



Soft Toy Campaign 2007

IKEA believes that taking social and environmental responsibility is good for business. IKEA products and services should therefore have an overall positive impact on people and the environment. Community involvement is one way IKEA takes social and environmental responsibility.

IKEA participates in a wide range of activities internationally, nationally and locally. In partnership with carefully selected organisations, IKEA supports projects that meet the needs of the communities where they take place. IKEA works in partnership with UNICEF, Save the Children, and WWF (the global conservation organisation) to improve children's rights and welfare and support responsible forestry.

£1 is a Fortune!

The annual IKEA soft toys activity, where £1 from the sale of each soft toy sold is donated to UNICEF and Save the Children, finances projects aiming to improve children's lives. The projects run by UNICEF and Save the Children are based in many different countries and, where possible, in countries where IKEA does business. Since it started in 2005, the soft toy campaign has globally raised a total of £3.5million! This has provided financing for projects run by UNICEF and Save the Children in 15 countries.

It's now time for the third IKEA soft toy campaign. For every soft toy sold between November 3 and December 24, IKEA will share a donation of £1 between UNICEF and Save the Children, supporting projects aiming to improve children's lives. This year's soft toy activity will be the third, and the



money raised will support 12 projects in 10 countries that will focus on improving children's education. It will help to build schools, provide desks, water and toilets, as well as help to provide teaching materials such as books and pencils, for both children and teachers.

This year in the UK we aim to raise £275,000. Together with our customers, we can make a difference and give children around the world a chance to go to school. A little can change so much. If you bought just one soft toy, you could help a child to get 20 pencils and 2 geometry sets. Imagine the difference millions of IKEA customers can make!

Gill Harper, IKEA UK Children's Manager



Last year in the UK we raised over £150,000. This money went towards several projects across the world. Here are a few case studies which show how this money has helped improve children's lives.

Pakistan – Preventing abuse and exploitation of children

The Vite-n-Hope Day Care Centre in Shahdara is supported by UNICEF through IKEA funding. It offers a protective environment for 200 children, all vulnerable to sexual abuse and exploitation. They receive education and counselling there and recreational activities to learn new skills are also available.

"Most of these children have never been to school before. We support their recovery and re-integration into society," says Dr. Ikram Ul-Islam, president of the non-governmental organization Vite-n-Hope.

When Saba was about to turn sixteen, a friend told her that she could make a lot of money as a prostitute. Seeing it as the only way out of poverty, she entered the sex industry two years ago. After teachers from the Vite-n-Hope centre in Shahdara visited her home, she decided to join the centre. Since joining, she has learned how to read and write in Urdu. She also made sure that her younger sister enrolled at the centre. Monthly meetings are arranged to keep parents committed to sending their children to the centre. Teachers also visit the children's homes on a weekly basis to raise awareness about the centre's activities and the importance of educating their children.

In Pakistan, UNICEF is focused on building caring environments for destitute and neglected children. This is vital because numbers of street children are increasing. The program supports and raises awareness about child victims of sexual abuse and exploitation. It is also mobilising the local community and conducting an open dialogue.

Breaking the silence of their plight will help ensure the children have better opportunities and a nurturing environment to live in.



Saba

Albania – Preventing child trafficking

Little Alma is an 11-year-old Romany girl. She lives in a shack in the suburbs of Tirana with her family – three brothers and a sister. Her parents are illiterate and unemployed and often resort to begging on the streets. There is an FBSH centre in her town. FBSH is an Albanian non-governmental organisation. The initials stand for Children of the World and of Albania.

Alma has been going to school at the FBSH centre for two years and the staff has worked hard to ensure her integration into school life. Alma enjoys going to school and is even eager to study throughout the summer – just so she will be ready for the new school year.

This is quite an achievement considering her background. Her parents could not afford to send her to school and it was her responsibility to look after the younger family members while her mother was begging along the streets of Tirana. When her parents are away, Alma takes care of the whole family. She cleans the shack, cooks, bakes bread and feeds the children.

From the support she receives through the FBSH centre, Alma is provided with a degree of safety and hope for the future.

FBSH aims to tackle child trafficking by addressing some of the root causes. These include poverty, the marginalisation of minorities, insufficient education, poor employment opportunities, domestic violence and the low status of girls. FBSH works in partnership with local authorities and youth centres. It also undertakes advocacy at local and national levels. So far, the FBSH project has led to the setting up of two major youth centres and a sports and recreation facility. These help children who are at risk of being abused or trafficked.



Vitali



Russia – Improving conditions for children with disabilities.

Eight-year-old Vitali is the youngest member of the Rosstoshanski family. He is severely disabled, and yet lives on the fifth floor of an old apartment building without an elevator or a balcony.

The Save the Children project in Russia hopes to help families like the Rosstoshanskis to a better life – beginning with a new apartment on the ground floor that would enable Vitali's family to take him outside more often.

In Russia, children with disabilities have little or no access to education or personal assistance. The physical environment is not adapted to meet their needs. The result is isolation from the community. Parents of 500 children in Vyborg want to change this through a pilot project. It has been established by Save the Children and Beregite Detei (a child welfare organisation). The project promotes children's right to physical, mental, emotional and educational development.

Save the Children ensures families have access to information about services and their rights. Peer support, networking, and stimulating activities for the children are also provided.



Alma

