



# **Annual Report: 2021**

**Building a Platform for Action and Advocacy  
to Benefit Children Worldwide**





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Dear Friend,

We are pleased to share with you our inaugural annual report - showcasing the important impact that Hopeland has achieved.

As Hopeland has grown we've committed to building a family with you all - a space where we can share what we've done together, the children's lives we've changed, and highlight the important issues that still need to be tackled.

We know that this year has been especially difficult for too many of us. In spite of the challenges we've faced it's been important to us to stay focused on and truly illuminate the lives of children. As a result, 2021 has been the most significant year of growth and impact for Hopeland.

We formed partnerships with global public and private leaders to develop cutting edge solutions that impact thousands of vulnerable children around the world. Some of these partners include Google, UBS Optimus Foundation, UNICEF and doTERRA.

Prioritizing advocacy, we achieved greater levels of awareness on key issues by engaging partners to use their platform to have a voice. This included Coldplay, Global Citizen, Orphan Myth, Minderoo Foundation, and TED.

Whether you're growing up in foster care in NYC, experiencing instability at home because of the pandemic, or even facing childhood in an orphanage, we are working every day for you.

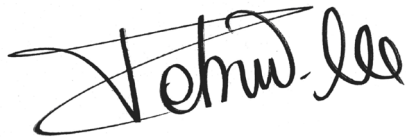


We also stand 100 percent with the clamor for social justice heard so loudly here in the U.S. and around the world. Hopeland has always been a place with a deep dedication to equity - our programs hugely benefit and prioritize those from disadvantaged communities and will always continue to do so.

This is why we've decided to build a platform for action and advocacy, and why now is the time to share with you our first ever annual report. In these pages you'll read about the impact of our programs but also how important it is that we stand together for those whose voices aren't listened to enough.

We are excited to continue to grow our programs and partnerships in 2022, so that one day we will see a world where every child grows up in a safe, loving family.

With our best wishes,



Deborra-lee Furness  
Co-Founder



Nicholas Evans  
Co-Founder & CEO



# ACTION ACTION ACTION

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# Preventing Family Separation: Indonesia

## **The Family Separation Prevention Development Impact Bond: A UBS Optimus Foundation, UNICEF, and Hopeland Partnership**

2.8 million children in Indonesia are currently living separately from their parents, despite having living families in over 90% of cases.

In response to this crisis, Hopeland has partnered with UBS Optimus Foundation to create an initiative designed to address the preventable causes of family separation: The Family Separation Prevention Development Impact Bond. This exciting and innovative style of development funding is driven by social investors and outcome funders.

Our work will meet vital needs by building on existing projects created by the implementing partner UNICEF and Indonesian social assistance programs. Though important, existing programs underinvest in preventative tactics that would forestall the need for more drastic interventions.

### **Why a Development Impact Bond?**

Hopeland and its partners are using a Development Impact Bond to fund our work in Indonesia - why are we doing this?

DIBs encourage private sector involvement in development projects – opening doors to new and innovative finance to solve the world's problems and deliver the 2030 Sustainable Development Goals.

DIBs have been shown to increase innovation in projects and to obtain financing that otherwise would be unavailable.

Our partners, UBS Optimus Foundation (UBS-OF) are a global leader in the creation of DIBs. For example, Educate Girls, sponsored by UBS-OF and the first DIB focused on improving youth education saw an initial \$270,000 investment recycled many times over, having far exceeded its goals.



## COVID-19 in Indonesia and the Need to Build Back Better

Support for programs that help strengthen families after COVID-19 are needed more urgently than ever, particularly as the pandemic has adversely impacted those families most at risk.

Children in families at risk of separation are now in a more perilous situation because the economic impact of COVID-19 increases stresses on families that could lead to separation.

The DIB will prevent separation and therefore preserve family care – this is key to addressing the harm to families of COVID-19 and future pandemics.

UBS Optimus Foundation, UNICEF, and Hopeland are a partnership of global leaders in the child protection sector bringing together decades of experience in our senior leadership.

This one of a kind group will provide the first-ever DIB in child protection - and will benefit 6,400 households and at least 12,800 children with direct cash transfers and family strengthening support.



# Serving America's Youth

## TechLink

Hopeland has partnered this year with New York City's Administration for Children's Services and our friends at New Yorkers For Children to create an innovative program for youth in foster care in New York City.

Our program, TechLink, is one of the first public-private partnerships to provide coding classes, tech immersion, and career planning for older youth in foster care - a group that Hopeland is focused on helping as we deliver our mission of ensuring every child has a safe, loving family.

Hopeland has partnered with Google to provide youth in foster care with a unique experience that includes other career and college planning support. The initial cohort of high school students has received career path planning education, mentoring, and programming that will help them develop a pathway towards a successful STEM career.





“

***Hopeland and Google are making history: this is an inspiring partnership that I think will be the first of many more.***

”

*Lucie Cluver, Professor of Child and Family Social Work, University of Oxford*





In its pilot stage TechLink was launched in January 2021 and has already proven to be a vital program that provides an incredible experience to older youth in foster care. As a result of our program our youth are more empowered and less at risk.

Although we were unable to hold lessons in person at the program's state of the art tech lab in the heart of NYC, TechLink has been provided virtually throughout 2021 - impacting the work the youth were able to do and the opportunities that were open to them.

In spite of the odds, and thanks to the incredible leadership of the TechLink staff, the students have performed amazingly well and delivered some incredible achievements which were displayed at the end of semester presentation.

Hopeland has also secured \$100,000 in additional funding for the program to allow Techlink to expand in Fall of 2021 and to include a stipend for the youth who are participating. We hope this extra element of TechLink will ensure that every young person who is enrolled in the program not only benefits from the program but also gets some financial help in these difficult times.

# Empowering Families on the Verge of Separation

## Cash Transfers as a Means of Support

Hopeland has partnered with GiveDirectly to deliver financial support to female-led households in Kenya with two or more dependent children who are at risk of being separated from parents or guardians due to financial stress. Through November 2020, the program has transferred ~\$170,000 in financial support to 606 vulnerable women-led households.

### Key Highlights

#### Recipients:


- 343 unique individuals residing in 3 cities of Kenya: Nairobi, Mombasa and Kisumu, were enrolled in GiveDirectly's Covid-19 response project and \$22,898 disbursed.
- Additionally 264 families in Bomet and Kilifi counties were enrolled into a one time grant project where a further \$146,132 was disbursed.

#### Benefits to Vulnerable Families:

- Household savings grew threefold.
- The number of people spending an entire day without food dropped 10% after receiving their cash transfers.
- 52% of the beneficiaries invested their transfers in buying livestock - a highly valued item in this region.
- Reported improvements in recipients' mental wellness as well as physical wellbeing.



Of the families that received money, 100% of them reported being negatively impacted by income changes due to the COVID-19 pandemic. Through our work we were able to reach 606 unique households who received a total of 1,096 transfers. This support resulted in a decrease of families who skipped meals or did not eat at all. Some families were also able to use funds to support their own businesses and education for their children, demonstrating the palpable impact such financial support can have on families on the precipice of severe financial decline. These impacts show the importance of financial empowerment and how the program has improved the lives of children and prevented family separation.



***“ Receiving this money means a lot to me as I was able to feed my family. I lost my job after the company where I worked laid off their staff, after coronavirus first hit Kenya ”***

*Francis Kamande Njiri, Recipient of funds from Hopeland's Direct Cash Program*



# Hope to Belong

## Tackling Orphanage Trafficking

There are more than 25 million children worldwide separated from their parents, including up to 9.4 million in orphanages. More than 80% of these children have a living parent who with the right support could be caring for their children.

Taking action to change this is vital. A new Lancet study demonstrates the detrimental effects orphanages have on children including adverse effects on IQ, height, weight, and even brain volume. This impact is particularly troubling for younger children as before the age of two such effects are more severe and potentially irreversible.

What makes this devastating news even worse is that there is also a clear connection between orphanages and human trafficking - better known as orphanage trafficking, defined as the active recruitment of children from families and communities into orphanages for the purpose of foreign funding.

Orphanages are hugely damaging to children - but they are also big business.

A 2021 study by Barna Group indicates that U.S. Christians alone give \$3.3billion annually to orphanages - often creating an irresistible incentive to build and maintain orphanages - which irreversibly harm children.

This year Hopeland partnered with doTERRA to create the 'Hope to Belong' campaign - aimed at supporting these vulnerable children. Trafficking is an issue that our friends at doTERRA are deeply committed to tackling and we are pleased to be working together.

## Recent breakthrough moment:

This issue is finally gaining traction, in 2019 Hopeland played a key role in the agreement by all UN member states to promote family care and call for the elimination of orphanages.

The Global Slavery Index, published by Walk Free, is the leading resource on trafficking worldwide.

Empowered by doTERRA to tackle this issue, Hopeland's leadership met with Walk Free and put the argument to them that the 2022 Global Slavery Index should include reference to orphanage trafficking.

The result: Walk Free will spotlight orphanage trafficking in their 2022 report.




**Hope to Belong with Emily Wright and Deborra-Lee Furness**

 **doTERRA Healing Hands**

22 Comments 139 Shares





***“ Walk Free exists to accelerate the end of modern day slavery. We are thrilled to be working with Hopeland to highlight the harm that can be caused by orphanages when due care is not taken for the welfare of children. ”***

*Jacqueline Joudo Larsen, COO, Walk Free*



# ADVOCACY

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# Standing with Children Who Need a Voice

Can a game of peek-a-boo change the world?

That was the question that an amazing 7 year old from Australia, Molly Wright, tried to find an answer to when she became one of the youngest ever people to give a TED Talk! Hopeland was delighted to support this event which was hosted at the world famous Sydney Opera House in Australia earlier this year.

The talk was directed by internationally acclaimed filmmaker Michael Gracey – the Director of The Greatest Showman! Unsurprisingly Molly's important message has made headlines around the world. Created by our friends at Minderoo Foundation and supported by our partners at UNICEF this talk has had a huge impact already.

Molly's message was both compelling and timeless: Investing in early childhood development is critical as it provides youth with skills and knowledge that will help them all throughout their lives in becoming better leaders, students, and role models. Not only does Hopeland work towards finding positive outcomes for children without families, we believe that empowering and investing in youth can have unparalleled benefits.



# Orphan Myth

Changing the way we treat children separated from their families is a huge part of our work. That's why we were excited to join more than 30 other like minded organizations in the Orphan Myth 100% participation campaign earlier this year.

The campaign aimed to shed light on the reality of orphanhood: Millions of children need families.

There are at least 25 million children living separated from their parents worldwide, often in orphanages that have been shown to have a permanent damaging impact on their development and future prospects.

The campaign was supported by well-known figures such as Grammy winner and former foster youth Tiffany Haddish, Lyric Ross from NBC's *This Is Us*, and Ryder Allen who starred alongside Justin Timberlake in the recent Apple TV+ movie *Palmer* and had a huge impact raising awareness and funds to support our important work.









# Working with Global Partners

## Transforming Children's Care Partnership

Hopeland is a founding member of the new Transforming Children's Care Partnership - an organization of hundreds of partners worldwide all working in child protection and care reform with a common mission: creating a world where every child is cared for by a loving family.

Built on our joint efforts to achieve the first of its kind UNGA Resolution on the rights of the child in 2019 this is a coalition of all the major players in the child protection sector - Hopeland is proud to be a member of this group that is changing the way the world cares for children.

## Global Citizen

Hopeland's platform for action and advocacy means that as well as creating ground-breaking programs that directly benefit children our leadership is also focused on opportunities to spread our important message.

Our charismatic founder, Deborra-lee Furness, is a regular host of the Global Citizen Festival that takes place in NYC's Central Park every year.

At this year's festival Deborra-lee spoke to the crowd of 60,000 people about COVID-19 and the impact it has had on us all. A recent study in the influential medical journal The Lancet indicates that there are already 1.5 million COVID Orphans and by 2025 it is expected there will be 4 million in total. Hopeland is working with its global partner network of NGOs and corporations to tackle this urgent issue.





Moving the Needle with our Partners

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Changing Lives, One Child at a Time

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# Moving the Needle with our Partners

Hopeland has never been afraid to reach out to other organizations, to partner with those that others might see as rivals, in the spirit of working together to change the world for our most vulnerable children.

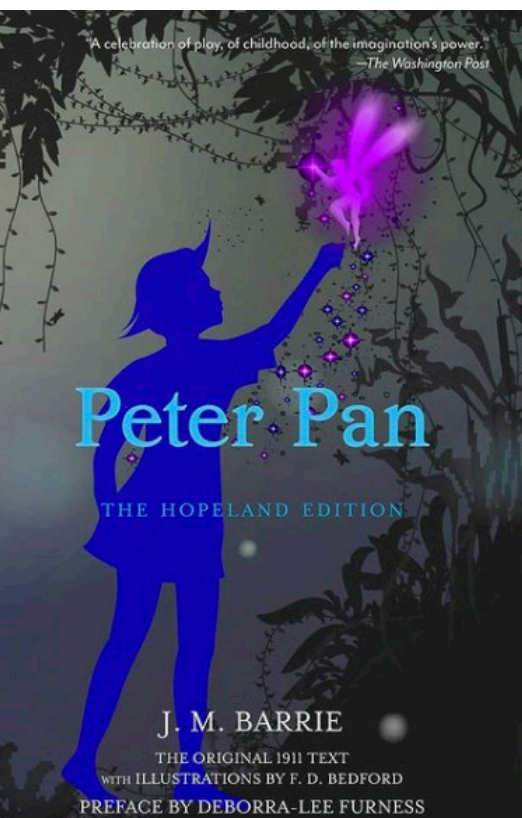
This past year was no different as we partnered with a wide range of other people and organizations to promote our mission.

Hopeland was delighted to partner with the chart-topping rock band Coldplay - who used their song 'Orphans' to highlight our mission and generously donated proceeds from the song to our work. Coldplay's commitment to creating a better world for everyone has supported dozens of charities, including many child focused organizations, positively impacting millions of children. We're so excited to be on this journey with them.

We also collaborated with Warbler Press to promote the Hopeland Edition of Peter Pan with a new and exclusive foreword by Deborra-lee Furness. All proceeds benefit Hopeland. The story of Peter Pan is a classic that has thrilled children for decades. We hope this edition can continue to bring joy and enchantment to children all over the world.

It was a proud moment to work with Christie's Auction House and our good friend Sarah Sze to sell her outstanding artwork Surprise Ending to benefit our mission.

Finally, we were also pleased to have our important work highlighted in an interview on WLIW-FM, part of the NPR network, and for National Adoption Month in May we were promoted on adoption.com - Thank you to all our partners for working with us and amplifying our message of hope!

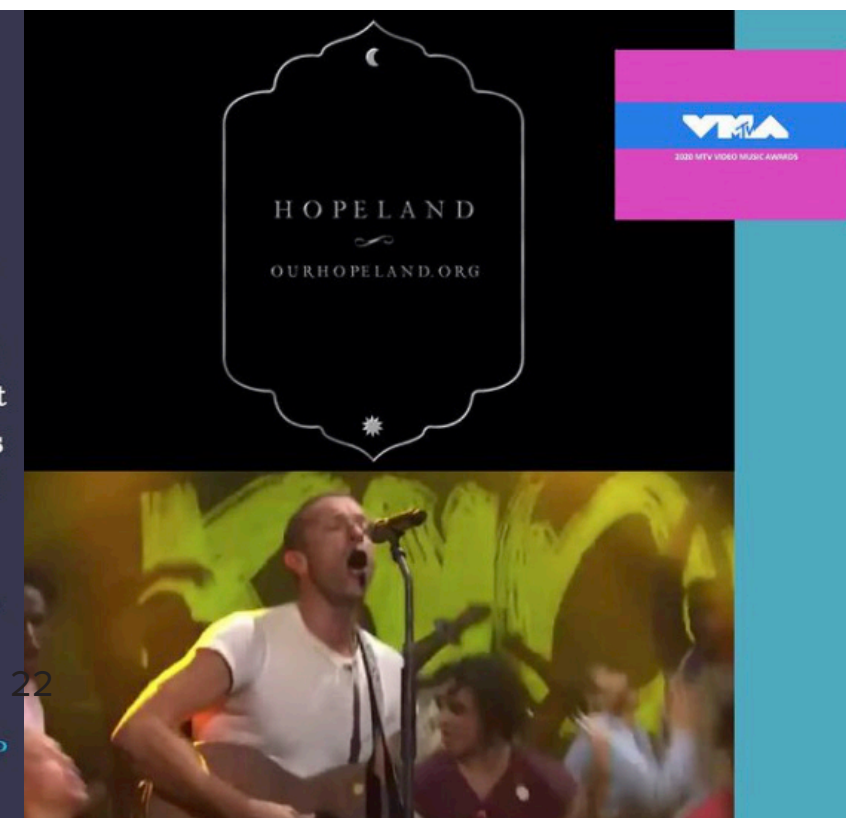


“It is not in doing what you like, but in liking what you do that is the secret of happiness.”

—J. M. Barrie, *Peter Pan*

PROFITS TO HOPELAND

warblerpress.com









# Changing Lives, One Child at a Time

Hopeland is building a platform for action and advocacy that benefits the 25 million children already separated from their family and the 385 million more at risk of separation.

Our current programs will directly impact more than 12,800 children worldwide and many more in coming years.

Our platform also works for the millions of children worldwide without a family.

## Key Activities:

- Lobbying the world's nations at the UN to ensure family is a priority in children's care
- Promoting groundbreaking studies that show the importance of family based care
- Raising the importance of family in front of world leaders and others at major events like Global Citizen Festival
- Creating unique ways of sharing our message - through collaborations, social media, and our network of ambassadors

As the world comes back together again we must reckon with the unthinkable damage done to children around the world by COVID-19 and the associated impact.

In 2022 Hopeland will continue to take action for and advocate on behalf of the young people in every corner of the world who need hope for a better day!







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Hopeland 2021