



**ASSOCIATION
MONDIALE
DES AMIS
DE L'ENFANCE**







A WORD FROM OUR PRESIDENT

It was more than 50 years ago that my mother, moved by the plight of Vietnam's children, decided that something had to be done to protect them. This was the seed that would later grow into AMADE Mondiale.

AMADE has now become a truly global network, with national branches and implementation partners across four continents working to help more than 40,000 of the world's most vulnerable children every year.

Much progress has been made in recent years on access to primary education and child mortality. Yet children continue to suffer from abuse, trafficking and poverty around the world, on a vast scale.

In 2015, around 50 million children were forced to flee their country or were forcefully displaced – a situation not seen since the Second World War.

AMADE's work to keep children safe and help them in their development is more important now than at any time in the past.

With the backing of our hard-working field staff and generous donors, we will continue tackling the major challenges ahead.

Let's work together to restore hope and dignity to these children.

H.R.H. The Princess of Hanover
President

AMADE ACTIVELY COMMITS TO THE PROTECTION AND THE EMPOWERMENT OF CHILDREN AROUND THE WORLD

OUR VISION

Founded in 1963 following the wish of Princess Grace of Monaco, AMADE is based on a vision: the vision of a world where every child, whatever his social, religious or cultural origins are, would have the capacity to live in dignity and security, his fundamental rights fully respected.

The vision of a world where every child would have the opportunity to fulfil his potential.

MISSION STATEMENT

The funding bases of AMADE's involvement in favour of children are the United Nations Convention on the Rights of the Child (UNCRC) adopted in 1989, and the Sustainable Development Goals (SDGs) adopted by the international community in 2015.

AMADE contributes to implement these commitments through the following missions:

- ▶ To protect the most vulnerable children from violence, exploitation and abuse.
- ▶ To promote the empowerment of children by improving access to education and health.
- ▶ To accompany change through awareness and advocacy.

OUR VALUES

As a NGO dedicated to development, AMADE aims to bring about **sustainable** and **innovative** responses to the issues it faces, focusing on **capacity building** and **empowerment** of its beneficiaries.

Although children remain AMADE's primary concern, AMADE action's also targets families and local **communities**.

AMADE is committed to promoting equal opportunities, especially by fighting **gender** discriminations.

Working with children brings with it great responsibility and demands **expertise** as well as **moral** and **human values**.

The trust of donors places on AMADE a duty to be **transparent** – not only regarding financial management, but also regarding the selection, follow-up and evaluation of the projects it supports.

AMADE's approach is to give priority to relationships based on **partnership**.

TRANSPARENCY

AMADE Mondiale is a charity approved by the Monegasque Ministry of State (Act no. 1.355 of 23 December 2008, Ministerial Order no. 2010-341 of 8 July 2010). Its certified annual financial statements are audited by the government's Expenditure Control Authority.

Thanks to an annual operating grant from the Prince's Government, we spend only 12% of our outgoings on operating costs.

INTERVENTION CHANNELS

AMADE implements its intervention strategy through three separate, complementary channels:



► **Programs funding:**

AMADE develops for each area of intervention innovative programs, with clearly defined objectives. Under each program, specific projects are identified and implemented by members of our global network.



► **Emergency and post-emergency aid:**

AMADE's development programmes seek to bring about medium-term solutions. Yet it also has emergency response capacity, working to keep children safe in the immediate aftermath of natural disasters and conflicts. Its work focuses in particular on so-called "forgotten" crises and on protecting children in post-emergency situations.



► **Public awareness-raising and advocacy:**

AMADE routinely gathers feedback from the projects and programmes it supports, builds close ties with field staff and the children it helps, and works with a network of key partners. This allows it to develop and deploy awareness-raising and advocacy campaigns, in an effort to get members of the general public, politicians and business leaders engaged with the key issues affecting children.



PRO TEC TION

**PROTECTING CHILDREN
FROM VIOLENCE,
EXPLOITATION
AND ABUSE**

AMADE works to keep children safe in both the developed and developing countries. Its efforts focus in particular on vulnerable groups of children whose rights are routinely violated:

- ill-treated children
- abused children
- child witches
- child soldiers
- child migrants
- internally displaced children
- sexually exploited children

Reintegrating “child witches” into society

There has been an alarming rise in the number of so-called “child witches” in recent years, especially in central Africa. Growing numbers of families are accusing children of witchcraft and black magic, throwing them out of their homes and leaving them to fend for themselves on the streets. Increasingly powerful evangelical preachers and cults are convincing families that their children’s behaviour, illnesses or special needs are caused by “demonic” forces, then carrying out exorcisms for money.

AMADE supports local initiatives that seek to discredit these beliefs and works with these “child witches” to help them rebuild their lives.



Demobilising child soldiers and helping rebuild their lives

Current estimates suggest that there are still 250,000 child soldiers worldwide, tied to armed forces and armed groups and engaged in conflict in Asia, Africa and Latin America.

These children are directly exposed to the fighting and killing, forced to fight, carry messages, run errands, cook food or suffer sexual exploitation. Some are taken from their families and recruited by force. Others sign up voluntarily in search of a better life or to seek revenge for the loss of a loved one. These children have their childhoods snatched away from them.

AMADE supports efforts to demobilise child soldiers, help them rebuild their lives, and provide them with the care and psychological support they need.



EDU CA TION

**RAISING STANDARDS
IN PRIMARY SCHOOLS
ENROLLING GIRLS
IN SECONDARY SCHOOL
IMPROVING
MATERNAL LITERACY**

Raising standards in schools

Educated children are less likely to be neglected, exploited or fall ill. Yet there are still too many children deprived of an education.

Estimates suggest that, worldwide, there are 57 million school-age children not enrolled in primary school.

The international community tends to prioritise infrastructure projects. Yet ensuring children get a first-rate education remains a challenge because school equipment is in short supply, classrooms are overcrowded, there are not enough teachers, and existing teaching staff are not properly trained.

AMADE's work focuses on raising standards in schools.



Helping enrol girls in school, especially secondary school

Only 30% of children in sub-Saharan Africa enrol in secondary school.

Many girls drop out of formal education at the end of primary school and three-quarters of secondary school pupils are boys.

Secondary school enrolment figures clearly reveal the extent of gender inequality in education.

AMADE targets its efforts primarily at initiatives to enrol girls in school, but also at improving literacy among mothers.

Improving maternal literacy

The child of a literate mother is 50% more likely to survive to the age of 5.

Investing in education for women and girls therefore has a major impact on family and community development and stability.



HEALTH

**PREVENTING
CHILD MORTALITY
CONTROLLING
NEGLECTED DISEASES
TRAINING
HEALTH WORKERS**

Preventing child mortality

Each year, around 7 million children worldwide die before their 5th birthday because they lack access to basic health care services. In sub-Saharan Africa, one-quarter of children do not survive to the age of 5 for the same reason.

Among the many factors involved, poor drinking water, sanitation and hygiene conditions are the three main causes of child mortality. According to estimates, 2,000 children under 5 die every day from diseases caused by drinking dirty water or having inadequate sanitation facilities.

Because many children – especially girls – are burdened with the task of collecting water for the household, they have less time for regular schooling.

AMADE seeks to improve health standards and cut down child mortality rates by working with mothers on prevention issues and implementing water and sanitation programme.

Training health workers

AMADE understands that trained health workers are essential to achieving sustainable, first-rate health care in developing countries. That is why its investment targets human capital development, with an emphasis on training for health workers such as midwives, gynaecologists, nurses and lab technicians.



Controlling rare and neglected diseases

Each year, there are more than 300,000 children around the world living with hereditary blood disorders.

Children suffer from many different childhood cancers and neglected diseases, including sickle-cell disease – the world's most common genetic disorder, which is particularly prevalent among children in developing countries.

AMADE works to raise awareness and improve treatment for rare diseases.

EMERGENCY & POST- EMERGENCY AID



Responding to natural disasters

In the aftermath of natural disasters such as floods and earthquakes and other crises, children are especially vulnerable and often the first victims.

AMADE Mondiale works hand in hand with specialist disaster response agencies to help rebuild infrastructure such as schools and provide post-emergency care for the most vulnerable children in the wake of these events.

Working with child migrants

The world is now experiencing an unprecedented rise in the number of refugees, internally displaced people and stateless people worldwide.

Half of all refugees are children – and the numbers are rising unabated.

Only half of these child migrants are enrolled in school.

AMADE Mondiale works with the UN Refugee Agency (UNHCR) to help get child migrants back into school.



Helping unaccompanied child migrants

Many families are deciding to flee conflict or poverty in their home country and head to Europe in search of a better life. Among those migrants, many unaccompanied minors – children orphaned during the crossing or teenagers trying their fortune – land on the Mediterranean shores.

These children are under immense mental strain and are particularly vulnerable to international child trafficking networks.

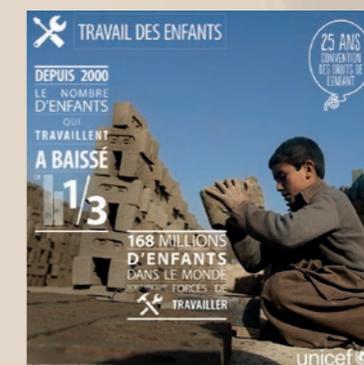
When these children arrive in Europe, AMADE Mondiale makes sure their rights are respected, and gives them the social and psychological support they need and, in the longer term, helps get them enrolled in school so they can integrate into society.

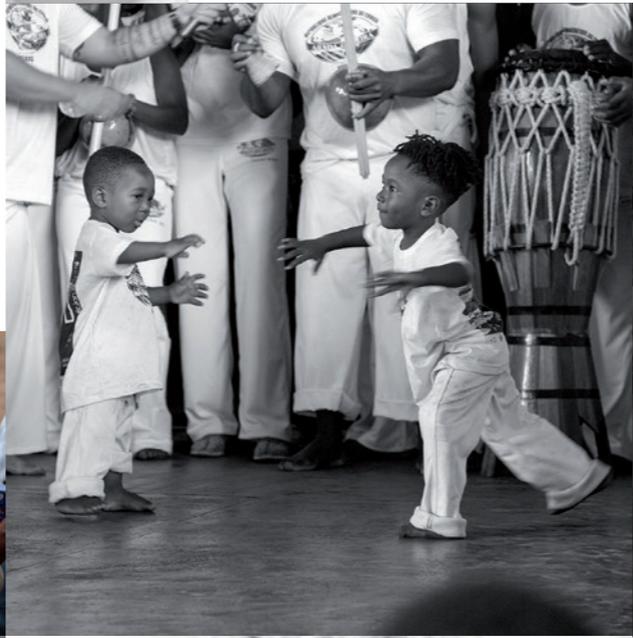
AWARENESS-RAISING & ADVOCACY

AMADE devotes special attention to the feedback from the projects and programmes it supports.

AMADE builds close ties with field staff and the children it helps and works with a network of key partners. This allows it to develop and deploy awareness-raising and advocacy campaigns.

Through our campaigns, AMADE looks to get members of the public, politicians and business leaders engaged with the key issues affecting children.





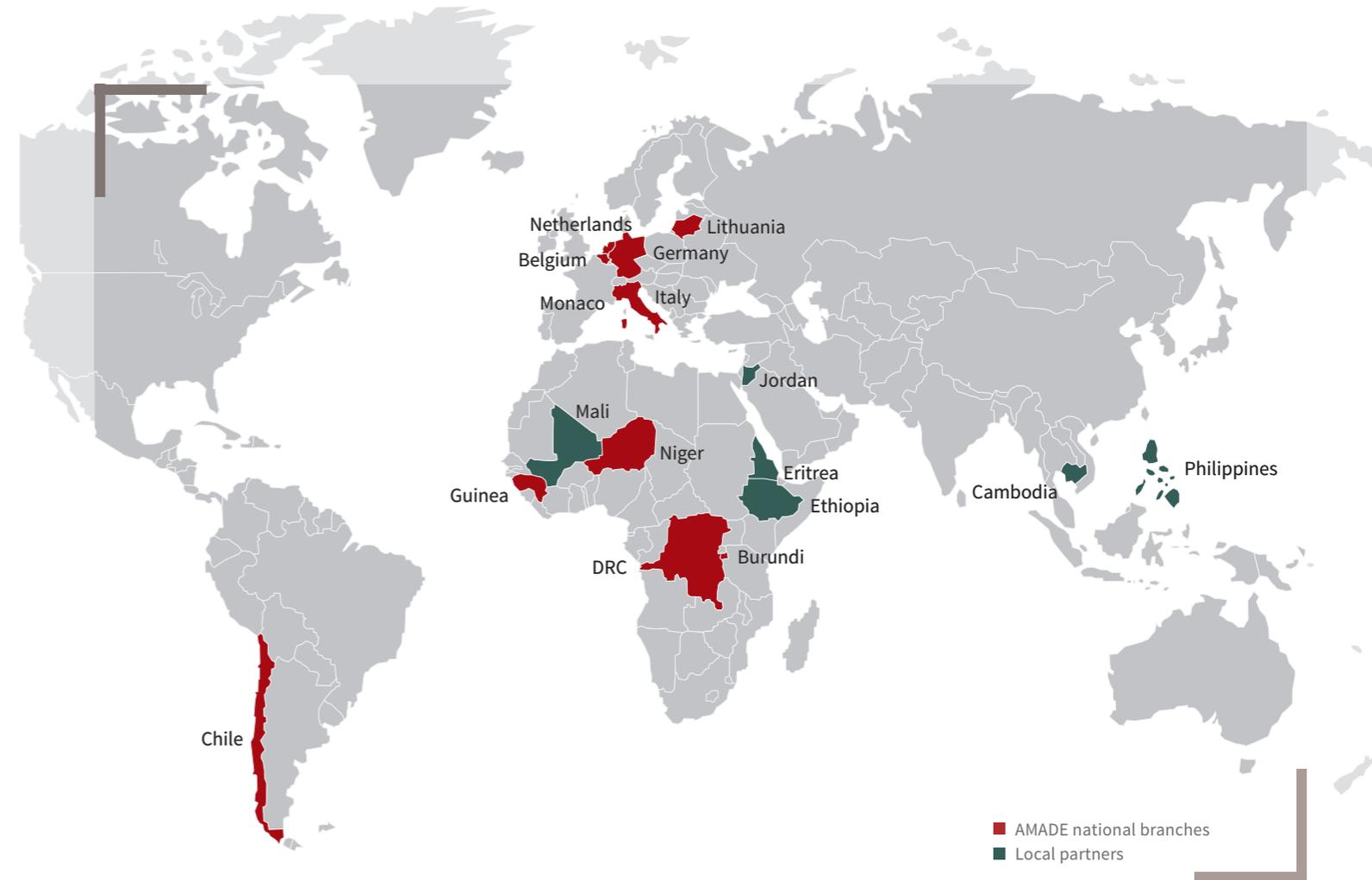
THE AMADE NETWORK

AMADE has a global network of national branches and key implementing partners spanning four continents – South America, Europe, Asia and Africa.

Our national branches – locally registered charities that have signed a memorandum of understanding with AMADE Mondiale – work to:

- ▶ Support local children’s programmes within the intervention strategy of AMADE Mondiale.
- ▶ Raise funds to support their own programmes or programmes run in partnership with other AMADE partners in their country.
- ▶ Carry out AMADE Mondiale’s awareness-raising and advocacy campaigns.

AMADE’s national branches have extensive expertise in the developing world and fine-tune its strategy to deliver the best outcomes for local populations.



HOW YOU CAN HELP

AMADE Mondiale cannot carry out its important work with children without the support of generous donors. By donating to AMADE Mondiale, you will be joining its commitment to keep the most vulnerable children safe and help them fulfil their potential, thus empowering it to support its programmes.



Donate now

ONE-OFF DONATION

Because we receive a government grant to cover our operating costs, every penny you give will be assigned to a specific project and will go directly to helping children in need. If you have a particular cause in mind, you can also choose the project you want to support with your donation. (identify projects seeking funding).

REGULAR DONATION

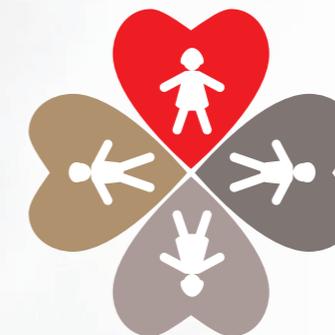
By setting up a monthly direct debit, you will be helping AMADE provide ongoing assistance to a child. A regular donation is a long-term investment in AMADE Mondiale's work with children. As a regular donor, you can also choose the project or area (protection, education or health) you want to support with your donation. You can suspend or cancel your donation at any time by email, post or telephone.

Leave a gift in your will

BEQUEST

As a charity approved by the Prince's Government, AMADE Mondiale is authorised to receive bequests. It doesn't matter whether you intend to leave part of your estate to your heirs. A bequest, whether you have heirs or not, is a great way to pass on and share your legacy to secure a brighter future for children.

By leaving a gift in your will, you will pass on your values and give meaning to your legacy.



Set up a charity gift list

SPECIAL OCCASIONS

If you're planning a wedding or expecting the birth of a child, why not dedicate the special occasion to one of our projects? Contact AMADE Mondiale to talk about setting up an original charity gift list.

Champion our cause

Helping AMADE Mondiale isn't just about giving money. You can help by making AMADE Mondiale's commitment to the welfare of children known to others around you. Support our cause by posting on the social media the content published online by AMADE Mondiale.

Be a responsible business

If you are a responsible business that wants to make a long-term investment in AMADE Mondiale's missions, please get in touch. You can show your support for our cause by getting involved with our ongoing projects or teaming up with AMADE Mondiale to develop specific projects. Either way, you'll be showcasing your CSR credentials and hitting the standards that your employees expect.

-  facebook.com/pages/AMADE-Mondiale
-  youtube.com/user/AMADEmondiale
-  www.monacochannel.mc/Chaines/AMADE-Mondiale



Crédits photos
AMADE Mondiale, Getty images / Pascal Le Segretain,
Prince's Palace, Sébastien Darrasse
DTP
www.marciacomoni.com
Printing
Les Arts Graphiques, Nice



www.amade-mondiale.org