



hopeland

2022 Annual Report



Building partnerships to deliver innovative solutions that strengthen families



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Photo credit -- Medair and Save Ukraine
Cover photo -- Save Ukraine



Dear Hopeland Supporters,

2022 has been an outstanding year for Hopeland and I am especially grateful for your continued support. As Board Chair I am so proud of our team and the progress and impact we have accomplished on so many fronts as you will see by this impressive report.

As you know the horror and devastating consequences of the war in Ukraine continue. Hopeland is partnering with Save Ukraine to rescue and provide shelter for children and families all throughout combat zones in Ukraine, ensuring more families can stay together.

Our Co-Founder Deborra-lee Furness recently met with Nikolai Kuleba, Founder of Save Ukraine. Nikolai served as Ombudsman for Children with two Presidents of Ukraine, including President Zelensky. In support of Save Ukraine, we teamed up to bring greater awareness to their great work and the need to support families in conflict zones. We supported their rescue efforts of children and families.

We ran our biggest advocacy campaign with the incredible DJ-Duo NERVO and the International Labor Organization at the Tomorrowland Festival in Belgium. Our campaign highlighting child labor and modern slavery was a watershed moment for our organization - spreading the important message that we must end child labor to millions of people through our influential partners and media coverage.

It will take a massive effort to achieve this goal - more than 12 million children live in modern slavery worldwide, and for the first time in decades the number suffering in child labor has actually increased. This desperate situation shows the importance of our campaigns and the need to keep up the pressure – in 2023 Hopeland will build upon this success with its work on the Global Slavery Index.

It has been especially gratifying to watch Hopeland establish itself as a trusted partner with corporations and their philanthropic arms, for example in our work this year with BNY Mellon. Partnerships like this are a clear endorsement of Hopeland's strategic direction and I am looking forward to establishing many more of these vital relationships in 2023.

I have also been delighted to see Hopeland, and its partners Google and the NYC Administration for Children's Services, enroll a second cohort of youth in foster care into our TechLink program. The impact that these coding and career readiness classes can have on young people in preparing them for the future is impossible to overstate and a clear indication of Hopeland's impact.

Hopeland is developing an ability to partner with other organizations in a unique way - we believe not in

competing against others but in partnering with them to deliver programs that have clear, measurable impact.

Our mission is increasingly important in a world where children are at a greater risk, and in desperate need for a safe and loving family. We are committed and passionate about delivering on our mission and we look forward to building more partners, advocates, and champions for this cause.

Thank you again for joining us in...

A world where every child grows up in a safe, loving family.

Respectfully yours,

A handwritten signature in black ink, appearing to read 'DSTR', with a long, sweeping horizontal line extending to the right.

Chairman of the Board, Dennis Stratton





Our Mission

Every year, millions of families around the world are at risk of separation due to five key reasons: poverty, lack of education, abuse, conflict, and environmental disaster. These factors create a complex and challenging environment for families, forcing them into crisis, often leading to the separation of parents and children. These factors underscore the need for innovative solutions that address the root causes of family separation and support families in staying together.

Hopeland partners with innovative organizations to accelerate impact on novel solutions that strengthen families. We advocate for a world where every child has the care they need to thrive.

Governance

Hopeland is led by a diverse Board of Directors who have experience from leadership roles in business, tech, government and finance.

Board Members



Dennis Stratton
Board Chair
President & Managing Partner at
Stratton Consulting Group



Fiona Basset
Board Treasurer
Global Head of Systematic
Investment Solutions at DWS



Raegan Moya-Jones
Board Secretary
Entrepreneur and Founder of Aden
& Anais



Nicholas Evans
Board Member
Co-Founder and CEO of
Hopeland



Peta-Gay Clarke
Board Member
Senior Program Manager at
Google



Benjamin Rehberg
Board Member
Managing Director and Senior
Partner at Boston Consulting
Group



Kathleen Strottman
Board Member
Partner at GlenVista Partners &
Child Protection Expert

Innovation Council

Hopeland has also established an Innovation Council. The council serves to advise on strategy, program and campaign development.

Ravi Bhagat

Meagan Celeste

Ofo Ezeugwu

Moreiça Allana-Kim Ortega-Afify

Dillon Leet

2022 Snapshot

Hopeland had a successful and impactful year in 2022. The organization formed new partnerships for programs to be delivered in 2023, and also ran its largest advocacy campaigns to date. These initiatives helped increase Hopeland's reach and impact in the communities it serves.

ACTION

Innovation in Humanitarian Aid

Partnering with Medair to transform the delivery and effectiveness of humanitarian aid to vulnerable families. We have identified two innovation projects which will be executed together in 2023.

Transforming Foster Care in Australia

Hopeland is working with Safe Families to scale their successful model to Australia. It provides family-like supports for desperate families through a community of compassionate volunteers to keep children safe and ultimately together with their families.

Tech Skills for New York's Foster Youth

We are thrilled to see a second cohort of students go through the TechLink program in partnership with Google and Administration of Children Services

Medair team in South Sudan building a shelter



ADVOCACY

Tackling Modern Day Slavery with NERVO and the ILO

We ran our largest advocacy campaign with top global DJs NERVO and the UN agency ILO at Tomorrowland raising awareness on the need to support families to reduce the rising numbers of child labor.

Rescuing Ukrainian Children from Conflict

We teamed up with Save Ukraine to bring awareness to the challenges faced by families in severe conflict. Supported the rescue of many children and families who had been trafficked or at risk of danger.

Foster Care Awareness Month

Hopeland brought awareness to the crucial services needed to set children up for success after adoption and kinship guardianship.

Deborra-lee Furness Empowering Change

Our powerhouse Co-Founder, Deborra-lee Furness received the Order of Australia for distinguished service to children.



Child supported by Save Ukraine

billboard

NERVO Wants to Educate You About Child Trafficking Through a Future Rave Banger: 'Becoming a Mother Was the Turning Point'

The Australian duo are collaborating with child advocacy organization Hopeland to address the issue. Hear an exclusive preview of their track, which features Liv Nervo's three-year-old daughter.

By Katie Bain 
08/10/2022



ACTION | Innovation in Humanitarian Aid

Hopeland and Medair are pleased to announce their partnership to bring innovation to humanitarian aid.

Medair is an international humanitarian aid organization focused on providing life-saving assistance to people affected by conflict, disasters, and other crises. It was founded in 1988 and has its headquarters in Switzerland. Medair operates in some of the world's most remote and challenging environments, delivering essential services such as shelter, water and sanitation, health, and nutrition to those in need.

Hopeland and Medair will start the partnership by launching two innovation projects in South Sudan, one of the world's poorest countries.

The first project focuses on building flood-resilient homes for families affected by flooding. Each year, around 1 million people are displaced due to flooding, causing families to lose everything. Hopeland and Medair aim to improve the resilience of families at risk of displacement through this project, which has the potential for massive global impact. The project focuses on being disruptive and sustainable, empowering local families and communities, and building the capacity of local institutions. The project is currently in its prototype phase and will have its first test run rolled out in 2023.

The second project focuses on addressing severe childhood malnutrition by developing a 3D printed baby scale. The infant scales used by humanitarian workers in nutrition clinics are not precise enough, leading to potential wrong diagnoses and inadequate treatments. The precision of scales can vary from +/- 10-100 grams and is often less in harsh field conditions. The lack of accuracy makes it difficult for nutrition workers to monitor daily weights and adjust treatments for malnourished infants. The 3D printed baby scale aims to provide more precise measurements, allowing for better assessments and optimal response, ultimately saving more lives.

Hopeland and Medair are committed to providing innovative humanitarian aid to the most vulnerable families in South Sudan through these projects.





ACTION | Transforming Foster Care in Australia

Hopeland is thrilled to announce our partnership with Safe Families for Children to bring their successful program to Australia. Safe Families for Children (SFFC) is a multi-site volunteer movement that was founded in Chicago in 2003, and has been successfully implemented in multiple locations across the United States.

The model is based on the idea of offering families in crisis with extended family-like support through a community of compassionate volunteers, in order to keep children safe and ultimately together with their families.

In the US, the program has helped to prevent children from entering the foster care system and has improved outcomes for families, reducing stress and trauma experienced by families in crisis and strengthening families to prevent separation. The program has a proven track record of success, with over 70,000 placements and a 92% return rate of children to their families or relatives.

Hopeland is proud to partner with Safe Families for Children to bring this innovative and impactful program to Australia.



ACTION | Tech Skills for New York's Foster Youth

We are so pleased to share that during 2022 our NYC program, TechLink, enrolled a second cohort of youth in foster care in NYC!

Our program, in partnership with Google, New York City's Administration for Children's Services, and New Yorkers For Children, provides state of the art coding classes and wrap-around support to NYC youth growing up in foster care.

The first year of the program was a great success despite being taught virtually due to the COVID-19 pandemic. Some of the students from year one have been enrolled into Google's full-time Code Next program.

The second year was even more successful with an increased number of students and additional funding, thanks to the Conrad N. Hilton Foundation.

Now entering its third year TechLink continues to grow. In addition to the incredible opportunity to learn about coding from Googlers at Google's HQ in NYC students are also receiving financial stipends and other support to help them and their families.

We have been inspired by the incredible success of this program here in our home city - we continue to work with our partners to further develop the program in NYC while also looking to expand to other cities.

Thank you to all our partners for making this program so successful!

“

It has been an honor and a pleasure to collaborate and partner with the Hopeland team on TechLink. Creating opportunities for youth to advance their learning and experience with coding and digital literacy is critical for helping young people access tech career pathways. We are excited for the third cohort of students to begin their invaluable experience in TechLink.

”

**Commissioner Jess Dannhauser, NYC
Administration for Children's Services**



"After learning more about the issue through our work with Hopeland, we decided that we were going to make a record, do what we do best, to open people's eyes to such a huge global problem."

- Mim Nervo

"The first thing we can do is build awareness and support the right organizations, so that we can help spur action to support families, get kids in school and end the cycle of poverty and vulnerability."

- Liv Nervo

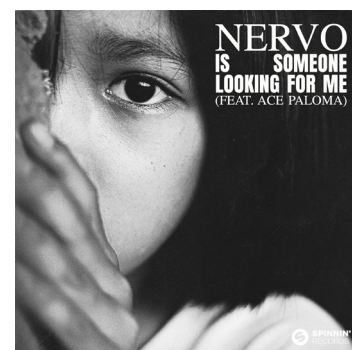
ADVOCACY | Tackling Modern Day Slavery with NERVO & the ILO

This summer Hopeland was honored to team up with all time top-ranking DJ sisters Liv and Mim Nervo to raise awareness of child vulnerability, child labor and trafficking. NERVO created a new track – debuted during their main stage performance at the Tomorrowland dance music festival in Belgium – just for this important cause!

Also in collaboration with the International Labour Organization (ILO) the track was debuted to coincide with World Day Against Human Trafficking on July 30th and was officially released in November 2022.

Around the world today, over 160 million children are in child labor, 79 million are in hazardous forms of work and 10 million are in modern slavery. The COVID-19 pandemic and increases in poverty have hampered efforts to reduce these numbers.

Hopeland also secured additional media coverage of the event in Billboard Magazine, telling their readers the "devastating issue [of child labor and it's



NERVO officially released their song, "Is Someone Looking for Me," in November 2022

connection to orphanages] may feel a long way from the happy-go-lucky confines of raveland, but it's one the Nervo sisters were compelled towards by a very personal reason: their own kids."

Hopeland's CEO and Co-Founder Nick Evans told Billboard, "This project with NERVO has been particularly special, because we've been on a journey of how to communicate such a big issue. How do we give people something to do with it? That's what we've been doing with the NERVO team — building a lot of content so we can direct people to a site to learn about the issue and understand how they can support different organizations who are tackling it."



(Left to right) Mim and Liv Nervo, Lieve Verboven, Laurretta Hunt



ADVOCACY | Rescuing Ukrainian Children

Children and families in Ukraine have faced unbelievable threats to their survival this year. 40% of Ukrainian energy infrastructure has been destroyed and families are living in homes with only tarpaulins to protect them. Children have been severely impacted by this war - whether it be those who are displaced from their home or those who are suffering the trauma of listening to air raids overhead and trying to live with limited energy supplies and no way of knowing when better days will come.

In response to this crisis Hopeland partnered with Save Ukraine, and their U.S. based fiscal sponsor A Family For Every Orphan, to promote and fundraise for their unbelievable work to rescue children and their families from the conflict zones.

Save Ukraine was created by Nikolai Kuleba - an incredible man who prior to the war served as the President of Ukraine's Commissioner for Children for seven years (under Presidents Poroshenko and Zelensky). Since the war began he has been leading rescues of children and families out of the war zone. The Save Ukraine hotline receives around 300 calls for help per day.

To spread the word about this work and raise vital funds for Save Ukraine we arranged for our Co- Founder Deborra-lee Furness to interview Nikolai over Zoom, live from Ukraine to talk about the life saving work they are doing.

Thanks to the generosity of our supporters we have raised vital funds to rescue children. Children have a fundamental human right to be able to grow up and enjoy their lives - they shouldn't have to live in constant fear of the next air strike. We are so proud to have partnered with Nikolai and Save Ukraine.

We were able to share this heroic work with millions of people through our platform and our partners including Coldplay, Hugh Jackman, Nicole Warne, Nigel Barker, Daniella Boutros, Mishay Petronelli, Jo Frost and others. Thanks to all who helped us raise awareness to the importance of supporting families and children in the midst of extreme conflict.

You can learn more at ourhopeland.org/save-ukraine and see examples of their unbelievable work.



Deborra-lee Furness and Nikolai Kuleba from Save Ukraine Meet Over Zoom



ADVOCACY | Deborra-lee Furness Empowering Change

Our phenomenal Co-Founder, Deborra-lee Furness was honored this year by her native country as an Officer of the Order of Australia (General Division) for distinguished service to children as an adoption advocate, to not-for-profit organizations as an ambassador, and to the arts.

This is one of Australia's highest honors for civilians and is for distinguished service of a high degree to Australia or to humanity at large.

For her entire life and career Deborra-lee has been working to make a difference. From challenging female stereotypes in film and TV roles, to founding Adopt Change and Hopeland, we think you'll agree with us that she has made a huge impact and richly deserves this recognition.

Congratulations Deb! We are so proud of you!



ADVOCACY | Foster Care Awareness Month

Adoption and Kinship Guardianship can have a life changing impact on children in the Foster care system but the right support is needed to really set children up for success. Over the past year Hopeland has supported the Post-Permanency Support Program (PPSP) by promoting this important work to help children transition from foster care to permanent homes in New York City. Hopeland partnered with Spence-Chapin Services to Families and Children and New Yorkers For Children to develop this important campaign.

PPSP provides essential post-adoption and guardianship services to families, improving outcomes for children and we were proud to highlight this important work during Foster Care Awareness Month in the U.S.

The services provided by the PPSP are especially needed now as state-funded post-permanency services and subsidies have been slowly diminishing over the past decade.

As an organization based in New York City we are always delighted to be able to support programs taking place in our city to benefit children who need a safe, loving family. Keep in touch with us for updates on this great program!



Teaming Up for Impact

Hopeland has continued to prioritize forming strong partnerships with global leaders to further its mission. These partnerships have been crucial to Hopeland's success and have allowed the organization to make a significant impact. The partnerships have provided a variety of support and resources to Hopeland, allowing the organization to reach its goals and create positive change. The continued support of these partners is essential to Hopeland's ongoing success. Thank you to everyone who has helped and supported Hopeland over the years, particularly these partners who contributed to our success in 2022

Thank You

BNY Mellon Bank

NERVO

Global Citizen

Boston Consulting Group

Google

Administration for Children Services

NERVO

Lawyers Alliance of New York

Billboard

TrustLaw

Coldplay

A Family for Every Orphan

doTERRA

DWS

Deutsche Bank

Mishay Petronelli

John Bates

Williamsen Foundation

Mimeo

Heather Dyer

Nigel and Cristen Barker

Hugh Jackman

Halim Flowers

Lita Cabellut

Matt Collins

Project World Impact Chris Lesner

Crew Pictures: TJ Packer

En Passant: Bryce Baker

Supermoon Bakery: Ry Stephen & Aron Tzimas

Buttercreme Lane: Daniella Park

Jo Frost

Nicole Warne

Katarina Schuring

Joseph Ritchie in Memoriam



January 1, 1947 - February 22, 2022

Sadly we lost a deeply influential member of the Hopeland family this year. Hopeland Board Member, Joseph Ritchie, passed away in February - he is sorely missed by family, friends, and everyone at Hopeland.

After beginning his career as a Chicago bus driver and a guard at the Cook County Jail, Ritchie made his name as a commodities trader at the Chicago Board Options Exchange and the Chicago Board of Trade, eventually founding the hugely influential Chicago Research & Trading (CRT).

A key figure in the early development of Hopeland, Ritchie provided significant support and counsel to Hopeland's leadership team and will be deeply missed by everyone in the Hopeland family.

Hopeland's Co-Founder & CEO, Nicholas Evans, said, "Joe was a visionary business leader, an incredible philanthropist, and a wonderful friend of Hopeland. His unwavering commitment to our mission of ensuring every child has a safe, loving family was clear from the moment I met him and a North Star in his life. I will always be thankful for his support and friendship – my condolences and prayers are with Joe's family."



Dear Hopeland Supporters,

It makes us so happy to see Hopeland go from strength to strength as the years go by. We are immensely proud of the organization and the achievements of the last year shown in the pages of this Annual Report.

When we created Hopeland and launched our organization at Global Citizen Festival 2016 we had a vision to create a platform for action and advocacy that lifts up children & families. With this our second-ever Annual Report we feel that we truly have an organization to be proud of.

We were so excited to be supported this summer by our fellow Aussies NERVO. Their commitment to creating a better world for children is unrivaled and truly inspiring. We love Liv and Mim like family members and will continue to work with them in 2023.

Here at home in NYC our hearts have been warmed by the continuing success of TechLink and how the lives of the young people in the program have been changed by the support and inspirational coaching they receive. Knowing that students from the first year of the program have now graduated to take part in Code Next full time is so great! Supporting the PPSP this year was another fantastic opportunity for us to support wonderful adoptive families and children in our city who have suffered from trauma in their childhoods.

We were so pleased that Deborra-lee had the opportunity to spread our message in Australia following her well-deserved recognition as an Officer of the Order of Australia for her distinguished service to children as an adoption advocate, to not-for-profit organizations as an ambassador, and to the arts.

Unfortunately the year hasn't passed without sad news, however. We were devastated by the passing of our friend and Hopeland Board Member, Joe Ritchie. Without Joe there would never have been a Hopeland - we are sad to have lost him but remain empowered by his vision of a world where every child has a safe, loving family.

Finally, we continue to believe in partnership and that our relationships with others are vital to Hopeland's continued success. We are honored by Hopeland's newest collaborations and are excited for the future.

We wish you and your family well and look forward to connecting with you again soon!

Best Wishes

Deborra-lee Furness
Co-Founder, Hopeland

Nicholas Evans
Co-Founder & CEO, Hopeland



Deborra-lee Furness and Nicholas Evans



Hopeland 2022