ANNUAL REVIEW

2014

INDEPENDENCE, EQUALITY AND OPPORTUNITY FOR DISABLED PEOPLE LIVING IN POVERTY.
FIGHTING FOR INDEPENDENCE, EQUALITY AND OPPORTUNITY FOR DISABLED PEOPLE LIVING IN POVERTY IN AFRICA AND ASIA.

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‘Differently Shoes’ is the name of a very interesting new social enterprise set up and managed by disabled people in Bangladesh. Run as a cooperative, members make and sell shoes as part of a wider effort to prove that disabled people can participate in economic development, and work their way out of poverty. The International Labour Organisation, a UN body, awarded a prize to this ADD International project.

We were honoured to visit this work last November and were very impressed by the stunningly beautiful shoes that they produced. But projects like this, life changing and successful as they are, will only reach limited numbers of disabled people unless others adopt the same approach too.

That is why we were absolutely delighted when, on 3 December 2014, the International Day for Persons with Disabilities, the UK government launched a brand new Disability Framework which sets out how it intends to ensure disabled people are involved in, and benefit from, all forms of UK Aid. This was prompted by a cross party select committee inquiry earlier in the year, which recommended that the UK Government’s Department for International Development (DFID) should significantly increase the extent to which it includes disabled people in its work.

This commitment by the UK mirrors the growing profile afforded to the inclusion of disabled people in the UN led process to replace the Millennium Development Goals (MDGs) expiring this year in 2015. The MDGs made no reference to disability.

We feel confident that the new set of goals, designed to last the world until 2030, most definitely will. ADD International has been a key player behind the scenes in both of these successes and this year we were pleased to establish a new Policy and Influencing unit led by Mosharraf Hossain, formerly our Country Director for Bangladesh, and initiator of the project that led to the setting up of ‘Differently Shoes’. Mosharraf and his team will be charged with ensuring that the lessons from our work with disabled people around the world continue to be adopted by governments, companies, large NGOs and others; together, we’ll ensure that, over time, more and more disabled people have the same opportunities as the team we met at ‘Differently Shoes’.

As ever, our work would not be possible without the support of a wide array of public bodies, private trusts and individuals. We thank you most sincerely for this and hope that this report will inspire your continued support.
One billion people worldwide are disabled. 80% of them live in the developing world. Disabled people living in poverty are among the most vulnerable, marginalised and discriminated people on earth. Often, they have no access to basic human rights, education or the opportunity to work.

**POVERTY.**
People experiencing poverty are more likely to become disabled.

Disabled people have less access to healthcare and are more vulnerable to malnutrition and preventable diseases. They are also more likely to live and work in dangerous or polluted environments with low quality housing, reduced access to safe drinking water and sanitation; or in areas which are prone to the effects of natural disasters, dangerous traffic, and higher rates of violence.

**DISABILITY.**
People who are disabled are more likely to be poor.

Disabled people are more likely to be poor as they face multiple barriers to securing their livelihoods. Negative attitudes often severely limit their education, training, employment, and income generation opportunities. Stigma and shame lead to isolation, therefore disabled people are less likely to be members of self-help groups, religious organisations or community initiatives.

**THE INJUSTICE DISABLED PEOPLE FACE OFTEN INVOLVES:**

1. **VIOLENCE**
   - Disabled people are disproportionately vulnerable to abuse, with children and women particularly affected.

2. **DISCRIMINATION**
   - Disabled people face stigma and discrimination in their families and communities, mostly because of misconceptions about disability.

3. **EXCLUSION**
   - Disabled people often live in isolation and are excluded from their communities, from the education system, from health care and other vital services. Sometimes, they’re even hidden away by their families.

**Disability is not inability if disabled people are given the right tools, opportunities and support.**

**POVERTY AND DISABILITY ARE CLOSELY LINKED:**

80% OF DISABLED PEOPLE WORLDWIDE LIVE IN DEVELOPING COUNTRIES.

**THIS IS THE CYCLE OF POVERTY & DISABILITY.**
Disability is both the cause and effect of poverty and this needs to be taken into account when solutions to poverty eradication are being discussed.

**POVERTY.**
Change comes when voices are heard and preconceptions are challenged. This happens when disabled people are empowered and come together with a unified voice.

**because this is why Add International is here.**

**we believe:**

1. Disabled people have the right to live their lives as fully as they choose, without the limitations imposed by attitudes or by social and physical barriers.

2. Disability is not inability if disabled people are given the right tools, opportunities and support.

3. Change comes when voices are heard and preconceptions are challenged. This happens when disabled people are empowered and come together with a unified voice.
OUR APPROACH.

1. BUILD MOVEMENTS
We build disability movements in Africa and Asia. We do this by supporting local groups of disabled people (or sometimes helping to start new ones) to become strong and sustainable organisations that can have an ever increasing impact. We then help these groups connect with each other to build wider movements and we work with them to promote the rights of disabled people.

2. LISTEN AND PROVIDE
We listen to local organisations of disabled people and provide the tools and the resources for disabled people to achieve their full potential.

3. INFLUENCE
We work with organisations of disabled people to influence governments, international development actors and the private sector. We work with them to design policies and services at a local and global level which take into account the needs of disabled people.

KNOWLEDGE IS NOTHING UNLESS IT IS SHARED.

A note from our Monitoring, Evaluation & Learning team.

It's our ambition to become the expert agency on disability and development, and it's my job to put ADD International on the map as the 'go to' knowledge centre for ideas and experience about disability.

The strength of an organisation lies partly in its ability to learn from its experience and to feed that learning into improved practice. We know that if we do that, particularly in relation to our capacity building work, our support for our partner DPOs (Disabled People’s Organisations) will continually improve.

As well as helping us to continue to develop how we work, learning becomes ever more vital in relation to our ability to secure funding. Increasingly donors want to know what added value ADD International can bring. They want to see evidence not only of our ability to deliver, but also that we learn and adapt as we progress.

That means we must embed learning into every facet of our work, to be more effective in achieving our objectives and supporting our partners to achieve theirs. But also to ensure that we influence and spread change more widely by sharing our learning about how we have reached those objectives.

Knowledge is nothing unless it is shared.

A note from our Monitoring, Evaluation & Learning team.

Brian Pratt  
Strategic Advisor for Monitoring, Evaluation & Learning

CAPACITY BUILDING 101.

ADD International works with local, regional and national groups run by and for disabled people, known as Disabled People’s Organisations or DPOs.

DPOs are key to our work, because nobody knows better about the real needs of disabled people and about the barriers blocking their potential. It is thanks to these groups that ADD can reach the most isolated and least-served communities.

However, these DPOs need support to turn their insights and vision into tangible results. ADD International gives them the practical tools to do this, to progress their agenda and to build sustainable organisations that can work to scale and have ever increasing impact.
‘Growing up I never enjoyed my parents’ love’, Elizabeth told us. Ignored by her family, she was bullied and beaten at school and abused by her neighbours. Later on in life, she was abandoned by her husband and once was even victim of an attempted kidnapping plot, to trade her body parts on the black market.

People with albinism in Uganda are often victims of such brutalities. Myths and misguided beliefs in witchcraft continue to fuel violence, making it dangerous for people like Elizabeth to simply go out of the house.

Life changed for Elizabeth when she became involved with EFPA, Uganda’s first Disabled People’s Organisation for people with albinism, funded by ADD International.

Elizabeth left a career in teaching to become the inspiring and eloquent chair of EFPA.

She now travels from Mbale, the main town, out to the villages and neighbouring communities to carry out awareness workshops about albinism.

Elizabeth and her fellow members of EFPA are making real and lasting change. That’s because no one understands better what surviving with albinism in Uganda means.

People like Elizabeth have the passion and fire to fight for change; it’s their life, and their community, at stake. Often, what they don’t have is the set of practical skills and resources required to run an organisation.

This is where ADD steps in. We take the passion and vision of people with disabilities, like Elizabeth, and give them the practical tools to turn that fuel into tangible results. We help them progress their agenda and build sustainable organisations that can scale up and have ever increasing impact.

I’ve been on national TV speaking about albinism and providing information. I always thought I couldn’t talk in public, but since working with EFPA I realised I can stand up and air my views.

With EFPA, I go to hospitals, schools and police stations. I talk to people about the real causes of albinism and explain that we aren’t supernatural beings, but humans like everyone else. We are not demons. The only difference is that our bodies don’t produce melanin.

I also reach out to parents of children with albinism, as many decide not to send their children to school. As I was a teacher myself, people can see me as an example.

Thanks to EFPA’s community sensitisation more children with albinism are now enrolling into school.

Elizabeth
EFPA Disabled People’s Organisation, Uganda
2014 has been a crucial year for the global disability movement. ADD International has led the way by speaking up with and for disabled people in international policy debates. With the UN Convention on the Rights of People with Disabilities (CRPD) being widely ratified and the Millennium Development Goals (MDGs) coming to an end in 2015, the issue of the inclusion of disabled people in global policies, particularly in the next iteration of the MDGs, has been strongly brought to the attention of mainstream development actors. With more conviction and tenacity than ever before, ADD International has been pushing the needs and voices of disabled people into the global political agenda. It has been an existing process which culminated in December 2014 when DFID UK, one of the largest and most influential aid agencies in the world, published a much-needed disability framework, aimed at making sure that disabled people were fully included in DFID’s development programmes. ADD’s contribution to this work has been achieved by a newly established Policy and Influencing team led by the former Country Director for Bangladesh, Mosharraf Hossain.

Meanwhile, in our developing country programmes and in the UK, we have had tangible achievements in strengthening our teams, as well as improving the systems and policies which govern our operations. To carry out this process we knew we would have to undergo several innovative changes. We were prepared to make bold strategic decisions – such as closing down the programme in West Africa – to focus our efforts and increase our overall effectiveness. However, by doing so we can now say that we have acquired tools and resources which are allowing us to look at 2015 with confidence and ensure that our work falls within the boundaries of ADD International’s Strategic Framework introduced last year.

While ADD is growing in strength as an organisation, our work on the ground is continuing to change the negative attitudes towards disabled people every day, thanks to the fantastic work of our local partners and the Disabled People’s Organisations (DPOs) in Cambodia, Bangladesh, Uganda, Tanzania, Burkina Faso and Sudan. Whether through inspiring stories or heart-warming footage from the field, we continue to see just how integral this work is.

### HIGHLIGHTS //2014

I was given piglets to raise and sell. Now my aim is to have 4 or 5 at one time and use the income to invest in my children’s education. Thank you so much for the pigs; my life started anew.

Song Ho, age 43
Cambodia

**NUMBER OF DISABLED PEOPLE SERVED BY COUNTRY IN 2014**

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Disabled People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>10,061</td>
</tr>
<tr>
<td>Cambodia</td>
<td>8,435</td>
</tr>
<tr>
<td>Uganda</td>
<td>1,786</td>
</tr>
<tr>
<td>India</td>
<td>1,276</td>
</tr>
<tr>
<td>Tanzania</td>
<td>2,010</td>
</tr>
<tr>
<td>Sudan</td>
<td>18,890</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>7 Disabled People’s Organisations (DPOs)</td>
</tr>
</tbody>
</table>
3 AREAS OF FOCUS.

We work with local organisations of disabled people to eradicate the injustice and discrimination disabled people face in the family, community and wider society. Our focus is on rights, education and economic empowerment.

1 SUPPORT DISABLED WOMEN AND MEN FIGHTING FOR THEIR RIGHTS.

We fight alongside disabled people’s organisations to eradicate the injustice and discrimination disabled people face within their community and wider society. We focus particularly on supporting disabled women to challenge the double discrimination that they often face, both for their gender and their disability.

2 ENSURE THAT DISABLED CHILDREN GET AN EDUCATION.

Through local organisations of disabled people, we reach out to disabled children and we help their families to enrol them in local schools. We help make sure teachers have the right training and materials, such as Braille kits, to teach all their students. We also advocate for the importance of inclusive education to schools, local authorities and key institutions.

3 HELP DISABLED PEOPLE TO EARN A LIVING.

By listening to the needs of disabled people’s organisations, we provide people with disabilities with the tools and resources they need to earn a living, such as micro-loans, skills training and business start-up money.

“Tatu, my older girl, is blind. If she would have the chance to go school it would make me very happy.”

Rahima
37 years old, Tanzania
Why Rights?

By knowing that they are not alone, disabled people build up the confidence to challenge the limitations imposed by attitudes or by social and physical barriers. Eventually, they become advocates for equality in their own families, communities and wider society.

Taking Action.

We work through local partners, disabled people’s organisations and self-help groups. Some examples of our work include:

Promoting women’s rights in Uganda. Thousands of women were left disabled after the civil war in Uganda; 76% of the women we surveyed told us they had experienced gender-based violence. We are helping disabled women understand that they have rights and that these are being violated.

Speaking up for victims of violence in Bangladesh. Often, disabled people are victims of domestic violence, assault, property grabbing and sexual violence. Too often their claims to the authorities are ignored, because of their disability. Through our local partners, we campaign for their rights and fund legal actions until justice is served.

Building a movement in Sudan. In a country hit by poverty and conflict, disabled people are among the most vulnerable. We are supporting Disabled People’s Organisations across Sudan to network and create Federations which have the capacity to speak up on behalf of all disabled people, including those living in conflict areas.

A Global Injustice. A Reason to Fight Harder.

Sylvie is ADD’s Global Lead on Gender, and an expert in policy making and development research. She is a passionate advocate of women’s rights.

Disabled people often experience simultaneous human rights violations. In Tanzania, for example, I have met disabled children denied the right to education, and shunned by family members. Whilst in Bangladesh, I heard many stories of disabled women excluded from employment and subjected to domestic violence.

I will never forget the case of Chandni from Bangladesh, a 15-year old girl with a learning disability, and her young daughter. When she first entered the room, with a little girl on her hip, I wondered if this toddler could really be the daughter of this slight person who herself looked so very young.

When Chandni was 13, a neighbour raped her as she tended the goats in the fields near her home. Chandni and her family immediately reported the rape, but the police did not act. The neighbour would threaten Chandni’s family on a regular basis, telling them that disabled people are weak and have no power to do him any harm. He even threatened to take the baby girl, born after the rape, and kill her to get rid of the ‘evidence’.

This is where the support of disabled people’s organisations is so crucial. Chandni and her family belong to a local disabled people’s self-help group. The group, supported by ADD International, organised human chains in front of the police station, contacted local politicians, and told the media about the case. Finally, the police sent the perpetrator to court - a first step towards Chandni gaining her right to justice.

Two years on, the case continues, and ADD will support Chandni and her family for as long as it takes. The case will be settled soon, giving Chandni justice and the peace of mind and security to raise her daughter and pursue her own future. After all, she is still only very young.

Sylvie Cordier
Global Lead on Gender

Every day, through a network of organisations of disabled people, we are able to stand for the rights of people with disabilities, like Chandni.
**WHY EDUCATION?**

57 million children are out of school around the world, with disabled children disproportionately represented among them. The situation is extremely grim in countries of extreme poverty and in particular for girls with disabilities.

**TAKING ACTION.**

Significant achievements have been measured in Tanzania, where ADD International is committed to making the education system inclusive of disabled people. Our team is working tirelessly to make sure every child, regardless of their impairment, gets access to a quality education. We are focussing on:

1. **Access to school.** Through our local partners, we are reaching out to disabled children living in rural areas and we’re helping them to enrol into school.

2. **Teaching materials.** In the Pawani region, we're setting up Resource Centres where teachers can find the tools they need to teach disabled children, such as Braille kits.

3. **Advocacy, awareness and training.** We work with teachers, local authorities, and key institutions to convince them of the importance of inclusive education.

**HIGHLIGHTS.**

- **760 DISABLED CHILDREN ENROLLED INTO SCHOOLS IN 4 DISTRICTS IN TANZANIA**

- **WE HAVE DOUBLED THE NUMBER OF DISABLED CHILDREN GOING TO SCHOOL IN 4 DISTRICTS. WE HOPE TO REACH 4,532 BY 2017**

- **402 TEACHERS TRAINED IN HOW TO TEACH CHILDREN WITH A RANGE OF DISABILITIES**

**SCHOOL FOR ALL. WHEN INCLUSIVE EDUCATION SHIFTS ATTITUDES.**

Emmanuel is an integral part of ADD’s team in Tanzania. He is responsible for sensitising and educating people about disability, and the challenges disabled people face.

**How important is it that disabled children get the chance to go to school with other children?**

Very. A disabled child isn’t perfect, true, but actually no one is. With this project we’ve seen disabled children doing very well at school, often better than the other children because they feel like they have to work harder.

By showing the world that they can study and socialise and be part of the community, these children are changing attitudes towards disability as a whole.

**Why are disabled children so often denied access to education?**

There’s many reasons. Parents are doubtful, teachers don’t know how to teach disabled kids, governments don’t see the importance of it. But this project is showing that, step by step, change happens!

**In your opinion, what does the future look like in Tanzania?**

I think there will come a time when we’ll see all disabled children attending school in Tanzania, because parents are getting sensitised, and they themselves are starting to understand the importance of education for their own disabled children. Yes, I do believe it.

People are seeing, from the experience of others, that with the right support a disabled child can learn, and do well, and achieve big things in life. It is beneficial for the child and for the family to ensure he or she gets an education.

**Emmanuel Mhehwa**

Project Officer

ADD International Tanzania

"Inclusion is key to education for disabled children. When they go to school alongside their peers, they have a much better chance of fully becoming members of their community."
ECONOMIC EMPOWERMENT.

WHY EMPLOYMENT?
Disability people need to overcome huge social and physical barriers which prevent them from earning a living. When given the right tools, disability people are able, for the first time in their lives, to earn a regular income and become independent. Their confidence grows and people around them see that they are capable and have the potential to contribute to their families and the local economy. Eventually, negative attitudes towards disability people change within the community.

TAKING ACTION.
Some examples of our work include:

Women’s livelihoods in Sudan. We are supporting the training of disability women in income generating activities, such as perfume making and food processing. We also support women to obtain grants and micro-loans to build their businesses.

Sewing skills training in Bangladesh. We are training women and men with disabilities to be able to work in garment factories or to start their own businesses.

Business start up money in Uganda and Tanzania. Through activities like animal raising, mat production, gardening, motorbike repair and running small shops, along with small grants to get established, disability people are earning regular incomes for the first time in their lives.

Pig raising in Cambodia. We’re giving women an opportunity to lift themselves out of poverty, by providing loans to purchase and farm pigs. Pigs require little investment and are not labour intensive, therefore they are accessible to most people with disabilities.

Daniela works closely with our team in Cambodia to support the growth and sustainability of our programmes. Here, the Pig Raising project is creating long-lasting positive change.

For disability women in Cambodia life is extremely challenging. All major decisions, at home and in the community, are taken by men; therefore, for disability women, life can be doubly hard – ignored for their gender and shunned for their disability.

A lot of them grow up being told they can’t do anything, that they will never amount to much and that they are a burden. Many live dangerously below the poverty line, some surviving on one bowl of rice a day.

This is why in 2014, through local organisations of disability people, we provided piglets to 248 extremely poor disability women. Our local partners trained them on how to look after the pigs and sell them at the market, and how to budget for the future.

But the impact of this project goes beyond simple income generation. I’m seeing these women grow confident and braver. They are coming out of their shells, and the attitudes of their families and communities are changing too. Women like Yin (in the photo), who was born with a learning disability and only had enough money to eat one meal a day, are now earning their own income for the first time. Yin told us she is now saving to set up a grocery shop at her parents’ house.

I have had the privilege of seeing this project grow from an idea to a remarkable reality, and of meeting the women whose lives it has changed along the way. This is one of many successful examples that show how economic empowerment is key to transforming negative attitudes in communities and making the wider society inclusive of disability people.

Daniela Lloyd-Williams
Institutional Funding Manager
Cambodia and Bangladesh

4,041
PEOPLE RECEIVED IMMEDIATE SUPPORT

384
PEOPLE SUPPORTED THROUGH LONG TERM ECONOMIC EMPOWERMENT PROJECT WORK

47,239
THE NUMBER OF DISABLED PEOPLE WHO WE AIM TO BRING ABOVE THE POVERTY LEVEL OF $1.25 A DAY BY 2015

We are seeing that the pig raising project is having a huge impact on the increase of self-esteem of disability women and on their social status within the community.

“one piglet. one woman. one life-changing project.”
CHANGING LIVES GLOBALLY // 2014

ADD International works with organisations of disabled people to influence governments, international development actors and the private sector to design policies and services at a local and global level which take into account the needs of disabled people. Whether it’s providing advocacy advice to disabled people in developing countries, or sharing their perspectives at the United Nations, our job is to ensure the voices of disabled people are heard.

GLOSSARY
DFID = Department for International Development, the UK government aid agency
GPE = Global Partnership for Education

Our Chief Executive is invited to speak at the UK Parliament IDC hearing on disability issues.

MAY
We meet the Chair of the Global Partnership for Education. The following GPE funding discussions, in June, include commitments on disability.

JANUARY
Our team speaks up for disability inclusion at a key UN meeting on future development goals.

FEBRUARY
The UK Government responds to the IDC accepting most recommendations on disability inclusion.

MARCH
ADD supports disabled people’s organisations to attend a pan-African meeting on future development goals.

JUNE
The Report of the UN Open Working Group on future development goals explicitly recognises the need to include disabled people.

JULY
The UK’s International Development Committee report calls on DFID to make disability a priority.

AUGUST
ADD International launches a new website, to help bring the voices of disabled people to a wider audience.

SEPTEMBER
ADD attends a UN meeting where a wide group of non-governmental organisations agree on inclusion of disability.

OCTOBER
Our Director of Policy and Influencing speaks at a high-profile DFID conference on disability data.

NOVEMBER
At the yearly conference for UK NGOs, ADD trustee AK Dube speaks at a special session on disability.

DECEMBER
DFID publishes the Disability Framework, and commits to include disabled people in future development programmes.

When people ask why I decided to move from Bangladesh to the UK and lead ADD’s Policy and Influencing team, I reply that 2014 and 2015 were an opportunity not to be missed. At this watershed moment for global development policy, I wanted to help ensure the most marginalised people were not overlooked.

As a disability activist in Bangladesh, I had seen how overlooking disabled people in the Millennium Development Goals meant leaving them out of development programmes. That’s why I have worked hard with ADD to press for a more inclusive replacement to the MDGs – and it’s why I was so pleased to see the report of the UN’s Open Working Group calling explicitly for disability inclusion.

ADD International has spoken up more than ever. Our twitter following had increased by 45% by the end of 2014.

2014 was also a landmark year for UK aid, with DFID’s new Disability Framework and its commitment to inclusion. What a long way development policy has come since we first suggested a parliamentary inquiry on disability, back in 2012.

Of course there is still a long way to go, and in 2015 we will be working to ensure these promising plans and policies are followed through. But progress this year has made me very hopeful for the future, and there couldn’t be a more exciting time to be at the heart of policy debates on disability inclusion.

A CRUCIAL TIME FOR INTERNATIONAL DEVELOPMENT.

A note from our Policy & Influencing team.

Mosharraf Hossain
Director of Policy & Influencing
WITH YOUR HELP, WE CAN CONTINUE FIGHTING FOR INDEPENDENCE, EQUALITY AND OPPORTUNITY FOR DISABLED PEOPLE LIVING IN POVERTY IN AFRICA AND ASIA.

THANK YOU

OUR PRIORITIES // 2015

01 POST//2015
Continue fighting on behalf of disabled people and ensure that disability is appropriately mentioned in the 2015 Sustainable Development Goals.

02 KEEP THE PROMISE!
Hold governments accountable and ensure they implement what they promised when they ratified the UN CRPD (Convention on the Rights of Persons with Disabilities).

03 AN ALLY FOR DISABLED PEOPLE
Continue being an ally to the global disability movement, to ensure disabled people are included in every aspect of development.

04 BE STRATEGIC
Update our Strategic Framework from 2017 to 2020 to take into account the new Sustainable Development Goals. Put in place linked strategies for all country programmes and for funding, communications, policy and influencing.

05 GETTING EVEN BETTER
Improve our systems – including our monitoring, evaluation and learning systems, as well as our financial and IT systems. If and when we make mistakes, we will put systems in place so we don’t repeat them.

06 REAL IMPACT
Have global policies in place for transparency, HR and Environmental impact, and ensure our decision-making is led by a Value for Money principle.
MEET OUR BOARD.

ADD International's team is made up of talented and passionate people who want to make a difference. Our board governs major ADD decisions and offers input and guidance for organisational practices.

PASSION AND EXPERTISE.

Disability rights advocates, experts in policy making and fundraising, ADD International’s governing board is made up of incredibly passionate people, working hard to make a real change.

Trustees are recruited internationally to reflect the diversity of our stakeholders.

MEET OUR STAFF.
UK AND OVERSEAS.

- **SHAFIQUL ISLAM**
  - ADD Bangladesh Country Director

- **MATHEW KAWOGO**
  - ADD Tanzania Country Director

- **MAJJZOUB MOHAMED**
  - ADD Sudan Country Director

- **VANTHON SREY**
  - ADD Cambodia Country Director

- **JOSEPH WALUGEMBE**
  - ADD Uganda Country Director

- **KAREN DE COKERE**
  - Director of International Development

- **MOSHARRAF HOSSAIN**
  - Director of Policy & Influencing

- **CLARE MCKEOWN**
  - Director of Partnerships & Fundraising

- **ANDY NEEVE**
  - Director of Finance & Operations

- **TIM WAINWRIGHT**
  - ADD International Chief Executive Officer

GET IN TOUCH

www.addinternational.org
Info@add.org.uk
+44 (0) 1373 473 064
ADD.International
@adduk
add-international
addinternational
We've adopted a Value for Money approach. This means we are taking concrete steps to maximise the impact of each pound spent to improve the lives of disabled people living in poverty. Our choices will be informed and evidence-based.

Andy Neeve
Director of Finance & Operations

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### Financial Statements

This is an extract of ADD International's statement of financial activities and balance sheet for the year ended on 31 December 2014. You can find our full audited accounts on our website [www.addinternational.org/accountability](http://www.addinternational.org/accountability)

#### Statement of Financial Activities
**Year to 31 December 2014**

<table>
<thead>
<tr>
<th></th>
<th>Total 2013 funds £</th>
<th>Total 2014 funds £</th>
<th>Restricted funds £</th>
<th>Unrestricted funds £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voluntary income</td>
<td>2,093,573</td>
<td>1,985,996</td>
<td>-</td>
<td>1,985,996</td>
</tr>
<tr>
<td>Interest receivable</td>
<td>13,284</td>
<td>6,627</td>
<td>686</td>
<td>5,941</td>
</tr>
<tr>
<td>Incoming resources from charitable activities</td>
<td>1,249,612</td>
<td>922,020</td>
<td>922,020</td>
<td>-</td>
</tr>
<tr>
<td>Other incoming resources</td>
<td>3,566</td>
<td>47,479</td>
<td>18,756</td>
<td>28,723</td>
</tr>
<tr>
<td><strong>Total incoming resources</strong></td>
<td><strong>3,360,035</strong></td>
<td><strong>2,962,122</strong></td>
<td><strong>941,462</strong></td>
<td><strong>2,020,660</strong></td>
</tr>
</tbody>
</table>

**Charitable expenditure**

| Cost of generating voluntary income | 498,899 | 455,045 | - | 455,045 |
| Support of the International Disability Movement | 2,932,674 | 2,136,101 | 834,933 | 1,301,168 |
| Governance costs               | 161,719  | 151,913  | - | 151,913  |
| **Total resources expended**   | **3,593,382** | **2,743,059** | **834,933** | **1,908,126** |

| Net incoming/ (outgoing) resources and net movement in funds | (233,347) | 219,063 | 106,529 | 112,534 |

| Fund balances b/f at 1 January 2014 | 1,367,074 | 1,133,727 | 429,932 | 703,795 |
| Fund balances c/f at 31 December 2014 | 1,133,727 | 1,352,790 | 536,461 | 816,329 |

#### Balance Sheet
**31 December 2014**

<table>
<thead>
<tr>
<th></th>
<th>2013 £</th>
<th>2013 £</th>
<th>2014 £</th>
<th>2014 £</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fixed assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible fixed assets</td>
<td>55,822</td>
<td></td>
<td>34,174</td>
<td></td>
</tr>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td></td>
<td>530,145</td>
<td>142,386</td>
<td></td>
</tr>
<tr>
<td>Cash at bank and in hand</td>
<td>1,270,630</td>
<td>1,793,748</td>
<td>1,936,134</td>
<td>(402,696)</td>
</tr>
<tr>
<td>Creditors: Amounts falling due within 1 year</td>
<td>1,800,775</td>
<td>(450,145)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total assets less current liabilities</strong></td>
<td>1,406,452</td>
<td>1,567,612</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provisions</td>
<td>(272,725)</td>
<td>(214,822)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>1,133,727</td>
<td>1,352,790</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Represented by**

| Funds and reserves |        |        |        |        |
| Income funds       |        |        |        |        |
| Restricted funds   | 429,932| 536,461|        |        |
| Unrestricted funds |        |        |        |        |
| General funds -    | 703,795| 816,329|        |        |
| **Total**          | 1,133,727| 1,352,790|        |        |

---

78 pence of every pound raised has gone directly to support the Disability Movement Internationally.
Thanks to you, we are fighting for disabled people living in poverty. Whether you send your donations every month, organise events to raise money or fund specific projects, you’re making a difference. A special thank you goes to:

Asia Foundation
AusAID (CBM)
CAFOD
Comic Relief
Commission for the European Communities (CEC)
Cordaid
Department for International Development (DFID)
Disability Rights Fund (formerly Tides Foundation)
Global Partnership for Education Fund
Manusher Jonno Foundation
National Children’s Bureau (NCB)
Shiree
Starkey Hearing Foundation
The Headley Trust
the innocent foundation
The James Tudor Foundation
The Vitol Foundation
Zain Co.
Other anonymous grant makers

A Special Thank You to our Donors.

I am lucky because Nasra has been admitted in the local school. Although she probably will never learn the numbers, she can learn to socialise with other kids her age and teachers.

———

Amina and her granddaughter Nasra from Tanzania

OPERATIONAL HIGHLIGHTS.

CHANGING THE GAME AT ADD.

A note from our Operations & Finance team.

My team and I have been spending a lot of time this year working with the country teams. We have been strengthening internal systems to ensure that we make the most out of the resources we have. Slowly but steadily we can already see major improvements that will make our country programmes more effective and attract new donors.

Our teams in the UK have also been undergoing a number of organisational changes, including the recruitment of several new key posts. A new Director of Partnerships & Fundraising, to strengthen our income generation capacity; a Director of Policy & Influencing, to ensure we speak out loud during this crucial time for disability inclusion; and finally a couple of key posts within our monitoring, evaluation and learning team to ensure we are as effective as possible.

Although we haven’t always found it easy to make these changes, I can confidently say that ADD International has laid the foundations to become ever more effective within the international development scene. This has already been noted and is being backed by major institutional funders.

I am proud to work at ADD. I know we will continue fighting for independence, equality and opportunity for disabled people, in more efficient ways than ever before.

Andy Neeve
Director of Finance & Operations
RAISING MONEY FOR A UNIQUE CAUSE.

A note from our Fundraising & Communications team.

When Eve (read her story on the next page) phoned to tell me about her fundraising idea I was blown away. It takes a special person to learn about injustice and take action to change things. When that person is a 10 year old girl, you’ve received a wonderful reminder of the power of humanity. Stories like Eve’s are a constant reminder of our role as ADD’s fundraising team: to inspire the public to support a very unique but incredibly urgent cause.

Working in the Fundraising and Communications team of a small charity often means that we have to work doubly hard to raise our profile and generate money. At ADD we are lucky to have a core base of loyal supporters, passionate about supporting an issue too often forgotten by mainstream development. These wonderful supporters regularly tell us they’re proud to stand alongside some of the most vulnerable people in the world. And I am too.

Last summer I went to Uganda to visit ADD’s work.

I met people and heard stories that will stay with me for the rest of my life. I came away uplifted by the warmth, strength and positivity of the disabled people I met, and outraged by the inequality, injustice and discrimination they face. It gives me great joy to spend each of my working days telling their stories and raising money to change their realities.

Over the last year we have worked on strengthening the team to make sure we are maximising our fundraising efforts. We looked at our roles and responsibilities and built systems which underpin the effectiveness of our work.

We also launched our first digital fundraising campaign, the Game of Life (www.addinternational.org/gameoflife), which was shortlisted for the Inspiring Campaign Award at the Bond Awards 2015.

In August 2014, to better showcase our work in compelling and exciting ways, ADD International’s new website was launched.

2015 will be about building for the future, as we write our 5 year fundraising and communications strategy. It will also be about delivering work that does justice to the courage of disabled people living in poverty, who are fighting for independence, equality and opportunity.

Susie Bennett
Head of Fundraising & Communications

I raised £634 for ADD because I read that disabled children are not allowed to go to school in many places.

My little sister came to see me. She was very proud.

Eve’s Story.

Walking 8,000 steps for NASRA and every child denied an education.

“My Mummy read me a very touching story of a grandmother called Amina who each day carries her disabled grandchild on her back for 6km to get her to school. So I said, ‘Hey Mummy, can I do something about this?’

So I decided to do a 5-mile sponsored walk together with my Nan and raise money for all those disabled people who live in poverty. I thought that if Amina can walk so far with a child on her back, so can I.

First, I made a presentation at school in front of 300 people to explain why I was doing it. I then set up a fundraising page on JustGiving.

Then my Dad’s 40th birthday came so I had the chance to collect sponsorship from my family and neighbours and raised £118. And Norwich City FC, the local football team, donated a signed football for me to auction.

The walk was quite long for me, but I managed to raise £634 for ADD and it made me very happy to see that so many people were donating.”

GET IN TOUCH FOR INFORMATION ON HOW TO HELP

Phone 0300 303 8835 - Email supportercare@add.org.uk - Website www.addinternational.org

We’d be delighted to hear from you. Thank you.

£12

could pay for locally made crutches for a disabled child so they can get to school.

£23

is the cost of producing and distributing a sign language manual in Sudan.

£104

is the cost of providing personalised support to two disabled women who have been victims of violence in Cambodia.

£1350

could provide skills training to 50 disabled people to help them enter the job market.

CHANGING LIVES.

ONE POUND AT A TIME.

£12 £23 £104 £1350

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We’d be delighted to hear from you. Thank you.
ADD International fights for independence, equality and opportunity for disabled people living in poverty in Africa and Asia.

With over 29 years of experience, working together with Disabled People’s Organisations, we challenge the barriers and the negative attitudes that limit opportunities for disabled people within their families, communities and wider society. We provide the tools and resources for disabled people to live life to the full and campaign for their rights.