

WorldGranny

*toekomst voor
generaties*

WorldGranny
Annual Report
2010

Summary

Annual Report 2010

Welcome to our Annual Report 2010. This is our first integrated project, financial and sustainability report! We prepared this report on the basis of the sustainability guidelines of the Global Reporting Initiative (GRI). A novelty in the Dutch development sector, as far as we know.

WorldGranny is a Dutch non-profit organisation that wants to achieve lasting improvement in the physical, social and financial lives of older persons. WorldGranny empowers older women and men by assisting them in getting access to services, supporting pension schemes and engaging in research and advocacy. WorldGranny is part of an international network with partner organisation HelpAge International.

In 2010 we supported 15 projects in 12 countries for our Care & Development Program, supported and executed 8 projects in more than 10 countries for our Pension & Development program, and carried out many activities for our Awareness program. For more information visit our online annual accounts at www.jaarverslag2010.worldgranny.nl.

Our financial results for the year:

	2010	2009	2008	2007
Income	€ 817.349	€ 908.632	€ 1.065.640	€ 477.244
Spent on the objectives	€ 727.411	€ 823.672	€ 1.005.410	€ 440.445
Fundraising expenses	€ 46.446	€ 6.872	€ 16.961	€ 34.241
Management & administration	€ 46.206	€ 9.114	€ 4.749	€ 4.835
Result for the year	€ - 2.714	€ 68.974	€ 38.520	€ -2.277

As you can see, we achieved significant growth compared to 2007. The year 2011 will be a turning point in which we aim to achieve an increase in scale for the future. We are proud of the fact that in 2010 we spent **89%** of our expenses on our three objectives Care & Development, Pension & Development and Awareness.

The costs we made to obtain income from own fundraising, amounted to 4% of the income from own fundraising in 2010. This is low compared to the maximum level of 25% set by Dutch regulations (CBF).

It is easy to recognize the importance of sustainability for WorldGranny and its mission to improve the quality of life of older people and their families. The well-being of the older generation depends on cash and care. The main challenge of the next period is the implementation of the programs and the cooperation with our partners including our HelpAge colleagues worldwide. Global aging is a fundamental demographic shift with no parallel in the history of humanity. Combined with unprecedented problems like climate change, this directly affects our "capacity to endure", our existential sustainability.

Content

Preface	4
1) About WorldGranny	6
2) Our projects	7
Social impact of our Care & Development projects	
Social impact of our Pension & Development projects	
Our Care & Development projects in 2010	
Our Pension & Development projects in 2010	
Our Awareness activities in 2010	
3) Stakeholders	30
4) How we govern WorldGranny	33
5) Follow the money	35
6) Sustainability	38
7) Annual Report 2010	39
Balance sheet 31 December 2010	
Statement of income & expense 2010	
Cash flow statement 2010	
Notes to the balance sheet and the statement of income and expenses	
8) About this report	50
Audit opinion	51

Preface

In Wikipedia sustainability is described as the capacity to endure. "In ecology, the word describes how biological systems remain diverse and productive over time. Long-lived and healthy wetlands and forests are examples of sustainable biological systems. For humans, sustainability is the potential for long-term maintenance of well being, which has environmental, economic, and social dimensions."

It is easy to recognize the importance of sustainability for WorldGranny and its mission to improve the quality of life of older people and their families. The well being of the older generation depends on cash and care, or – more formally speaking – options for income generating or access to social pensions and health care. The social dimension is also very important. In China a law is proposed to make it a legal duty for people to visit their aged parents. In the strategic plans that are designed in 2010, WorldGranny has not favoured these kinds of legal actions.

Endurance, continued existence is a key element in the analysis of global aging, as well as to mitigating its consequences. The aim of economic and social development should be a longer, more prosperous and healthier life. Looking at life expectancy, one could be happy. Early 20th century the average life expectancy was between 30 and 45 years. Today, the average is 67. However, often older people face the old-age poverty trap. Shrinking families can no longer take care of their aging parents and the social protection policies are inadequate. Therefore WorldGranny as partner of HelpAge International are assisting older people fighting poverty and destitution and at the same time focused on innovating social protection and pension systems that structurally addresses the need of the oldest generations.

2010 was a year of consolidation and transition. We made new friends and we have been inward looking to strengthen our team and create our strategic outlines. In terms of key-events and achievements: we managed to get serious funding for the coming 5 years. We have assignments with several partners. We have written our 5 years strategic plans for WorldGranny and for the Pension and Development Network. And we have obtained the UN-consultative status with ECOSOC. In terms of failures we see that we have been formulation policy documents like partner policy, anti-corruption policy, which are not yet translated and implemented in our daily routine of drawing contracts for projects and other operational actions.

In terms of strategic priorities for the short and medium term, two major assignments have been agreed upon for the next 3 – 5 years, with two major and several other partnerships.

- With funding from the Ministry of Foreign Affairs (MFS program) we have to set up 3 projects in 8 countries in the coming 5 years. Our partners are: Medical Committee Netherlands Vietnam (MCNV) and Global Initiative on Psychiatry (GIP).
- With EU-funds we will execute a 3 years program on awareness raising in the Netherlands. Our partners: HelpAge Germany, GIP Lithuania and Sue Ryder Foundation in Poland.
- The Social Protection theme is taken up with HelpAge International (HAI) and Internationaal Fonds Kwetsbare Ouderen (IFKO).
- The Pension & Development Network manages micro pension program. The concrete projects for 2011 are with the Dhan foundation – India, with Rimansi in the Philippines, Redcamif in Central America and we aim to start in project in Kenya.

In 2010 six regular Board meeting have taken place. In this period much attention has been given to how monitoring was performed with respect to strategy and the performance of WorldGranny. Several members of the board accepted the invitation of the staff to participate in the daily activities. The board members gave feedback on the operational processes and procedures. The board also urged management to find new office space, since the old space became too small for the staff and volunteers. In September we moved to the Vossiusstraat in Amsterdam.

Later in the year the board discussed the strategic plans and also considered the preparation of profiles for future board members. At the end of the year a strategic session was organised with the Members of the Advisory Council and the members of the board.

The main challenge of the next period is the implementation of the programs and the cooperation with our partners including our HelpAge colleagues worldwide. As in the 21 century a dramatic transformation in population age structures is witnessed as growth rates being brought about by falling fertility and rising longevity worldwide, we expect more political and social interest. Global aging is not a transitory wave like the baby boom that many affluent countries experienced in the 1950s or the baby bust that they experienced in the 1930s. It is, instead, a fundamental demographic shift with no parallel in the history of humanity. Combined with unprecedented problems like climate change, this directly affects our "capacity to endure", our existential sustainability.

Caroline van Dullemen

Director of WorldGranny

Pauline Meurs

President of the Board

1) About WorldGranny

Our mission

Welcome to the Annual Report 2010 of Stichting WorldGranny, a Dutch non-profit organisation that wants to achieve lasting improvement in the physical, social and financial lives of older persons. WorldGranny empowers older women and men by assisting them in getting access to services, supporting pension schemes and engaging in research and advocacy. WorldGranny is part of an international network with partner organisation HelpAge International.

[picture organisation structure]

Strategy

In 2009 and 2010 WorldGranny has written two new strategy papers for the period 2011-2015. One strategy paper was prepared for WorldGranny and one specifically for the Pension & Development Network. The strategies contain WorldGranny's mission, vision and objectives as described above. For 2011 the plan is worked out in plans, budgets and procedures in more detail.

Our vision and objectives

Care & Development Program	Awareness Program	Pension & Development Program
VISION		
To achieve lasting improvement in the physical and social lives of older persons. To empower them by assisting them in getting access to services.	<p>To increase public awareness of individuals of all ages about global aging and its effects by engaging in research and advocacy.</p> <p>Research and advocacy are important elements of awareness raising.</p>	<p>To have access to sustainable and robust (micro and social) pension schemes and long term saving products for socially and economically self-reliant people who are aware of their rights and have access to financial products.</p> <p>To optimize pension systems is the only structural response to the consequences of global aging. The Dutch experience and support can make a significant difference.</p>
OBJECTIVES		
<p>The Care & Development Program is focused on the older people of today. The program aims to achieve its mission by directly sponsoring projects of local organisations in developing countries or indirectly sponsoring projects through co-operating partners in Europe.</p> <p>By 2015 WorldGranny has achieved improvement in the physical and social lives of disadvantaged older people and their families in rural and urban areas through projects that concentrate on:</p> <ul style="list-style-type: none"> Improved health care; Improved mental health and socialisation to reduce isolation of older people; Improved access to services; Reducing vulnerabilities of older people and promoting their dignity. 	<p>WorldGranny works on her Awareness Program partly through the projects of the other two programs.</p> <p>By 2015 WorldGranny has increased public awareness of individuals of all ages about the aging process through:</p> <ul style="list-style-type: none"> Organising public awareness campaigns around ageing issues; Encouraging and supporting public policy that is designed to meet the needs, concerns and interests of older people. 	<p>The Pension & Development Program is focused on future older generations and has three main activities:</p> <p>Network development The most important objective of the Pension & Development Program of WorldGranny is to build and expand the Pension & Development Network: a network that links pension funds, banks, policy makers and NGOs in the Netherlands to MFIs, NGOs and banks in developing countries, especially transitional economies.</p> <p>Program development</p> <ul style="list-style-type: none"> To provide one million people in developing countries the opportunity to participate in a pension provision and to create awareness with another one million people. Social protection or the provision of social pension schemes and cash transfers to prevent future poverty. <p>Concept development To become an internationally recognized knowledge centre on micro pension by providing support in developing long term pension products.</p>

2) Our projects

Social impact of our Care & Development projects

For our Care & Development program we partner up with HelpAge International. Periodically, we discuss results of the projects with representatives from HelpAge International. Although these projects are focused on older people, the family and community profits as well. It has been verified that the projects influence more generations. For example, children living in households of older people who receive a social pension are more likely to go to school and have sufficient food than children living in households without older people. For more information regarding HelpAge International's project researches, please visit their website www.helpage.org/resources.

The report 'An Independent Evaluation of the Partnership Program Arrangement (2008 – 2011) between HelpAge International and the UK Department for International Development' (November 2010) describes the relationship between costs and outcomes or costs and benefits. The independent evaluator's opinion is that "HelpAge has achieved significant changes in terms of access to basic health care and has had a major influence on pensions and cash transfers. The impact of the work of HelpAge International on social pensions is very significant in terms of its potential to deliver high impact. Tentative value for money calculations suggests HelpAge is generating impressive return on investment in its pensions and benefits work – to the value of 43,64 pound of impact annually for every 1 pound investment."

WorldGranny runs three projects directly with local partner organisations in Uganda, Zambia and South Africa. For these projects, we have the idea to involve students of Dutch Universities in scientific field research on social impact of the projects WorldGranny supports. WorldGranny could learn through doing own research and use the methods and results in projects that are not related to HelpAge International.

Social impact of our Pension & Development projects

In 2010 the P&D Network supported organisations in Africa, Asia and Latin America developing a micro pension product. The impact of the micro pension projects within our Pension & Development program on the clients cannot be measured yet, as these projects are just starting and micro pensions are a recent innovation. The Dhan Foundation in India has started a 5-years-pilot to implement a micro pension product.

Our intention is to measure the social impact at the end of the pilot. In the future, when pensions will be remitted, we can measure the impact of the micro pensions allowances on the clients. We assume that the impact of these projects have the same intergenerational effects as the social pension projects. Evidence from Lesotho suggests that not only the target group benefits, but the (grand)children as well.

Another social impact of our P&D projects comes from the participating financial organisations in the Netherlands. Their participation in the P&D Network will influence the creativity in the Netherlands and contribute to innovative pension solutions and possibilities. In Central America, for example, three countries cooperate in developing a pension product. But again, it is too early to measure these effects. The support of financial experts of the participating organisations to the projects of the P&D Network contributes to higher job satisfaction. In 2011 we intend to approach some of the participating P&D Network organisations to measure the impact of involvement in the P&D Network on employees and stakeholders.

In 2010 WorldGranny developed an anti-corruption policy, which has been sent to all partner organisations of WorldGranny. However, as this has been sent without engagement, in 2011 we will enclose this policy as an annex to the project contracts that will be signed in 2011. The anti-corruption policy is available on demand. WorldGranny has not yet develop a training or awareness raising session on this aspect.

Social impact performance indicators

Indicator	Result 2010
Nature, scope, and effectiveness of any programs and practices that asses and manage the impacts of operations on communities, including entering, operating, and exiting.	We have not measured the impact of our projects on society in the form of measurable indicators, such as 'social return on investment'. Measuring would be a costly undertaking, but will be considered for the future.
Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	We did not make any direct financial or in-kind contributions. We have not actively checked (other than through our anti-corruption policy) if organisations in our value-chain have made any contribution.

Our Care & Development projects in 2010

	Project name	Country	Direct payments to projects		Beneficiaries	Donors in 2010	Donation paid to
			2010	2009			
1	Social support for older people	Ethiopia	€ 13.200	€ 13.200	100 older people	Stichting Liberty and individual sponsors	HAI (with Voluntas Dei)
2	Seniors and Transport Program (project A)	South Africa	€ -	€ -	700 older people	SOKA	Ikamva Labantu
3	Seniors Program: hot boxes (project B)	South Africa	€ -	€ 30.000	650 older people and dependants	Eureko Achmea Foundation	Ikamva Labantu
4	Improving general livelihood of older caregivers	Zambia	€ 38.513	€ 38.612	142 older people and 465 dependants	Eureko Achmea Foundation, Stichting Quarijn and individual sponsors	Family Health Trust
5	Improved and sustainable livelihood of the elderly	Uganda	€ 40.000	€ 29.000	255 older people and 765 dependants	Eureko Achmea Foundation and individual sponsors	PEFO
6	Cash transfer, psychosocial support for older people	Tanzania	€ 10.000	€ -	887 older people and 494 children	Individual sponsors and Grannies to Grannies Oegstgeest	Kwa Wazee
7	Improved access to health rights and entitlements	Tanzania	€ 5.000	€ 5.000	943 older people and 3315 dependants	Grannies to Grannies Amsterdam and individual sponsors	HAI
8	Realising the rights of older people	Bangladesh	€ -14.520	€ 29.040	7.300 older people and dependants		HAI

	Project name	Country	Direct payments to projects		Beneficiaries	Donors in 2010	Donation paid to
			2010	2009			
9	Promoting intergenerational approaches to improve well-being of disadvantaged groups	Vietnam	€ -	€ 14.916	3,154 older man and women	Individual sponsors and Stichting Westeinde	HAI
10	Community based project, empowering older people	Laos	€ 15.719	€ 15.719	inhabitants of 20 villages	Anton Jurgens Fonds, Municipality Bloemendaal and individual sponsors	HAI (with Laos Red Cross)
11	Psycho-social counselling to older people	Sri Lanka	€ -	€ 118.068		IFKO	Shantiham
12	Older people's homes	Sri Lanka	€ 38.551	€ 34.064		IFKO	Sarvodaya
13	Empowering older citizen's monitoring	Jamaica	€ -	€ 73.042		IFKO	HAI
14	Sponsor a Granny project	Peru	€ 10.560	€ 10.560	260 older people	SK foundation and individual sponsors	CASPAM
15	Older citizen monitors	Bolivia	€ 13.142	€ 13.200	550 older people and 250 dependants	Dura Charity foundation	HAI (with Fundación Horizontes)
16	Emergency aid	Pakistan and Haiti	€ 5.000	€ 5.000	100 older people	Individual sponsors	HAI

The information on project activities in 2010 are drawn from monitoring reports that WorldGranny received from the implementing organisations.

1. Social support for Older People – Ethiopia

The aim of this project is to provide services to marginalised older men and women who are the poorest in the community. They are homeless destitute older people. By providing them with basic needs such as food, clothes, shelter, health care and some cash, the Voluntas Dei Institute (VDI) supports them to live a decent life. The project started in January 2008 and ended December 2010. The following activities have been carried out in 2010:

- Provision of regular cash transfers (for food, medications, house rental expenses, water and electric power supply and transport);
- Provision of meals six times per week, clothing and blankets;
- Health and hygiene trainings; daily care from a volunteer nurse;
- Assistance in applying for ID-documentation to access services;
- Support in crafts and work activities to generate income.

The social impact of this project: 40 older women and 60 older men receive regular cash transfers to meet their basic needs, 29 grandchildren benefit from the support provided to their grandparents, 33 other family members under the care of these older people benefit, 30 older people in residential care received clothes and shoes, 100 people receive free medical care weekly, and free close supervision from a nurse, 15 older women are involved in income generating activities to benefit the centre, 3 older men (2 of them are guards) are employees and receive regular income.

The project has enabled the beneficiaries to live a much better life. The scaled up care and support provided to the older persons helped them to develop a sense of hope for a prolonged life, better future and good relationships amongst themselves. The psychological makeup of the older people has improved to a greater degree as they have learned how to maintain team spirit and develop their self-esteem so that most of them are active again in their social interactions (many of the beneficiaries started attending church services regularly).

The challenges in the future will include the following aspects: The unabated increase in the price of goods and services has put some level of stress on budget utilisation and the purchase of basic materials to assist the older people. Some expenses made in 2010 were actually not anticipated. Occasional changes in weather conditions seem to slightly discomfort the beneficiaries but this is manageable to a certain extent.

2. Ikamva Labantu's Integrated Seniors Programme Transport (project A) - South Africa

The project provides relief and assistance to grandparents and better care for the children by transforming senior clubs into integrated activity centres where after school programs, life skills, sports and guidance for youth as well as childcare services are offered. The project has the objectives to provide capacity building, education and support to seniors. The project is set up to provide club assistance and club transport. WorldGranny started supporting this project in 2007 and it ended on 30 September 2010. Due to a delay in financial reporting from the local organisation, money transfers for 2009 and 2010 have been delayed. The project has been prolonged and the Dutch organisation SOKA will be a sponsor of the project till 2012. The following activities have been carried out in 2010:

- Falls clinics: assistance of 68 club members with balance problems and providing relevant information and documents to receive walking aids;
- Book clubs: established four book clubs, with books in three official languages;
- Senior Annuals Sports Day: 41 senior groups take part in the event;
- Training with Grandmothers Against Poverty and AIDS (GAPA);
- Health and Nutrition presentations;

- Club Transport to attend club meetings, pension points and clinics (the older people have no longer to rely on their grandchildren for transport);
- Skills and enterprise development: United against Malaria beading project;
- Literacy Training.

On social impact: the older people participate very active during the club activities. They get energy and experience the feeling of being necessary. The club assistants give older people the opportunity to share losses or personal cases. 700 older people benefited directly during and after the project activities. During the project the older people got used to a structure in their daily activities. The assistants have also fostered functional relationships between the programme and local clinics, and they also arrange for people who can accompany the elderly to community pension points when they need to receive their grants.

A weakness is that the transport remains an issue of attention. Organised transport is in place to pick up the older people from their homes and bring them to the clubs. But when this is not working well, due to illness of the driver or a broken car, the grandmothers are stuck in their houses and will not be able to attend the clubs.

The club assistants report on wonderful progress in the lives and livelihoods of the club members. As a result of being more active in the club, with exercises, crocheting and knitting they also display that energy in their own personal lives. It is all too common for older people to give up on their lives, but this programme motivates them to believe that there is still a lot that they are able to do and a lot to live for.

3. Ikamva Labantu's Integrated Seniors Programme: Hot Boxes - South Africa

The main goal of the project is to increase the standard of living for older persons and to provide a better future for seniors and their grandchildren by transforming senior clubs into integrated activity centres where after-school programmes, life skills, sports and guidance for youth as well as childcare services are offered. The project started in October 2007 and will end September 30, 2011 because the contract between WorldGranny and the current sponsor (Eureko Achmea Foundation) runs to an end. Continuance of the project depends on several factors: WorldGranny has to find new sponsoring, and a new income generating activity has to be found due to competition on the market for hotboxes. The following activities have been carried out in 2010:

- A skills development and income generating project with an aim to equip the club members with skills necessary to produce a hot box, an alternative non-electrical cooking appliance which saves electricity and also assists in preparing nutritious meals;
- Promoting literacy among older people and encouraging them to be more independent;
- Seniors' Sports day: On 24 September 2010 all our seniors participated in the sports activities with other older people's clubs around Cape Town.

The project currently reaches over 700 older persons through 17 clubs in the communities of Crossroads, Fish Hoek, Gugulethu, Khayelitsha, Kuilsriver, Nyanga, and Philippi. The club assistants are actively training other club members. The seniors have embraced this project not only as an income generating initiative, but also as an interactive activity that has changed their lives, has made them feel better about themselves and through many ways, has played a role in improving their relationships with their families.

Weakness: a qualitative hotbox is more difficult to produce than expected. It is difficult for the older people to reach the good quality that the customer wishes. Additionally, getting a good area of distribution in place is difficult to arrange. The hot boxes were too popular and can be produced cheaper in larger amounts.

4. Improving the general livelihood of older caregivers – Zambia

Family Health Trust (FHT) in partnership with WorldGranny has been implementing a project in Kalikiliki and Kang'omba Communities to improve the general livelihood of older caregivers. The goal of the project is 'to contribute to the improvement of quality of life of the older caregivers in Zambia'. The amount of beneficiaries is in total 142 older people and 465 dependants. The major activities in 2010 were:

- Operation of savings loans associations: the grannies are growing their own money and hence secure a more sustainable livelihood through the savings loans association concept.
- Cash payments and food supplements were provided to the grannies.
- Operation of micro-enterprises (a hammer mill, a brick machine and a tuck shop) These activities contribute to change the face of the grannies as they venture into sustainable livelihoods.

Challenges in 2010 and the future:

- The culture of savings is very bad among a lot of people and this is serving to increase household wealth by borrowing loans;
- Governance issues in the management of the enterprise still remain a challenge;
- The grannies are taking care of orphans and vulnerable children. This has put pressure on them to provide scholastic support which is expensive looking at the capacity of the grannies.

Reviewing the progress of the project, it is hoped that economic activities will continue to be the core activity. Supporting grannies on this can be very difficult considering the high age of some, but deliberate measures have been put in place to assist them with literacy and be self reliant on the overall.

5. Improved and sustainable livelihood of the elderly in rural communities - Uganda

WorldGranny supports this project through the local organisation 'PEFO'. The aim of this project is to improve the social and economic situation of the Tusobola widows support groups to enable them to live a quality life and also be able to sustainably support the Orphans and Vulnerable Children (OVCs) under their care. The project will support OVC-caretakers who are mainly HIV positive widows, and grandparents especially grandmothers, to boost their household incomes. The contract between WorldGranny dates from July 2008 and will end 30 June 2011. The following activities have been carried out in 2010:

- Purchase and distribution of scholastic materials and uniforms;
- Payment of school fees;
- World Aids Orphans Day commemoration;
- Identifying an alternative school in Butagaya;
- Child follow up & performance evaluation;
- Window of hope (WOH): after class activities like music, dance and drama.
- Trainings in sustainable agriculture;
- Emotional support;
- Provision of seeds and 10 pregnant pigs;
- Training of beneficiaries in business and loan handling skills;
- Health situation analysis.

Through this project 255 grannies are directly reached and on average 765 relatives are indirectly reached. Challenges during the project were the diseases that need a lot of money for the medical operation. This project pays only for the primary school level. The challenge in the future is the problem of providing education for 220 orphans.

6. Cash transfer and psychosocial support for older people and their grandchildren – Tanzania (Nshamba)

This project exists of a broad program with two facets that are both run by the organisation Kwa Wazee. The main goal of the Cash Transfer Plus programme is to increase the standard of living for older persons and to provide a better future for seniors and their grandchildren by creating a security network through forming mutual self-help groups for older people and grandchildren. In this way affordable 'insurance' will decrease the consequences of illness. The project was financed by WorldGranny through HelpAge International from 2009 until 2010, but extension has already been discussed. The following activities have been carried out in 2010:

- Formed supportive neighbourhood groups for elderly and grandchildren;
- Created a sustainable nucleus for an organisation of elderly;
- Promoted savings and economic activities;
- Offered trainings and promoted writing;
- Self-defence courses;
- Building social capital.

Building social capital means to bring people with different interest and different situations together. Discordance and even conflicts are inevitable and the members of the intervention groups have to deal with those questions. With great respect we noted how the older people in the groups have developed effective strategies to deal with conflicts, to increase the social coherence and to make the groups (and with it the organisation) stronger.

The goal of the second programme is to improve the general health situation of older people in the Kwa Wazee programme. The overall objective of this project is to identify and to test effective and affordable ways to improve the health situation of older people (in a rural setting and with respect of their situation as carers). Challenges for the project are the lack of government hospitals in the district, but they are in partnership with Rubya hospital (a private mission hospital) to be used as government hospital. In private hospitals there is no free treatment and no document which support free treatment for older people. Kwa Wazee selected 20 groups for the health program which will include training for two health animators in each group and collecting information about the group support concerning health and reporting the information during the pay day.

7. Improve Access to Health Rights and Entitlements for Older People and their Dependents – Tanzania (Songea)

The overall objective is to ensure that the health rights and entitlements of older people are realised by increasing awareness of and access to health services for older people and their dependents. The project is also improving the capacity of councils to collaborate with older people and Civil Society Organisations (CSOs) to address the health needs of older people, improving their ability to generate income and access community safety-nets, and also by strengthening the capacity of councils and CSOs to plan and monitor health interventions. The project started in March 2009, the contract will end in February 2011. The following activities have been carried out in 2010:

- Provision of Insecticides Treated Nets (ITN);
- Spreading 250 leaflets with information of Malaria prevention;

- Community Health Fund Payments;
- Income generating activities such as gardening, poultry keeping, goat keeping and small business activities;
- Two workshops to identify existing informal support networks and safety nets for vulnerable people.

The amount of beneficiaries in 2010 from ITN distribution was 527 older people. The community health fund payments reached 369 people in Songea with 2,302 dependants. The project has improved ability of 40 vulnerable older people's households in the project area to generate income to meet their basic necessities. Community support to address ill-health vulnerable groups including poor older people has been strengthened.

The project has not only managed to improve lives of the intended target group but also has set a firm foundation for supporting older people in the project area and Tanzania in general. The districts council's found it's useful since it adds value to its people. For this reason they have collaborate and started to take up the project within their sphere of plan and decision making. This partnership is critical for future sustainability of the project impact. The project has increased older peoples' awareness of their health rights and as a result they are coming out to access this right to health services.

Some challenges still remain as some of the health fund beneficiaries are still facing a problem of walking long distances to get treatment because the health facilities are still few and not evenly distributed. Some of the reasons that made them unable to complete the repayment of their loan including having a large number of dependants or competing needs such as paying school fees or buying medicine when they were sick thus unable to continue with their business for some time. However it was also realised that there were four people whose reasons for delay were merely lack of seriousness. These were warned by their fellow group members and given up to the end November 2010 to complete their loan. For those whose reasons were accepted they were given up to January next year to complete their loans.

See the article 'Breaking a vicious circle' in which our employee Merlijn Kouprie describes this project: <http://www.helpage.org/ageways>.

8. Realising the Rights of Older People - Bangladesh

From July 2007 until June 2010 WorldGranny supported a project of the Resource Integration Centre (RIC) that is aimed at realising rights of older people. RIC is an organisation that has experience in the areas of good governance, law, micro credit and health focused on older people.

During this project 410 Older People's Groups (OPGs) were established and strengthened. Activities in 2010 were the partnership and alliance building events and the formation of the OPG Federation. Further, a bi-annual project newsletter was set up and the project monitoring is an ongoing process including field visits, collecting information and sharing views at regional, union and village levels.

The project realised significant achievements in the provision of health care services, the establishment of offices, investments in income generating activities, fundraising and Salish (arbitration). Positive outcomes of the project activities are:

- Potential beneficiaries (older people) for an old age allowance have been identified;
- There has been lobby with local government and banks to improve the disbursement system for old age allowances;
- There were advocacy campaigns for the inclusion of older people in existing micro credit schemes;
- There has been lobby with public and private social workers to expand older people's access participation in village-related conflict resolution.

WorldGranny has finished supporting this project. Many people, including local government officials, district personnel and members of local grassroots organisations

have all indicated that the activities and initiatives of this project are significant and have positively contributed to the increasing comfort and status of older people within the communities. The future of the project is seen to be positive and strong. The challenge will lie in identifying the irregularities of selection and distribution mechanisms of old age allowances.

9. Promoting intergenerational approaches to improve the well-being of disadvantaged groups - Vietnam

WorldGranny sponsors this project through HelpAge International. The project contributes to reducing poverty and improving the quality of life and well-being of the most disadvantaged groups in Vietnam: older people, women and ethnic minorities. This is done by focussing on improving the capacity of four Intergenerational Self Help Clubs (ISHCs), which will enable them to address their livelihood and health needs. The objectives of the clubs are to improve access to credit income generating opportunities, health services and health insurance schemes for these disadvantaged groups, to develop and promote collaborative partnerships between civil society organisations and with government. WorldGranny funding started in October 2007 and ended in September 2010. The following activities have been carried out in 2010:

- Continued to conduct and promote initiatives for engagement between ISHCs and their communities;
- The member of ISHCs increased from 61 to 104;
- Implementing activities to support the improvement of knowledge, skills on IGAs, income opportunities and facilitated access to credit for club members;
- Improving the access to health check-up for club members and other disadvantaged groups by conduct monthly health-check-up.

The social impact of this project is measured by counting how many people directly benefited from the project. 3.154 older man and women have directly benefited from the project through their active participation in the various health, livelihood and community activities in the project. Next to the older man and women, 17.000 grandchildren, 195 local authorities and at least 16.000 community members have also benefited from the project by participating in the various club led activities.

Positive changes in the lives of the beneficiaries are the strong support and involvement of local communities and authorities. The management capacity of the three project partners for collaborative action in Thai Nguyen Province were strengthened. Next to that, 60 community based ISHCs were established and 104 clubs have successfully managed to raise their own club funds. Livelihoods of 4.600 households in Thai Nguyen Province were improved through increased knowledge, skills on income generating activities, income opportunities as well as by facilitating access to credit. 4.468 people received quarterly health checkups in Thai Nguyen Province.

Challenges will be to develop a clear strategy on how to seek national government funding to support the wider replication of the ISHC model throughout Vietnam. Next to that, there was a lack of income generating activities and inputs for the new ISHCs. During the project there was a lack of funding to share the project model to more provinces of Vietnam. Action is undertaken to address these challenges.

10. Community based project, empowering elder people - Laos

WorldGranny supports the Lao Red Cross, which aims to build the capacity of vulnerable groups to lead poverty reduction activities in the north of Laos. This is a community-based project focused on empowerment of older people and improvement of their health status in 20 project villages. Project funding started in May 2007 and spans a period of 4 years and 6 months in total. The following WorldGranny-funded activities have been carried out in 2010:

- Exchange visits to provide an opportunity to discuss common problems and challenges and share good experiences as well as providing additional training with

the Village Health Volunteers (VHVs).

- VHVs from 12 villages attended five days training on basic healthcare, first aid, village hygiene and health awareness and health care for older people.
- Home visits by health volunteers. VHVs made regular visits to housebound older people to check up on their health.
- The construction of the final latrines has been completed in 2010. During the project over 1,100 latrines were built.
- The health volunteers in six villages received two days training in order to administer a revolving medicine fund in each village allowing villagers access to 27 common medicines without having to travel to the district hospital or dispensary.

The project has made good progress as it is about to embark on the final year. Nearly all the main health activities have been completed. The focus of the forthcoming year will be to strengthen the capacity of the VHVs, improving their confidence and ability in running the revolving drug kit, and providing health education to the communities. Another area of focus will be on ensuring that latrines and water supplies are well maintained. A challenge in the next months will be the water system maintenance. In 2010 the latrines have been improved. In September 2010 a total of 82% of latrines were found to be clean and 84% had water in them. Besides that, the district health staff, who have been active participants in the project's activities since commencement, will take on an even more lead role again to ensure they are confident of being able to sufficiently support the VHVs and village health systems beyond the end of the project.

11. Support of psycho-social counselling to older people and other vulnerable groups – Sri Lanka (the conflict affected North)

Older people are an especially vulnerable and often neglected group within Sri Lankan society, like elsewhere in the developing and developed world. However, research and practice learns us that they especially older people in Sri Lanka are of invaluable worth, taking care of children who are neglected, abandoned or have suffered trauma from the violence that marked the ongoing internal conflict between the State and the Tamil Tigers in the North. Even more so, when the Tsunami of 2004 hit and many lost family members, older people proved to be an even more valuable source of care and comfort to children and other suffering groups. This is especially true for older women. However, we see that older women, and among them especially widowed women, are the most vulnerable and poor people in Sri Lankan society. They are often very much marginalised and suffer great poverty, discrimination and isolation.

In 2008, WorldGranny responded to this situation and started supporting a part of the "Psychosocial Assistance to Internally Displaced Community & Vulnerable Groups – Elders, Widows and Children – in Jaffna District" Project. It was run by local organisation Shanthiham- a local partner of Cordaid. This organisation has a long track record in providing psycho-social support to vulnerable groups in Sri Lankan society, such as older women, internally displaced people, (orphaned) children and those traumatized by the internal conflict and Tsunami of 2004. They specialise in conducting counselling activities on village level, often through training of village (health) volunteers. The project WorldGranny supported, and which came to a close in January 2010, focused on providing training to (volunteer) village counsellors in Jaffna district. As the project only went on for one other month in 2010 and saw no major developments in 2010 anymore, we will summarise main goals, activities and results.

The Project had two major goals: firstly, to provide basic needs and medical facilities needed by the target groups. Secondly, to provide psycho-social counselling to those in need and to train village volunteers in psycho-social counselling so that this work will be sustainable and continue after Shanthiham has finished with the project. The total project reached the following:

- 7.294 people have received material benefits, concentrating especially on older people
- 181 older people received looking aids (glasses); 54 older people received a walking aid or wheel chair; 4787 older people received other aid materials

- 1.546 children received schooling materials
- 570 widowed women were involved in the income generating activities
- 156 people received medical assistance
- 19 gatherings for psycho-social counselling were set up, involving 204 participants
- 189 community sensitizing gatherings were organised, involving 5.343 people
- 46 advisory counselling sessions were held, involving 552 participants
- 17 volunteer community counsellor groups were trained, with 264 participants
- 37 older people's groups set up, 24 psycho-social sessions per group were organised, involving 555 participants
- 55 children's groups organised 24 psycho-social sessions per group, involving 1650 participants
- 26 women's groups organised 24 psycho-social sessions per group, involving 416 participants
- 9 youngster's groups organised 10 psycho-social sessions per group, involving 12 participants
- 11 WHF groups organised 24 counselling sessions per group, involving 162 participants
- On family level, 884 families received counselling, as well as 2614 individuals

In total, 20.050 individuals directly or indirectly benefitted from the project. Among beneficiaries 5933 older people and 932 widows benefitted. To conclude, the project has made a positive impact on the psycho-social wellbeing of the targeted communities in general and created a lasting scheme enabling the communities themselves, through the trained village counselling volunteers, to care for the mental and social wellbeing of their vulnerable inhabitants. Also, the income situation of a significant number of older people, especially older women (widows) has been sustainably improved. Challenge for the future remains to lift cultural and social taboos surrounding psycho-social problems of especially older women and widows. To do so, WorldGranny will partner with Shantiham in a new program starting in 2011, subsidized by the Dutch government (MFS TEA Alliance program for Sri Lanka).

12. *Older people's homes – Sri Lanka*

Priority of the Sri Lankan Government has not been with the older vulnerable people in society. This is why the largest community based NGO in Sri Lanka, Sarvodaya found it necessary to establish two older people's homes, providing a caring and protecting living environment for older people who cannot count on the support of family members. WorldGranny supports the exploitation of the two older people's homes in Hikkaduwa and Gampaha. In 2010, 28 older people in the community of Hikkaduwa and 9 older women in the community of Gampaha have benefitted from this project.

Both homes provide shelter and food for their inhabitants, as well as other basic necessities such as clothing, medical care and psycho-social support. The beneficiaries can also join activities which keep them psychologically and socially well and active, such as visiting Buddhist temples and festivities. In this way, they are leading a worthy life in old age in dignity and cared for. In 2010, management of the Sarvodaya Suwasetha branch has been taken over by a new manager. This shift means a renewed focus on improving quality of all projects realised, (financial) reporting, monitoring and evaluation and professionalization of the organisation itself.

Sarvodaya engaged in a personnel training, professionalizing how they care for their older beneficiaries. The training was designed and implemented by Medi-Aid, a Dutch organisation specialised in older people's care. Besides theory, a large part of the training consisted of practicing new methodologies and therapies on the job. The participating staff was very enthusiastic and susceptible. Evaluating the training project, they all stated to have improved their skills and knowledge to great extent. The

activities that have been undertaken in 2010 are:

- Assessment of the beneficiaries and preparation of individual files. Ensured accurate maintenance of individual files of beneficiaries
- Provided protection and comfortable living in the eave of their lives.
- Upgrade the life-styles of elders
- Provided family based environment to keep elders happy
- Entertainment activities were organised break away from their monotony, leisure time activities, handicraft home gardening, etc.
- Organised to mix with the community; loneliness and isolation was eliminated.
- Organised spiritual and cultural activities, such as Sinhala and Tamil New Year celebrated in April 2010
- Obtained expertise on health conditions of beneficiaries, physical consultations were conducted.
- Supervision on procedures of norms and practices.

On social impact of this project: The living standard of the older women of the Home at Gampaha was improved by providing them with comfortable accommodation, nutritious meals and good care. Their life-style has been changed to break away from the monotony by the provision of entertainment through different activities. They are no longer in isolation as the community plays an important role of visiting and caring for the women involved. The integration programs have proved successful as the women have been given the opportunity to engage actively with society.

The biggest challenge within this project has been improving the ability of Sarvodaya Suwasetha to raise its own funds for exploitation of the older people's homes and therefore, ensure the sustainability of this project. Sarvodaya Suwasetha has been able to increase contribution from local sponsors, but is still largely dependent on external sources of finance. Involving the organisation in future projects will ensure further professionalization and improve sustainability.

13. Empowering older citizen's monitoring - Jamaica

2010 Saw the roundup of the Empowering Older Citizens Monitoring (OCM) Project, which WorldGranny supported for 3 years thanks to the generosity and commitment of the IFKO Fund and was designed and implemented by HelpAge International (HAI). Mid 2010 an extensive evaluation was held to evaluate the success and impact of the OCM project and to formulate lessons learned and recommendations. The results of this evaluation are discussed here.

Jamaica was one of five countries in different regions of the world in which a pilot project was undertaken by HAI commencing in 2003 to monitor implementation of the Madrid International Plan of action on ageing. The focus of the project in Jamaica was to empower older citizens to monitor access and delivery of three government social assistance programmes – Jamaica Drug for the Elderly Programme (JADEP), National Health Fund (NHF), and the Programme of Advancement Through Health and Education (PATH) – from which they could receive benefits.

The success of the pilot led to an expanded project with the support of WorldGranny during the period April 2007 to March 2010. The expanded project included four partner agencies (SACDA and three others) and eight new communities covering St. Catherine and Kingston & St. Andrew. The main purpose of the Project was to improve access to, and delivery of the NHF, JADEP and PATH social assistance programs benefiting older people in Jamaica by empowering and encouraging older persons to dialogue with government and the media to seek improvements in the access and delivery of these programs.

The specific objectives of the Older Citizens Monitoring Project were 1. to monitor effectiveness of JADEP, NHF, and PATH in reducing poverty amongst older people; 2. to develop the capacity of the four partners to undertake monitoring; 3 to advocate for

changes to JADEP, PATH and NHF in order to improve the delivery of services to older people.

The main activities for the project were: conducting of baseline survey to provide a situational analysis of older people in the selected communities and to establish a benchmark for monitoring and evaluating changes in access to the social assistance programs; training workshops to equip older persons to carry out monitoring and evaluation and to undertake advocacy around the project; involvement of older persons in data collection; convening annual review and network meetings; production and dissemination of research information; launching Information campaigns; preparation and production of handbook of social services.

The views expressed by stakeholders were overwhelmingly positive in respect of the outcome of the OCM Project. The OCM Project has served to highlight the fact while there are very good social programs being implemented by the Government of Jamaica, the reach and coverage however are being greatly limited by the fact that many potential beneficiaries are barely aware and definitely not fully knowledgeable of these provisions. In addition, the urgent need for exploration of the feasibility of the introduction of a universal social pension became apparent. Also, the matter of the need for much greater livelihood opportunities for older persons in the form of micro and small business enterprises was also demonstrated in the outcome of the OCM model. Intergenerational solidarity has also been shown to be indispensable in the provision of social protection, and even more so within the context of the Jamaican family structure that is strongly extended rather than nuclear in form. The best prospect for sustainability of the gains made through the OCM model is for full institutionalisation through the National Council for Senior Citizens, which has a range of programmes which already converge with our approach.

Although the OCM project focussed on older persons' access to social protection, it has a number of design features with wider applicability within the context of social interventions aimed at improving the quality of life of vulnerable and disadvantaged groups. Among the major lessons of experience are, that the community development model remains one of the most powerful tools for addressing issues of poverty and social exclusion when well managed. Also, social development interventions which utilize community-based organisation, with social capital, that is, have built trust with the target population are more likely to succeed when compared with initiatives that seek to create new institutional structures.

14. Sponsor a Granny project – Peru

WorldGranny worked together with CASPAM organisation with the campaign 'Sponsor a Granny' which promoted activities in benefit of elder people in Villa María del Triunfo and Rimac in Perú, where most of adult population live in poverty or extreme poverty conditions. The aim of this project was to promote new lifestyles: active, healthy, productive and with a culture of respect for older people, improving their quality of life. In this light, the project formed two groups of older people which enhanced the group abilities and capacities to help them face difficulties in their daily life. This project benefited 260 older people which were distributed in different activities related with health, welfare, home improvement, job training, educational training, recreation and sports, promoting advocacy, social policy, revolving credit and project management. This project started on 1st October 2007 and is still running. During this project, many activities were developed:

- Training groups;
- Medical campaigns;
- Welfare: provide financial support in order to improve their quality of life;
- Home improvement: delivery of mattresses, during winter season hand out blankets, etc.;
- Job training: implement productive workshops;
- Educational training such as self-care courses;
- Sports: physical activity in groups;

- Law: hire a lawyer to conduct counselling, treatment of cases of violence against the elderly, etc.;
- Social Policy: involvement of leaders of the groups in events organised by other institutions;
- Revolving credit: investment was encouraged to generate income through loans to families;
- Project management: implementation of activities, coordination, supervision and monitoring.

In general, the older people reduced their health problems, learn to self-care and be more independent. Older people with health problems were addressed in a comprehensive recovery program which monitored their health evolution. There were also elderly volunteers that supported and comprehensively monitored in older adults without families. Group wise, older adults, their families and the community started to recognise their rights while promoting a culture of respect. Moreover, older people were trained on marketing to promote their products to generate income and, at the same time, they were actively involved in various social activities. There are 160 grannies in Villa María del Triunfo and 100 in Rimac benefiting directly from this project, plus 1.560 indirect beneficiaries such as the rest of the family.

Strength: They shifted from a project that supported individuals to a broader scope whereby they focus on social pension as a structural means for poverty prevention.

Weakness: CASPAM organisation is still a small association and could use more support to expand their work.

WorldGranny is still collaborating with CASPAM and there is a new project that will be implemented during 2011 related to non-contributory pensions for elder people in Peru. This project will contribute to raise awareness about the needs of older persons and to develop proposals for future Congressmen who will have to promote the implementation of social protection policies for the elderly. Related to that, this year Peru becomes the chosen location to evaluate the new policies after the Madrid plan (2002) which was ratified by 189 states for the development and implementation of policies to ensure that people worldwide can grow old with dignity.

15. *Older citizen monitors: Civil society in action - Bolivia*

The purpose of this cooperation between WorldGranny and Help Age International (HAI) is to support and empower older persons and their families in Bolivia, who live under very difficult circumstances, in order to be able to achieve a better life. The project helped support the continued strengthening of Older Citizen Monitoring (OCM) groups in Bolivia that have worked to monitor the national health insurance scheme for older people. The project was implemented in five cities (La Paz, El Alto, Sucre, Potosi and Tarija) and worked with the already established groups of "health monitoring experts" in each city. WorldGranny support of this project started on 1st of May 2008 and finishes 30 April 2011. The following activities have been carried out in 2010:

- Training workshops on health insurance for older people and on Seguro de Salud Para el Adulto Mayor (SSPAM), which is an governmental organisation
- Institutional Meetings with decision makers on social insurance for elder people;
- Awareness-raising workshop on ageing and older people, organised for public servants;
- Training workshop on the care protocol for public servants;
- Monitoring of the citizen monitoring groups.

The social impact of the project includes that the OCM groups acquired technical knowledge and were motivated to get involved and received training. These activities helped them to get social recognition by their families and to increase their self-esteem. Next to that, the service provided to older people at the health centres improved. Care is given with quality and warmth to older people while discrimination based on age, language, rural origin and mistreatment in general has decreased. In addition to that,

older people are being served locally, so they are not required to go to the cities anymore for health services. Besides that, the coordination with institutions, for example health centres, for older people improved. The direct beneficiaries are 550 older people and 250 dependants.

The most important strength of the project in 2010 are the training sessions on the SSPAM. After the sessions the municipal division became aware that they have to find solutions to the bottlenecks and challenges in the implementation of health insurance. The weakness regarding the project is that 70% of the beneficiaries are immigrants from the rural Altiplano and are illiterate and most of them only speak Aymara. This has negative implications as they are discriminated against not only by the population in general, but also by health service providers. In general, more sensitisation is needed with older people on their rights to decent treatment.

The municipal authorities plan to spread the approach of older citizen monitoring to the rural areas surrounding the five cities involved in this project. The issue of citizen monitoring is included in the New Constitution of Bolivia, which therefore provides a backup to the groups to continue what they are doing and indeed to replicate the experience in other areas.

16. Emergency aid – Haiti and Pakistan

If a global emergency happens, WorldGranny puts a request on her website to donate money. The gains are directly transferred to HelpAge International who co-ordinates action in the affected areas.

Our Pension & Development projects in 2010

	Project name	Country	Direct payments to projects		Donors in 2010	Donation paid to
			2010	2009		
1	Social pensions in the developing world	13 countries ¹	€ 325.600	€ 176.000		HAI
2	Micro pension feasibility study	Kenya	€ -	€ -		
3	Micro pension pilot Dhan foundation	India	€ 20.000	€ -	Syntrus Achmea	Dhan Foundation
4	Shepherd foundation	India	€ -	€ -		
5	Project Xacbank	Mongolia	€ -	€ -		
6	Project Rimansi	Philippines	€ -	€ -		
7	Project Crystal	Georgia	€ -	€ -		
8	Project Redcamif	Guatemala, Honduras, Nicaragua	€ -	€ -		

Only a few direct payment to projects were done for the Pension & Development projects. Other expenses were made for these projects (such as travel expenses, research expenses and investment of time by our employees), for more information on this refer to our annual accounts in chapter 7.

As we described in chapter 1, our Pension & Development program contains 3 types of activities: program development (the 8 projects in the table above), network development (expanding the Pension & Development Network) and concept development (expanding knowledge on micro pensions). Each of the activities are described below.

¹ Key actor in five countries and well-positioned in another 8 in Latin America, Africa, Eastern Europe and Central Asia, South Asia, East Asia and the Pacific, and the Caribbean.

Program development

Building the Case for Social Pensions in the Developing World

Being partner of the HelpAge International network, WorldGranny has cooperated with HAI's major campaign of building the case for (universal) social pensions in the developing world, as part of a wider scheme enhancing the rights of older people to social security. Since 2008, IFKO has been a major sponsor of this project.

The aim of the project is to reduce old age poverty by pushing for universal coverage of social pensions in developing countries. The project supports the activities of HelpAge International staff and partners to this effect in six regions: Latin America, Africa, Eastern Europe and Central Asia, South Asia, East Asia and the Pacific, and the Caribbean. IFKO funding is mainly used in the lobby for social protection with government officials, decision makers and other stakeholders such as civil society organisations.

In 2010, implementing organisation HelpAge International together with a range of different local partners, rounded up the fourth year of the social pensions program. As the work progressed over the years, we have evidenced significant progress in building the case for social pensions in the different regions, although impact varies from region to region. The lobby HAI conducted on the whole has proved fruitful. A growing number of governments acknowledge the importance of social pensions as part of a wider social protection scheme among which an ever increasing number of older people, especially older women.

Because of the nature of the project, the activities (lobby and advocacy) and the scope of the issues at hand as well as geography, often, the correlation between project efforts and the developments in field of social pensions and/ or social protection is not easily established. However, to many developments the project has either directly or indirectly contributed, being part of, or creating the momentum for the case for social pensions. Also, quantifying direct or indirect beneficiaries is an exercise which has not deemed relevant. Concerning social return on investment, HelpAge International has produced the following table, representing a preliminary attempt to make a value for money assessment of social pensions².

Pensions and Benefits Costs		Social Protection Benefits	
Pensions and Benefits 2008-10 ³	£4,95m	New pensions (2005-10)	£ 337m
		Expanded coverage (2005-10)	£ 448m
		Increased pensions (2005-10)	£ 58m
Pensions and Benefits 2005-10 estimate ⁴	£12,35m	Total (major influence only so not the sum of the above)	£ 539m
Value for Money Assessment 539/12.35=43.64	If the above figures are accurate, HAI will be delivering more than £43.64 impact <u>annually</u> for every £1 investment by the end of the five year period (although numbers receiving pensions would change over time depending on national population structures).		

We will state here only the most important developments in the case for establishment of social pensions in 2010.

- In Peru on July 28th, president García announced the establishment of a social pension for all older people above 75 years of age. Older people's associations, supported by HAI, have played a significant role in this;
- In Tanzania, different political stakeholders and decision makers within the government have expressed their desire to establish social pensions as part of a wider social protection scheme. A pilot has commenced in 2010, to which HAI has contributed as technical advisor;

² Based on exchange rates Nov 2010

³ This figure has been aggregated from project level but not classified according to whether pensions are new, expanded or increased.

⁴ costs multiplied by 2,5 to translate from 2 to 5 years

- In East-Asia, a congress of 10 countries has acknowledged the importance of social pensions for their vulnerable, poor older civilians. Due to its expertise in the field of social pensions, HAI is increasingly being asked by different governments to share its knowledge and expertise how to implement a social pension scheme;
- However, political crises in both Thailand and Kirgizstan have lead to postponement of several activities of the project. In Thailand the lobby for a proposal to implement a social pension scheme was delayed, but has now again been taken up. This example signals the vulnerability of the project in respect to its dependency on political will and stability
- In Paraguay the President has signed a law for a social pension for older people, commencing in October, aimed to reach 20,000 people. HelpAge is supporting work with older people's associations and local governments in 7 cities to monitor progress.

Kenya

The Pension & Development Network has researched the socio-economic situation in Kenya and the possibilities for developing and implementing a micro pension provision. The research concluded that Kenya is a very suitable country for setting up a micro pension provision, but local partners should be selected with care.

Dhan Foundation India

In July 2009 the Pension & Development Network and Dhan foundation started a joint working group to cooperate in the development of a micro pension scheme. The Dhan foundation is a development organisation working for poverty reduction in Tamil Nadu, India. At present it works with over 600.000 poor families in India through different thematic programs. In April 2010 the Dhan foundation, HelpAge India and the Pension & Development Network officially launched their joined micro pension pilot product for the clients of the Dhan Foundation. At the launch in Madurai, more than 6.000 women gathered to celebrate. In 2010, the P&D Network obliged to pay €20.000 to Dhan foundation as a contribution in their costs.

Shepherd India

Shepherd focuses on poverty alleviation programs for women living in rural areas of India with the aim to bring qualitative change in the life of the rural masses in the Madurai District in South-India. In order to do so, Shepherd launched a micro-pension scheme in February 2007 in which 5100 women immediately enrolled. This micro pension scheme has been supported by the local government but recently the government announced to withdraw support. Shepherd asked the P&D Network to assist them with the realisation of a growth in outreach to 50.000 families in two years, to evaluate the pension model, analyze future possibilities and to organize a workshop to improve the technical knowledge. The P&D Network fulfilled this request in 2010 and in addition, together with Shepherd set up programs that focus on increasing the pension literacy and access for rural households.

Mongolia

On request of the Mongolian XacBank the P&D Network, researched the socio-economic situation in Mongolia and, designed a micro pension provision scheme for XacBank. As a follow-up to the micro pension provision scheme design, the Pension & Development Network has drafted a micro pension market study set-up for XacBank. In the end the activities did not lead to an actual cooperation with XacBank. A change in the management and board of the bank led to a slide of interest. In 2011, the P&D Network is trying to continue with this project via one of the organisations directly investing in XacBank. Renewed contact did not show any results so far.

Rimansi Philippines

Rimansi is a network of Mutual Benefit Associations, owned and managed by the members that provide affordable, comprehensive, quality micro-insurance products and services to millions of poor people in Asia and the Pacific. Rimansi has 12 member organisations with 1,2 million members (Philippines) and 6 pilot partners in Cambodia, Indonesia & Vietnam. With the support of the P&D Network, Rimansi and MBA members will develop and implement a micro pension product for people working in the informal sector in the Philippines. In 2010, a Memorandum of Understanding (MoU) was signed to confirm the co-operation. In 2010 an employee of WorldGranny held a presentation on micro pensions in a micro insurance conference in the Philippines.

Georgia

Together with the Micro Insurance Association Netherlands, the Pension & Development Network has sent a technical mission to research the possibilities for micro finance institution Crystal in Georgia to design and implement a micro insurance product for its clients with a combined savings /pension element. The outcome of the research showed that amongst Crystal clients there was no market for a micro pension product. The most popular product was micro insurance, which is an area where the P&D Network does not operate in.

Central America (Guatemala, Honduras, Nicaragua)

On request of the Central American micro finance institution Redcamif the P&D Network sent a technical mission to analyse the setup of Redcamif's micro pension provision. The P&D Network consultants prepared a report with recommendations for Redcamif's micro pension provision setup. The possibilities for a long term future cooperation between both organisations are currently being reviewed.

Network development

- During the year 2010, the Pension & Development Network has firmly invested in online communication and social media. The content of the website of the Pension & Development Network has been further expanded; the knowledge centre as well as the country database has been significantly updated. In 2010 the Pension & Development Network website received 8.099 visitors (a growth of 51,7% compared to 2009), of which 4.249 were unique visitors.
- In 2010, 7 digital newsletters were sent to 570 registered mailing contacts of the Pension & Development Network. An online community has been developed for the Pension & Development Network. This community offers a digital platform where experts and professionals from both the financial and developing world can interact, share knowledge and post questions on several topics regarding financial inclusions, pension and saving as well as insurance. At year-end the platform had 35 members. The Pension & Development Network has used twitter to enlarge its outreach within the social media spectrum. The twitter account of the Pension & Development Network had 32 followers at year-end.
- The Pension & Development Network has its own group on LinkedIn, which counted 135 (mostly Dutch) members on December 31st, 2010. The LinkedIn group is used to inform members of vacancies, events and other related information from the Pension & Development Network. The P&DN activities were covered 4 times in the Dutch news papers and on the radio.
- The volunteer database of the Pension & Development Network has expanded over 2010 and now contains 108 registered financial professionals who wish to contribute to the activities of the Pension & Development Network.

- Activities that the P&DN organised were a new year's reception, a micro pension workshop for a group of 14 Tanzanian government officials and a working conference on financial inclusion at the University of Tilburg (together with the Micro Insurance Association Netherlands and the Micro Justice Initiative).
- Conferences and workshops that the P&DN attended: the Micro Finance World Conference in Amsterdam, the Micro Finance Innovation Conference in Washington (October 2010), the World Entrepreneurship Forum in Lyon and the International Micro insurance Conference in Manila.
- Presentations were given at the Asian conference on micro insurance in Ho Chi Minh City, at Rimansi Partners' Forum and at Wageningen University.

Concept development

- The Pension & Development Network has instigated a cooperation with the Micro Insurance Association Netherlands and the Micro Justice Initiative. The combined expertise of the three organisations, called 'House of Inclusive Finance', will be able to provide social consultancy on financial inclusion, focusing on savings, pensions, insurance and legal empowerment for low-income people.
- A cooperation with the University of Groningen has resulted in a contribution to the baseline survey and feasibility study of the Rimansi project in the Philippines.

Our Awareness activities in 2010

In 2010 WorldGranny carried out the following activities out to raise awareness for older people in developing countries and the theme of general aging.

- January 22: Presentation in the Mozeshuis in Amsterdam for the program 'Winter academy';
- March 8: WorldGranny visited Katholieke Vrouwen Gilde Veldhoven to introduce each other;
- April 7-10: Stand at the 'Plus Lentedagen' in Ede. With information, KISS 4 GRANNY, Grannies 2 Grannies;
- June 17: Soccer tournament, photo exhibition in nursing home Brentano: www.worldgranny.nl/Nieuws/26/49/onthulling-fototentoonstelling-voetbaltoernooi-in-zorgcentrum-brentano.aspx;
- June 23: Conference 'Innovative Programs for Intergenerational Inclusion';
- September 4: Grannies to Grannies joined the Africa Bazaar in Amsterdam with a stand;
- September 15 -19: Stand at the 50-plus information market at the Jaarbeurs in Utrecht. The photos were showed during the Africa week in Terneuzen and before in the Schermerij in Leersum (September 22 until November 1st, 2010);
- September 28: received a letter of support of a reading club in Bennekom;
- October 1st: Stroomopwaarts Wine in restaurant Filmhuis Lumen in Delft;
- October 3: Grannies Day 2010; WorldGranny participated in this initiative by Stichting Messengers of Peace Nederland;
- October 13: Visit to the foster grandparents by Stichting Belangenbehartiging Pleeggrootouders Nederland and Granny toGrannies;

- November 15 – 19: Photo-exhibition of older people in South-Africa by Anne Marijne Bax sponsored by WorldGranny. Opening and presentation by WorldGranny on November 18;
- December 16: ' Christmas Good Cause' by former scouts in Museum Oud Overschie thanks to Grannies to Grannies;
- December 2010 – January 2011: Winter activity: promotion of WorldGranny wine through the stores and serving of the wine in two restaurants during Christmas.

Media

Eleven articles were published in 2010 in magazines and newspapers, both in the Netherlands and in other countries. Have a look at our prezi in chapter 1 of the website where we showed some of the articles.

3) Stakeholders

WorldGranny identifies several groups of stakeholders. First the organisations that we work with, such as our co-operating partners in Europe, our local partner organisations, our Dutch business partners in the Pension & Development Network. Through them, we reach our most important stakeholders: the beneficiaries in developing countries. Then there are our donors (institutional and private, financial and in-kind) and lastly we see anyone who follows us in the social media as an interested stakeholder.

Our partners

From its birth, WorldGranny has been partner of HelpAge International. A challenge like global aging should be dealt with by a network of global partners. Therefore, the process of selecting stakeholders is mainly a common process. HelpAge International has long term experience with regional organisations based on shared values and mission. For projects that are not run through HelpAge International, WorldGranny engages with stakeholders based on the requirements per project. For example, for a new project that will start in 2011 (Transition in the East Alliance) stakeholder preparatory meetings were held in the countries, i.e. Mongolia and Sri Lanka. The results of these meetings were used for strategic planning and program design of this large project.

With our local partner organisations key topics and concerns like health, income generating and human rights of the older people themselves (the key performance indicators of the partner organisations) have been addressed in regular written reports and in frequent meetings, mainly via Skype. For our Pension & Development Program independent representatives from Dutch donors (like Eureko Achmea Foundation) have been sent to engage with the local and regional partners.

Our donors

The Dutch business members in the Pension and Development Network are our partners and donors (financially and in-kind through donating time, knowledge and experience) at the same time. We have been cooperating closely with our business partners in the so-called Steering Committee of the Pension & Development Network. In 2010 in this committee was represented by: the Dutch Association of Insurers, individual insurance companies and pension funds, asset liability managers and academic professors.

WorldGranny has a separate Advisory Council (see also Governance paragraph) that has been involved in workshops around long term strategy, the sharpening the mission and the vision and improving the management of the organisation.

In 2010 our largest supporters in terms of financial and in kind contributions where IFKO (for management we provided on the social pensions program), the Eureko Achmea Foundation (for our projects in 3 southern African countries) and Syntrus Achmea (for the participation in the Pension & Development Network and its micro pension program in India).

Our employees

We are a small, extremely dedicated team of social scientists with experience in international politics, development economics, senior policy management and human rights issues. Most of us work part-time because of budget restraints. Between staff and CEO there is not much hierarchy also the staff members do neither have any financial nor HR-responsibilities.

In 2010 we have been moving office, since our former office provisions were not according to the general ARBO norms. In the new office we have excellent desks and chairs, enough space, light and fresh air. We are located adjacent to Amsterdam's largest park and therefore mainly all of us bike to work mostly along the special bike roads for safety reasons.

In 2010 we have done some serious exercises around team building and management effectiveness. We have spent a few sessions managed by the Human Resource Manager from the banking sector on the Barrett Value Management Tools. Furthermore, we have invested in coherence of our activities and common mission and vision development guided by a professional team coach (Kamp coaching).

Diversity is a self evident process within WorldGranny. In the last 5 years we have had trainees and volunteers from: Ukraine, China, Hong Kong, Spain, Italy, Afghanistan, Uruguay, Dutch citizens with Somali roots, from Ethiopian descent, in age ranging from 19 until seventy two. Their education varied from only secondary school to double university careers. The majority were women.

Employee indicators

Indicator	Result 2010
Total workforce by employment type, employment contract, and region. Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.	WorldGranny employs 7 people (5.2 FTE) on a permanent basis. Our total workforce, including volunteers, is highly diverse as you can read in the text above.
Percentage of employees covered by collective bargaining agreements.	We do not participate in any collective bargaining agreement because we consider ourselves still too small and we fear losing our flexibility. We are very much in favour of the Dutch 'New Working' approach ('het Nieuwe Werken') whereby the employee has maximum responsibility in obtaining the objectives that have been discussed in the team as collective and bi-laterally between the employee and the Director.
Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements.	Our contracts contain a clause with a minimum notice period of one month.
Rates of injury, occupational diseases, lost days, and absenteeism, and number of work related fatalities by region	All in all the sick leave has been 10 days due to sickness of one of the children of our colleague.
Education, training, counselling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	WorldGranny has a specialised insurance, titled: "Grip op Verzuim" of € 4.890 which is sponsored by Achmea.

Indicator	Result 2010
Average hours of training per year per employee by employee category.	Most of the employees used about 3 to 4 hours on a language course. Some of them have been following training to improve their communication skills. In 2010 (as in the last five years) we did not have formal budget dedicated to personnel training at our WorldGranny office due to lack of financial resources.
Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	There are no formal programs; everything is arranged based on personal needs of employees. In 2010, one individual arrangement has been made for someone to finalise her PHD. She has got maximum flexibility plus some unpaid leave to do so. One of the employees followed a specialized course in improving personal effectiveness.
Percentage of employees receiving regular performance and career development reviews.	All of our staff members receive an annual review in the form of a job evaluation and the ones who have changed their temporarily contract into a permanent one; receive a more formal assessment review.

Human rights

Although older people are more and more acknowledged as a vulnerable group, they still fail to benefit from the stipulations agreed in the Universal Declaration of Human Rights. The United Nations Principles for Older Persons adopted in 1991 do not have the status of legally enforced rights and the established UN Program on Ageing has not yet been incorporated into the key social development international agreements⁵.

WorldGranny also funds projects that focus on older people's rights. Treating them with respect and on an equal basis with younger people will enable them to lead dignified, secure lives, as equal members of society, as is their right. Human rights and development go hand in hand - respecting people's rights results in better development, where respect, dignity and having a say are recognised alongside material security as important to people's wellbeing. Increased protection of older people's rights creates the conditions which enable them to contribute to their own development and that of those around them.

⁵ HelpAge International, The mark of a Noble Society: Human Rights and older People, London: HelpAge International, 2000. p.3-7

4) How we govern WorldGranny

Governance

Concerning its organisational and governance structure, WorldGranny adheres to the (non-binding) governance principles of the 'code Wijffels' and the (binding) guidelines that are set by the Dutch Charity Register (CBF). In the first three years of her existence (2005-2008) WorldGranny received a declaration of no objection, after which WorldGranny obtained the official CBF certificate in 2009. WorldGranny is also a member of Partos, the national platform for Dutch civil society organisations in the international development co-operation sector. Furthermore we adhere to our own Code of Conduct and to the ethical code of HelpAge International.

In 2010, WorldGranny shared in receipt of a grant from the Ministry of Foreign Affairs (MFS II program) together with lead organisation Medisch Comité Nederland-Vietnam (MCNV) and Global Initiative on Psychiatry (GIP) for a project called 'Transition in the East Alliance' (TEA) that will run from 2011-2014. By granting the application, the Dutch Ministry of Foreign Affairs acknowledged WorldGranny to be an organisation of sound and accountable organisational structure, adhering to the most important Dutch guidelines in the area of good governance.

The organisation scheme from Chapter 1 can be helpful to gain an understanding of how governance at WorldGranny works. The Board of WorldGranny is the highest body in the organisation and exists of seven independent non-executive members. This means the members are not attached to the organisation through any kind of salary or remuneration and not involved in any project or assignment of the organisation either with or without remuneration of any kind. The only time WorldGranny pays for board expenses is with goodbye dinners of board members. In 2010, tasks of the Board were divided between the President, the Secretary, the Treasurer and four general members. The names of our board are displayed on our website. The board has delegated the direct responsibility for WorldGranny to its Director and founder, Caroline van Dullemen. The board serves as controlling and advisory body for the organisation and is ultimately responsible for all (financial) obligations and contracts. There are Board Regulations where the respective responsibilities are described and defined.

The board meets periodically with the Director to discuss strategy, objectives and policies with regards to the economic, social and environmental responsibilities of WorldGranny. Through these meetings the Board holds the Director accountable for the performance of WorldGranny. For example in 2010, the Board has discussed and formally agreed to the strategies 2011-2015 for WorldGranny and its endeavours for the Pension & Development Network. Preparing major applications for the MFS II subsidy of the TEA alliance and the EU subsidised program on Advocacy on Global Ageing, specifically sought the active involvement of Board members in decision making and governing the longer term interests. The Board sets the salary of the Director in alignment with civil servant scales set by the government (BBRA scales) and salary of other employees are also agreed by the board, based on the same scales.

Next to the Board there is an advisory council. This council neither has a legal status, nor decision-making power. Its only task is to provide assistance to WorldGranny based on the knowledge and expertise and the (public) profile of their members. The names of the members are displayed in the 'prezi' on our annual report website and on the general WorldGranny website.

The Pension & Development Network has a separate steering committee. During the year 2010, the committee consisted of Jacques van der Horst (Syntrus Achmea), Guus Boender (Ortec Finance), Aaltje de Roos (Ministry of Foreign Affairs), Rene Blijlevens (Association of Insurers), Herman Bril (Cardano), Henk Hermesen (Railway Pension Fund), Caroline van Dullemen (WorldGranny) and Boudewijn Sterk/Jansje van Middendorp (WorldGranny). A total of 9 Steering Committee meetings have been organised during 2010.

Internal control and accountability

WorldGranny aims for a responsible and adequate control of its operational and administrative processes to achieve transparency for all its stakeholders. In 2009, WorldGranny set up procedures and guidelines to support the internal processes. In 2010, the effort to improve and mainstream them in all parts of the organisation was continued. However, from origin, WorldGranny is a flexible, innovative and young organisation and this has its effect on the embedding of procedures: more work is necessary in 2011 and after to really make these procedures and guidelines part of the organisation culture.

WorldGranny has an annual budget control cycle and is constantly improving procedures in the administrative organisation. In 2010 we started working with a new accountant who has organised our administration in a more professional way. The quarterly reports of actual figures against budget became more and more accurate and our objective for 2011 is to work on an improved timing of presenting quarterly figures. For the first time, the annual report 2010 has been audited by a different person than it was prepared by, ensuring maximum segregation of duties in this respect.

5) Follow the money

Where does our money come from?

[plaatje]

Where does our money go to?

[plaatje]

Program effectiveness

As a general principle WorldGranny strives to achieve the effect that was originally forecasted at the onset of a project and minimize overhead. At the same time flexibility is required to meet the reality of practice. In exceptional cases this may mean abandoning the initial project to achieve better results. This type of flexibility enables WorldGranny to redirect funds where early results are not what was anticipated.

An example of such a case took place in South-Africa where older people produced 'hotboxes', a product that enables you to cook rice without electricity. The local agent argued that this project did not achieve the desired result – due to competition - and expressed the will to direct the funds towards a new project which would yield better results. After deliberating with the donor we came to the agreement that this shift would enhance the beneficiary efficiency.

The role of WorldGranny with regard to programme effectiveness varies according to the involvement in a project. Within the three programs (Care & Development, Awareness and Pension & Development) WorldGranny is involved in three types of projects:

1. Projects that WorldGranny sponsors through HelpAge International (HAI);
2. Projects that WorldGranny directly sponsors through local partner organisations;
3. Projects that are directly managed and financed by WorldGranny;

Projects with partner HAI

WorldGranny could often rely on the experience of HAI with respect of monitoring program effectiveness. In principle the beneficiary needs to comply with the budgetary requirements set out in the contract between HAI and itself. HAI monitors the expected results and compliance of these contracts. In addition a contract is concluded between HAI and WorldGranny on the quantity and quality of the reports of the local organisation provided for by HAI. These reports are checked on whether the spending meets the required results. After the first year the results are evaluated and the decision is made whether to proceed with funding.

The partnership between WorldGranny and HAI was reviewed in 2010. The report underlined the satisfactory cooperation but also provided points for improvement. One remark was that WG should engage more on the European level and participate in the networks. Another focal point was the mutual learning process between HAI and WG.

Projects sponsored through local organisations

The second type of projects, direct sponsoring and monitoring of local partner organisations, happens on some of the Care & Development projects, mostly in countries where HAI is not active. Here WG relies on two yearly reports and follow-ups. Programme effectiveness could have been more developed in these cases. For the new projects that start in 2011 WorldGranny has started to use two methods: Context analysis (before project starts) and Planning, Monitoring and Evaluation (PME) (during project). Personnel has followed training to learn how to use these methods.

Projects directly managed and financed

Projects of the third type occur mostly within the Pension & Development Program and the Awareness Program. Within the Pension & Development Network WorldGranny takes the role of intermediary between Dutch financial institutions and local micro finance institutions (MFIs). If the local MFIs have a request for expertise, WorldGranny and a selected Dutch institution start a project. WorldGranny only provides expertise to those institutions which provide a variety of insurance and saving products. A second requirement is that these institutions are located in countries where preferably a first pillar social pension scheme is in place. This enhances the effect of the additional micro pension. The last requirement is the quantity of existing clients. It must exceed

100.000 clients so that the potential of the new micro pension has a substantial theoretical scope. The group of experts that visit the local MFI for research and deliberation – provide a report of advice, follow the implementation of new products and remain in close contact with the MFI.

Awareness projects rely partly on volunteers. One example is the 'Grannies to Grannies' project where Dutch grandmothers function as representatives for WorldGranny when it comes to engaging Dutch Society. Other examples are the 50plus fair that WorldGranny attended (the largest event for elderly in the Netherlands, visited by 98.221 people) and the WorldGranny Community Program' that WorldGranny runs, where old people's homes are partnered with projects on awareness in the Netherlands.

The output of such awareness programs is difficult to measure. The reliance on volunteers and our broad network reduces overhead so our means can be channelled towards the older people in developing countries. WorldGranny saw an increase in private donations in 2010 compared to 2009 and hopes this will develop as an indicator of awareness of the Dutch public to the theme of global aging.

6) Sustainability

Because our mission focuses on achieving lasting improvements in the physical, social and financial lives of the world's current and future older population, it adheres to the Brundtland definition on sustainability (which states that "Humanity has the ability to make development sustainable - to ensure that it meets the needs of the present without compromising the ability of future generations to meet their needs"). When looking at WorldGranny from the perspective of care for 'people, planet and profit', we see that its mission is aimed at improving the sustainability position of people, which in the end also affects the position of planet and profit.

During 2010 WorldGranny contributed to the sustainability of people through projects that adhere with our sustainable mission. Older people form a very important pillar in the society of most developing countries because they provide support towards the livelihood of their families and communities. In the Netherlands WorldGranny works on creating awareness around the issues of older people in developing countries and raises funds for the support of its projects in these countries.

WorldGranny does not yet have an official environmental policy but the organisation and its employees take pride in the following aspects: all employees have a strong awareness when it comes to use of electricity and use of heating and try to limit the usage of both as much as possible. Everyday all employees come together for lunch, which is 9 out of 10 times strictly vegetarian. When doing grocery shopping for lunch, the WorldGranny employees try to buy organic as much as possible. None of the employees come to work by car; all use public transport or go by bike.

Needless to say, all these environmental friendly activities are based on common sense, since there is no official sustainability policy or measurement report of the impact of WorldGranny's environmental awareness. This is something for the future.

7) Annual Report 2010

Balance sheet 31 December 2010

(After proposed profit appropriation)

	31 December 2010	31 December 2009
ASSETS		
Other debtors and accruals	€ 52.777	€ 98.556
Cash and cash equivalents	€169.746	€113.550
TOTAL ASSETS	€ 222.524	€ 212.106

	31 December 2010	31 December 2009
LIABILITIES		
<i>Reserves and funds</i>		
<i>Reserves</i>		
General reserve	€ 32.857	€ 50.123
Continuity reserve	€ 61.925	€ 77.373
<i>Funds</i>		
Appropriated fund	€ 30.000	€ -
<i>Total reserves and funds</i>	€ 124.782	€ 127.496
<i>Short term liabilities</i>		
Project obligations	€ 55.889	€ 71.100
Other creditors and accruals	€ 41.854	€ 13.510
<i>Total short term liabilities</i>	€ 97.743	€ 84.610
TOTAL LIABILITIES	€ 222.524	€ 212.106

Statement of income & expense 2010

	2010 Actual	2010 Budget	2009 Actual
INCOME			
Income from own fundraising	€ 692.220	€ 835.625	€ 751.135
Income from government grants	€ 113.880	€ 139.355	€ 154.585
Interest and investment income	€ 1.897	€ -	€ 1.565
Other income	€ 9.353	€ 3.000	€ 1.347
TOTAL Income	€ 817.349	€ 977.980	€ 908.632
EXPENSE			
<i>Spent on the objectives</i>			
Care & Development	€ 259.097	€ 737.004	€ 679.102
Awareness	€ 21.609	€ 44.400	€ 6.855
Pension & Development	€ 446.705	€ 144.800	€ 137.715
<i>Total</i>	<i>€ 727.411</i>	<i>€ 926.204</i>	<i>€ 823.672</i>
<i>Fundraising expenses</i>			
Expenses from own fundraising	€ 25.545	€ 15.000	€ 4.123
Expenses third party fundraising	€ 2.322	€ -	€ -
Expenses obtaining government grants	€ 18.578	€ 15.000	€ 2.749
<i>Total</i>	<i>€ 46.446</i>	<i>€ 30.000</i>	<i>€ 6.872</i>
Management & administration	€ 46.206	€ 14.500	€ 9.114
TOTAL EXPENSE	€ 820.064	€ 970.704	€ 839.658
RESULT FOR THE YEAR	€ - 2.714	€ 7.276	€ 68.974

In 2010 the expenditure of our social pensions project (sponsored by IFKO) is part of the € 446.705 spent on the objective Pension & Development. In 2009 the expenditure on this project was disclosed at the objective Care & Development. This explains the shift in expenditure from Care & Development in 2009 to Pension & Development in 2010.

RATIO'S	2010 Actual	2010 Budget	2009 Actual
Spent on objectives / total expenses	89%	95%	98%
Spent on objectives / total income	89%	95%	91%
(Expenses/income) own fundraising	4%	2%	1%
(Expenses/income) government grants	16%	11%	2%

In 2010, our ratio's showed less positive results than both budget and 2009. This can be explained by decreased income in 2010 that was not expected and moreover, not replaced by other funding for the same budget year. To increase our income for the coming years though, we had to spend considerable more time on fundraising. This resulted in obtaining new funding for 2011-2015 (from the Ministry of Foreign Affairs and the EU). For 2011, we anticipate an improvement in our ratio's due to this new source of income and less time to be spent on fundraising.

Appropriation of results	2010 Actual	2009 Actual
Surplus / - deficit	€ -2.714	€ 68.974
Addition to / - withdrawal from:		
General reserve	€ - 17.266	€ 50.123
Continuity reserve	€ -15.448	€ 40.467
Appropriated fund	€ 30.000	€ -21.616
Total added / - withdrawn	€ -2.714	€ 68.974

Cash flow statement 2010

	2010 Actual	2009 Actual
<i>Cash flow from operational activities (A)</i>		
Result for the year	€ -2.714	€ 68.974
Change in current assets	€ 45.778	€ 48.318
Change in short term liabilities	€ 13.133	€ - 124.498
<i>Total (A)</i>	€ 56.196	€ - 7.206
<i>Cash flow from investment activities (B)</i>	€ -	€ -
<i>Cash flow from financing activities (C)</i>	€ -	€ -
<i>Change in cash and cash equivalents (A+B+C)</i>	€ 56.196	€ - 7.206
Cash and cash equivalents per 1-1	€ 113.550	€ 120.756
Cash and cash equivalents per 31-12	€ 169.746	€ 113.550
<i>Change in cash and cash equivalents for the year:</i>	€ 56.196	€ - 7.206

Notes to the balance sheet and the statement of income and expense

Accounting policies

General

Stichting WorldGranny was founded on 21 June 2004 and has its registered offices in Amsterdam. The annual accounts are arranged according to "Guideline 650 Fundraising Institutions" and, for the first year, are based on Sustainability Reporting Guidelines & NGO Sector Supplement of the Global Reporting Initiative (GRI). The objective of this directive is to provide insight into the costs of the organisation and expenditure of the resources in relation to the objective for which these funds were collected.

Reserves and Funds

Equity of WorldGranny is divided into reserves and funds. The reserves are appropriated by the Board, whereas the funds are appropriated by third parties. The reserves of WorldGranny consist of the general reserve and a continuity reserve. The board aims to keep the continuity reserve equal to the minimum of three months of the budgeted personnel, housing, office and general expenses for the following year. This minimum amounts to € 61.925 for 2010 (2009 € 77.373). The funds consist of appropriated funds on behalf of the objective, usually projects in the field.

Other assets and liabilities

This report is drawn up according to the principle of historical costs. Unless indicated otherwise, assets and liabilities have been admitted against nominal value. Provisions for doubtful debt are considered if deemed necessary for individual cases.

Foreign currency

Transactions in foreign currency are converted to euro at the exchange rate of the transaction date. At the end of the financial year all accounts receivable and liabilities in foreign currency are converted to euro on the basis of the exchange rate as per balance date. Exchange rate results have been admitted into the income statement.

Contributions, donations and grants

The income consists of donations, grants and other income which are ascribed to the financial year concerned. Donations are accounted for in the year in which these were attributed. Grants are accounted for in the year of receipt. Losses are taken into account if they originate in the financial year in question and as soon as these are anticipated.

Expenditures and our objectives

Based on Guideline 650, three main objectives can be distinguished within WorldGranny that are in line with our articles of association:

1. Care & Development
2. Awareness
3. Pension & Development

For more information on these objectives, refer to chapter 1 where our vision, mission and objectives are explained in further detail. WorldGranny has costs in support of these objectives. These costs are charged to the objectives based on the time spent on each objective per staff member.

Project obligations

Costs on behalf of our projects are directly attributed to these projects in the year in which the activities are performed. Attributed funds to local partners implementing these projects are accounted for as liabilities in the year of attribution.

Notes to the balance sheet

Other debtors and accruals

	2010 Actual	2009 Actual
HelpAge International	€ 38.380	€ 40.776
Accrued interest	€ 1.897	€ 1.518
IFKO	€ 3.500	€ -
Other debtors and accruals	€ 9.000	€ 13.062
Ministry of Foreign Affairs	€ -	€ 43.200
<i>Total</i>	<i>€ 52.777</i>	<i>€ 98.556</i>

The amount to receive from HelpAge International relates to yearly fee that WorldGranny receives to cover overhead (10% of total funds with a maximum of € 60.000). It is received yearly after the end of each year.

The TMF program subsidy from the Ministry of Foreign affairs ended in 2010. After settlement of the total subsidy in 2011, WorldGranny could be entitled to a final maximum payment of € 21.777. WorldGranny did not account for this in the annual report 2010, because payment is conditional and cannot be guaranteed. This also applies to the subsidy for the Pension & Development Network; WorldGranny could be entitled to another € 4.848 for the year 2010 if the Ministry grants full application of the subsidy (that amounted to a maximum of € 96.950 for 2010).

The other debtors and accruals relate to two gifts from Ortec (€ 2.500) and Linxx (€ 6.500) that were received early 2011 for the year 2010.

Cash and cash equivalents

	2010 Actual	2009 Actual
Current account	€ 14.835	€ 17.638
Savings account	€ 154.912	€ 95.912
<i>Total</i>	<i>€ 169.746</i>	<i>€ 113.550</i>

Reserves and funds

	General reserve	Continuity reserve	Appropriated funds	Total
1-1-2010	€ 50.123	€ 77.373	€ -	€ 127.496
Additions	€ -	€ -	€ 30.000	€ 30.000
Withdrawals	€ 17.266	€ 15.448	€ -	€ 32.714
31-12-2010	€ 32.857	€ 61.925	€ 30.000	€ 124.782

The addition to the appropriated fund in 2010 related to earmarked income of the Eureka Achmea Foundation for the 'hot boxes project' (Project B) in South Africa (€25.000) and Stichting Ouderenzorg Kanaalzone for Project A in South Africa (€ 5.000).

Project obligations

	2010 Actual	2009 Actual
Project Bolivia	€ 6.542	€ -
Community based project Laos	€ 7.860	€ -
Health insurance project by Kwa wazee, Tanzania	€ 2.500	€ -
Tusoobola older women's support group, Uganda	€ 14.500	€ 14.500
Dhan foundation	€ 20.000	€ -
Transport Programme (project A), South Africa	€ -	€ 15.000
Older people's homes, Sri Lanka	€ 4.487	€ -
Empowerment for Grannies, Zambia	€ -	€ 17.444
Vietnam	€ -	€ 9.636
Social security, health care, Bangladesh	€ -	€ 14.520
<i>Total</i>	<i>€ 55.889</i>	<i>€ 71.100</i>

Other creditors and accruals

	2010 Actual	2009 Actual
Accrued audit expenses	€ 3.333	€ 3.332
Accrued expenses annual report 2010	€ 11.000	€ -
Wage taxes payable	€ 6.273	€ 5.196
Holiday payments	€ 4.537	€ 4.982
Other	€ 16.710	€ -
<i>Total</i>	<i>€ 41.854</i>	<i>€ 13.510</i>

The accrued expenses for the annual report are related to the preparation of the annual report 2010: € 5.500 to ICATT for the new website that was prepared and € 5.500 to Duurzaam in Control for the preparation of the report and the content of the site based on RJ650 and the GRI. Both organisations sponsored WorldGranny for 50% of their budget.

The other accrued expenses contain € 15.000 received in advance for the year 2011 from Stichting Carolusgelden.

Notes to the statement of income and expense

Income from own fundraising

	2010 Actual	2009 Actual
Internationaal Fonds Kwetsbare Ouderen (IFKO)	€ 409.669	€ 451.321
HelpAge International	€ 38.380	€ 40.776
Eureko Achmea capital fund	€ 92.820	€ 100.000
Sponsor a Granny, Sponsor the Community	€ 16.237	€ 18.533
WorldGranny Community Program	€ 10.000	€ -
Granny to Granny groups	€ 2.039	€ 4.322
Other donations	€ 81.576	€ 91.933
Pension & Development Network partners	€ 41.500	€ 44.250
<i>Total</i>	<i>€ 692.220</i>	<i>€ 751.135</i>

The relation with our donors is described in chapter 3, stakeholders. Some donors have agreed with WorldGranny to sponsor specific projects. More on this can be found in chapter 2 where our projects are described.

IFKO, a fund for vulnerable older people was founded by two pension institutions in 2004 just after the tsunami. For more information, see the IFKO website www.ifko.nl. Funding from IFKO will decrease in 2011 because the original capital is coming to an end.

The income from HelpAge International has been disclosed under other debtors and accruals.

The income from Achmea relates to three projects of the Care program in South Africa, Zambia and Uganda (€ 92.820).

More information on the Sponsor a Granny, Sponsor the Community (individuals and families) project, the WorldGranny Community program (institutional, older people's homes) and the Granny to Granny (G2G) groups can be found on the WorldGranny website www.worldgranny.nl. The income in 2009 and 2010 of the G2G groups was raised by the Grannies from Amsterdam. In 2010 a new G2G group was founded in Leiden.

The income of the P&DN related to contribution of the Dutch Association of Insurers (€ 10.000) and Syntrus Achmea (€ 27.000).

Income from government grants

	2010 Actual	2009 Actual
Ministry of Foreign Affairs - MFS I	€ 21.777	€ 68.185
Ministry of Foreign Affairs – P&DN	€ 92.103	€ 86.400
<i>Total</i>	<i>€ 113.880</i>	<i>€ 154.585</i>

Refer to our disclosure at debtors and other accruals for more information on the income from the Ministry of Foreign Affairs.

Interest and investment income

WorldGranny does not have investments. The interest on the savings account amounted to € 1.897 (2009: € 1.518).

Other income

	2010 Actual	2009 Actual
Merchandise sales	€ 4.628	€ -
Staff activities	€ 2.305	€ -
Other income	€ 2.420	€ 1.394
<i>Total</i>	<i>€ 9.353</i>	<i>€ 1.394</i>

Merchandise sales is income from the sales of WorldGranny wine (together with Lindenhof and a label by Jeroen Krabbé, see www.stroomopwaarts.org).

Income from staff activities comes for € 1.785 from an employee who did an assignment for the University of Amsterdam.

Costs spent on the objectives

WorldGranny spent 89% (€ 727.411) of total expenses on the objectives Care & Development, Pension & Development and Awareness. Refer to chapter 5 (follow the money) for an easy overview how money on the objectives was spent.

Of the 89%, 76% (€ 549.362) was paid directly to other organisations for projects on WorldGranny's objectives. Chapter 2 provides an overview on which projects the 76% was spent. The other 24% was spent on three types of expenses:

- publicity and communication expense. (€ 15.489, 2% of total expenditure on objectives);
- personnel costs (€ 140.519, 19% of total expenditure on objectives) that were attributed to the objectives according to the time that was recorded by the personnel;
- Housing, office and general costs (€ 22.042, 3% of total expenditure on objectives) that were attributed according to the time that was written by the personnel;

In 2010, WorldGranny started writing time in an automated system. The recordings of how time was spent on the objectives:

	Care	Awareness	Pension	Fundraising			Management & Administration
				Own	Third party	Government grants	
2010	0,33	0,04	0,33	0,11	0,01	0,08	0,1
2009	0,40	0,03	0,52	0,03	-	0,02	-

How our total expenses were spent on the objectives, on fundraising and on management & administration is disclosed in the table on the next page.

	Spent on the objectives			Spent on fundraising						
	Care & Development	Pension & Development	Awareness	Own fundraising	Actions third parties	Subsidies	Management & admin	Actual 2010	Budget 2010	Actual 2009
Grants & contributions	€ 182.461	€ 362.031	€ 4.870	€ -	€ -	€ -	€ -	€ 549.362	€ 668.711	€ 610.606
Publicity & communications	€ -	€ 8.039	€ 7.450	€ -	€ -	€ -	€ -	€ 15.489	€ 28.000	€ 18.975
Personnel	€ 66.244	€ 66.244	€ 8.030	€ 22.081	€ 2.007	€ 16.059	€ 20.074	€ 200.741	€ 224.960	€ 139.356
Housing	€ 4.517	€ 4.517	€ 547	€ 1.506	€ 137	€ 1.095	€ 1.369	€ 13.686	€ 10.000	€ 10.289
Office and general	€ 5.875	€ 5.875	€ 712	€ 1.958	€ 178	€ 1.424	€ 24.764	€ 40.786	€ 39.033	€ 8.170
<i>Total</i>	€ 259.097	€ 446.705	€ 21.609	€ 25.545	€ 2.322	€ 18.578	€ 46.206	€ 820.064	€ 970.704	€ 787.396

Expenditure on fundraising

According to RJ650, WorldGranny distinguishes three types of fundraising expenditure: 'own fundraising', third party fundraising (fundraising by third parties, such as the postal code lottery) and expenditure made to obtain government grants. All expenditure on fundraising is attributed based on our time writing system and consists of personnel time, housing and general costs.

	2010	2009	2008	2007
Costs own fundraising	€ 25.545	€ 4.123	€ 8.481	€ 25.650
Income own fundraising	€ 689.720	€ 751.135	€ 859.005	€ 397.106
Ratio	4%	1%	1%	6%

The CBF operates at a standard of maximum 25%. In this light, and compared to other organisations, the costs of own fundraising at WorldGranny are very low.

	2010	2009	2008	2007
Costs obtaining government grants	€ 18.578	€ 2.749	€ 8.481	€ -
Income from government grants	€ 113.880	€ 154.585	€ 81.115	€ 61.374
Ratio	16%	2%	10%	0%

In 2010 the costs of obtaining government grants were high in relation to the income from government grants because personnel invested a lot of time in 2010 to obtain a grant from the government for the period 2011-2015.

Office and general costs

	2010 Actual	2009 Actual
Telephone	€ 998	€ 1.449
Postage & stamps	€ 124	€ -
Computer maintenance	€ 458	€ -
Stationary	€ 773	€ -
General travel (not related to projects)	€ 397	€ -
Food, lunch	€ 1.182	€ 1.083
Contributions and subscriptions	€ 2.146	€ 2.795
Legal Expenses	€ 260	€ -
Banking costs	€ 693	€ 698
Representation costs	€ 709	€ -
Board expenses	€ 115	€ -
Non-collectable VAT	€ 5.517	€ -
Other office & general cost	€ 4.429	€ 2.145
<i>Total</i>	<i>€ 17.802</i>	<i>€ 8.170</i>

The board expenses relate to a farewell dinner for a parting board member.

Housing costs

	2010 Actual	2009 Actual
Housing costs	€ 12.391	€ 10.289
Energy Expenses	€ 1.089	€ -
Cleaning Expenses	€ 207	€ -
<i>Total</i>	€ 13.686	€ 10.289

WorldGranny moved offices in September 2010. The rent increased slightly, but is substantially sponsored by the Quakers Amsterdam (our new landlord).

Personnel expenses

Salary	2010 Actual	2009 Actual
Gross salary (including holiday allowance)	€ 164.544	€ 115.468
Social taxes and social security payments	€ 28.924	€ 20.266
Travel expenses	€ 4.484	€ -
<i>Total</i>	€ 197.953	€ 135.734

Other personnel expenses	2010 Actual	2009 Actual
Compensation children's day-care	€ -	€ 1.717
Insurance costs personnel	€ 586	€ 1.160
Costs internships	€ 1.502	€ 745
Training expenses	€ 700	€ -
<i>Total</i>	€ 2.788	€ 3.622

During 2010 WorldGranny employed 7 people, of which one started and ended her contract during the year (pregnancy replacement). Together these 7 people counted as 5,2 FTE (2009: 3,7).

The salary of the director amounted to € 39.745 (2009:€ 37.026), significantly under the maximum level of the 'code Wijffels'.

Management & Administration expense

	2010 Actual	2009 Actual
Administration costs	€ 8.650	€ 5.306
Preparation of annual report 2010	€ 11.000	€ -
Audit expenses	€ 3.333	€ 3.808
<i>Total</i>	€ 22.983	€ 9.114

More information on the above expenses is disclosed at other creditors other accruals.

8) About this report

This annual report covers economic, social and environmental information relating to 1 January 2010 till 31 December 2010. Comparing figures have been provided for 2009.

The report was prepared by all employees of WorldGranny together with two external consultants. Special thanks goes to people from ICATT who have sponsored 50% of their time to prepare our first annual report website. We hope the reader will appreciate our new design.

WorldGranny used the Global Reporting Initiative (GRI) sustainability reporting guidelines for NGOs as an innovative method of improving transparency of this report.

The process of defining the content for the annual report was carried out by using the GRI guidelines. As this is our first year to the guidelines, we decided to start with the most feasible and practical topics first and did not include many performance indicators. Also, not many indicators are relevant because we are a small organisation with five employees and only one office location in Amsterdam. Our sustainability objective has a social focus, not an environmental and we saw a description of processes in this regard (for example on social impact and program effectiveness) as more relevant for the stakeholder than reporting on less meaningful indicators for WorldGranny. We followed the GRI guidelines in defining content, and based our report on the principles that the GRI uses for defining report content and report quality.

In future we will continue to report on the basis of the GRI guidelines (and the Dutch RJ650) and we anticipate to extend our reporting to include more indicators and to improve our disclosure on 'new' reporting topics. Something that we struggled with is that we only reported on our own organisation, as we do not own any subsidiaries or country offices. However, most of the indicators would make more sense if we would include the organisations of which we sponsor projects (extend the value chain). This is a difficult boundary issue, because we are used to monitor these organisations on social impact and program effectiveness. Extending our monitoring by requiring them to report on selected indicators will have to be included in contracts with these organisations and we are not sure how we will deal with this in future. However, we have learned from the process of preparing our report on the basis of the GRI. It has made us more sensitive to what we include in our annual report, to how we monitor and what improvements would be possible.

WorldGranny notified the GRI of the report and registered the annual report in GRI's online database of reports, and we have checked our report for application level C. We did not seek external assurance, we might consider this after more years of reporting according to the GRI. The chapters where the following can be found:

Strategy and Analysis 1.1 – 1.2	Chapter 1
Organisational Profile 2.1 – 2.10	Chapter 3 and 7
Report Parameters 3.1 – 3.13	Chapter 2
Governance, Commitments, and Engagement 4.1 – 4.17	Chapter 4
Disclosure of Management Approach, per category	All chapters
Core Performance Indicators	All chapters
Any GRI Additional Indicators that were included	-
Any GRI Sector Supplement Indicators included in the report	NGO supplement

Any questions regarding this report can be asked at the WorldGranny office, see our website for contact information.

Audit opinion

[te verkrijgen van Frank Straathof]