

STRATEGIES FOR HOPE TRUST

ANNUAL REVIEW

1 April 2010
to 31 March 2011



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Attachment:

Trustees' Report and Financial Statements with
Independent Examiner's Report for the year ended 31 March 2011.

INTRODUCTION

The year 2010/11 was very productive for the Strategies for Hope Trust. A total of 31,935 copies of Strategies for Hope (SFH) books, manuals and videos were distributed worldwide, compared with 21,898 copies distributed in 2009/10. Even more importantly, almost two-thirds of these materials were produced and/or distributed by SFH's partner organisations in sub-Saharan Africa. Previously, at least 60% of our materials were produced in the UK and distributed by our UK distributor, TALC.

This development was due mainly to the involvement of partner organisations in Kenya, South Africa and Ghana in the production and distribution of SFH books and videos. The Kenyan office of Serving in Mission (SIM), for example, produced 5,000 copies each of Called to Care books 3, 4 and 8 for distribution to pastors and lay church leaders.

It was very pleasing to publish two new titles in the Called to Care toolkit: no. 8, *My Life - starting now: Knowledge and skills for young adolescents*, and No. 9, *More and Better Food: Farming, climate change, health and the AIDS epidemic*. The Called to Care toolkit has become the main focus of SFH's production and distribution: Called to Care workbooks accounted for 91% of all SFH materials distributed worldwide in 2010/11. By April 2011, 127,958 copies of Called to Care books 1-8 had been distributed worldwide.

We continued our productive partnership with the Salamander Trust on the publishing aspects of the Stepping Stones project. By the end of March 2011, at least 27,746 copies of the manual and 8,354 copies of the workshop video had been distributed worldwide. Translations or adaptations of the manual have been produced in 20 languages, the latest being Bislama and Kiribati in the Pacific region. These are part of a range of excellent Stepping Stones materials produced by the Foundation of the Peoples of the South Pacific International, funded by the Australian and New Zealand governments' aid programmes - AusAID and NZAid.

We carried out a survey of users of *Stepping Stones*, who reported that using *Stepping Stones* in their communities had led to less gender-based violence, better relationships between intimate partners, less alcohol abuse, reduced numbers of sexual partners by men, and an increase in safer sexual behaviour including abstinence and condom use.

Income from sales of SFH materials in the UK continues to decline. We need to seek professional advice on whether this trend can be reversed. At the same time, we need to develop more co-publishing partnerships, such as the one with Serving in Mission, to ensure that SFH materials continue to reach the people most in need of them.

Detailed preparations were made for the evaluation of the Called to Care toolkit project to be undertaken by an independent consultant in the first six months of the 2011/12 financial year. The findings and recommendations of this evaluation will guide our planning for the future of the Called to Care project.

1. RESEARCH, WRITING AND PRODUCTION

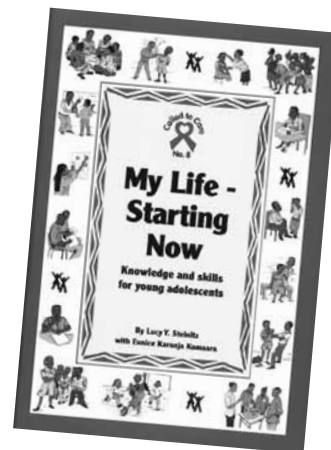
1.1 New materials

Two new titles in the Called to Care toolkit were published, namely:

No. 8: *MY LIFE - STARTING NOW.*

Knowledge and skills for young adolescents

Co-authored by Dr Lucy Steinitz and Professor Eunice Karanja Kamaara, this 80-page workbook was published in November 2010. It is designed especially for use with young people aged 10 to 15, and covers topics such as personal identity, making decisions, peer pressure, values, HIV and AIDS, love and sex. The exercises in the book are designed to empower young people to take charge of their lives in a positive way. The book also includes sessions for parents and guardians on their roles in guiding, supporting and educating young people. Illustrations are by the Namibian artist, Marika Matengu, and the Zambian artist, Danny Chiyesu. 6,300 copies were printed - 6,000 by the SFH Trust and 300 by the Christian Literature Fund in South Africa (see Table 1a, page 4).



No. 9: *MORE AND BETTER FOOD.*

Farming, climate change, health and the AIDS epidemic



This 88-page workbook, co-authored by Rev Dr Anne Bayley and Mugove Walter Nyika, was published in March 2011. It is basically an essential guide to food security in the age of climate change and the AIDS epidemic. The contents include basic information about food and health, managing soil and water, and improving productivity through organic farming methods which also help to address the challenges of climate change. It is particularly relevant to people living with HIV, for whom food security is just as important as medical care. The book contains numerous participatory exercises for teaching new farming skills through practical activities, and is well illustrated with line drawings. It was launched at the Sustainability Centre in Blantyre, Malawi. 6,000 copies were printed (see Table 1a).

1.2 Other language editions

Our partner organisation, the Foundation of the Peoples of the South Pacific International (FSPI), produced 50 copies each of the Stepping Stones manual in Bislama (FSPI Vanuatu) and Kiribati (FSPI Kiribati).

The Bislama edition of *Stepping Stones*, produced by FSPI in Vanuatu.



Table 1a: NEW MATERIALS AND NEW LANGUAGE EDITIONS, 2010/11

ITEM	LANGUAGE	PRODUCER	QUANTITY
CALLED TO CARE TOOLKIT			
No. 8 My Life - Starting Now	English	SFHT	6,000
		CLF South Africa	300
			6,300
No. 9 More and Better Food	English	SFHT	6,000
STEPPING STONES			
Manual	Bislama	FSPI Vanuatu	50
Manual	Kiribati	FSPI Kiribati	50
TOTAL NEW BOOKS:			12,400
VIDEOS:			
None in this year			
TOTAL NEW MATERIALS			12,400
(Total new materials produced in 2009/10:			6,960)
(Total new materials produced in 2008/09:			12,155)

1.3 Work in progress

1.3.1 Called to Care no. 10: *Parenting: a Journey of Love*

The draft of this book, the last in the Called to Care toolkit, was finalised, and the illustrations were commissioned from an artist in Zimbabwe. Publication was planned for July 2011.

1.3.2 Kenyan vernacular editions of Called to Care nos. 1, 2, 4 and 5

The African Holy Zionist Church in Vihiga, Kenya, worked on Maragoli language editions of Called to Care books 4 and 5, with funding from the SFH Trust. Western Youth, also based in Vihiga, obtained a grant from the National AIDS Council of Kenya to produce editions of books 1 and 2 in two vernacular languages - Luo and Kikuyu. We should monitor the experience of this organisation in producing editions of the Called to Care workbooks in vernacular languages and using them in training workshops.

1.3.3 Swahili editions of Called to Care nos. 6 and 7

With funding from two German church agencies - Churches Helping Churches and the Evangelical Lutheran Church in Hessen and Nassau - our partner organisation in Dar-es-Salaam, the Upendo Centre, undertook the production of Swahili editions of Called to Care nos. 6 and 7 - *The Child Within* and *Call to Me*. These were to be published in May 2011.

1.3.4 French edition of Called to Care no. 7

With funding from the missio Aachen, we undertook the French translation of Called to Care book 7, *Call to Me: how the Bible speaks in the age of AIDS*, which was to be published in mid-2011.

1.3.5 Stepping Stones PLUS:

With funding from CAFOD and the Mercury Phoenix Trust, we commissioned the French translation of this manual, to be published in 2011/12.

1.4 Book reprints and video duplicate copies

The year 2010/11 saw a huge leap in the number of books reprinted in English, French and Maragoli: from 4,461 in 2009/10 to 33,010. In 2008/09, a total of 26,015 copies were reprinted. (Please see Table 1b.)

By contrast, the number of DVDs reproduced fell from 3,989 in 2009/10 to 1,433, compared with 4,174 in 2008/09. (See Table 1b.)

Of particular interest were the following points:

- The Nairobi office of Service in Mission (SIM) reprinted 5,000 each of Called to Care books 3 (*Time to Talk*), 4 (*Pastoral Action*) and 7 (*Call to Me*). These are now being distributed to pastors and other church leaders who take part in training workshops carried out by SIM in Kenya.



- With a small grant from the Strategies for Hope Trust, the African Holy Zionist Church in Western Kenya reprinted approximately 1,000 copies each of Called to Care books 1, 2 and 3 in Maragoli, and distributed them to participants in workshops which they run in the Vihiga area.

- With funding from Misereor, 450 copies of the *Stepping Stones* manual were reprinted in English, French and Portuguese (including 70 in CD format). In addition, 301 copies of the *Stepping Stones* workshop film were reproduced in DVD format in English, French and Swahili.



- A grant from the Evangelical-Lutheran Church in Württemberg enabled us to reprint 6,000 copies of Called to Care no. 7, *Call to Me: how the Bible speaks in the age of AIDS*.
- The video, *What can I do?*, produced in 2004, accounted for over 90% of the videos distributed. Nearly half the total were distributed by the Christian Council of Ghana, who have now distributed over 9,000 copies of this video - almost one third of total distribution worldwide.

Table 1b: REPRINTS/DUPLICATION 2010 - 2011

ITEM	LANGUAGE	PRODUCER	QUANTITY	
BOOKS:				
CALLED TO CARE				
No. 1 Paroles Positives	French	SFHT	1,000	
Imioyo Milungi	Maragoli	AHZC Kenya	<u>1,140</u>	2,140
No. 2 Kolomba Vyekoleke	Maragoli	AHZC Kenya		1,080
No. 3 Time to Talk	English	SFHT	2,500	
" "	" "	SIM Kenya	5,000	
Il est Temps de Parler	French	SFHT	1,000	
Imginga yo Komoroma	Maragoli	AHZC Kenya	<u>1,140</u>	9,640
No. 4 Pastoral Action on HIV/AIDS	English	SIM Kenya		5,000
No. 6 The Child Within	English	SFHT		2,500
No. 7 Call to Me	English	SFHT	6,000	
" "	" "	CLF S Africa	1,200	
" "	" "	SIM Kenya	<u>5,000</u>	12,200
STEPPING STONES				
Stepping Stones manual	English	SFHT	250	
Parcours manual	French	SFHT	100	
" "	" "	Tab-Sifa/DR Congo	<u>30</u>	380
Stepping Stones cd	English	SFHT	50	
Caminhando de Maos Dadas cd	Portuguese	SFHT	20	70
TOTAL BOOKS:			33,010	
(Total for 2009/10:			4,461)	
(Total for 2008/09:			26,015)	
VIDEOS:				
- Le Conseil VIH/SIDA	French	Tab-Sifa/DR Congo		7
- La Generation d'Orphelins	French	Tab-Sifa/DR Congo		13
- Sous l'Arbre Mupundu	French	Tab-Sifa/DR Congo		4
- What Can I Do?	English	SFHT	140	
" "	" "	Christian Council of Ghana	700	
" "	" "	MFDZ Zimbabwe	23	
Que Puis-je Faire?	French	SFHT	110	
" "	" "	Tab-Sifa/DR Congo	15	
" "	" "	CEPCA	30	
O que Posso Fazer?	Portgse	SFHT	<u>10</u>	1,028
- Stepping Stones Revisited	English	SFHT		80
- Stepping Stones workshop video	English	SFHT	125	
Parcours workshop video	French	SFHT	119	
" "	" "	Tab-Sifa/DR Congo	6	
Kivuko workshop video	Swahili	SFHT	50	
" "	" "	Tab-Sifa/DR Congo	1	301
TOTAL VIDEOS:			1,433	
(Total for 2009/10:			3,989)	
(Total for 2008/09:			4,174)	
TOTAL REPRINTS/DUPLICATES FOR THE YEAR:			34,443	

1.5 SAVE toolkit

After discussions with INERELA+ and Christian Aid, we decided that the best way forward for this initiative would be for INERELA+ to take the lead in the development of the toolkit. The Strategies for Hope might become involved in marketing and distribution at some future time.

1.6 Stepping Stones

We continued to collaborate productively with the Salamander Trust, which manages the Stepping Stones 'community of practice' network of *Stepping Stones* users in English, French and Spanish.

Amandine Bollinger, coordinator of the network, visited Fiji in December 2010 to participate in a Stepping Stones meeting organised by the Foundation of the Peoples of the South Pacific International (FSPI), which has introduced *Stepping Stones* into countries throughout the South Pacific region. The FSPI has produced a range of excellent Stepping Stones materials, including the Pacific edition of the manual and DVD, a monitoring and evaluation toolkit, a facilitator journal and a newsletter.



FSPI has produced a range of Stepping Stones materials for use throughout the South Pacific region.

In Latin America, where Plan introduced *Paso a Paso* - the Spanish adaptation of *Stepping Stones* - into 12 countries throughout the region, Plan has produced a third edition of the *Paso a Paso* manual. In addition, work is in progress on three new materials: a Spanish edition of *Stepping Stones PLUS*, a Guide for Training of Stepping Stones Facilitators, and a Guide for the Use of Outcome Mapping for the Evaluation of Stepping Stones.

Alice Welbourn and Amandine Bollinger represented Stepping Stones at the International AIDS Conference in Vienna in July 2010. In addition Nell Osborne designed a very useful form for organisations requesting copies of *Stepping Stones*.

Alice Welbourn also reports that *Stepping Stones* is now recognised both by WHO and by USAID as a key tool for reducing gender-based violence in communities. This information is especially relevant, since there is now an international evidence base showing that women who experience gender-based violence are more vulnerable to HIV; for example, a recent UN Women report documents widespread experiences of gender-based violence by women with HIV.

The Salamander Trust is seeking funds for the development of a *Stepping Stones with Children* manual and workbooks. The SFH Trust may be involved in the production, marketing and distribution of these materials.

2. DISTRIBUTION

2.1 Distribution in 2010-11

A total of 31,935 copies of SFH books and films was distributed in 2010/11, substantially more than the 21,898 copies distributed in 2009/10 but still less than the 50,118 copies distributed in 2008/09 (see Table 2a).

ITEM	English	French	Portgse	Spanish	Swahili	Other*	TOTAL:																
BOOKS 1-17	308	73					381																
CALLED TO CARE 1-8	24,561	1,128	9		134	3,360	29,192																
FACILITATORS GUIDE TO 'WCID?'	202	179	39	5	11		436																
STEPPING STONES MANUALS	221	141	26			100	488																
VIDEOS/DVDS (8 titles)	1,076	302	12	3	45		1,438																
TOTAL ALL MATERIALS:	26,368	1,823	86	8	190	3,460	31,935																
<i>Percentage of total:</i>	82.57	5.71	0.27	0.03	0.59	10.83	100%																
Total distributed in 2009/10:	14,053	2,259	785	6	4,095	700	21,898																
Total distributed in 2008/09:	31,502	10,218	3,639	621	2,778	1,360	50,118																
<p>* <u>Other languages:</u></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">CC1: Maragoli</td> <td style="width: 15%; text-align: right;">1,140</td> <td style="width: 30%;">SS manual: Bislama</td> <td style="width: 15%; text-align: right;">50</td> </tr> <tr> <td>CC2: Maragoli</td> <td style="text-align: right;">1,080</td> <td style="padding-left: 100px;">Kiribati</td> <td style="text-align: right;">50</td> </tr> <tr> <td>CC3: Maragoli</td> <td style="text-align: right;">1,140</td> <td></td> <td style="text-align: right;">100</td> </tr> <tr> <td></td> <td style="text-align: right; border-top: 1px solid black;">3,360</td> <td></td> <td></td> </tr> </table>								CC1: Maragoli	1,140	SS manual: Bislama	50	CC2: Maragoli	1,080	Kiribati	50	CC3: Maragoli	1,140		100		3,360		
CC1: Maragoli	1,140	SS manual: Bislama	50																				
CC2: Maragoli	1,080	Kiribati	50																				
CC3: Maragoli	1,140		100																				
	3,360																						

Languages: Materials distributed in English continued to predominate: 82% compared with 5.7% in French and smaller proportions in other languages.

SFH series books: Free distribution of these books was discontinued and the small stocks on hand were reserved for sales only.

Called to Care workbooks: These now account for 91% of the total copies of SFH books distributed.

Stepping Stones manuals: The number of copies of the English edition declined sharply: this was due largely to the figure (850) in 2009/10 being unusually high because it included copies distributed electronically by ActionAid India in several previous years.

Videos: The decline in the number of videos distributed (from 4,014 in 2009/10 to 1,438 in this year) was due to two main factors. First, distribution figures from some partner organisations were received too late for inclusion in this report. And second, there was a large shortfall in funds needed to cover free distribution.

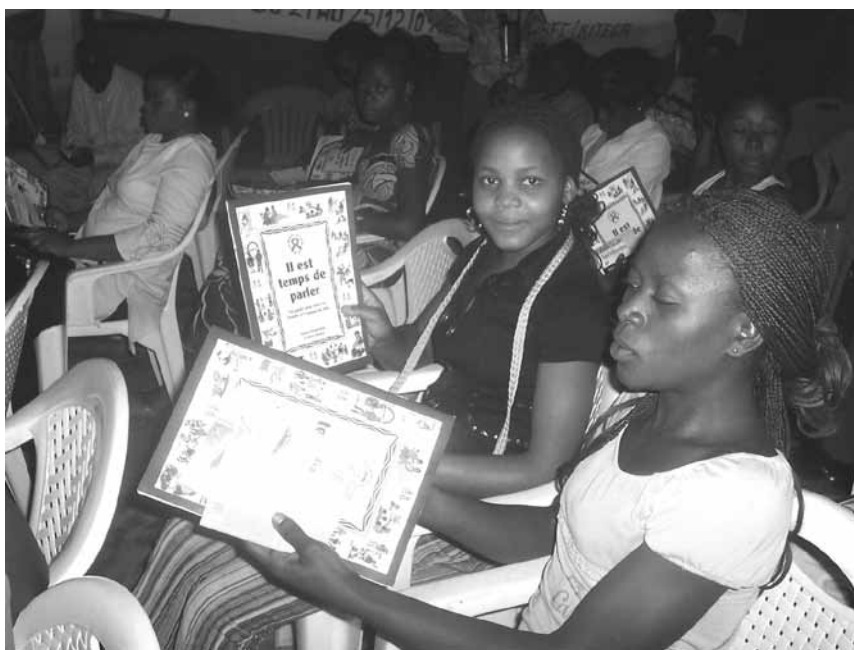
Table 2b shows the geographical distribution of SFH materials distributed in 2010/11. As in previous years, Africa predominates, with 93% of the total. This should not obscure the fact, however, that in previous years significant quantities of the *Stepping Stones* manual have been distributed by Action Aid and Plan in India and Latin America respectively.

Table 2b: SFH MATERIALS DISTRIBUTED BY REGION, 2010/11

Item	Africa	Asia/ Pacific	Europe	Latin Am/ Caribbn	US/ Canada/ Aust/NZ	Misc: eg confs/ TALC sales	TOTAL:
Books 1 - 17	228		14	1	3	135	381
Called to Care 1 - 8	27,768	123	707	28	31	535	29,192
Facilitators Guide to 'WCID?'	327	13	59	8	1	28	436
Stepping Stones manuals	237	103	22	5	3	118	488
Videos (8 titles)	1,217	3	39	6	29	144	1,438
TOTAL:	29,777	242	841	48	67	960	31,935
<i>(Percentage of total:</i>	<i>93.24</i>	<i>0.76</i>	<i>2.63</i>	<i>0.15</i>	<i>0.21</i>	<i>3.01</i>	<i>100%)</i>
Total distributed in 2009/10:	19,243	680	923	36	118	898	21,898
Total distributed in 2008/09:	43,838	2,283	1,664	687	143	1,503	50,118

2.2 Decentralised distribution and co-publishing partnerships

In 2010/11 the proportion of SFH materials distributed by our overseas partners reached 64% - the first time that this figure exceeded 50%. It was accounted for mainly by co-publishing partnerships: particularly Serving in Mission and the African Holy Zionist Church in Kenya, the Christian Council of Ghana, the Christian Literature Fund in South Africa, and Tabernacle Sifa in the DRC. (Table 2c.)



A workshop using Called to Care no. 3, run by SFH partner Eddie Ndungi of Tabernacle Sifa in the Democratic Republic of Congo.

Table 2c: SFH OVERSEAS DISTRIBUTION BY PARTNERS, 2010/11

Item	Total	By partners	% by partners	Partner
Books 1 - 17	381	0	0	
Called to Care	29,192	19,560	67.00	CtC1 Maragoli (AHZC Kenya) 1,140 CtC2 Maragoli (AHZC Kenya) 1,080 CtC3 Maragoli (AHZC Kenya) 1,140 CtC3 English (SIM Kenya) 5,000 CtC4 English (SIM Kenya) 5,000 CtC4 English (CLF S Africa) 1,200 CtC7 English (SIM Kenya) 5,000 19,560
Facilitators Guide to WCID?	436	0	0	
Stepping Stones manuals	488	130	26.64	(manual/ hard copies) French (Tab Sifa DRC) 30 Bislama (FSPI Vanuatu) 50 Kiribati (FSPI Kiribati) 50 130
Video: What Can I Do?	1,046	745	71.22	English (CC Ghana) 700 French (CEPCA Cameroon) 30 French (Tab Sifa DR Congo) 15 745
Videos: 7 other titles	392	49	12.50	English (MFDI USA) 25 French (Tab Sifa DR Congo) 24 49
TOTALS:	31,935	20,484	64.14	

2.3 Free distribution and sales

Income from sales of SFH materials - mainly through TALC - continued to decline to £3,935, compared with £5,605 in the previous year.

Table 2d: SALES INCOME					
	2010/11	2009/10	2008/09	2007/08	2006/07
Sales by TALC	3,615	4,302	5,819	7,445	8,915
Sales made directly by SFHT	320	1,303	1,362	6,399	6,432
TOTAL:	3,935	5,605	7,181	13,844	15,347

As this income is used to subsidise the ongoing free distribution of SFH materials in sub-Saharan Africa, its decline is a matter of serious concern. However, if a high level of free distribution can be maintained through other means - for example, co-publishing agreements and grants - it may be possible to absorb the impact of reduced income from sales.

Rev Dickson Lyoba, a pastor and a mature student on the Diploma course at St Philips Theological College in Tanzania, studying *Pastoral Action on HIV and AIDS*.



2.4 Church teaching institutions

These continue to be a high priority for the SFH Trust, but no new major initiatives were undertaken in this field in 2010/11.

2.5 Total distribution

Between December 1989 and March 2011, a total of 1,127,614 copies of SFH books, manuals, films and CDs were distributed worldwide by the SFH Trust and its partner organisations. For details - by language and geographical distribution - please see Appendices D and E.

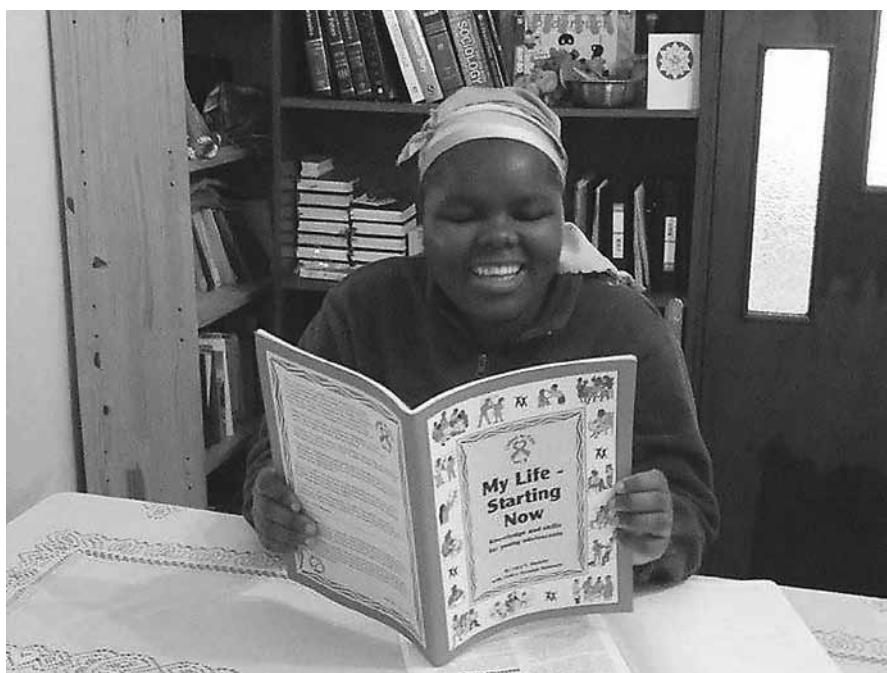
2.6 SFH distribution management

Teaching-aids at Low Cost (TALC) continues to be our UK-based distributor. Virtually all the stocks of SFH materials are stored at TALC, who continue to provide a good service for the free distribution of SFH materials.

Table 2e: SFH MATERIALS DISTRIBUTED FROM THE UK BY TALC AND SFHT, 2010-2011

	TOTAL UK	FREE	SALES	Sales as % of UK total
Videos 1-7(incl Fac.Guide)	861	741	120	13.9
Stepping Stones materials	570	395	175	30.7
Books 12, 14-17	381	246	135	35.4
Called to Care 1-8	10,834	10,273	561	5.2
TOTALS:	12,646	11,655	991	7.8
Total distributed in 2009/10:	13,391	12,408	983	7.3

Most requests for SFH materials are received by email at the SFH office, but some are received by TALC - either by email or through the post. We supply TALC with a weekly list of materials to be dispatched free of charge to the recipients.



In Pietermaritzburg, South Africa, Sister Thembi of the Kenosis religious community uses Called to Care book 8, *My Life - Starting Now*, in confirmation classes for young people.

We continue to have a student from Oxford Brookes University working with us as an intern on the marketing and distribution of SFH materials. Working one and a half days a week, she handles data entry, mailouts by email, and most of the related correspondence.

Table 2f: RECORDS ON THE SFH DATABASE, 31/03/11

Region:	Africa	Asia/ Pacific	Europe	Latin Am/ Car'bn	Austr/NZ/ N America	(confs/ TALC sales	TOTAL
At 31/03/10:	11,344	1,186	2,817	321	890	86	16,644
New records 10/11:	446	24	81	10	43	6	610
Records removed 10/11:	9	0	-1	6	0	0	14
At 31/03/11:	11,781	1,210	2,899	325	933	92	17,240
<i>Regional % of total:</i>	68	7	17	2	5	1	100
Change during year:	437	24	82	4	43	6	596
% change in records:	3.85	2.02	2.91	1.25	4.83	6.98	3.58

Table 2f shows that, as of 31 March 2011, there were 17,240 addresses on the SFH database, compared with 16,644 on 31 March 2010. 68% of these organisations and individuals were located in sub-Saharan Africa; many were sent copies of SFH materials in 2010/11. In fact only those organisations with email addresses were informed directly about the availability of new SFH materials. Because of financial constraints, we were unable to inform those with only postal addresses that new SFH materials had been produced and were available for distribution. This must have had the effect of reducing demand for these materials.

3. MARKETING

3.1 Electronic marketing

Most of our marketing is carried out electronically through the SFH website, the TALC website, emails to addresses on the SFH database, as well as listserves, electronic newsletters and websites of other organisations.

Table 3a: RECORDS WITH EMAIL ADDRESSES		
	All records	Africa records
Total:	17,240	11,781
With email:	4,629	3,141
Percentage:	26.9%	26.7%
% 2009/10:	24.8%	24.8%
% 2008/09:	21.3%	19.8%

Of 17,240 organisations on the SFH database, we have email addresses for 4,629 - or 26.9% of the total. The percentage for Africa (26.7%) is almost identical to the overall figure (Table 3a).

3.2 Postal marketing

For about 75% of the organisations on the SFH database we have only postal addresses, no email addresses. Many of these are probably no longer valid, but many may still be in use. Some of these organisations may have email addresses but do not know the email address of the SFH Trust. Until we do a postal mailout to all addresses on the SFH database for whom we have only postal addresses, we will not know how many of these organisations wish to request free copies of SFH materials. Moreover, many of these organisations are located in the global North, and we may be missing out on sales by not contacting them through the post.



Stepping Stones training for girls, carried out by our partner Pasada in Tanzania.

3.3 Overseas partners

As previously noted, our overseas partners (all in sub-Saharan Africa) accounted for 64% of all SFH materials distributed in 2010/11. These partners are currently as follows:

Table 3b: ACTIVE OVERSEAS PARTNERS IN 2010/11	
Partners which produced materials in 2010/11:	
ActionAid India	<i>Stepping Stones</i> in English and 6 local languages
African Holy Zionist Church, Kenya	Called to Care books 1-3 (Maragoli editions)
CEPCA (Council of Protestant Churches in Cameroon)	English and French editions of the <i>What can I do?</i> DVD and facilitator's guide, and of the Called to Care toolkit workbooks.
Christian Council of Ghana	<i>What can I do?</i> DVD and Called to Care book 7
Christian Literature Fund, South Africa	Called to Care books 1-10; <i>What can I do?</i> DVD and facilitator's guide
FSPI, Pacific region	Bislama and Kiribati editions of <i>Stepping Stones</i> manuals
Media for Devt Trust, Zimbabwe	<i>What Can I Do?</i> DVD
Serving in Mission, Kenya	Called to Care books 4, 7 and 8 [check]
Tabernacle Sifa, Democratic Republic of Congo	French editions of Called to Care books 1-3, <i>What can I do?</i> DVD and facilitator's guide in French, English and Swahili, <i>Parcours</i> manual and guide, and several other SFH materials
World Vision International	Called to Care books on cd
Other currently active distributors:	
Africa Christian Textbooks, Nigeria	<i>What can I do?</i> DVD and facilitator's guide, and Called to Care books 1-3, 4 and 8
Afrique Avenir, France	French version of <i>What can I do?</i> video
Christian AIDS Network, Mozambique	<i>What can I do?</i> video and facilitator's guide in Portuguese and three vernacular languages; and Called to Care books 1-3 in Portuguese
FOCAGIFO, Uganda	<i>What Can I Do?</i> DVD and Facilitators Guide
GNPI, Kenya	<i>What Can I Do?</i> DVD and Facilitators Guide
PLAN, Panama	Spanish edition of <i>Stepping Stones</i> manual and DVD
Upendo Centre, Tanzania	Swahili editions of Called to Care books 1 and 2, 6 and 7; and of the <i>What can I do?</i> DVD and facilitator's guide

3.4 SFH website

Maintained by our trustee, Peter Stalker, the SFH website continued to be an extremely useful means of showcasing the publication of new SFH materials.

<http://www.stratshope.org/n-now.htm>



STRATEGIES FOR HOPE

News from Strategies for Hope

My Life - Starting Now

A new manual in the Called to Care toolkit

This new, 80-page manual focuses on knowledge and lifeskills for young people aged 10-15. It places special emphasis on reproductive health within the total process of growing up.

The co-authors of *My Life - Starting Now* possess a unique combination of experience and skills. Lucy Steinitz in Namibia has written and edited numerous training manuals for young people on HIV, gender, sex and sexual behaviour. Eunice Kamaara in Kenya has many years experience of educating young people in lifeskills and producing educational materials.

The book contains illustrations by the Namibian artist, Marika Matengu, and the Zambian artist, Danny Chiyesu.

A draft of the book was extensively pre-tested in the secondary school at the Osire Refugee Camp in northern Namibia.

My Life - Starting Now is no. 8 in the *Called to Care* toolkit, which consists of practical, action-oriented workbooks on various aspects of HIV and AIDS, designed for use by churches and community groups in sub-Saharan Africa. Available from from TALC: www.talc.org.uk.

For full details, please click here.

Please donate
To help provide free books and videos

My Life - Starting Now
Knowledge and skills for young adolescents

Co-author Eunice Kamaara

Co-author Lucy Steinitz

News

- Launch of 'Parenting: a Journey of Love'
- Launch of 'More and Better Food'
- Launch of Swahili Called to Care books
- Confirmation classes in South Africa
- Publication of 'My Life - Starting Now'
- Launch of 'Call to Me'
- Strategies for Hope turns 20
- Amazing sponsored Himalayan mountain climb
- New book and film tell the story of TASO
- Churches all over Mozambique using 'What can I do?'
- Swahili version of 'What can I do?' launched in Dar es Salaam

Please use the tabs along the top of the page for more details of our publications

Information on the launch of Called to Care book 8, *My Life - Starting Now* on the Strategies for Hope web site.

Short clips of several SFH videos are available on the SFH website. All 10 Called to Care workbooks are downloadable free of charge. The books can be saved onto computer, so the contents can easily be retrieved whenever needed. Only the first 20 pages, however, can be printed out. The rationale behind this policy is the need to maximise sales of these materials (see point 3.5, below), and it is highly likely that anyone with access to the relevant technology can also afford to pay for them.

We have been experimenting with a Donations page. However, we have not actively promoted this facility, and so far it has not attracted any donors.

3.5 Sales

We need to address the possible reasons for the steady decline in income from sales of SFH materials. Compared with the situation 10 years ago, there is a great deal more material on HIV and related issues now in circulation, and much of this is available, free of charge, on the internet. This is particularly the case with printed materials. Moreover, there is a general assumption in the global North that absolutely everything with a social purpose should be made available free of charge on the internet. This overlooks the fact that internet access in the global South is much more restricted than in the North: most of the organisations in sub-Saharan Africa that we are trying to support have only limited access to the internet, particularly for downloading large files. (Often, they have to travel half a day or more simply to get to an internet café, where they have to pay for time spent on line as well as for anything they print out. So a trip to the internet café can be quite expensive.) They are therefore dependent on receiving SFH materials free of charge by post.

In the past, we regularly received income of £15,000 or more per year from sales of SFH materials, and these funds helped maintain the free distribution of SFH materials in Africa. Since 2005 there has been a steady and consistent decline in sales income, and now that we receive less than £5,000 a year from sales of our materials, we need to consider whether it is feasible to increase this income significantly. Perhaps we should enquire whether the School of Publishing at Oxford Brookes University could carry out a study to explore this issue.

4. GOVERNANCE AND MANAGEMENT

The Strategies for Hope Trust has been a not-for-profit company limited by guarantee since June 2003, and a charity since May 2008.

- The trustees are Karima Brooke, James Rowland, Peter Stalker, John Whitley and Rev Canon Tony Williamson.
- Alison and Glen Williams manage the activities of the SFH Trust, as Office and production Manager and Series Editor, respectively.
- The SFH Advisory Group consists of Rev Anne Bayley, Joyce Namulondo Kadowe, Dr Edwin Mapara, Dr V. Chandra Mouli and Sr Lynn Walker.
- Mairi Lockwood, a student at Oxford Brookes University, who had worked with the SFH Trust as a part-time intern on marketing and distribution since June 2009, left in December 2010. She was replaced by another Brookes student, Janina Cordes.
- Trish Attwooll joined the SFH team on a part-time basis as Marketing Associate with special responsibility for improving and developing the distribution of SFH materials in francophone countries.

5. FINANCE

5.1 Project income and expenditure

Table 5a: INCOME/EXPENDITURE ON PROJECTS Apr 10-Mar 11:					
ITEM	OPENING BALANCE 1/4/10	INCOME	Income Transfers	EXPEND- ITURE	CLOSING BALANCE 31/3/11
RESTRICTED FUNDS:					
Called to Care Ph3	146	11,010		11,156	0
Called to Care Ph4	46,980	9,231		39,077	17,134
Called to Care Ph5	20,000	125,531		63,411	82,120
Called to Care Evaluation	0	20,215		2,154	18,061
Called to Care, book 7 French	0	10,434		260	10,174
Called to Care reprints ¹	-55	2,118	2,149	1,927	2,285
Called to Care Swahili books 1 & 2	45	0		45	0
Called to Care Swahili books 6 & 7	0	12,380		5,370	7,010
Subtotal CtC	67,116	190,919	2,149	123,400	136,784
Que Puis-je Faire m&d	1,240	0		1,240	0
Parcours PLUS ¹	0	8,925	2,000	1,002	9,923
Stepping Stones m&d (budget 1)	29	0		29	0
Stepping Stones m&d (budget 2)	0	23,855		7,763	16,092
Stepping Stones Plus	398	0		398	0
Stepping Stones Portuguese	181	0		181	0
Audio project/HIV Women and Motherhood	6	0		6	0
Donations for partners in Africa ⁵	-207	5,713		5,413	93
SUBTOTAL RESTRICTED FUNDS:	68,763	229,412	4,149	139,432	162,892
UNRESTRICTED FUNDS:					
Marketing & Distribution ¹	10,042	14,095	-4,149	13,032	6,956
Legacy ²	0	13,333		4,332	9,001
Siyin Lim's sponsored climb ³	600	0		600	0
Twentieth Anniversary	0	1,270		1,270	0
Governance Costs: ⁶	-700	110		2,124	-2,714
Transferred from Restricted ⁴				-2,646	2,646
Balance/governance costs	-700	110		-522	-68
SUBTOTAL UNRESTRICTED FUNDS:	9,942	28,808	-4,149	18,712	15,889
TOTAL:	78,705	258,220	0	158,144	178,781
INCOME TRANSFERS:					
During the year £4,149 unrestricted income was transferred from Marketing and Distribution to the following restricted income projects: £2,149 to CtC reprints; £2,000 to Parcours Plus.					
EXPENDITURE TRANSFERS:					
A legacy was received as unrestricted income, of which £1,432 funded Maragoli CtC books, and the following was transferred to restricted projects: £2,000 to CtC Ph3 for reprinting CtC bk 7; £900 to CtC Swahili bks 6&7.					
The remaining £600 from Siyin Lim's mountain climb was transferred to CtC Ph 3 for bk 7 reprint (£430/restricted) and to the 20th anniversary (£170/unrestricted).					
OTHER NOTES:					
Expenditure totalling £2,646 from the project management component of various restricted budgets was used for governance costs (including the £700 deficit brought forward from 2009/10).					
Partners in Africa: FOCA GIFO £4,019; INACOS £1,540; Tabernacle Sifa £154.					
Governance costs:					
	Accountancy	1,300			
	Insurance	350			
	Depreciation	136			
	Companies House fee	15			
	Bank charges	232			
	Annual Review printing	91			
		<u>2,124</u>			



Ethics students at Moi University in Eldoret, Kenya, study Called to Care book 8, *My Life - Starting Now*.

Table 5a (previous page) shows income and expenditure for the year for all current SFHT projects. Income of £258,220 during the year was high, and nearly half of this was for Phase 5 of the Called to Care project.

Charities are required to distinguish between income which is restricted (i.e. donated for a specific purpose/project) and unrestricted (where SFHT has discretion on how it is spent). Within unrestricted income for this year, SFHT was very fortunate in receiving a personal legacy of £13,333. By transferring some of this unrestricted income to expenditure on restricted projects, SFHT was able to complete or carry out the reprinting of book 7 (within phase 3 of Called to Care/£2,000), the production of Swahili editions of CtC books 6 and 7 (£900), and the production of Maragoli editions of CtC books 4 and 5 (£1,432).

A balance of £178,781 enables SFHT to continue its work into the financial year 2011/12. 77% of this balance (£136,785) is funding for various aspects of the Called to Care project, which has become the main thrust of SFHT's output in recent years. Major grants to the core budget of Called to Care (Phases 1 to 5) will cease by the end of 2011/12, after which SFHT needs to raise funds to continue distributing current Called to Care publications, and to produce and distribute further language editions. Fundraising for free distribution of other materials, in particular *Stepping Stones* and *What Can I Do?*, will also continue.

5.2 Project funding

Sources of income during the year were as follows:

Grants.....	£224,469
Donations	£29,797
Sales.....	£3,844
Bank interest.....	£110
TOTAL:	£258,220

Donations included £5,713, given specifically for our partners FOCAGIFO (Uganda), INACOS (Rwanda) and Tabernacle Sifa (Democratic Republic of Congo), which we

Table 5b: SFHT GRANTS AND DONATIONS 2010/11		
GRANTS	DONOR	NET INC
Called to Care Ph 3	Kirchen helfen Kirchen/book 7 reprint	4,816.00
	Evang. Landeskirche Württemberg/book 7 reprint	6,193.00
Called to Care Ph 5	ICCO	86,424
	Kerk in Actie	21,607
	Maurice and Hilda Laing Charitable Foundation	12,500
	CAFOD	5,000
Called to Care evaluation	ICCO/Kerk in Actie	17,216
	Maurice and Hilda Laing Charitable Foundation	3,000
Called to Care French bk 7	Missio	10,434
Called to Care reprints/book 2	Missio	2,119
Called to Care Swahili bks 6 & 7	EKHN Germany	6,213
	Kirchen helfen Kirchen	6,167
Marketing & Distribution	CAFOD	10,000
Parcours Plus	Mercury Phoenix and CAFOD through TALC	8,925
Stepping Stones mktg & dstbn	Misereor	23,855
	TOTAL GRANTS:	224,469
DONATIONS	Private donation for book 9 (CtC Ph 4 (including GiftAid)	9,231
	Personal legacy left to Strategies for Hope	13,333
	Miscellaneous private donations to SFH	1,520
	Donation for passing directly to Tabernacle Sifa/DRC	154
	Miscellaneous donations for passing directly to FOCAGIFO	4,019
	Miscellaneous donations for passing directly to INACOS	1,540
	TOTAL DONATIONS:	29,797
ALL GRANTS AND DONATIONS:		254,266

passed on to them in full. Table 5b gives details of all grants received during the year, and of various donation categories.

5.3 Annual accounts and reporting

As a company with a turnover of less than £5 million, we are exempt from having our accounts audited. However, our professional accountants, Chapman Worth Limited, have, in addition to their financial report which complies with charity regulations, provided Strategies for Hope with an Independent Examiner's Report for the financial year to 31 March 2011. The financial report also contains our Trustees' Annual Report for the Charity Commission. (The accountant's report is attached at the end of this document.) In addition, we file separate Annual Returns to the Charity Commission and to Companies House.

5.4 Total Income and Expenditure since 2003

Table 5c shows total income and expenditure for the Strategies for Hope Trust since it was registered as a not-for-profit company in late June 2003.

Table 5c: TOTAL INCOME AND EXPENDITURE ON PROJECTS SINCE 1/7/03					
PROJECT	TOTAL BUDGET	INCOME	EXPEND-ITURE	BALANCE 31/3/11	RECEIVED OR COMMITTED AFTER 31/3/11
Called to Care Ph3	128,205	116,833	116,833	0	
Called to Care Ph4	159,480	157,574	140,440	17,134	
Called to Care Ph5	190,050	145,531	63,411	82,120	15,000
Called to Care evaluation	20,000	20,216	2,154	18,062	2,500
Called to Care French book 7	13,955	10,434	260	10,174	
Called to Care Swahili books 1 & 2	10,000	10,000	10,000	0	
Called to Care Swahili books 6 & 7	19,650	12,380	5,370	7,010	(1)
Called to Care reprints	15,783	17,902	15,617	2,285	
Que Puis-je Faire? m&d	5,050	5,050	5,050	0	
Parcours Plus	11,195	10,925	1,002	9,923	
Stepping Stones m&d (1)	13,595	13,583	13,583	0	
Stepping Stones m&d (2)	23,855	23,855	7,763	16,092	
Stepping Stones PLUS	15,280	13,199	13,199	0	
Stepping Stones Portuguese	4,320	4,320	4,320	0	
Donations for partners in Africa	0	13,286	13,167	119	
Twentieth Anniversary event	0	1,270	1,270	0	
Various finished projects (2)	391,773	397,611	397,611	0	
Marketing & Distribution (general)	0	194,700	187,750	6,950	10,000
Personal legacy		13,333	4,332	9,001	
Siyin Lim/sponsored climb	0	3,336	3,336	0	
Management/admin (general)	0	9,461	9,371	90	
SUBTOTAL:	1,022,191	1,194,799	1,015,839	178,960	
Misc accountancy adjustments (3)			179	-179	
TOTAL:	1,022,191	1,194,799	1,016,018	178,781	
(1) Upendo funds £4,060; SFH not used/claimed £2,340 will contribute to budget fulfillment.					
(2) Called to Care	235,731	235,434	235,434	0	
What Can I Do?	101,032	98,383	98,383	0	
Stepping Stones & audio project	9,557	17,655	17,655	0	
Miscellaneous	45,453	46,139	46,139	0	
	<u>391,773</u>	<u>397,611</u>	<u>397,611</u>	<u>0</u>	
(For details of finished projects, please see Appendix F)					
(3) Depreciation			136		
Bank transfer fee			23		
Error/adjustment re inv 3/10			20		
			<u>179</u>		

6. MONITORING AND EVALUATION

As in previous years, we received encouraging amounts of positive feedback on SFH materials, especially on the Called to Care toolkit and *Stepping Stones*.

6.1 Called to Care toolkit

Feedback on the CtoC workbooks consisted mainly of the two-page form distributed with each copy of the books, but some users also sent individual letters. As numerous quotes on CtoC books 1-5 were included in previous Annual Reviews, only general quotes and those referring to books 6, 7 and 8 are included here, as follows:

Comments on the Called to Care toolkit in general

Rev Mary Sangaya, St Philip's Theological College, Kongwa, Tanzania: "I used three Called to Care books in my lessons - *Positive Voices*, *Pastoral Action* and *Call to Me*.



The students who passed their tests received a certificate of HIV/AIDS prevention. Some told me that, with this certificate, they got an appointment to teach HIV/AIDS prevention. ... I interviewed the students who still study at the college. Most of them changed their opinions about HIV during their studies. Many of them gave seminars using the books during their holidays."

Students and former students of Rev Mary Sangaya: "We used the books during seminars we give in our parish."

"My wife uses the books to teach the wives in our church."

"We have used to books to teach the people but we would like to receive more copies because we have many parishes."

"Now I teach at a Bible School. People are very glad to get knowledge about AIDS prevention. It will be a great help for their parishes too."

"The pictures help people a lot to understand."

"I already started to use the books during my holidays from the college. They are an important help and people are very glad to have the seminars."

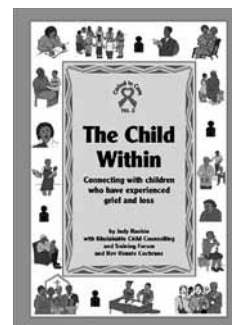
Evans Salamba, World Health Organization Library, Lusaka, Zambia: "The books are particularly good because they have a spiritual dimension in their approach to imparting knowledge. The demand for these books is high and we would wish to receive extra copies to send to needy organisations. Students have been borrowing these books for

counselling, teaching and training. They have been asking WHO to request more books for them.”

Called to Care book no. 6, *The Child Within*

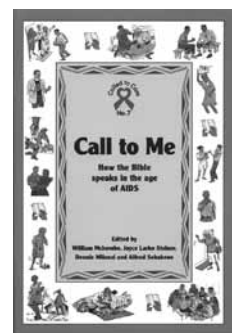
Godiani E. Mbowe, Somamemba Foundation, Mbeya, Tanzania: “The participants decided to help orphans and other children who have lost one or both parents, to reduce discrimination against orphans and other children, to help everyone living with HIV/AIDS, and to reduce the transmission of HIV/AIDS.”

Joseph Bundor Tarawally, Crusaders Club Ministry, Freetown, Sierra Leone: “The participants learned a lot through the Feeling Bottle, which expresses the different feelings of people. They acquired knowledge of the stages of child development and about good discipline. They decided to organise similar meetings in church schools in different communities. I would like to permanently receive these materials so that I will continue to sensitize the general public.”



Called to Care book no. 7, *Call to Me*

Workshop participants, Centre for Infectious Disease Research in Zambia, Lusaka, Zambia: “These are the kind of encouraging words we need to enable us to come out and talk about our HIV-positive status freely, without being condemned.” “As a church, we need such tools to help us reach to our communities effectively.” “Even if I am HIV-positive, with such knowledge I still have hope that God loves me.”



Workshop participants, Farm Community Trust of Zimbabwe, Marondera, Zimbabwe: “I felt challenged to accept and provide a friendly environment for people living with HIV.” “Even though I am positive, I now have hope for a good future thanks to our sessions.” “Now I know stigma actually fuels the spreading of the HIV virus.” “It is important to talk about sex and sexuality with my children.”

Rev Jones Chamangwana, Reach Out Ministries, Balaka, Malawi: “This book gives a lot of hope to people living with or affected by HIV/AIDS. The participants decided to form Bible study groups. They also decided to go and preach the message ‘With Jesus, HIV is a normal disease.’”

Paul Mershak, AIDS Care, Education & Training (ACET), Jos, Nigeria: “The participants now have Bible passages to quote when they talk about HIV and AIDS in their communities. They want churches to adopt this book as part of their Bible study material.”

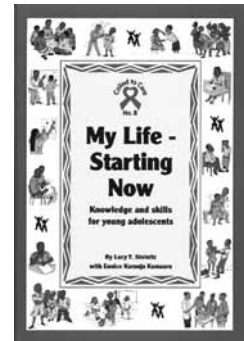
Ridge P. Aliwama Mwafulirwa, Living Fountain Commission, Chilumba, Malawi: “The book has brought confidence to encourage churches and other groups within our reach to advance HIV/AIDS responses. Church congregations have decided to organise HIV/AIDS groups. Community organizations have decided to partner with churches. Participants have decided to meet once every month.”

Fr Theobald Mwanisawa, Catholic Church, Mbeya, Tanzania: “Bible study groups should

be established in the villages. One team of five members is enough to spread the knowledge continuously in the same village.”

Called to Care book no. 8, *My Life - Starting Now*

Gabriel Luale, Osire Boys and Girls Club, Osire Camp, Namibia: “The book helps people to understand more about HIV/AIDS and how to fight stigma and discrimination among us. My future plan is to implement the contents of the book in the community amongst youths - in schools and in churches if possible.”



Jerome Tabarwa, Kisumba Development & Environment Protection Association, Kasese, Uganda: “The participants decided that this book should be taught frequently in churches, schools and social gatherings. They requested for more booklets and training more people to train others.”

Dociler Obudyo, Compassion Outreach Ministries, Migori, Kenya: “The youths decided to abstain from sex outside marriage. They decided to build positive attitudes towards the infected and to stop accusing them of being sinners. They also decided to commit themselves to God rather than spreading rumours and stigmatizing those who are infected.”

6.2 Evaluation of Called to Care toolkit

Preparations for an independent evaluation of the Called to Care project began in June 2010 and continued throughout the rest of the financial year. By the end of March 2011 the following landmarks had been passed:

- Appointment of a five-person steering group: one representative each from ICCO, CAFOD and the Church Mission Society; and two from the Strategies for Hope Trust (a Trustee and the Series Editor).
- Agreement on Terms of Reference and a budget of £20,000
- Funding of the budget (by ICCO, CAFOD and the Laing Trust)
- Selection of the evaluation consultant, Kate Welch, and signing of the contract
- Agreement with the consultant on the methodology to be used for the evaluation, namely, a desk-based review of documents and reports; tabulation and analysis of feedback documents; structured workshops, focus group discussions, ‘fly on the wall’ observational visits and individual interviews in Malawi, Uganda and Kenya; and semi-structured telephone interviews with key respondents.
- Agreement with the consultant on the time schedule for implementation of the evaluation. It was expected that the evaluation report would be submitted to the steering group and Strategies for Hope trustees and advisers on 19 September 2011.

6.3 Stepping Stones users survey

We carried out a survey of *Stepping Stones* users in anglophone and francophone countries. Some 86 organisations (95% in sub-Saharan Africa) submitted written responses. The respondents reported that the use of *Stepping Stones* had led to less gender-based violence, better relationships between intimate partners, less alcohol abuse, reduced numbers of sexual partners by men, and an increase in safer sexual behaviour including abstinence and condom use. (For a selection of quotes from respondents, please see Appendix A.)

One problem encountered by many questionnaire respondents was insufficient copies of the *Stepping Stones* manual and training video. Fortunately, we are able to address this problem - at least to some extent - thanks to a grant from Misereor to support the free distribution of the *Stepping Stones* manual and video.

7. FUTURE PLANS

7.1 Called to Care toolkit

- To publish workbook no. 10, and to maintain distribution of all 10 books.
- To facilitate the evaluation of the impact of workbooks 1-7.
- To complete the production of book nos. 6 and 7 in Swahili and no. 7 in French and start the distribution.
- To make plans for the ongoing distribution of all 10 workbooks, especially nos. 8-10.
- To make plans for the production of editions of all 10 workbooks in Swahili, French and Portuguese.

7.2 Other SFH materials

- To maintain the free distribution of the video, *What can I do?*, in 12 languages.
- To wind down the free distribution of the other six SFH videos.
- To cease distribution of SFH books 12 to 17 (which are already almost out of stock).

7.3 Stepping Stones

- To complete the production of the French edition of *Stepping Stones PLUS*.
- To maintain the free distribution of the English, French and Portuguese editions of the *Stepping Stones* manual and of the English, French and Swahili versions of the workshop video.

7.4 Marketing and distribution

- To seek co-publishing agreements with new partners in order to maintain the free distribution of the *What can I do?* video and of all 10 Called to Care workbooks in English, French, Portuguese and Swahili.
- To liaise with the Salamander Trust on the ongoing free distribution of the *Stepping Stones* manual and video.
- To explore the possibility of adding a facility to the SFH website which would enable us to receive orders and payments directly.
- To explore the possibility of commissioning some market research on SFH materials by the School of Publishing of Oxford Brookes University.



A desk in the office of CEPCA, our partner in Cameroon. CEPCA distributes SFH books and DVDs in both English and French.

7.5 Fundraising

To fundraise for the ongoing free distribution of the Called to Care toolkit, the *Stepping Stones* manual and video, and the video, *What can I do?*.

7.6 Recommendations of Called to Care evaluation

To implement whatever recommendations are made by the evaluation of the Called to Care toolkit project, which is due to be presented on 19 September 2011.

8. ACKNOWLEDGEMENTS AND THANKS

We would like to express our profound gratitude to the many people and organisations who supported the Strategies for Hope Trust during 2010/11, and thereby contributed to the achievements described in this Annual Review, as follows:

- Our donor organisations, who in 2010/11 were:
CAFOD
Christian Aid
EKHN Germany
Evang. Landeskirche Württemberg
ICCO-Kerk in Actie
Kirchen helfen Kirchen
Maurice and Hilda Laing Foundation
Misereor
missio Aachen
World Vision International
- Several individuals who have made donations to Strategies for Hope during the year.
- Karima Brooke, James Rowland, Peter Stalker, John Whitley and Tony Williamson, for their generous support and wise counsel as trustees of the Strategies for Hope Trust.
- Rev Dr Anne Bayley, Joyce Kadowe, Dr Edwin Mapara, Dr V. Chandra Mouli and Sr Lynn Walker, for their advice and assistance as members of the Strategies for Hope advisory group.
- Trish Attwooll, Janina Cordes and Mairi Lockwood, who have made a tremendous contribution to our marketing and distribution work.
- Our UK distributor, TALC.
- Our co-publishing and distribution partners outside the UK, who in 2010/11 were as listed on page 13.
- Alice Welbourn, Amandine Bollinger and Nell Osborne for their creative collaboration on the Stepping Stones project.

Strategies for Hope Trust
November 2011

APPENDICES

Appendix A

QUOTES FROM *STEPPING STONES* USERS SURVEY

Martha Nthenge, ESSIE (Education, Self-Sustainability and Improvement of Economy), Nairobi, Kenya:

“Some were encouraged to discuss issues openly without shying away. The exercises that you have given for groups to use encourage interaction, given that in the African society, especially at grassroots level, women are still shy to speak about things but when they sit together in such a setting they are encouraged to open up and thus breaking the ice and we all learn new things/experiences. After discussing with youth on sex matters and how to express themselves and say “No” vehemently to sex until marriage, one youth said to the group, ‘I did not know that saying “No” meaningfully does not expose one to physical abuse, but now I know.’”

Immaculée Muhawe, CODEIPAE, Kigale, Rwanda:

“A young Christian said: ‘I thought that, as a Christian, I wouldn’t be affected by problems about sex, but now I see that, in order to overcome temptations, I have to be concerned about it.’ A man said: ‘It used to be difficult for us to manage the household money, because whenever I received money I would spend most of it on alcohol and leave only about a quarter for my wife. But after the Stepping Stones training I’ve realised that that attitude was destroying me and my family. I thank God that my wife and I went to the training. We’ve decided to manage all the household money together.’”

Martha Senthon Kamara, National AIDS Secretariat, Freetown, Sierra Leone:

“Stepping Stones is adaptive to our local context, based on the issues addressed in the plays like wife inheritances, male dominance, alcoholism, sexual passion, polygamy, religious morals, relationships, poverty, teenage pregnancy, etc. and their implication for HIV/AIDS. Gender roles and community development are clearly portrayed. There is strength in unity. Women’s participation in community projects helps in empowerment.”

Lizwelethu Tshuma, Caritas Zimbabwe, Bulawayo, Zimbabwe:

“The manual and video show high levels of participation from the community groups. Even the reserved people are provoked into talking on HIV and AIDS. Exercises found in the *Stepping Stones PLUS* CD cultivate active participation and highlight areas of decision making for the community. Some participants did not know that they had all the rights to decide on issues affecting them in life. The manual brings out facts about HIV and AIDS in a very unique way. It encourages togetherness in planning and making decisions. It also allows participants to bring out their views about issues. It does not dictate what should be done but participants learnt through working in groups.”

Miriam Makwembere, Young Africa Skills Centre, Chitungwiza, Zimbabwe:

“Issues of sexuality are not easy to just discuss, especially in the African culture, but the use of the Stepping Stones as a tool helped a lot. The tool provides a starting point for any discussion on any topic one might pick. I remember very well session ‘F’ in the Stepping Stones manual on the topic on condoms. It was not easy for the facilitator

to just start but the use of a video clip helped. Students later agreed that the use of condoms was a way of stopping the spread of HIV so, culture or no culture, one should be in a position to decide what she wanted with her life when it comes to decision about staying safe from the virus.”

Capitaine Damier Kajangu Prosper, Garnison militaire 8e Région militaire, Goma, DR Congo:

“We decided to sensitise our military brothers, who are still raping the population, who are left to their fate. If we continue with those practices, we are violating ourselves. We have to encourage hearts of pity amongst our brothers and forgiveness amongst the families affected by rape or sexual violence during the wars in eastern Congo. We have to ask our brothers who have committed rape and have since left the armed forces to go to the churches and ask for forgiveness from our people and from God.”

Matinda Malou Echeni ASCODER asbl, Sud-Kivu, DR Congo:

“Everyone decided to take an HIV test (in 2009, out of 400 people referred to the clinic, 298 were tested). A committee of young single mothers have created an agricultural area for the community.”

Westone Mutale Bowa, Afya Mzuri, Lusaka, Zambia:

“The male participants resolved to involve women in monthly budgets. The female participants resolved to be open with their husbands in sexual matters and said that they would now be free to initiate sex in their homes.”

Hermione Baptiste, Ministry of Education, St. George’s, Grenada:

“As I develop and revise our school’s curriculum, I will include the information within the manual. Presently I am actually putting together the curriculum and I have included the subject ‘HIV/AIDS’ within the theme ‘Sexuality and Sexual Health’. At the end I will continue training of teachers.”

Danny Gondwe, Plan, Kasungu, Malawi:

“In future the material will be used in schools for students to learn because that’s where most of the problems are raised. The same materials will be used in Parent Education & Life Planning Skills Sessions for parents and youths. There are intentions to establish resource centres in our communities. The other thing is to have the material translated in our vernacular language for effective communication with members who are not able to read or hear English language.”

Martha Senthon Kamara, National AIDS Secretariat, Freetown, Sierra Leone:

“Our institution is planning with the permission of Strategies for Hope to: 1) reproduce the film for at least 100 communities, 2) translate the film into local languages, 3) compile these role plays into a documentary, 4) work with other partners to adapt this approach to participatory workshops for all HIV/AIDS sessions, 5) engage people living with HIV to adapt some of the skills portrayed in this video like empowerment, negotiation in relationships and participation.”

César Ahouantchede, Espoir de la famille, Porto Novo, Benin:

“Stepping Stones is a communication tool for behaviour change. It’s an indispensable tool because of the different topics it addresses. Its participatory approach has enabled

our organisation to work more effectively against the AIDS epidemic through the involvement of the beneficiaries themselves in our various activities.”

Matthew Mattam, CYDA, Pune, India:

“The *Stepping Stones* manual is one of the best manuals I have ever come across. It has changed my life and lives of many who come across this training. We at CYDA have taken *Stepping Stones* as a commitment and reached over 10,000 people over the last 6 years. *Stepping Stones PLUS* is also equally good.”

Muheka Sedrack Masereka, Pastors Mountain Satellite Network-Integral Mission, Kasese, Uganda:

“The training manual helped married couples and other sexual partners not to put their partner at risk. Partners now suggest about sexual issues, to use condoms or when they want children. The materials have improved our care and support of those who are sick and at risk of HIV. Today men can say ‘where can I buy a condom?’ which was a big problem for the old men to mention, but now it is easy to say a condom. And women now say publicly ‘how can I stop getting pregnant?’ People now agree to go for diagnosis and need to prevent HIV/STDs and they ask for treatment.”

Appendix B

ADDITIONAL FEEDBACK ON CALLED TO CARE TOOLKIT

Called to Care books 1-8 (general):

Khosie C. Ndlangamandla, Nazarene College of Nursing, Manzini, Swaziland:

“The college has received the Strategies for Hope booklets in the past. This new series, about church leaders and the Christian response to the pandemic, has been missing. The students said that on their clinical practice they will connect much better with people with HIV/AIDS, especially with children. Some of their comments were: ‘We wish more pastors could see these books.’ ‘Our course tutor should see these books and refer to them in the course.’ Sunday School teachers, pre-school and primary school teachers should read book 6, *The Child Within*.”

Maggie N. Sinkamba, Centre for Infectious Disease Research in Zambia, Lusaka,

Zambia: The Called to Care workbooks have assisted me and my organisation, and the churches we collaborate with, to put a human face on all our HIV interventions in order to bring hope to the community members who are affected and infected.”

Called to Care book no. 6, *The Child Within*

Abraham Makoni, Farm Community Trust of Zimbabwe: Participants said: “The material has given me assurance that I am a child of God.” “It made me understand that regardless of the obstacles surrounding me, I can succeed in life.” “I liked the funny games.” “As a facilitator, the material helped me to relate in a better way with children.”

Imelda Mbambu, MBURA, Kasese, Uganda: “The participants decided to use the book to make songs, dances and drama to teach the people better.”

Marko Sibanda, Hwange Colliery Company Ltd, Hwange, Zimbabwe: “I have shared information from the book with our District Social Welfare Officer, who also appreciated the contents of the book.”

Called to Care book, no. 7, *Call to Me*

Abraham Makoni, Farm Community Trust of Zimbabwe, Marondera, Zimbabwe: “After using the book the workshop participants decided to push local leadership for the revival of ‘Zunde ramambo’, a project aimed at fostering food production under the leadership of a chief, and the harvest is used to feed vulnerable households.”

Mayamiko J. Muchombo, Chipata, Zambia: “I used the book with my fellow pupils. I shared it with 13 classes, with an average of 50 pupils per class. We discussed four topics: sex and sexuality, sexual harassment and gender violence, fear and anxiety, and self-reliance. When I started, I never expected anyone to listen to me, but to my pleasant surprise everyone was attentive. In all the classrooms I visited I received good responses and encouraging contributions. Some of the questions they asked me were: ‘Can one get HIV through kissing?’ ‘If you are a virgin and you are raped, are you still a virgin?’ ‘What if a teacher wants to give an example and he touches you on your body, is that sexual harassment?’”

Rev Dennis Milanzi & Keepson Chirwa, St Paul's Anglican Church, Chipata, Zambia:

"The book is a beacon for openness and also advocates for the dignity of persons living with HIV/AIDS. Since the book was introduced to support groups of the St Paul's Anglican Children's Project, many persons living with HIV have opened up to talk about their HIV status. People come with their medical cards for ART and more young girls and women engaged in commercial sex work are coming to St Paul's church, where they feel a sense of belonging."

Simon Lungu, St Mark's Church, Misolo Parish, Zambia: "The participants commented that it is very important because it encourages us to forgive and to repent, and to teach people in other churches and villages. They decided to form support groups in villages. They plan to have more workshops, with a certificate."

Tobias Phiri, Church congregation, Kakwiya village, Petauke, Zambia: "It is good to see that sex has its place in a loving relationship between two partners. Our plan is to fight against HIV/AIDS in our congregation, more especially with youths because they are the future leaders."

Rev Emmanuel Mwale, St Luke's Cathedral, Msoro, Zambia: "I have found this material very helpful and practical. However, translation is needed for local leaders to use this book. The response for VCT at our St Luke's clinic has increased. Church leaders are able to visit sick people in their homes for encouragement and to give any help they can."

Called to Care book no. 8, *My Life - Starting Now*

Richard Tabarwa, Kamahanga Church Foundation, Kasese, Uganda: "It would be better if this booklet was printed in our local language. ... The participants decided that the information should be put on radio talk shows for massive delivery. The participants decided to become trainers to put into practice the information learned."

John Mugwima Njoroge, Timsales (K) Ltd, Elburgon, Kenya: "The book should be provided in church libraries for accessibility. There should be a Swahili version. The younger generation should be taught about body changes and the associated risks. The Spiders' web activity (14B) should be repeated in each Called to Care toolkit book."

Fr Theobald Mwanisawa, Catholic Church, Mbeya, Tanzania: "The book is written in a very special way. It is professional and educative. All the church leaders should be taught these skills. The youth leaders should be empowered to lead seminars. We have some materials on HIV/AIDS in Kiswahili. Please help us to print them."

Kule E. Remegio, Child Care and Helpless Organisation, Kasese, Uganda: "This is a good booklet that should be taught in all the churches and schools. ... We discussed the topics in our mother tongue (Ihukonzo)."

Danny Gondwe, Plan International (Malawi), Kasungu, Malawi: "This is wonderful and encouraging."

Appendix C

Partners in production and distribution of SFH materials since 1989				
Partner organisations	Country	Books	Films	Languages
ActionAid-Bangladesh	Bangladesh	Stepping Stones		Bangla
AactionAid-India	India	Stepping Stones		Eng + 6 Indian langs
ActionAid-Mozambique	Mozambique	Bks 12,13; Stepping Stones	Stepping Stones	Portuguese
ActionAid-Tanzania	Tanzania	Stepping Stones	Stepping Stones	Swahili
ActionAid-Uganda	Uganda	Bk 15		English
Africa Christian Textbooks	Nigeria	C to C 1 & 2; Fac Guide	What Can I Do?	English
Africa Inland Church	Madagascar		What Can I Do?	Malagasy
African Holy Zionist Church	Kenya	C to C 1 & 3		Maragoli
Afrique Avenir	France		What Can I Do?	French
AMREF Kenya	Kenya	Bks 1,2,3,4,5,6,7	TASO	English
AMREF Tanzania	Tanzania	Bks 1,2,5,6,7,8,12,13	TASO, Orphan Generation	Swahili
British Council	India	Bk 11		English
Catholic AIDS Action	Namibia	Stepping Stones		English adaptation
Christian Council of Ghana	Ghana	WCID Facilitators Gde	What Can I Do?	English
Christian Literature Fund	South Africa	C to C 1-6; Facilitators Gde	What Can I Do?	English
Cluster Publications	South Africa	Bk 16		English
Evangelical Lutheran Church	Estonia	WCID Facilitators Gde	What Can I Do?/Stpg Stones	Russian & Estonian
Expanded Church Response	Zambia		What Can I Do?	English
FOCAGIFO	Uganda	WCID Facilitators Gde	What Can I Do?	English
GNPI-Africa	Kenya	WCID Facilitators Gde	What Can I Do?	English
Grassroots Books	Zimbabwe	Bk 8		English
ICHAP	India	Stepping Stones		English
FHI/Johns Hopkins University	Rwanda	WCID Facilitators Gde	What Can I Do?	Kinyarwanda
Kachere Press	Malawi	C to C Bk 3		English
Marianum Press	Uganda	Bk 2		English
Media for Devt Trust	Zimbabwe		What Can I Do?	English
Medical Mission Institute	Germany		TASO, Orphan Generation	English
Medical Research Council	South Africa	Stepping Stones		English adaptation
MFDI Tanzania	Tanzania		Orphan Gen, Mupundu Tree, What Can I Do?	Swahili
MGS Video	Uganda		Stepping Stones Revisited	English
Mozambique Red Cross	Mozambique	Bks 1,2,6,7		Portuguese
Ndola Catholic Diocese	Zambia	Bk 14	Under the Mupundu Tree	Nyanja, Bemba
Pacific Community Secretariat	Fiji	Stepping Stones		English
Plan	Panama	Stepping Stones	Stepping Stones	Spanish
Project Concern International	Indonesia	Stepping Stones	Stepping Stones	Indonesian
Rede Crista Contra HIV/SIDA	Mozambique	WCID Facilitators Gde, Called to Care 1-3	What Can I Do?	Portuguese & 3 local langs
Tabernacle SIFA	D R Congo	C to C 1-3, Stepping Stones	What Can I Do?; HIV Cnslg; Orph Gen; Mupundu Tree	French
TASO	Uganda	United Against AIDS	TASO, United Against AIDS	English
TVE	Netherlands		TASO	Spanish
UNICEF	USA		Orphan Generation	English, French
Upendo AIDS Centre	Tanzania	WCID Facilitators Gde, Called to Care 1 & 2	What Can I Do?	Swahili
World Health Organisation	Switzerland		TASO, Orphan Generation	English, French
World Vision International	South Africa	Called to Care 1 & 2		English

Appendix D

All SFH all materials distributed, 1989 to end March 2011, by LANGUAGE

Type	No	Title	English	French	Portgse	Spanish	Swahili	Other*	TOTAL:
BOOKS:	1-11	Books 1 - 11	346,987	123,241	15,675		267,753		753,656
	12	A Common Cause	21,050	7,677	2,022		15,055		45,804
	13	Youth to Youth	20,998	7,984	2,020		15,020		46,022
	14	Under the Mupundu Tree	18,751	7,337				4,000	30,088
	15	Open Secret	16,281						16,281
	16	Journeys of Faith	9,798						9,798
	17	United Against AIDS	1,700						1,700
		SUBTOTAL:	435,565	146,239	19,717		297,828	4,000	903,349
	CC1	Positive Voices	15,825	4,011	1,293		2,008	2,140	25,277
	CC2	Making it Happen	19,817	6,717	1,293		2,000	1,180	31,007
	CC3	Time to Talk	18,803	7,558	992		401	2,140	29,894
	CC4	Pastoral Action	13,875						13,875
	CC5	Community Action	8,915						8,915
	CC6	The Child Within	4,153						4,153
	CC7	Call to Me	11,535						11,535
	CC8	My Life - Starting Now	3,302						3,302
		SUBTOTAL:	96,225	18,286	3,578		4,409	5,460	127,958
	FG	Facilitators Guide to WCID	7,764	1,867	3,173	80	1,162	2,600	16,646
	SS	Stepping Stones manual	14,173	2,945	1,077	5,301	2,000	2,250	27,746
		Stepping Stones manual CD	125		5				130
		Stepping Stones PLUS CD	429						429
TOTAL ALL BOOKS:			554,281	169,337	27,550	5,381	305,399	14,310	1,076,258
FILMS:	1	HIV/AIDS Counselling (+TASO1)	3,492	1,128	223	17	549		5,409
	2	The Orphan Generation	2,967	986			1,047		5,000
	3	Under the Mupundu Tree	1,634	403			744	200	2,981
	4a	Open Secret	1,225						1,225
	4b	Open Secret (short)	103						103
	5	What Can I Do?	17,617	1,939	3,945	234	1,296	2,260	27,291
	6	United Against AIDS	541						541
	SS	Stepping Stones w/s video	3,405	1,197	1,000	1,301	440	1,011	8,354
	SSR	Stepping Stones Revisited	452						452
TOTAL ALL FILMS:			31,436	5,653	5,168	1,552	4,076	3,471	51,356
TOTAL ALL MATERIALS:			585,717	174,990	32,718	6,933	309,475	17,781	1,127,614

* Other languages

B14	Bemba/Nyanja (Zambia)	4,000	Pre 07/04	CC1	Maragoli (Kenya)	2,140	Aug-07
UMT v	Bemba/Nyanja (Zambia)	200	Pre 07/04	CC2	Maragoli (Kenya)	1,180	Dec-08
SSv	Stepping Stones (Luganda)	211	Pre 07/04	CC3	Maragoli (Kenya)	2,140	Sep-07
SSv	Stepping Stones (Indonesian)	800	Apr-06				
SSm	Stepping Stones (Indonesian)	850	Apr-06				
	Stepping Stones (Bangla)	1,000	Aug-07				
	Six Indian languages @ 50	300	Jun-09				
	Stepping Stones (Bislama/Vanuatu)	50	Dec-10				
	Stepping Stones (Kiribati)	50	Dec-10				
FacGde	Changana/Macua/Sena (Moz)	1,500	Dec-06				
	Estonian	500	Jan-08				
	Russian	500	Jan-08				
	Kinyarwanda (Rwanda)	100	Dec-09				
WCID v	Changana/Macua/Sena (Moz)	1,500	Dec-06				
	Estonian	300	Jan-08				
	Russian	300	Jan-08				
	Malagasy (Madagascar)	60	Mar-09				
	Kinyarwanda (Rwanda)	100	Dec-09				

NOTES:

1: The following adaptations of the Stepping Stones manual are included in the English totals:

South Africa/MRC	1,800
Pacific/BCC Cluster	700
Namibia/CAA	600
India/ActionAid	300
India/ICHAP	1,000
	4,400

2: Time to Talk/Swahili includes 200 copies of a Muslim edition.

Appendix E

All SFH materials distributed, 1989 to end March 2011, by REGION									
Type	No	Title	Africa	Asia/ Pacific	Europe	Latin Am/ Caribbn	US/ Canada/ Aust/NZ	Misc: eg confs/ TALC sales	TOTAL:
BOOKS:	1-11	Books 1 - 11	657,982	31,027	49,277	941	9,298	5,131	753,656
	12	A Common Cause	40,669	643	2,060	33	441	1,958	45,804
	13	Youth to Youth	41,960	664	1,809	56	557	976	46,022
	14	Under the Mupundu Tree	25,445	403	2,225	34	258	1,723	30,088
	15	Open Secret	14,203	102	1,137	6	163	670	16,281
	16	Journeys of Faith	7,796	24	429	25	35	1,489	9,798
	17	United Against AIDS	1,551	7	27	5	10	100	1,700
		SUBTOTAL:	789,606	32,870	56,964	1,100	10,762	12,047	903,349
	CC1	Positive Voices	22,279	110	2,020	34	106	728	25,277
	CC2	Making it Happen	27,527	117	1,080	34	1,061	1,188	31,007
	CC3	Time to Talk	27,840	115	960	26	73	880	29,894
	CC4	Pastoral Action	13,309	104	240	17	33	172	13,875
	CC5	Community Action	8,255	110	244	16	33	257	8,915
	CC6	The Child Within	3,648	48	228	18	35	176	4,153
	CC7	Call to Me	11,018	35	319	14	18	131	11,535
	CC8	MY LIFE - STARTING NOW	3,081	24	106	6	12	73	3,302
		SUBTOTAL:	116,957	663	5,197	165	1,371	3,605	127,958
	FG	Facilitators Guide to WCID	12,745	38	2,432	84	275	1,072	16,646
	SS	Stepping Stones manual	12,606	4,641	2,303	5,357	530	2,309	27,746
	SS+	Stepping Stones PLUS cd	227	10	55	3	3	131	429
	SS cd	Stepping Stones manual cd	63	2	34			31	130
		TOTAL ALL BOOKS:	932,204	38,224	66,985	6,709	12,941	19,195	1,076,258
FILMS:	1	HIV/AIDS Counselling (+TASO)	3,398	83	1,289	36	264	339	5,409
	2	The Orphan Generation	3,534	70	769	17	418	192	5,000
	3	Under the Mupundu Tree	2,216	22	344	3	177	219	2,981
	4a	Open Secret	828	10	169	2	45	171	1,225
	4b	Open Secret (short)	57	1	14		2	29	103
	5	What Can I Do?	22,853	28	2,957	67	305	1,081	27,291
	6	United Against AIDS	452	2	11	1	14	61	541
	SS	Stepping Stones w/s video	4,453	911	739	1,321	175	755	8,354
	7	Stepping Stones Revisited	313	3	109	1	4	22	452
		TOTAL ALL FILMS:	33,679	1,117	5,807	1,436	1,363	2,502	51,356
		TOTAL ALL MATERIALS:	965,883	39,341	72,792	8,145	14,304	21,697	1,127,614

Appendix F

STRATEGIES FOR HOPE FINISHED PROJECTS (EXTENSION TO TABLE 5c)				
PROJECT	TOTAL BUDGET	INCOME	EXPEND-ITURE	BALANCE 31/3/11
CALLED TO CARE:				
Called to Care initial budget	13,360	13,204	13,204	0
Called to Care supplementary budget	4,500	4,500	4,500	0
Mukono conference exps	5,510	5,533	5,533	0
Called to Care Phase 1	56,840	56,840	56,840	0
Called to Care Phase 2	124,855	124,691	124,691	0
Called to Care French	30,666	30,666	30,666	0
	235,731	235,434.00	235,434.00	0
WHAT CAN I DO?:				
WCID preliminary budget	500	500	500	0
What Can I Do? (English video)	53,511	53,135	53,135	0
Facilitators Guide (English)	6,536	6,236	6,236	0
What Can I Do? (French video)	10,640	10,389	10,389	0
What Can I Do? (Fr vid not claimed/to M&D)		-1,837	-1,837	0
Facilitators Guide (French)	4,005	4,005	4,005	0
What Can I Do? (Portuguese vid/gde)	6,503	6,503	6,503	0
What Can I Do? (Spanish vid/gde)	7,450	7,450	7,450	0
What Can I Do? (Swahili vid/gde)	11,887	12,002	12,002	0
	101,032	98,383	98,383	0
STEPPING STONES & audio project:				
Stepping Stones Network/Salamander		7,341	7,341	0
Stepping Stones Revisited		500	500	0
Stepping Stones Website	3,200	3,200	3,200	0
Audio project	6,357	6,614	6,614	0
	9,557	17,655	17,655	0
MISCELLANEOUS:				
Bangkok Intl AIDS Conf	1,162	1,162	1,162	0
SAT balance	10,162	10,235	10,235	0
Toronto Intl AIDS Conf	2,527	2,527	2,527	0
Fidel Nsengiyuma/Dublin Conf		697	697	0
TASO book and video	11,300	11,288	11,288	0
TASO video	16,852	16,780	16,780	0
SAVE Survey	3,450	3,450	3,450	0
	45,453	46,139	46,139	0
	391,773	397,611	397,611	0

End of Appendices

Strategies For Hope Trust

(A Company Limited By Guarantee)

Company Registration No. 04814266

Registered Charity No. 1124198

Trustees' report and
unaudited financial statements
with Independent Examiner's report

For the year ended 31 March 2011

Chapman Worth Limited
6 Newbury Street
Wantage
Oxfordshire
OX12 8BS

Strategies For Hope Trust

CHARITY INFORMATION

Trustees	P Stalker J Whitley J Rowland A Williamson K Brooke
Secretary	Mrs A Williams
Company No.	04814266
Charity No.	1124198
Registered office	6 Newbury Street Wantage Oxfordshire OX12 8BS
Accountants	Chapman Worth Limited 6 Newbury Street Wantage Oxfordshire OX12 8BS
Address for correspondence	Strategies For Hope Trust 93 Divinity Road Oxford OX4 1LN

Strategies For Hope Trust

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STRATEGIES FOR HOPE TRUST

Trustees Report

For the year ended 31 March 2011

The trustees present their report and accounts for the year ended 31 March 2011.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's governing document and the Statement of Recommended Practice "Accounting and Reporting by Charities", issued in March 2005.

Reference and administrative details:

Strategies for Hope Trust (SFHT)

Registered Charity No: 1124198 (27 May 2008)

Company Registration No: 04814266 (England and Wales, 27 June 2003)

Working address: 93 Divinity Road, Oxford OX4 1LN, UK

Registered address: 6 Newbury Street, Wantage, Oxfordshire OX12 8BS.

Website: <http://www.stratshope.org>

Trustees:

Karima Brooke
James Rowland

Peter Stalker
John Whitley

Tony Williamson

Structure, governance and management:

SFHT is a company limited by guarantee as well as a charity. The governing documents are the Memorandum and Articles of Association, dated June 2003, and a Special Resolution of August 2007 concerning rotation of trustees.

SFHT has five trustees, and the charity is managed on a day-to-day basis by two consultants - the Series Editor and the Office/Production Manager. There is also a fluid group of specialist advisors, and a student intern who assists once a week in the office, and a self-employed assistant who helps with marketing in French working one day a week. Appointment of new trustees is based on knowledge and suitability, and confirmed at special or annual general meetings; they serve a five-year term after which they may be re-elected.

Financial Review:

Funds brought forward at the beginning of the year amounted to £78,705. Income for the year was £258,220, and expenditure was £158,144, leaving a balance to carry forward of £178,781. Of this £162,892 is restricted funding, leaving an unrestricted funding balance of £15,889. The Trust is managed on a project basis, with minimal overheads, and expenditure is not authorised before funding has been secured. The healthy balance in unrestricted funding is partly due to a personal legacy which Strategies for Hope was very grateful to receive during the year. At 31 March 2011, future secured funding amounted to £17,500 in restricted funds, and £10,000 in unrestricted funds. Further income and expenditure details are in the attached financial statements, and a full statement of activities can be found in the charity's Annual Review 2010-2011.

Public Benefit Statement:

During the year the Strategies for Hope Trust has carried out its duty with regard to the objectives of the charity and to public benefit, by producing and distributing books and videos, mainly free to organisations in sub-Saharan Africa. Full details are in the charity's Annual Review 2010-2011.

Objectives and activities:

The objects of the Company are the promotion of education and the protection and preservation of health, in particular by:

a) supporting informed, effective, community-based responses to the main health and development problems affecting deprived and marginalised sections of society worldwide;

b) producing and disseminating print, audiovisual and electronic materials designed to strengthen the capacity of communities, government services and primary health care and development workers to respond effectively to major health and development problems such as HIV/AIDS, tuberculosis, malaria, sexually transmitted infections, malnutrition, and maternal and child health;

c) strengthening the capacity of organisations in developing countries to produce and disseminate such materials, and helping to create a policy environment favourable to community-based health and development initiatives.

Achievements during the year:

1. Distribution by the charity and its partners overseas of over nearly 32,000 copies of books and videos, 93% to organisations and individuals in sub-Saharan Africa.
3. Continued production of *Called to Care*, a toolkit for use by church and other community organisations, consisting of practical, action-oriented handbooks on issues related to HIV and AIDS, especially in sub-Saharan Africa. Book 8, *My Life – Starting Now*, was published in November 2010; and book 9, *More and Better Food*, was published in March 2011.
5. Production of the *Stepping Stones* training manual in Bislama and Kiribati in the Pacific region.
6. Books reprinted: 33,010. Films duplicated: 1,433.
7. Continued de-centralisation of distribution, with 64% (up from 40% last year) by partners overseas.
8. Ongoing marketing and distribution, with more than 600 new addresses added to the database, and 27% now available with email addresses (worldwide and also within Africa).
9. Monitoring and evaluation: continued correspondence and distribution of questionnaires, mainly by email; a survey of *Stepping Stones* users in, and the setting up of a major evaluation programme for *Called to Care* during the year 2011/12.
11. Continuous website updating.

Full details of activities in the charity's Annual Review 2010-2011.

Future activities:

Planned activities for 2011-2012 include:

- *Called to Care* toolkit: publication of book 10, *Parenting: A Journey of Love*, in English.
- *Called to Care* book 7 in French (*Invoque-moi*).
- *Called to Care* books 6 and 7 in Swahili.
- *Called to Care* books 1,2,4 and 5 in Kenyan vernacular languages.
- *Stepping Stones PLUS* in French.
- Fundraising for, and production of, French, Swahili and Portuguese editions of *Called to Care* which have not yet been produced.
- Continuing collaboration on *Stepping Stones* implementation with the Salamander Trust.
- Ongoing marketing and distribution of books and films, with our standard practice of making materials available free of charge to organisations in sub-Saharan Africa that cannot afford to buy them. Research into prospects of increasing sales of books in the North.
- Promotion of *Called to Care* books towards church training institutions in sub-Saharan Africa.
- Website enhancement, with research into the feasibility of making direct sales from our website.
- Other ongoing activities: fundraising; monitoring and evaluation, in particular a major evaluation of *Called to Care* in 2011.

Signed on behalf of the Trustees

J Rowland
25 November 2011.

Strategies For Hope Trust

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF STRATEGIES FOR HOPE TRUST

For the year ended 31 March 2011

Respective responsibilities of trustees and examiners

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities ACT 1993 (the Act), as amended by s.28 of the Charities Act 2006) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts (under section 43 of the Act, as amended);
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 43(7)(b) of the Act, as amended); and
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

Independent examiner's statement

In the course of my examination, no matter has come to my attention:

- 1) which gives me reasonable cause to believe that in any material respect, the trustees have not met the requirements to ensure that:
 - proper accounting records are kept (in accordance with section 41 of the Act); and
 - accounts are prepared which agree with the accounting records and comply with the accounting requirements of the Act; or
- 2) to which in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

**Anna Chapman FCA for
Chapman Worth Limited**
Chartered Accountants

6 Newbury Street
Wantage
Oxfordshire
OX12 8BS

Strategies For Hope Trust

STATEMENT OF FINANCIAL ACTIVITIES - CHARITY

For the year ended 31 March 2011

		Year ended 31 March 2011 £	Year ended 31 March 2011 £	Year ended 31 March 2011 £	Year ended 31 March 2010 £
	Notes	Restricted	Unrestricted	Total	Total
Incoming resources					
<i>Incoming resources from generated funds</i>					
Voluntary income					
Donations	2	14,943	14,854	29,797	9,058
Grants	3	214,469	10,000	224,469	78,157
Investment income					
Bank interest		-	110	110	130
Incoming resources from charitable activities	4	-	3,844	3,844	5,605
Total incoming resources		<u>229,412</u>	<u>28,808</u>	<u>258,220</u>	<u>92,950</u>
Resources expended					
<i>Cost of charitable activities</i>					
Direct charitable expenditure	5	139,432	16,588	156,020	134,579
Governance costs					
Governance costs	6	-	2,124	2,124	2,156
Total resources expended		<u>139,432</u>	<u>18,712</u>	<u>158,144</u>	<u>136,735</u>
Net incoming resources for the year		<u>89,980</u>	<u>10,096</u>	<u>100,076</u>	<u>(43,785)</u>
Transfers		4,149	(4,149)	-	-
Funds brought forward at 1 April 2010		68,763	9,942	78,705	122,490
Funds carried forward at 31 March 2011		<u>162,892</u>	<u>15,889</u>	<u>178,781</u>	<u>78,705</u>

The charity's incoming and outgoing resources relate to continuing activities.

The charity has no recognised gains and losses other than the net movement in funds for the year.

Strategies For Hope Trust

CHARITY BALANCE SHEET

For the year ended 31 March 2011

	Notes	2011 £	2010 £
Fixed assets			
Tangible assets	9	-	136
Current assets			
Debtors	10	4,537	2,671
Cash at bank and in hand		199,217	99,704
		<u>203,754</u>	<u>102,511</u>
Creditors: amounts falling due within one year	11	(24,973)	(23,806)
Net current assets		<u>178,781</u>	<u>78,705</u>
Funds			
Unrestricted funds	12	15,889	9,942
Restricted funds	12	162,892	68,763
		<u>178,781</u>	<u>78,705</u>

For the financial year ended 31 March 2011, the company was entitled to exemption from audit under Section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to Section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with Section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company at the year end and of its profit or loss for the financial year in accordance with the requirements of Section 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

This report has been prepared in accordance with the Statement of Recommended Practice - Accounting and Reporting by Charities (SORP 2005), provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The financial statements were approved by the Board of Trustees on

J Rowland

Strategies For Hope Trust

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2011

1 Accounting Policies

1.1 Basis of preparation

The accounts have been prepared under the historical cost convention in compliance with the Statement of Recommended Practice - Accounting and Reporting by Charities (SORP 2005) and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008) and the Charities Act 2006.

1.2 Funds

Unrestricted Funds - these are funds which can be used in accordance with the charitable objects at the discretion of the trustees.

Restricted Funds - these are funds that can only be used for particular restricted purpose within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for a particular restricted purpose.

These have been allocated to individual projects within the Restricted Fund. Any funds that have not been donated for a particular project are transferred between projects to meet any shortfall.

1.3 Income

Donations and similar income are included in the financial statements on a receivable basis. All other income is included on a receivable basis.

1.4 Expenditure

All expenditure is included on an accruals basis and is recognised when there is a legal or constructive obligation to do so.

- Charitable activities include expenditure associated with promoting education, and the protection and preservation of health by:
 - a) Supporting community-based responses to health and development problems affecting deprived and marginalised sections of society world-wide
 - b) Producing and disseminating printed and audio-visual material designed to enable effective responses to major health and development problems
 - c) Strengthening the capacity of organisations in developing countries to produce and disseminate such materials
- Governance costs include those incurred in the governance of the charity and its assets and are primarily associated with constitutional and statutory requirements.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the costs less estimated residual value of each asset over its expected useful life, as follows:

Plant and machinery	25% straight line
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Strategies For Hope Trust

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

For the year ended 31 March 2011

2 Donations	2011	2010
	£	£
Donations	14,854	4,236
Total for unrestricted funds	<u>14,854</u>	<u>4,236</u>
Partners in Africa	5,713	4,822
Called To Care	9,230	-
Total for restricted funds	<u>14,943</u>	<u>4,822</u>
3 Grants	2011	2010
	£	£
Marketing and distribution	10,000	12,689
Total for unrestricted funds	<u>10,000</u>	<u>12,689</u>
Called To Care	181,689	60,488
Stepping Stones	32,780	-
YWCA Audio project	-	1,530
SAVE	-	3,450
Total for restricted funds	<u>214,469</u>	<u>65,468</u>
4 Incoming resources from charitable activities	2011	2010
	£	£
TALC	3,615	4,302
Sale of products	229	1,303
Total for unrestricted funds	<u>3,844</u>	<u>5,605</u>

Strategies For Hope Trust

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

For the year ended 31 March 2011

5 Costs of activities in furtherance of the charity's objects:

	Restricted Called To Care	Restricted Partners in Africa	Restricted Que Puis Je Faire	Restricted Stepping Stones	Restricted YWCA	Restricted Total	Unrestricted	Total	Total
	2011	2011	2011	2011	2011	2011	2011	2011	2010
	£	£	£	£	£	£	£	£	£
Cost of charitable activities									
Editing and co-author	15,904	-	-	-	-	15,904	-	15,904	8,699
Drafting and production	8,464	-	-	-	-	8,464	-	8,464	10,345
Translation	2,790	-	-	402	-	3,192	1,055	4,247	18
Illustration	1,758	-	-	-	-	1,758	-	1,758	682
Printing	25,532	-	-	3,457	-	28,989	1,035	30,024	13,270
DVD/CD duplication	-	-	225	1,273	-	1,498	1,125	2,623	4,120
Marketing and distribution	31,869	-	490	1,600	-	33,959	5,713	39,672	35,083
Postage and package	10,589	-	526	1,641	-	12,756	4,515	17,271	23,128
Website	2,295	-	-	-	-	2,295	25	2,320	2,565
Networking	7,209	-	-	-	-	7,209	-	7,209	5,108
Project co-ordination	17,955	-	-	1,000	6	18,961	-	18,961	26,679
Evaluation	2,154	-	-	-	-	2,154	-	2,154	-
Transferred from other projects	(3,119)	-	(1)	-	-	(3,120)	3,120	-	-
Donation costs	-	65	-	-	-	65	-	65	-
Donations	-	5,348	-	-	-	5,348	-	5,348	4,882
	<u>123,400</u>	<u>5,413</u>	<u>1,240</u>	<u>9,373</u>	<u>6</u>	<u>139,432</u>	<u>16,588</u>	<u>156,020</u>	<u>134,579</u>

Strategies For Hope Trust

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

For the year ended 31 March 2011

6 Governance costs	Restricted 2011 £	Unrestricted 2011	2010 £
Insurance	-	221	200
Independent Examiner's fee	-	1,300	1,300
General running costs	-	588	641
Company House filing fee	-	15	15
	<u>-</u>	<u>2,124</u>	<u>2,156</u>

7 Staff costs

The Trustees received no remuneration during the year.

8 Taxation

The company is entitled to exemption from income tax under Section 505 Income and Corporation Taxes 1988, being established for charitable purposes only. On this basis, no provision has been made for Corporation Tax in these accounts.

9 Tangible Assets

	Computing equipment £
Cost	
At 1 April 2010 and 31 March 2011	<u>1,647</u>
Depreciation	
At 1 April 2010	1,511
Charge for the year	<u>136</u>
At 31 March 2011	<u>1,647</u>
Net book value	
At 31 March 2011	<u>-</u>
At 31 March 2010	<u>136</u>

Strategies For Hope Trust

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

For the year ended 31 March 2011

10 Debtors	Restricted	Unrestricted	2010
	2011	2011	
	£	£	£
Trade debtors	-	-	-
Other debtors	-	4,537	2,671
	<u>-</u>	<u>4,537</u>	<u>2,671</u>

11 Creditors: amounts falling due within one year	Restricted	Unrestricted	2010
	2011	2011	
	£	£	£
Trade creditors	-	256	-
Drafting and production costs	23,412	-	22,501
G and A Williams	-	5	5
Independent Examiner's fees	-	1,300	1,300
	<u>23,412</u>	<u>1,561</u>	<u>23,806</u>
Total		<u>24,973</u>	<u>23,806</u>

12 Unrestricted funds	2011	2010
	£	£
Balance brought forward	9,942	(278)
Incoming resources	28,808	22,660
Outgoing resources	(18,712)	(12,440)
Transfers	(4,149)	-
Balance carried forward	<u>15,889</u>	<u>9,942</u>

Restricted Funds	Balance Brought Forward	Incoming Resources	Outgoing Resources	Transfers	Balance Carried Forward
	£	£	£	£	£
Called to Care	67,116	190,919	(123,400)	2,149	136,784
Partners in Africa	(207)	5,713	(5,413)	-	93
Que Puis Je Faire	1,240	-	(1,240)	-	-
Stepping Stones	608	32,780	(9,373)	2,000	26,015
YWCA audio project	6	-	(6)	-	-
Total	<u>68,763</u>	<u>229,412</u>	<u>(139,432)</u>	<u>4,149</u>	<u>162,892</u>

13 Analysis of net assets between funds

	Tangible Assets	Debtors	Cash at bank and in hand	Creditors	Total 2011
	£	£	£	£	£
Restricted	-	-	186,304	(23,412)	162,892
Unrestricted	-	4,537	12,913	(1,561)	15,889
	<u>-</u>	<u>4,537</u>	<u>199,217</u>	<u>(24,973)</u>	<u>178,781</u>

STRATEGIES FOR HOPE TRUST

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