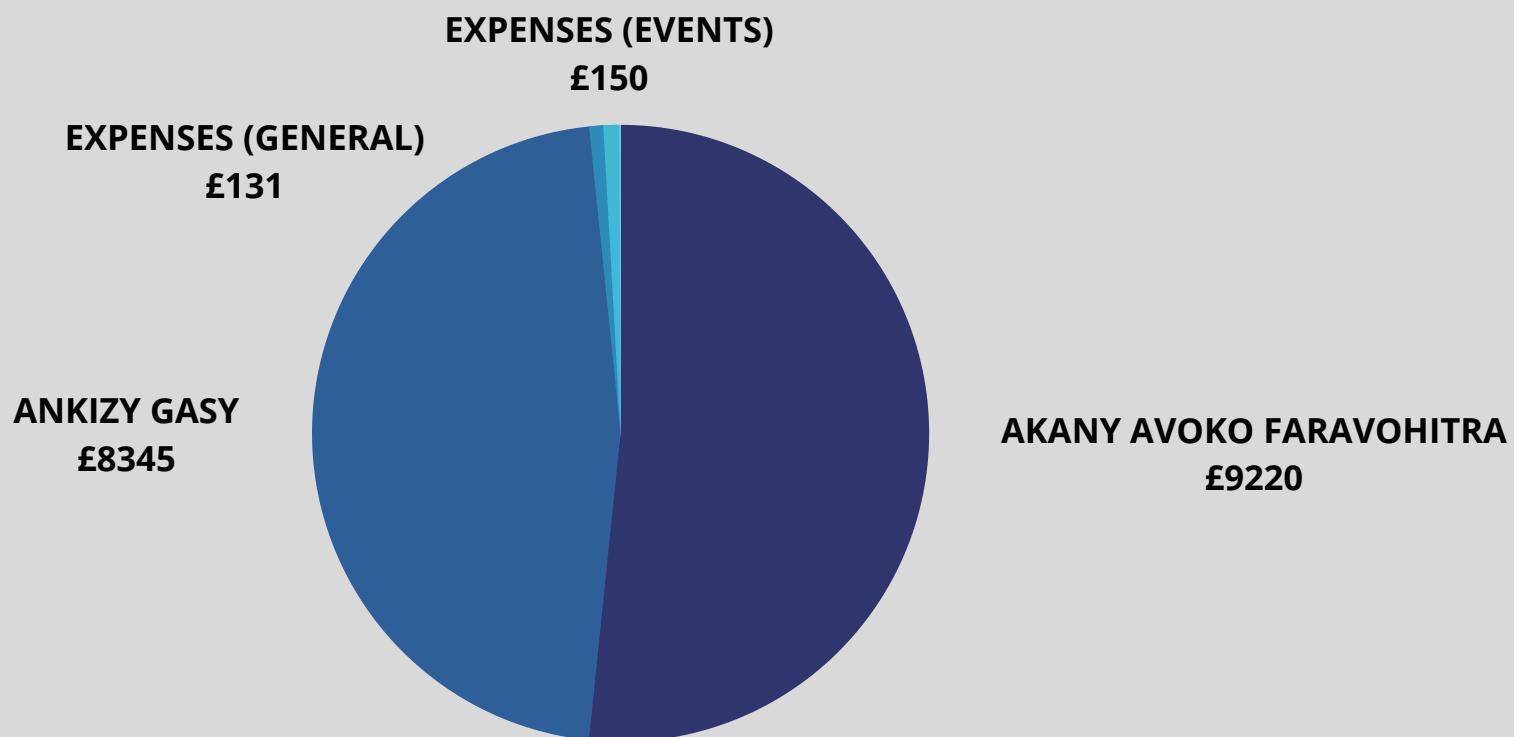
COMMENTARY

Our support to our partners Ankizy Gasy and Akany Avoko Faravohitra remained stable in 2021, consisting mainly of support directed towards individual sponsored children, as well as support for four staff members' wages between the two projects.

Other outgoings related to extra support provided to families for healthcare, school supplies, accommodation, food and other types of social support.

Expenses in 2021 were low, relating mainly to the cost of the SSFA website and costs of hosting the Quiz Night. Contributions from supporters towards the other event expenses kept this budget line low.

TOTAL OUTGOINGS = £17, 846



2021 ORGANISATIONAL PRIORITIES

- HOW WE DID

1) Developing SSFA's web and social media capacity

- Thanks to the support of SSFA's intern, SSFA now has a regular schedule of posts on Facebook, Twitter and Instagram (the latter newly-launched in 2021), with engagement increasing by more than 200% between Sept and Dec 2021.
- SSFA's new website launched in December 2021, providing a much-enhanced user experience, with key information easier to find. SSFA also acquired a PayPal account to take online donations at the end of 2021, replacing the now defunct Virgin MoneyGiving, our previous platform of choice.
- SSFA also relaunched its newsletter in 2021, with very positive feedback from supporters and an average open rate of over 50%, which is excellent for the sector.

2) Recruiting an intern to assist with programmatic and communications aspects of SSFA's work

- SSFA successfully recruited its first intern in 2021, with gap year student Emily Kinder working with the charity from September 2021 into 2022. Emily was supported to undertake a course in the design platform Canva, and used the skills she gained to improve SSFA's social media content.
- She also helped with administrative tasks, including the migration of all SSFA content onto a Sharepoint system and helping compile sponsor reports. The intern programme has been hugely successful and SSFA hopes to recruit another intern for 2022/23.

3) Recruit a new trustee

- SSFA did not manage to recruit a new trustee in 2021, however plans are underway to onboard a new trustee with financial experience in Q3 of 2022.

4) Develop new partnerships with educational institutions and sports clubs

- SSFA held discussions in 2021 with several sports clubs, with a view to them supporting the girl's football team at Akany Avoko Faravohitra. However, these were ultimately unsuccessful. SSFA trustees also found that schools and educational institutions were not as receptive to potential partnerships in school year 2021/22, due to the ongoing challenges posed by COVID-19.
- This remains a strategic priority for SSFA, and will be relaunched in September 2022.

SSFA'S ORGANISATIONAL PRIORITIES- 2022



FUNDRAISING

Grow SSFA's supporter base, with a particular focus on regular, monthly giving.



PROGRAMMATIC

Ahead of SSFA's 10 year anniversary in 2023, draw up a 3 year investment plan, with a focus on programmes that enhance the employability of the young people we support, and facilitate access to healthcare



OPERATIONAL

Recruit two new trustees, with a particular focus on financial and fundraising skills, and continue the internship programme launched in 2021.

