ACTIVITY REPORT 2022



CHILDHOOD

WORLD CHILDHOOD FOUNDATION

FOUNDED BY H.M. QUEEN SILVIA OF SWEDEN

ABOUT US

We are a private, independent foundation working to inspire, promote and develop initiatives to prevent child sexual abuse.

- We identify and highlight gaps in safety nets for children.
- We invest in innovations and partnerships that strengthen protective factors and reduce risk factors for particularly vulnerable groups.
- We work to protect and empower children by increasing knowledge and awareness of sexual abuse among both children and adults.
- We contribute to knowledge, evidence and new methods in order to create long-term systemic change for children.

Our work is based on the UN Convention on the Rights of the Child and aligned to the Global Goals 5, 16 and 17. We are funded by companies, foundations and private donors.

OUR GLOBAL GOALS







OUR FOCUS AREAS



CHILD SUPPORTIVE ENVIRONMENTS AND RELATIONSHIPS



CHILD SAFETY ONLINE



CHILD FOCUSED RESPONSE TO ABUSE

OUR CO-FOUNDERS

When Queen Silvia founded Childhood in 1999, 14 foundations, individuals and companies each contributed $1 million. Their investments formed Childhood's endowment, from which the returns are used to cover administrative costs. Most of our co-founders have made a long-term commitment, beyond the financial aspect only, that strengthens our work:

- ABB
- AXEL JOHNSON GRUPPEN
- CHARLES B. WANG FOUNDATION
- CURTIS L. CARLSON FAMILY FOUNDATION
- DAIMLER CORPORATION FUND
- FAMILY BARBRO E. HEINZ
- FAMILY JAN H. STENBECK
- FAMILY JANE AND DAN OLSSON
- FAMILY SVEN PHILIP-SÖRENSEN
- HEIMBOLD FOUNDATION
- ORIFLAME – AF JOCHNICK FOUNDATION
- SAP AG
- SKANDIA
- TELIA COMPANY

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Activity report 2022 World Childhood Foundation
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ART DIRECTOR Tess Stockholmer/BerntzonBylund PHOTO Childhood, unless indicated otherwise
PHOTO FRONTPAGE NGO Resource Center
www.childhood.org

We believe in the power of civil society and the unique ability of passionate pioneers to protect children and create positive change, even in times of crisis. If the past year has confirmed anything, it is this.

With Russia's large-scale invasion of Ukraine, the safety of children fell apart in an instant. Separations and traumas immediately put more children in vulnerable situations. The issue of child protection, not least the increased risk of sexual abuse, always needs to be at the forefront with a crisis such as war. This insight and knowledge already existed among our local partners. They had the drive and the tools - we gave them support and resources to continue and strengthen their work.

I am proud and in awe of how our local partners in Ukraine are protecting children in the midst of war. I am grateful for our strong network that immediately stepped up and generously helped us to quickly intensify our work in Ukraine and neighboring Poland and Moldova.

The fact that we were able to adapt so quickly is a result of our long-term relationships and persistent work for systemic change. We see this in Ukraine, where for almost two decades we have invested in local partners and projects with the potential to improve the situation of particularly vulnerable children.

We can also see this when we sum up our work in 2022. What I particularly want to highlight here are the strong results of long-term and pioneering projects on perpetrator prevention and early intervention to identify children at risk. On the following pages you can read more about this and other things we have done together to ensure that more children have a safe childhood free from sexual abuse. Now and in the long term.



Thank you for being with us!

Paula Guillet de Monthoux
Secretary General


WORLD CHILDHO
USA
New York
136 PROJECTS
in
13 COUNTRIES
BRAZIL
São Paulo
4

OD FOUNDATION



* Due to the current sanctions, our activities in Russia and Belarus are on hold.

5


Photo: NGO Resource Center

TOGETHER WE ARE PROTECTING CHILDREN AFFECTED BY THE WAR

Thank you to all the partners and donors who responded swiftly to Russia's large-scale invasion of Ukraine. We have been working in Ukraine for almost two decades and have built a wide network of local partners. Together, we have developed various interventions to strengthen the protection of particularly vulnerable groups. These include children in institutional care, children with disabilities and LGBTQ youth. In recent years, we have particularly focused on building up expertise on child sexual abuse. The need for this specific knowledge is more pressing than we could have imagined.

13 million SEK in crisis funding.

Thank you to all the generous donors and partners who made this possible!

In the days following Russia's full-scale invasion of Ukraine, we reached out to our partners in Ukraine, Moldova and Poland. They were there from day one for children and families in need of support. We quickly decided to provide additional emergency support to enable protection, evacuation and humanitarian action for particularly vulnerable groups. Throughout the year, we have collectively focused on seven complementary areas to strengthen child protection across the board:

1. Family strengthening interventions to prevent children from being separated from their parents.
2. Interventions for children separated from their parents.
3. Psychosocial support and trauma counseling for children.
4. Support for parents who have fled or remain in war-affected regions.
5. Technical solutions to identify children being abused and potential perpetrators.
6. Training and support for volunteers and professionals working with children.
7. Humanitarian and evacuation support for staff, vulnerable children and families.


Photo: Healthy Society

"To the children of Ukraine. And to our Childhood partners and to all adults who are doing what you can to keep children safe from harm in these horrific times. We can only imagine what you are going through. Each and every one of you is valuable. Your actions are valuable. You are not alone. You are not forgotten. We stand by you and we will remain at your side. You have my support." **Her Majesty Queen Silvia, April 2022.**

"Childhood funding made it possible for us to remain active, relevant and provide crucial support and, equally as important, retain staff; not losing them too easily to the big international NGOS and UN agencies coming in offering higher salaries."
Partner, Ukraine

"Whilst the context has changed, the relevance of the program has significantly increased. Not only due to the increased number of child sexual abuse and violence, but also because of the significantly increased number of NGOs currently working on child protection issues, many of which had no previous awareness and experience of the topic."
Partner, Ukraine

Read more about our work in the report "Childhood in Ukraine – one year after the invasion" at www.childhood.org


Photo: NGO Resource Center

Our crisis support was distributed among 12 partners in Ukraine, Moldova and Poland. This has resulted in:

- **Psychosocial support** and trauma treatment for around **600** children and parents in Ukraine. **Training** and support for over **100** people from **54** civil society organizations on how to protect children from sexual abuse.
NGO Resource Center

- **Information campaign** reaching over **20,000** adults in Ukraine on how to strengthen child protection online.
International Leadership and Development Center

- Training on risks and protection from sexual abuse for over **100** Ukrainian families with children with **disabilities**.
Healthy Society

- Psychosocial support and protection for **LGBTQ youth** in Ukraine.
LGBT Association Liga

- **A reception center** for **1,200** Roma children and adult Internally Displaced Persons (IDP) in Ukraine. **Blaho**

- Working with social authorities to establish **mobile services** for displaced children and families within Ukraine.
Hope and Homes for Children

- Training **40 psychotherapists** in Poland on how to create safer and better relationships between children and parents who fled the war.
Empowering Children Foundation

- Individual support and **trauma treatment** in Poland for over **800** children who fled the war. **Empowering Children Foundation**

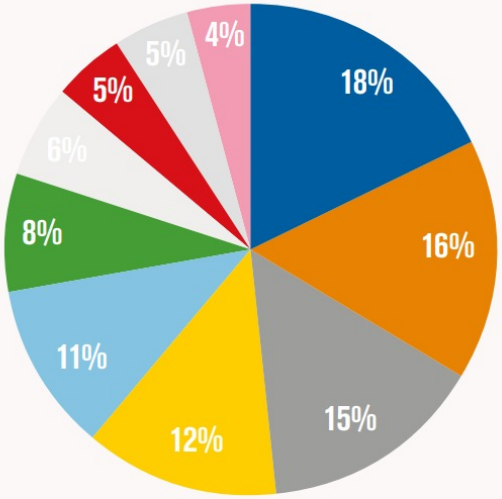
- Ensured that **30 open pre-schools** in Poland with space for up to **400** children contribute to the integration and safety of children and mothers who have fled the war. **Comenius Foundation**

- Training in **psychological first aid** for **37** Non-Governmental Organization (NGO) staff working with displaced children and families in Moldova. **CCF Moldova**

2022 IN NUMBERS

Our activities are funded by philanthropists, companies, foundations and individuals. Our work is built on partnership and networks. We initiate, identify and support various initiatives and projects, often in collaboration with grassroots organizations.

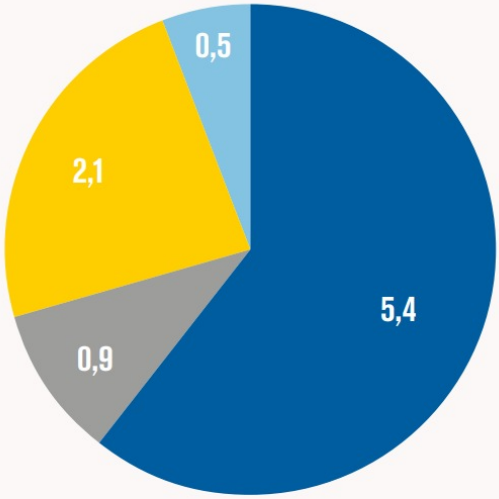
WHERE WE INVESTED:



Program support per country in MUSD

Sweden Ukraine USA Brazil Germany
Cambodia South Africa Other Thailand Poland

WHERE WE FUNDRAISED (MUSD):



Funds raised per country in MUSD

Childhood Sweden Childhood USA
Childhood Brazil Childhood Germany

"Since its inception in 1967, **Oriflame** has been passionate about supporting the most vulnerable in society. When the war in Ukraine broke out, it didn't take long for one of our employees in Poland to come up with a creative idea on how we could support Ukraine. The idea was to remake our iconic product Tender Care in the colors of the Ukrainian flag. All profits from the Scandinavian market were donated to Childhood and their important work. This is just one example of how we support Childhood. We look forward to many more successful collaborations in the future."

Lorenzo Migliori, CEO of Oriflame Scandinavia - one of our co-founders.





6,870,000

Talking to children about their rights can be difficult.
Our Children's Rights band-aid makes that easier. The band-aids were developed in collaboration with **Clas Ohlson** and **King** when the Convention on the Rights of the Child became Swedish law on January 1, 2020. In three years we have, together, sold 6,870,000 band-aids that have helped trigger conversations about children's rights!



3,300

We sold 3,300 bracelets in 2022. We are happy that so many people choose to wear it and stand up for all children's right to a safe childhood free from sexual abuse.

"Certain things are very close to our heart. In the 20 years we have worked together, Childhood has become more a part of the Volvo Car family than just a partner."

Jessica Span, CEO of Volvo Car Sweden and member of the Childhood board of directors.



> This shows that you have accomplished something important. But the real proof that I do something good during the day is when I see that the children are happy. Engaging with children is very important. They are our future and we have to make sure that they do well and develop. One must never give up on a child."
>
> **Andreas Carlsson, Winner of Childhood Award 2022.**









"ONE MUST NEVER GIVE UP ON A CHILD"

With the Childhood Award, we celebrate the adults who work keeping children and young people safe but are rarely recognized for their efforts. In 2022, we highlighted the category of professionals working with children in school mainly outside of the classroom. The award was presented in December by our partner the Swedish Postcode Lottery. The winner was Andreas Carlson from Sundsvall who, together with his fellow finalists Firat Güsel and Frida Winlöf, were honored by Queen Silvia and Princess Madeleine.

> We have so many people who are rarely recognized for their work even though they play such an important role in the lives of our children and young people. They are special because they work closely in everyday life, make contact with and gain the trust of the children that the rest of us fail to connect with"
>
> **Carin Götblad, Chief of Police, National Operations Department (NOA).**

> Childhood is a fantastic organization that has been a beneficiary of the Swedish Postcode Lottery since 2015. It was therefore a pleasure to welcome them to our venue and for us to host the Childhood award. Over the years, thanks to everyone who participates in the Postcode Lottery, we have supported Childhood with over 80 million SEK and have been able to help several Dream Projects become reality. We look forward to the continued partnership for many years to come!"
>
> **Eva Struving, Managing Director, Swedish Postcode lottery**

The jury for the Childhood award 2022 • Princess Madeleine, deputy honorary chair of Childhood • Paula Guillet de Monthoux, secretary-general of Childhood • Lena Ahlström, founder and owner of Ledarstudion • Carin Götblad, chief of Police, National Operations Department (NOA) • Nicolas Lunabba, head of operations Helamalmö • Fatima Shek Behi, Maskrosbarn • Carl Göran Svedin, Professor of child and adolescent psychiatry, Marie Cederschiöld University

CHILD SUPPORTIVE ENVIRONMENTS AND RELATIONSHIPS

73 PROJECTS *in* 8 COUNTRIES

FOR EVERY CHILD'S RIGHT TO A SAFE CHILDHOOD

There are children and young people who are particularly vulnerable and at higher risk of sexual abuse. These include children without parental care, children in institutional care, children with disabilities, and children and young people who identify as LGBTQ. We strengthen the safety nets supporting these children by identifying gaps and investing in projects that can bridge them. We set up networks to promote long-term, positive change for all children by leveraging joint efforts and sharing knowledge.

EXPANDED FOCUS FOR SUCCESSFUL PREVENTION PROJECT

In 2006, Childhood Brazil initiated **On the Right Track** – a program that has successfully reduced the sexual exploitation of children and adolescents along Brazilian highways. More than a million truck drivers have been trained on how to make a difference to children facing abuse, and attitudes towards the sexual exploitation of young people have radically changed. In 2022, we continued developing the program for business trips as well. The aim is to provide employees, customers and business partners with knowledge on how to protect children and young people. The goal is clear: zero tolerance for the sexual exploitation of children and young people by business travellers.

90%

answered no when asked if they have bought sex from a child or young person in the last five years. This is according to the survey we conducted among truck drivers in Brazil in 2021. In 2005, 63% answered no to the same question. Our goal is clear – 100% should answer no!



Photo: One Sky Foundation

ACTION PLAN FOR SYSTEMIC CHANGE

In Thailand, it is estimated that at least 100,000 children are being raised in orphanages. At least half of all orphanages are illegal and lack transparency. **Alternative Care Thailand (ACT)** is a coalition of independent organizations that, with our support, have come together to push for change. Through extensive cooperation, training and contacts with the responsible authorities, we have contributed to the development and approval of a new action plan for a major reform of social care. The action plan now forms the basis for de-institutionalization, strenghtened support for famlies in crisis and development of family-based placement alternatives.



STRENGTHENED PROTECTION FOR CHILDREN WITH DISABILITIES

Children with disabilities are particularly vulnerable and at high risk of sexual abuse. In Cambodia we have used a long-term strategy to highlight the risks and strengthen the child protection skills of several organizations working with these children:

- Kinship care for children who cannot live with their families. **Children in Families**
- Group housing and parental support initiatives. **Damnok Toek**
- Strengthening skills on protection from violence and abuse for children, both in civil society and among children's families. **Epic Arts**
- Training, mentoring and coaching to strengthen other stakeholders' skills and coordination. **Safe Haven**

460 children have received direct support in 2022. Chantha (below) is one of them.

CASE

"Six-year-old Chantha was born without arms and abandoned by his parents when he was nine days old. He was then placed in our care home in Phnom Penh. Two years later, he was placed in one of our group homes. Here he has grown up in a family-like environment with safe adults. In 2018, we started the process of locating Chantha's family. His father is in prison and his mother works abroad. In early 2021, we made contact with his grandfather, but due to Covid-19 it took until December before we could bring them together. For several months, we visited Chantha's grandparents so that he could get to know them. Since October 2022, he has been living full-time with family members. We visit them regularly to make sure the integration is working. Chantha has developed strong bonds with his family and is safe. He goes to school and according to his teacher, he is the best student in the class!"

Story from our partner Damnok Toek in Cambodia.

GATHERING FORCES FOR CHILDREN IN INSTITUTIONAL CARE

In 2022, we have continued our work to increase safety and reduce violence and abuse against children placed under **The National Board of Institutional Care (SiS)** in Sweden. We have gathered and coordinated a large group of stakeholders to work together to create long-term positive change for these children. We have disseminated knowledge that there are proven methods that do not use violence to meet children's needs in alternative care, including in direct collaboration with SiS. Together with the Swedish organization **Barnrättsbyrån**, we have continued to examine the situation of children in SiS through a study on sexual abuse of children in institutional care. The results will be presented in spring 2023.

> "It is easy to turn a blind eye to things in your proximity. Neglect and abuse of children in other countries is easier to be outraged by. Abuses in state-run compulsory care are normalized and the years go by. Childhood now brings together progressive actors who are willing and able to bring about real change for children in institutional care in Sweden. It is indispensable that an established and respected organization like Childhood says what needs to be said: violence and abuse against children is unacceptable even – and perhaps especially – when it takes place under the auspices of the state in our own affluent country."
>
> **Sabina Björk, former employee at SiS Youth Care.**

FOR A SAFE START IN LIFE

A key factor in preventing sexual abuse is the early identification of children who lack safe adults around them. With our investment in the Swedish project **BarnSäkert** (ChildSafe) project, we wanted to help ensure that psychosocial risk factors within the family are detected early and that parents receive the right kind of support. So far, about 100,000 parents and guardians have answered questions about, for example, substance abuse and mental illness in connection with routine checks at the Child health care center. The results, presented in autumn 2022, show that the method allows for more risk factors to be detected in a greater number of families than expected. Thanks to the insight provided by BarnSäkert, the results also show that more parents voluntarily seek support from social services. Our goal is for the method to be made available in all regions of Sweden.

Today ChildSafe reaches 98 percent of all children in 9 of Swedens 20 regions

BarnSäkert has been carried out by Uppsala University and the Child Health Care Region of Dalarna, with support from us and our Swedish partner Barndom Utan Baksmälla.

CHILDREN IN ORPHANAGES

Strengthening families as an alternative to orphanages has always been a core issue for Childhood. Through our **Out of the ashes** project, we have strengthened this work in Thailand, Cambodia and Tanzania. Among other things, we have initiated two studies to deepen the knowledge of how children experience and are affected by being placed in orphanages. This is a collaborative project with Eriks Development Partner, funded by the Swedish Postcode Lottery. The project ends in 2023. Read more at www.barnhemskollen.se



More than 80 percent of children who grow up in orphanages have at least one parent alive. In 2022, we arranged a study trip to Kenya and Tanzania to show Swedish donors the current state of orphanages and what alternative options are available to ensure children's safety and the opportunity to grow up with their family.

TRAVELING OFFENDERS

In some countries, a combination of high levels of poverty, weak safety nets and popular tourist destinations make children particularly vulnerable. This is exploited by people who are traveling with the goal of sexually abusing children. With the **Say What You Saw** project, we have been addressing this widespread problem in the Philippines, Cambodia and Thailand. Among other things, we have contributed to strengthened safety nets for children, the establishment of the Childsafe Movement (training Childsafe agents) in several places, and training for travel industry and embassy staff. The project was run in collaboration with Ecpat Sweden, was funded by the Swedish Postcode Lottery and ended in December 2022. More about initiatives, lessons learned and results at www.sagvaddusag.se.

5,400
Children at high risk of sexual abuse have received help from 151 trained **Childsafe agents.**





FOR THE EQUAL RIGHTS OF ALL CHILDREN

Children and young people who identify as LGBTQ may be at increased risk of sexual abuse due to discrimination, stigmatization and marginalization. For the same reason, they may find it more difficult to report sexual abuse. We focus on connecting our large network of children's rights organizations with LGBTQ organizations to strengthen the protection of children and young people through the exchange of expertise. We do this in Cambodia, Moldova, Poland, Sweden, Ukraine and the USA. Between 2021 and 2022, almost 26,000 young people contacted an online support line run by our partner **Liga** in Ukraine.

> "I did not know that children are exposed to violence and sexual abuse. This training has taught me how to identify early warning signs that a child is being sexually abused. I have also learned of ways that perpetrators deceive children and those around them. Before, I didn't believe that boys could be sexually abused – this is the first time I've learned about it. I have shared my knowledge of child protection with family members and friends. I have also learned how to respond to child sexual abuse if it happens at the drop-in center."
>
> **Employee of Beautiful Life Organization in Cambodia who in 2022 received training through our child rights partner First step Cambodia.**

PARENTAL SUPPORT FOR STRENGTHENED CHILD PROTECTION

An effective way to prevent children from being harmed at an early stage is through parental support programs. We have therefore worked to develop programs that reach out to the parents who need it most which has also included families fleeing Ukraine. The program is also now integrated into the national child protection program in Moldova. One example of this is Mellow Parenting, in collaboration with **Partnership for Every Child Moldova**, where we have put extra focus on including fathers.



Illustration: AK Fagerlund

TOGETHER FOR THE INVISIBLE CHILDREN

In collaboration with Swedish foundation **Regnbågsfonden** we organized a roundtable meeting in Stockholm in October 2021. The purpose was to get more people involved in the work of strengthening protection for boys and LGBTQ youth, two groups that are rarely talked about in connection with sexual abuse. Exactly one year later, we organized a follow-up meeting to discuss what had been done during the past year and how to take the work further.

Our partner M'Lop Tapang in Cambodia provides a safe haven for children living on the streets or in vulnerable families. When the children heard about the war in Ukraine, they wanted to show their support for the war-affected children by sending them greetings through us.



Photo: M'Lop Tapang

CHILD SAFETY ONLINE

15 PROJECTS *in* 7 COUNTRIES

A CHILDSAFE INTERNET

The internet enables innovative ways to reach out to children with support, knowledge and tips on what they can do to stay safe. At the same time, it is an environment where perpetrators are constantly finding new ways to reach and abuse children. Therefore, we also need to develop new ways to combat child sexual abuse. In 2022, together with leading researchers, technology developers and a strong network, we have been working to reduce risks and harness the potential of the internet to strengthen child protection.

A tool that finds child sexual abuse material online

The scale of child sexual abuse material circulating online is impossible to fathom. For a child victim, knowing that the abuse is being shared with others is an additional trauma. More must and can be done to prevent the spread of abuse material. This is why we are funding the development and deployment of **LIBRA** – a tool that identifies and removes abuse material from the internet. In 2022, it was launched on a larger scale in Europe. In the first year alone, hundreds of thousands of child sexual abuse images and videos have been identified and removed.

Libra was developed by the Dutch company Web-IQ with financial support from us and the Dutch Ministry of Security and Justice.

PERPETRATOR PREVENTION: CHATBOT ON PORNHUB

We know that it takes different efforts to stop potential perpetrators. We also know that this changes over time. This is why we invest in unproven methods with potential, such as a chatbot developed by the UK's Internet Watch Foundation (IWF). The chatbot, which is activated when someone searches for child abuse material on **Pornhub**, was launched in 2022. In its first month of being tested only on Pornhub's UK website, the chatbot was activated 174,000 times by users searching for child abuse material, a clear indicator of the scale of the problem. The chatbot guides people to a page to help those who want to stop their harmful sexual behavior.

“ STOP TEXTING, UKRAINA

Thank you for the opportunity to participate in the online workshop! These are difficult times and we live with the ever-present fear of new attacks. By meeting like-minded people, we feel empowered and reminded of the role we play in the lives of the children and parents with whom we come into contact. We are part of their lives, wherever they are in Ukraine.”

One of the 20 568 teachers and other adults trained on how to strengthen child protection online in war-torn Ukraine.

PREVENT IT

Ground-breaking and effective perpetrator prevention

Stopping potential perpetrators is crucial to preventing child sexual abuse. In 2017, we therefore chose to invest in **Prevent it**, a ground-breaking project where researchers at Karolinska Institutet (KI) developed an online Cognitive behavioral therapy (CBT) treatment in English for people looking at documented child sexual abuse. The participants were recruited via forums on the Darknet. During the project, we have worked closely with the team at KI to solve technical challenges, strengthen the child rights perspective and connect the project team with our international network and other funders. In December 2022, the results were published in the Official Journal of ISRII: Internet Interventions journal.
– The therapy we have developed is effective and significantly reduces the use of abusive material and other exploitative behavior against children, says Christoffer Rahm, chief consultant in Psychiatry and Head of Research for Prevent it.
The results of Prevent it offers hope that it is possible to change the behavior of those at risk of comitting child sexual abuse. The project has already set the stage for further interventions and research projects in the field of perpetrator prevention.
In 2023, Prevent it will be scaled up and offered in Swedish, German and Portuguese in addition to English.



Photo: Elisabeth Ubbe

STELLA POLARIS

Strengthening child protection with AI

We need to be one step ahead of the perpetrators when it comes to utilizing the possibilities of the internet and new technologies. Therefore, in 2021 we started working to establish a cross-sectoral hub to accelerate the use of artificial intelligence (AI) in the prevention of child sexual abuse. The interest in the project has been very high since the start and a number of different stakeholders from a wide range of industries have joined.
In 2022 we have :

- Launched a knowledge center.
- Reviewed Swedish grooming verdicts and released a report on these.
- Initiated several new collaborations to develop new tools, such as the development of clustering algorithms for analysis of a darknet forum and AI analysis of children's rights organizations' support chats.

Stella Polaris is a four-year project funded by the Swedish Postcode Lottery.

"At Volvo Cars, AI is already an important tool, while always keeping safety and people in focus. Therefore, it feels natural to support Stella Polaris. We want to contribute to Childhood's work to coordinate, encourage and intensify AI-related initiatives that can support the work against child sexual abuse in Sweden"

Ronnie Jansson, Head of Advanced Analytics and AI at Volvo Car.

SUPPORT FOR CHILDREN WITH SEXUAL RISK BEHAVIOR

An important part of our prevention work is the early identification of children and youth who are at risk of subjecting other children to sexual abuse. This is why we have invested in **WhatsOK**, the first platform in the US where children and youth who are concerned about their own, or others their age, sexually harmful interest and behavior can turn to. So far, 35,000 people have visited the site and over 200 have made direct contact for information and help. WhatsOk was developed by the organization **Stop it now!**

ONLINE ABUSE: THE RIGHT SUPPORT FOR 2,000 CHILDREN

Lack of knowledge about children's rights and online sexual abuse is a major problem, especially in low-income countries where internet access is increasing rapidly. In Thailand, in collaboration with **The Hug Project**, we have developed a handbook for people who meet children and young people in their work. 993 professionals have so far been trained on children's rights and how to respond to children who have been abused online. More than 2,000 vulnerable children have received support from trained professionals.
"We are seeing a clear increase in interest in cooperation from all professionals - law enforcement, prosecutors, social workers, NGOs – and even the victims of sexual abuse themselves, as they have all seen how good the outcome can be."

The Hug, Thailand.

THE ENABLERS



Childhood is based on partnerships. The companies, foundations and philanthropists that collaborate with us make our work possible. JOOL Group became our partner in 2022. Tom Olander, CEO and founder, talks about our joint activities during the year and what the partnership means to them.

What contributed to you becoming a partner?
As a parent myself, children's rights issues are close to my heart. We share Childhood's values and way of working. It is not just about donating but a dynamic and long-term relationship where we have the opportunity to contribute in a way that suits us. I really appreciate partnership manager Ellika Mårtensson's commitment and drive to develop our collaboration.

What has the collaboration meant for you in this first year?
A lot of positive things. It has been great to feel that we are contributing. That we directly and indirectly make a difference for children through Childhood's important work. The children's handicrafts tent we ran at the Childhood Match Cup at Marstrand this summer was very fun. It's great to have an active partnership that enables different types of collaborations.

What are you looking forward to in 2023?
In March, we will attend Childhood's **Important Adult** training. It feels natural to take part in it to learn more about what we can do if we suspect that a child is being harmed. We're also looking forward to more joint activities similar to Marstrand.

Thanks!
To all partners for your active and long-term commitment

OUR PARTNERS

ABB · ahlsell · Barndom utan baksmälla · BERGHCO STOCKHOLM · Childhood · clas ohlson · Fabege · Grona Lund · Handelsbanken · Hotel Diplomat Stockholm · JOOL GROUP · KING · LEDAR · STUDION · McKinsey & Company · Orkla · ORIFLAME SWEDEN · PUBLICIS GROUPE · SLÄTTÖ · SOPHIE by SOPHIE · Stena Fastigheter · Stockholm Open · Svenska Postkod Lotteriet · SuperOffice · Telia Company · VOLVO

CHILD FOCUSED RESPONSE TO ABUSE

48 PROJECTS *in* 8 COUNTRIES

STRENGTHENED SUPPORT FOR ABUSED CHILDREN

A child who has been sexually abused must receive the right support and treatment in a safe environment. This is something that we at Childhood have been working towards since the beginning. We work to ensure that the child's perspective is integrated at all levels of society – from the child's immediate environment to the healthcare and legal systems. We disseminate proven methods and models, invest in novel concepts and strengthen contacts between different stakeholders and social functions. In 2022, we saw several results of this work.

COMBINED SPECIALIST EXPERTISE FOR CHILDREN

Barnahus is a model for children who have suffered abuse. Here, children receive the right support and help from staff with expertise in child sexual abuse. We have worked for many years to establish the model in Sweden, Poland and Germany. In March 2022, with our multi-year support and work, **Partnership for Every Child** was able to open Moldova's first Children's House. The staff who have built up expertise on trauma and sexual abuse at the Children's Houses in Poland and Moldova have been an invaluable resource in the work with the children and families who have fled the war in Ukraine. With our support a similar model now also exists in Vitória da Conquista in Bahia, Brazil. In 2022, we developed guidelines to help more municipalities implement the model in line with the law on child-friendly support and treatment law adopted in 2017.

In Germany, Childhood has been the driving force behind the adoption of the model, which is now known as Childhood-Haus. In 2022, two new Childhood-Haus were opened. Another important achievement during the year was to secure public funding for all existing (8) Childhood-Haus. A further two are planned for 2023, with the aim of having one in every state (16).

> "It makes me proud to see how quickly the Childhood-Haus concept has been established and the impact it is having on child protection in Germany. It warms my heart to know that children are its focus and receive the support they are entitled to."



Princess Madeleine, visit to the site of the future Childhood-Haus in Frankfurt, July 2022.



Princess Madeleine and Queen Silvia visit in Brazil. Photo: Joel Silva

FIELD-BUILDNING COLLABORATION

Children who have been sexually exploited, for example through prostitution or sex as self-harm, often find it difficult to seek help and talk about their experiences. The ability to seek support anonymously online, and talk to someone who shares their experience, can reduce these difficulties. Existing helplines are often run by smaller organizations with limited resources. Most focus on a specific target group. We have therefore, together with the **Hugo Stenbeck Foundation**, initiated a collaboration between different helplines that offer chat, counseling and legal advice to children who have not yet received the right help.

Six organizations are currently included. The cooperation strengthens them individually, gives them a stronger voice and contributes to a coordinated field that can give more children the support they are entitled to.

> “The Stenbeck Foundation has started to invest more in field-building initiatives in recent years, where we support the development of an entire field rather than individual projects or organizations. This means a focus on creating relationships, building capacity and fostering real collaboration. An example of this approach is the Foundation’s investment in the collaboration project. The Stenbeck Foundation strives to be courageous funders and Childhood is a natural partner in this regard.”
>
> **Sara Damber, CEO Stenbeck Foundation.**

SAFE MEETING PLACE FOR YOUTH EXPERIENCING HOMELESSNESS

Homeless children and youth are particularly vulnerable to sexual abuse. In Harlem, New York, the **Safe Horizon** network, with our support, runs a drop-in center for children and youth who do not have a home to go to. In addition to basic resources such as food, clothing, showers, and rest, they receive legal and medical assistance, psychological support, and guidance on finding housing.







CHILD FOCUSED RESPONSE TO ABUSE

Most children do not dare to tell anyone about their sexual abuse. We work to ensure that all children who have been abused have the courage to speak out and that there are safe adults who listen, see and act.

The Heroes Academy South Africa is a program that educates and empowers boys in order to increase gender equality and prevent violence and sexual abuse. Participants say they have learned to treat themselves and others with respect and that violence is wrong. 98% of them say they can and want to be positive role models to make the world a better place.

ADVOCACY TOOLS THAT HIGHLIGHT SHORTCOMINGS IN CHILD PROTECTION

In 2022, we initiated, funded and launched the **US Pilot Out of the Shadows Index**, a study of how 12 states work to protect children from sexual abuse. The results show major shortcomings in all states. A common factor is that the systems in place lack a child perspective. It is also noteworthy that only two of the states (New York and Minnesota) have abolished all exceptions for child marriage for those under 18 and that only one state (Illinois) requires sex education in schools to be evidence-based. The study highlights gaps and identifies what can and must be done. The results have attracted a lot of attention. In 2023, we will further map the situation in more states. The pilot study is based on the Global Out of the Shadows Index, an economic impact measurement of how 60 countries will make sure they reach target 16.2 of the Global Goals. The index was first launched in 2019, partly on the initiative of us at Childhood.





26,534

Through our projects in 2022, professionals and volunteers working with children have been trained in how to act if they suspect or discovers that a child has been sexually abused.

7,945,622

Increasing knowledge about risks, protection and rights is crucial in preventing child sexual abuse. Through our partners, we have reached nearly 8 million children and adults with information in 2022.

OUR THEORY OF CHANGE

We know that child sexual abuse can be prevented. In pursuit of Vision Zero, we create powerful examples of change that demonstrate *that* and *how* child sexual abuse can be prevented. In doing so, we contribute to knowledge and solutions that more people can use and spread. When all parts of society see and act, we can put an end to child sexual abuse.



4 OUT OF 5

We turn pioneering ideas into reality, investing in untested methods and innovative projects. We set common goals based on knowledge, evidence and experience with the ambition to change the situation for children. Four out of five of all the projects we work with achieve these goals.





Open pre-school in Poland which has opened up to children who fled from Ukraine. Comenius Foundation.



TOGETHER TOWARDS VISION ZERO

Childhood was founded on partnerships, and this is the foundation of all our work.

We work with passionate pioneers, local grassroots organizations, companies, foundations, philanthropists and other actors who share our vision of a world where no child is sexually abused.

It is these active and strong partnerships that give us strength and drive our work forward. We are proud of and grateful to all our partners for including us like we include them. We look forward to deepening our collaborations. We look forward to welcoming more partners.

Working together, we can achieve Vision Zero.

Thank you for being with us!

CHILDHOOD

WORLD CHILDHOOD FOUNDATION

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