

178 MILLION SMILES!

Annual Review 2014

IKEA Foundation



LETTER FROM OUR CEO

Thank you for bringing a smile to children's faces!

When I first came to the IKEA Foundation in 2009, I knew we faced big challenges—but we also had huge aspirations. Just as IKEA believes home is the most important place in the world and children are its most important people, so do we. And just as IKEA dreams big, so do we. That's why we set ourselves the goal of reaching 100 million children by 2015.

Achieving this goal hasn't been easy, but over the years we've grown steadily and developed innovative partnerships with organisations helping children in some of the world's poorest communities.

As I reflect on our achievements in 2014, I'm pleased to announce that we not only reached our goal but far surpassed it. It's hard to comprehend what 178 million smiles look like, so I hope this annual review gives you insight into some of the stories behind the smiles.

Whether you work or shop at IKEA, or work for one of our partners, **THANK YOU!**

You have been instrumental in helping us contribute to better everyday lives for children and families all over the world. From simple but important initiatives like an immunisation or a vitamin supplement, to comprehensive programmes supporting entire communities, we've been able to help 178 million children since our journey began in 2009. We truly couldn't have done it without you.



Per Heggnes
Chief Executive Officer, IKEA Foundation



Our key achievements:

OVER
178 MILLION
CHILDREN HELPED!

Read more about this on the next page.

€104
MILLION DONATED
in 2014

15
YEARS
supporting programmes
in India

40
PARTNERS
around the world

5
NEW PARTNERS
in 2014

€10.1
million raised through
**SOFT TOYS FOR
EDUCATION CAMPAIGN**

46
COUNTRIES
where our projects
helped children

€7.7
million raised in the first
**BRIGHTER LIVES FOR
REFUGEES CAMPAIGN**

€10
million given to help in
**EMERGENCIES AND
DISASTERS**

178 MILLION CHILDREN HELPED!

"At home I had no friends, no nice toys. But last summer, the kindergarten came to our village. I like going there. Our teacher reads stories to us. She tells us how reading will help us discover so many things."

*Ionut, six years old
Romania*

Ready to help millions more

Across the globe, our partners have used our support to help over 178 million children have a better start in life.

We fund programmes to improve children's education, health, homes and family incomes. We also give in-kind donations of IKEA products and cash grants to help families survive disasters. Our work began in India and from there has spread across four continents: Asia, Africa, Europe and, most recently, South America.

We have reached the majority of these children through our programmes in India with UNICEF, which works with the government to expand the projects we've designed and tested.

Our Soft Toys for Education campaign has also helped millions of children in Africa, Asia and Europe have better schools and

teachers. And through our partnerships with humanitarian organisations such as the United Nations Refugee Agency (UNHCR) and Médecins Sans Frontières (MSF), we have been able to help children and families survive disasters and conflicts.

We have been able to reach so many children because we work with partners large and small, searching out opportunities to fund innovative projects that can be expanded to help millions of children. We build links between our partners wherever possible so they can complement each other's skills for the greater benefit of children in poor communities.

We are very proud of everything our partners have achieved, but much more remains to be done and we look forward to many more years of playing a part in improving life for children in the world's poorest communities.



CELEBRATING 15 YEARS IN INDIA

And it's just the beginning

We are celebrating another important milestone. The IKEA Foundation has been supporting long-term programmes to help poor children and families in India for 15 years!

In 2000, IKEA launched its first social project to fight the root causes of child labour in Uttar Pradesh's carpet belt. Two years later, we expanded the project and partnered with UNICEF and the World Health Organisation to provide immunisations to children across 500 villages.

From there our programmes have grown tremendously. In 2008, we developed multimillion-euro programmes with UNICEF and Save the Children to improve children's educational opportunities and to develop leaders who could teach their communities about the dangers of child labour. Thanks to these programmes, many rural communities have changed their attitudes toward child labour and now send their children to school instead of the cotton fields.

In 2009, we began our first women's

empowerment projects, expanding even further in 2011 by funding scholarships for academically motivated young Indian women through the Lila Poonawalla Foundation and in 2012 with the Asian University for Women. In 2013 we expanded further still by partnering with several local organisations—PRADAN, Development Alternatives, Aajeevika Bureau and Landesa—to help rural women learn literacy skills, improve their agricultural production and gain access to land titles and government services their families are entitled to. With our partners, we've developed innovative projects that can be expanded to benefit millions. For example, we worked with UNICEF to pilot eight specialist newborn care units in four states before the government expanded the successful programme to 388 units across 32 states. By the end of 2014, more than 1.2 million newborns had been treated in these units.

By working together with strong local partners, we will continue to create better lives for the many women and children in India!

"The best thing about being able to go back to school is getting to meet my friends again. There are no friends in the fields, and it is no fun."

***Ramandeep Singh, eight years old
India***

Our focus areas:

FIGHTING CHILD LABOUR AND PROMOTING CHILDREN'S RIGHTS

Out of work, back in school

To help fight child labour, we fund projects that promote children's rights and address the root causes of children's working. Our projects improve children's educational opportunities, change attitudes towards child labour and help families find other ways to support themselves economically.

In 2014, we expanded two projects with Save the Children. One will help more than 100,000 children in cotton-growing areas of Pakistan. The other will help nearly 800,000 children in India, where Save the Children and its partners Pratham and Breakthrough will work with local leaders, farmers, teachers, families and state officials to provide children with access to quality education, improve teacher training, and develop local child-protection and school-management committees.

Also in India, we began funding a new project with UNICEF and Save the Children in Jammu & Kashmir, a state that has not been able to implement many of the child-rights policies other Indian states

have. Our project will set up child-protection systems and improve education for at least 500,000 children. We also started a new partnership with Ashoka to help young people learn leadership and teamwork skills so they can change their communities.

In the spring we started a programme with Forest Trends, an organisation working in Brazil's Amazon rainforest, to protect indigenous children and families living in and around communities that supply leather for IKEA products. The programme will provide children with the knowledge, education and skills they need to prosper and succeed.

Finally, just in time to celebrate the 25th anniversary of the United Nations Convention on the Rights of the Child in November, we announced six new grants for UNICEF, totalling nearly €25 million. The new projects will protect children's rights in China, Rwanda, Afghanistan, Pakistan and India, as well as helping UNICEF respond even more quickly and effectively to disasters worldwide.

"My friends used to ask me to go to school with them. They would sometimes tease me because I had to work. Now I attend school regularly and wish to become a police officer."

*Tejas Atote, ten years old
India*

Our focus areas:

CREATING BETTER LIVES FOR REFUGEE CHILDREN AND FAMILIES

Brighter camps lead to brighter lives

What an exciting year 2014 was for us and our partner the UN Refugee Agency (UNHCR), as we launched a new Good Cause campaign, Brighter Lives for Refugees. For every LED light bulb sold in IKEA stores in February and March, the IKEA Foundation donated €1 to UNHCR to light refugee camps—making them a safer place for the many families who live there.

Thanks to IKEA co-workers and customers, we were able to donate an amazing €7.7 million! UNHCR has started bringing renewable energy and better education to children living in refugee camps in Bangladesh, Chad, Ethiopia and Jordan.

Our funding enabled UNHCR to recruit energy experts for the first time in its history. They are helping the organisation think

of new ways to bring renewable lighting, energy and cook stoves to refugee camps. The project focuses on developing solutions that are designed with people living in or around the camps, giving refugees a chance to use their knowledge and skills.

We also joined forces with Right To Play, an organisation that uses sports and recreational programmes to help children living in refugee camps and surrounding communities develop skills to cope with the adversity they face in their daily lives.

Over three years, Right To Play will help 115,000 refugee children in Ethiopia, Kenya, South Sudan, Uganda and Lebanon stay in school, learn valuable life skills, and gain leadership opportunities so they can make positive contributions to their communities.

“We like to meet in the evenings and talk with our friends. Having light helps our world at night take shape.”

*Kareem and his grandchildren,
Syrian refugees living in Azraq
refugee camp, Jordan*



Our focus areas:

EMPOWERING WOMEN AND GIRLS

Women's incomes help children and communities

Seventy percent of the world's poorest people are women, a fact that has devastating effects on families. When women are able to earn their own incomes, their children tend to be healthier because women spend an average of 80% of their earnings on housing, medication and food for their families.*

That's why we fund programmes to help women and girls develop skills, access resources and band together to confront the issues that keep them and their families in poverty.

We fund a project in India with Aajeevika Bureau to help vulnerable migrant women and adolescent girls develop marketable skills and get better healthcare. By November 2014, close to 2,000 women had come together to negotiate access to the government's schemes promoting better working conditions.

Also in India, our partner PRADAN helps impoverished women in India get organised

into collectives, access nutritional programmes and improve their own farming skills. So far PRADAN has helped 8,000 farming women improve their crop productivity, sometimes by 50 to 100 percent.

In February 2014, we finished an innovative adult-literacy project with Development Alternatives, which teaches illiterate women in India how to read, write and do basic math in just 56 days. Thanks to our support, more than 22,000 women learned basic literacy and numeracy skills.

And our partnership with Forest Trends saw its first big success in 2014, as women from the Paiteer-Surui indigenous community in Brazil launched a store to sell their handcrafts. The women had been selling pieces individually, but the store will give them a more sustainable income that helps keep their rainforest homeland alive and their children in school instead of working on nearby cattle ranches.

**Half the Sky Movement*

Many Surui mothers, like Helena (pictured), help support their families by making traditional handcrafts. Forest Trends is helping them improve their family incomes and play a greater role in their communities' decision-making.

Amazon forest basin, Brazil



DONATIONS AFTER DISASTERS

"We needed these mattresses and blankets. The blankets are thin and good for the summer, and the mattresses are very good quality."

*Abdu Rachman Khalil, father of three
Arbat refugee camp, Iraq*

Putting play at the heart of recovery

All children should have the right to learn and play. But when natural disasters and conflicts turn their lives upside down, they lose the chance to simply be a child. That's why we provide financial support and donate IKEA products for humanitarian relief efforts.

We supplied IKEA toys for 6,000 of UNICEF's Early Childhood Development kits, which help children continue to learn and play even in the toughest of times. The kits were sent to 11 countries in 2014, including Syria,

Sierra Leone, Iraq and Afghanistan. We also donated a total of 150,000 IKEA mattresses, quilts and quilt covers to UNHCR so Syrian families seeking safety in Northern Iraq could at least have some of the comforts of home.

We gave over €10 million in grants to Médecins Sans Frontières (MSF), Save the Children, UNICEF and UNHCR, including our biggest-ever emergency donation of €5 million to MSF to fight Ebola in West Africa.

OUR IWITNESS PROGRAMME

“Seeing UNICEF’s incredible work with my own eyes was an experience I’ll carry with me forever.”

Melani Schultz
IKEA Communications

Co-workers are our greatest ambassadors

IWitness is a unique employee engagement programme that sends small groups of IKEA co-workers to projects funded by our Good Cause campaigns. Our Global Citizens meet the families who have benefitted from the campaigns, and see for themselves the difference their work makes. They share their stories, videos and photos on the IKEA Foundation’s blog.

In 2014, 105 IKEA co-workers visited 17 countries. They travelled to Africa with UNICEF and Asia with Save the Children. And, for the first time, they visited UNHCR refugee camps in Bangladesh and Jordan.

One of the 2014 participants was Pedro Lukau from IKEA Austria. Born in Angola, he hadn’t been home in thirteen years. He was selected to join his fellow co-workers on a trip to Angola, an experience that meant so much to him that he said, “IKEA is much more than a company for me; it’s become family. This trip was a wonderful experience, and I am grateful that IKEA gave me this unique chance.”

Follow their stories on the IWitness blog: blog.IKEAfoundation.org.



सारे शिकुया पढे जाऊया,

दुर्लभांनाही सोबत वूया.



Save the Children



Save the Children

Whether you work or shop at IKEA,
or work for one of our partners...

THANK YOU!

Our partners in 2014



Watch our short film

STICHTING IKEA FOUNDATION

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