Picture from our annual sponsorship excursion. Vice President of SevaChild Norway distributing gifts to children!

ANNUAL REPORT 2014

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www.sevachild.org
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ABOUT SEVACHILD NORWAY

Children and education – for girls in particular – are closely interlinked with SevaChild Norway’s priorities.

On the way to school in new clothes!

Vision
Provide good, safe and academically enriching environments for children in developing countries.

Goal
To improve living conditions for children in developing countries through:

- **Sponsorship programme**
- **Support to child aid organizations in developing countries.**

To improve living conditions for children in developing countries is the goal of SevaChild Norway. In 2014, almost 140,000 doses of vitamin A were distributed to children below the age of 5 through our programmes!
SevaChild Norway and its cooperating partners

**SevaChild Norway:** Founded as a response to one of India’s modern tragedies, a country where an estimated 80 million of the world’s 143 million homeless children are living. And, where unfathomable many more children and families are living in a bottomless poverty, malnutrition and hopelessness.

In Norway, we collect money to work in India through sponsorship, distribution of vitamin A to children under the age of 5 years, and various general support for Indian child aid organizations.

**SevaChild International:** Non-religious organization with its home office in Los Angeles, California. In the United States, the organization is working with recruitment of sponsors to the work in India as well as collecting money to the vitamin A program in India for children below the age of 5 years. In addition, collection of funds for general support to Indian child aid organizations are also taking place.

**SevaChild India:** SevaChild India is associated with an international alliance of child aid organizations created as a response to the intolerable situation that millions of India’s underprivileged children are living under (SevaChild Norway and SevaChild International). The organization is a **Membership Organization** for Indian Child Aid Organizations where even the smallest Indian voluntary Organizations can become members in order to share experiences with each other, utilize its resources in a better way and become more attractive for financial support from both local, national and international financial sources. SevaChild India is coordinating funds from SevaChild Norway and SevaChild International, in addition to general money collection and sponsorship recruitment in India.

We are, all 3 organizations, an integrated part of each other. In addition, SevaChild India is also our implementing partner in India!
How do SevaChild Norway utilize its collected funds?

The goal of SevaChild Norway is to use as little as possible of its collected funds on administration. In 2014 we managed to keep the administration percentage on 17%, while an 83% of collected funds were spent on our work in India.

Our two main activities – sponsorship programme and distribution of vitamin constitutes the main activities in our programmes.

Our main activities in our programmes are implemented by SevaChild India and its member organizations all over India.
1. EDUCATION

Why do boys usually get education in India, not girls?
That girls are treated like a burden and seen as inferior to their more celebrated brothers, are common in large parts of India, especially in villages and in remote areas. Families save for education for their sons but not daughters. Young widows must live a life destined to take care of her in-laws. India has a long tradition of learning and education. The country presents a picture of impressive scientific and technical progress, while exhibiting massive illiteracy and a weak education system. According to estimates from UNESCO, more than 30% of the population over the age of 15 years, are illiterate. Only three out of ten Indian girls complete ten years of basic education! Do you think then it is strange that about 80% of our sponsored children are girls? Education is a very effective way to foster development and thus a path out of poverty. Children who complete their education acquires knowledge which gives a far better opportunity for work and income when they become adults. Through our educational approach, we want to contribute to the Millennium Development Goals of the United Nations when it comes to education. As children in our sponsorship programs grow older, higher education in a variety of forms is made available to young people who wish to study further. The philosophy here is to make students better ready for working life through suitable jobs in relation to the education they have.

How can we allow that girls are ending up like this in a too young age? They should rather be spending their time on education. Do you realize the problem?

Please educate me!
2. HEALTH AND HIV/AIDS

Health and HIV/AIDS – a reality when growing up in a country like India!
Health and poverty are often interlinked. Although good health is a human right, it is far from a reality in India. There is still a long way to go before all people in India can live a dignified life with good health. Poverty must be fought and sustainable development must be established, in addition to curative measures.
A large part of SevaChild Norways program is to inform through promotions. The aim is to arouse awareness about health and better health services. Three of the United Nations Milenium Goals are directly related to the problems.

- Milenium Goal number 4: to reduce mortality among children under 5 years to 2/3 from 1980 to
- Milenium Goal number 5: Reducing mortality among women who give birth with ¾ from 1990 to 2015
- Milenium Goal number 6: HIV / AIDS, malaria and other deadly diseases will be eradicated by 2015
3. COMMUNITY DEVELOPMENT

The goal of community programs is to develop sustainable communities based on social equality and mutual respect. Central to the program is that individuals and groups are given the opportunity to use their skills and expertise to create change in their local communities. SevaChild Norway want especially to include women, minorities and other marginalized groups in such work. Such work is essential in both metropolitan slum as well as in rural areas - both are areas that SevaChild Norway actively is working in today. We have seen what such kind of work do positively with people, for example through groups that can actively work toward alkolisme, youth groups, self-help groups etc. etc.

Poverty and increasing population puts great pressure on the environment in many places. When exploitation of land, forest and other natural resources - and people are forced to work more than their performance - people have difficulties in surviving. Many move to the cities, where they must live in slums with danger for health and safety.

Population growth for the countries in the north is 0.5% while in the south it is 2%. Children are an important resource in poor countries, partly to ensure the old age. Getting many children increases the chances of being taken care of when you get old. Children are also often an additional source of income, as many are working to sustain the family. This brings with it an increasing population growth which in turn increases pressure on natural resources - which in turn hinders a sustainable development.
The United Nations defines Community development as "a process where community members come together to take collective action and generate solutions to common problems."

**Programmatic Work**
The Vitamin A-Program

### Statistics from the vitamin A distribution program

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SevaChild Norway together with its cooperating partners have had a tremendous development in the vitamin A distribution to children below the age of 5.

4. **What is the definition of vitamin A?**
   
a. **Introduction**

Vitamin A is often called the "vitamin of the eye" and is a fat soluble vitamin. Vitamin A acts in the body as an important antioxidant and is particularly important in the body's defense against viruses (colds and flu). Because vitamin A is fat soluble, one must be careful not to take too much of the vitamin. This is in contrast to water-soluble vitamins such as vitamin C. Vitamin A is stored in the fat cells in our body and normal, healthy human beings could have stored such for many years to come.
For this reason one can for short periods manage with a low intake of vitamin A. Vitamin A was first prepared synthetically in 1947.

**Vitamin A is necessary for:**

- Good vision
- Normal growth and bone formation
- Smooth skin and mucous membranes
- Hormone Formatio
- Resistance to infections and cancer

In a country like India vitamin A is recommended in 2 annual doses for all children under the age of 5 years. In Norway, children of the same age gets vitamin A through a "normal" diet.

b. SevaChild Norway, together with its cooperating partners, started the work with the vitamin A program in 2013 in 3 States in India. In 2014 the program expanded to 14 States.

**About sponsored children**

![Graph showing distribution of sponsored children by gender]

By the end of 2014, we had:
- 192 children for sponsorship
- 72 % girls
- 28 % boys

**The Sponsorship Program**

Through our sponsorship program we want to help children achieving their rights, so that they can take their resources into use for the benefit of themselves and the society. Our sponsorship program is children-centered. In order to create safer living conditions and help the environment to take care of their kids, we are also focusing on family and community. The program therefore has a far larger audience than just the sponsored children themselves. Because of traditions, poverty, insecurity and poor quality of many schools, fewer Indian girls gets the opportunity to complete their schooling. Therefore, around 80 percent of the sponsored children are girls.

Our sponsorship program consists of five main components linked up with a variety of activities (examples):
• Education

- Support to school uniforms, school supplies, transportation and tuition.
- Support for school infrastructure, equipment and school environment.
- Informal education for children and youth who have dropped out of school.
- Vocational courses.
- Study classes, exam preparation classes, and parent meetings.
- Creative workshops, personal development and hobby classes.
- Small libraries with books and CDs.

• Health and HIV/AIDS

- Health Check for children and communities
- Support of critical illnesses
• Nutrition

In order to learn we need food. From a community kitchen in one of our working areas!

- Communal kitchen or food rations
- Nutrition for undernourished children and adults (in particular pregnant women and elderly)

• Family development

The art of cooking is being learnt!

- Support to create / develop their own workplace
- Minor repairs of houses
- Guidance

Improvements are needed!
Community development

- Community development means that everyone should participate
- Also we are a part of society!

  - Raising awareness including health, hygiene, HIV / AIDS and puberty
  - Self-help groups for women, youth groups, village development groups
  - Raising awareness in relation to human rights, women's rights and children's rights
  - Water

Combining of program components are adapted to the individual need of children, families and local communities. Needs in rural areas are, for example, different from the needs in the urban areas.

From money transferred to the program, part of it is reserved for children without a sponsor at any given time, so that all children receive the same support regardless of having a sponsor or not. The professional support teams with our cooperating partners consists of social workers and other field workers. They are the cornerstones of the projects, and is responsible for planning and implementing activities, supervision of children, families and communities as well as reporting to SevaChild India Headquarter and thereby to our donors.

The head office of our sister organization, SevaChild India, coordinates the work, providing guidance to partners and provide professional input, monitoring and evaluation of the program.

According to Indian statistics, only three out of ten Indian girls are completing ten years of basic education! Girls' positions in Indian society is more to be regarded as a commodity rather than as wives after marriage. SevaChild Norway will, in its own way, and through various awareness programs argue for equality between the sexes.
Photos from all 5 components in our sponsorship program

Educating girls - the core of our sponsorship program

Health check-up of sponsored children

We need food in order to learn!

Teaching alcoholism’ destruction of families

Improvement of housing conditions - before and after
Coaching classes at the orphanage "Ashanilaya" for children from some of our areas where we have sponsorship program

WELCOME TO "MASS BASED ASSOCIATION FOR SOCIAL SERVICE AND RURAL DEVELOPMENT" (MASARD)
You CAN read more about us on: MASARD

We are reachable on the following address: Ashanilaya Campus, Behind NGV Club, 20 "G" Cross, Egipura, Bangalore-560047, Karnataka, India.

We are located in the city of Bangalore, the capital of the state of Karnataka, one of the most southern States in India. Southern India is well known for a hot climate, but Karnataka has lush green river valleys and a large coastline with many beautiful beaches. Although Bangalore is around 3,000 feet (around 900 meters) above sea level, Bangalore has a pleasant climate throughout the year.

MASARD is a volunteer grassroots organization based in Bangalore. The organization is led by a group of trained social workers and other qualified persons with an interest in development work. Since 1983, we have contributed to a positive development for the most vulnerable groups in society through our work. We focus particularly on women and children in the urban slums and rural villages in the states of Karnataka,
Tamil Nadu, Maharashtra, Andhra Pradesh and Goa. MASARD are legally registered with the government of India and local donors get a tax deduction for their contributions to the organization. We also have permanent permission to receive money from abroad.

**MASARD** currently supports 400 children from 400 poor families in the slums of Bangalore and in rural Tamil Nadu. And besides are waiting 600 children to be admitted into the sponsorship program. These are all from our current working areas. Children and families supported are the poorest among the poor. More than 80% of these are girls. All our programs are need-based and emphasizes the need of children in their particular communities. This often puts special demands on the inventiveness of our site when we must initiate appropriate and innovative programs that mainly will be in education, nutrition, family support and support to community development.

MASARD's headquarter is located - and an integral part of - the orphanage "ASHANILAYA" in Bangalore. This orphanage is home to about 20 orphan girls between 5 years and 16 years.

We need food whether living in India or any other country! Children and visitors at «Ashanilaya» orphanage
Welcome to «Ashanilaya» Orphanage!

From its premises in the city of Bangalore, State of Karnataka, MASARD is running the orphanage «ASHANILAYA», an orphanage at present housing 20 parentless girls in the age from 4 to 17 years.

Quite lively when all the residents of the orphanage are gathered!

Goal

Our goal is to give new hope and create a new future for orphans - and other vulnerable, homeless children who nobody cares about, and who have no other place to be.

To achieve our goals, we offer an environment with psychosocial support where children feel wanted, they can imagine a better future for themselves and have faith that dreams can come true!

Our orphanage was founded in 2001 with the following goal:

- That children are feeling wanted and loved!
- Provide a safe and secure environment!
- Provide guidance and support!
- Encourage healthy habits and humanistic values!
- Allows children to imagine a better future for themselves!
- Provide a holistic education!

All children living in Ashanilaya Orphanage are either orphans, have been abandoned by their parents or have relatives who are unable to provide them with adequate care. Illiteracy, poor sanitary conditions, lack of housing, diseases, poverty and an uncertain environment contributes to many children in need of care.
In addition to the work in the State of Tamil Nadu, MASARD is also running an orphanage named "ASHAGRAM", where the administration of these projects are located. This orphanage holds currently 20 boys aged 5 years to 13 years.

«ASHAGRAM» - organized as a sustainable village for children.

«Ashagram» is located in a small village near Hosur in the State of Tamil Nadu around 60 km from the metropolis Bangalore in southern India. It is a typical village with plenty of green, open spaces and a little polluted environment (in stark contrast to India’s big cities). Localization of "Ashagram" is at a small, beautiful lake with various birds and animals, a haven of peace and a nice break from the hustle, bustle and big city life.

"Ashagram's" philosophy is founded on a rehabilitation program for orphans. The project was started by the same team who also in their time started "Ashanilaya« orphanage. Here children grow up well-adjusted, with a sense of love and belonging to a family and a community.

The word "Ashagram" comes from "Asha" which means "Hope", and from "Gram" which means "village". Ashagram aims to be a village with great hope, a village that gives hope for a bright and beautiful future for children in need and who have lost all hope for a better life. Most of these children come from families from the slums, street children, from poor villages where they have been abandoned by their parents or where parents have died, are destitute and disabled, have died of HIV / AIDS, cancer, alcoholism, etc.

When "Ashagram" is fully developed, it will be able, at any time, to accommodate around 150 children under the care of this orphanage.
## Short introduction to our other member organizations

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<td>Oikonomos</td>
<td>Plot No. 459, Main Road, Near New Bus Stand, Yacharam Ibrahimapatnam MDL., R.R. District Andhra Pradesh</td>
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<td>39</td>
<td>Multipurpose Rural Holistic Development Trust</td>
<td>H. No. 7-8/12, Parvathi Nagar Peerzadiguda, Uppal, Hyderabad 500 039, Andhra Pradesh</td>
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<td>Holy Bells Children Ministries</td>
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<td>41</td>
<td>Association of Christians for Professional Education Trust</td>
<td>332 Arekere Mico Layout, 4th Cross Bangalore - Karnataka - 76</td>
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<tr>
<td>No</td>
<td>Organization</td>
<td>Projects</td>
<td>Employees</td>
<td></td>
<td></td>
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<tr>
<td>----</td>
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</tr>
<tr>
<td>42</td>
<td>NCYS</td>
<td>Overall responsibility of member organization’s, program activities, administration, finances and PR-activities</td>
<td>0 1 0</td>
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<tr>
<td>43</td>
<td>Hope Foundation</td>
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<td>44</td>
<td>Ashagram Trust</td>
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<td>Zion Foundation</td>
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<td>46</td>
<td>Women Welfare Initiative</td>
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<td>47</td>
<td>Annapurna Charitable Trust</td>
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<td>48</td>
<td>MNEC</td>
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</tr>
</tbody>
</table>

**O** Orphanage  
**RVO** Rural organizations  
**UAO** Urban organizations

**PROJECT OVERVIEW**

<table>
<thead>
<tr>
<th>India</th>
<th>Projects</th>
<th>Employees</th>
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<tbody>
<tr>
<td>SevaChild India</td>
<td>Overall responsibility of member organization’s, program activities, administration, finances and PR-activities</td>
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<tr>
<td>MASARD</td>
<td>• Running of orphanages</td>
<td>9 8</td>
</tr>
<tr>
<td></td>
<td>• Sponsorship programs</td>
<td></td>
</tr>
<tr>
<td>48 different Indian organizations working for and with children</td>
<td>• Various forms of child directed work</td>
<td>X</td>
</tr>
</tbody>
</table>

Our member organizations are involved in working with and for children - from A to Z
This is how you meet our pictures on our web pages where you can read more about our sponsorship program.

Web page
As mentioned SevaChild Norway is part of a larger network, and both SevaChild International, SevaChild India and SevaChild Norways homepages are integrated pages. Our website is in Norwegian and English and can be viewed at:

Norwegian

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Social medias

SevaChild Norway has integrated both facebook and twitter on their websites. In addition, we have also integrated Picasa for uploading of all kinds of pictures. YouTube allows us to publish various project / program video clips. Social media is an important arena for marketing and information sharing, which SevaChild Norway want to utilize more in the years to come. During 2012 SevaChild Norway integrated both facebook and picasa actively on its websites. The did not have to wait for long for the results, and our facebook pages, both through the Norwegian language and the English language, have been well attended.
Results in 2014:

• 192 sponsored children totally accepted into the program.
• SevaChild Norway is coordinator for all sponsorship activities (Norway, America and India).
• Distribution of approximately 140,000 doses Vitamin A micronutrients to approximately 140,000 children distributed during the year to all children in the program through our office in Hyderabad and through our member organizations.
• SevaChild Norway has had the overall responsibility for all updating of all web sites of all three countries in 2014, as they appear today.

Odd Magne Reitevold  
President SevaChild Norway

Ola Grønn-Hagen  
Vice President SevaChild Norway

Rick Carlton  
Member Board of Directors
General

SevaChild Norway was founded in 2011 and has its business address in Oslo, Norway. SevaChild Norway’s vision is to provide safe, excellent and professional enriching environments for children in developing countries. The goal is to provide better living conditions for children in developing countries through sponsorship programs and support to Child Aid Organizations in developing countries.

The organization is still in the development phase, but the cooperation is progressing well through the international network and sister organizations in America and India. Our project portfolio includes so far sponsorship programs in cooperation with SevaChild India through the organization MASARD in Bangalore. In addition to sponsorship, MASARD is also running the orphanages “ASHANILAYA” and "ASHAGRAM."

SevaChild Norway supports and cooperates with SevaChild India in several areas. SevaChild India is organized as a collaboration platform for other Indian organizations working with and for children. The organization is a membership organization for Indian organizations in which even the smallest Indian NGOs can be members to share experiences with each other, exploit each other's resources better and attract more support from local, national and international sources. The Board considers this an important part of the business and will support these efforts both with financial and other resources.

Board of Directors in 2014 consisted of:

President: Odd Magne Reitevold
Vice President: Ola Gronn-Hagen
Director: Rick Carlton
Deputy Directors: Astrid Strøm and Inger Sylvia Johannesson

It was held 3 meetings in 2014.

Net income

Net income was a profit of kr. 9.297.24 giving the organization a positive equity.

Human resources, health, safety and environment

As per 31.12. we had none paid employees. All work is performed free of charge by both board members / deputies, employees and chief executive. In this connection, considering both the work environment and sickness, absence is very satisfactory.

Environmental

Operations in both Norway and India have marginal impact on the external environment. Along with our own office and our Indian / American partners, we have
a strong focus on sustainability in our development. The theme is also central to all projects.

Equality
Due to lack of employment our staff today consists of 1 man and 1 woman on a voluntary basis.

Prospects
In the yearly financial statements, provisions for further running of the organization has been laid down. It is the Board’s opinion that no circumstances indicates otherwise. The Board has initiated several activities to improve profit through recruitment of sponsors, donations of contributions from individuals / companies as well as for financial support from various institutions.

Oslo, June 10th 2015

Odd Magne Reitevold
President – SevaChild Norway