

Every day. In times of crisis. For our future.



results for children

2014 ANNUAL REVIEW



results for children

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Save the Children invests in childhood – every day, in times of crisis and for our future.

In the United States and around the world, we are dedicated to ensuring every child has the best chance for success. Our pioneering programs give children a healthy start, the opportunity to learn and protection from harm. Our advocacy efforts provide a voice for children who cannot speak for themselves. As the leading expert on children, we inspire and achieve lasting impact for millions of the world's most vulnerable girls and boys.

By transforming children's lives now, we change the course of their future and ours.

Together with you, our valued donors and partners, we make the most important investment of all – in children's lives and futures. Vietnam.

Dear friends,

By just about any measure, 2014 was a tough year for the world's children. Innocent children were caught in the crossfire of conflict in places like Syria and Iraq. They struggled to survive as newborn babies in Nigeria. Children entered school ill-prepared to learn and succeed in Kentucky. They left home and crossed borders to seek protection from violence here in the United States and across Europe. And they felt the fear and loss of Ebola – a deadly disease raging out of control throughout parts of West Africa.

Children deserve better. That's why Save the Children invests in childhood – every day, in times of crisis and for our future. We do whatever it takes in the United States and around the world to ensure children survive on the toughest days and thrive in what we hope will be a brighter future.

Thanks to your tremendous support, we helped more than 166 million children last year, achieving lasting, large-scale results. We gave children across the globe a healthy start in life, with a focus on newborn babies, for whom progress in reducing preventable child deaths has stalled. We also gave more children the opportunity to learn, including championing the right of every U.S. child to have a quality early education. And we helped protect the world's children from the year's unprecedented disasters and disease outbreaks.

Results like these require the effective management of significant resources, as reported here for 2014, and we are grateful for the many donors and partners who generously supported our work. As a member of Save the Children's global movement, Save the Children USA's financial standing remains strong, entering 2015 well-positioned to achieve even more for children this year.

Please take this opportunity to review our annual report of the 2014 results for children you helped make possible. We're so grateful for your support, and we hope you will consider investing in the future with a gift to make a difference for children in 2015.

As Save the Children's founder, Eglantyne Jebb, famously affirmed, "Humanity owes the child the best we have to give." Together, we will continue to fulfill this promise in 2015 and in the future.

Thank you on behalf of the world's children.



Carolyn Miles
President & CEO



Anne M. Mulcahy
Chair, Save the Children Board of Trustees



Anne brings help and hope to children from Syria, who are spending their childhoods in a refugee camp, far from home. Lebanon.



Carolyn visits our programs around the world, assessing children's unique challenges, implementing proven solutions – and even delivering new shoes donated by our corporate partner TOMS. Jordan.

 Read Carolyn's blog: SavetheChildren.org/LoggingMiles
Follow Carolyn on Twitter: twitter.com/CarolynSave

Our 2014 Results

In 2014, Save the Children worked in 120 countries, including the United States, and helped more than 166 million children – including more than 55 million children directly. Together with the tremendous support of our donors and partners, we transformed children’s lives and the future we share. Thank you!

Our vision

is a world in which every child attains the right to survival, protection, development and participation.

Our mission

is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Our values

Accountability, Collaboration, Integrity, Ambition, Creativity

Last year,
Save the Children
worked in
120
countries
and
helped **166**

million
children.



 **Where we worked**

Information is correct as of December 2014. The delineation of national boundaries here should not be considered definitive.

Every day. In times of crisis. For our future.



Thanks to you, these boys from Kentucky are learning healthy, eating healthy and playing healthy. Healthy kids succeed in school – and life. United States.

Every day.

Save the Children works in communities in the United States and around the world, making sure children are healthy, nourished, protected and learning. Through our groundbreaking work in child survival, early education and protection, we provide children with a strong foundation for the future.

A Healthy Start

In the United States and around the world, Save the Children is dedicated to ensuring every child has a healthy start.

We improve the health and nutrition of newborn babies, children and their mothers by targeting the major causes of death and providing access to high-impact, low-cost care that saves lives. We help train and equip frontline health workers to deliver care in some of the world's most challenging places. We also support parents in good nutrition and healthy behaviors, such as exclusive breastfeeding. And we empower families to provide nutritious food for their children to thrive. We work to prevent and treat HIV/AIDS. And we respond rapidly with lifesaving health care in times of crisis. In the United States, we provide children with physical activity, nutrition education and balanced food choices.

Global Health and Nutrition

Save the Children has significantly contributed to the world's progress in reducing child mortality. In fact, the number of preventable deaths among young children has been halved since 1990. But 6.3 million children under age 5 still die each year from preventable causes.

In 2014, thanks to your support, Save the Children played a critical leadership role mobilizing people, influencing governments and building partnerships to effect policies and programs that save lives. To reduce preventable newborn deaths, we helped shape the global Every Newborn Action Plan that was adopted in 194 countries at the World Health Assembly, and we helped shape and launch national plans in 40 countries. The plan

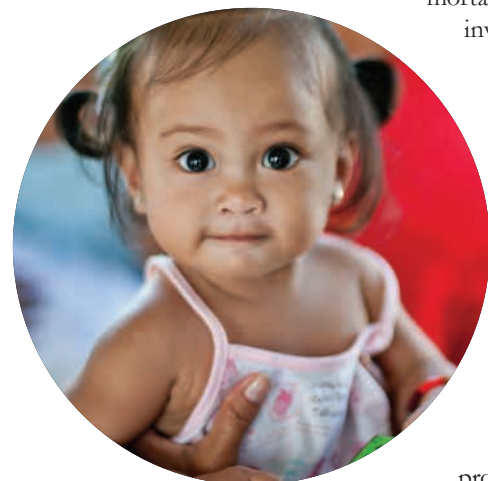
identifies goals for quality of care, mortality rates, monitoring, investments and national plans to support newborn health.

Save the Children-supported newborn and child health research informed and influenced global and national policies. Our research findings from Africa, Pakistan and Bangladesh on the use of outpatient, simplified treatment for newborns with severe infections have influenced new protocols to save babies' lives

when hospitalization isn't accessible. The Government of Bangladesh has endorsed our recommendations, and the World Health Organization (WHO) is expected to release new global guidelines for the treatment of newborns based on these trials, helping save potentially millions of lives. In addition, we led the first large-scale, Africa-based study of neonatal sepsis treatment by frontline health workers at health posts. Based on the findings, the Government of Ethiopia adopted a policy allowing frontline health workers to treat neonatal sepsis, with implementation underway with support from Save the Children and other partners. For older children, Save the Children's research on community outpatient treatment of severe pneumonia with oral antibiotics influenced WHO's decision to revise treatment guidelines.

To address child nutrition, Save the Children co-led a high-level consultation meeting on the USAID nutrition strategy, highlighting the need for more specific nutrition interventions, stronger links to child health, and a framework for developing post-2015 child health and nutrition goals. In collaboration with our partner FHI 360 in Vietnam, our Alive & Thrive initiative released survey results showing that behavior change practices can significantly improve infant and young child feeding practices, with exclusive breastfeeding nearly tripling in some areas.

Save the Children is the lead implementing partner for the Maternal and Child Health Integrated Program (MCHIP) and Maternal and Child Survival Program (MCSP) in Mali. In 2014, we provided family planning services to more than 35,000 people.



THIS PAGE: Your support gives tiny Bianca, just 6 hours old, the chance to grow up healthy, right from the start. Kenya.

OPPOSITE: Bright-eyed Mikaela, 8 months old, waits to be screened by a Save the Children expert who will assess her growth and nutrition status. Philippines.

Ensuring Every Baby Survives

The first 24 hours of a child's life are the most dangerous, with more than one million babies dying each year on



their first and only day of life, according to new research in our *Ending Newborn Deaths* report. Half of these deaths could be prevented with improved access to

free health care and skilled midwives. We call on world leaders to take targeted action to save newborn lives, with a focus on training and equipping skilled health workers.

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Empowering Families, Stemming Hunger

Children are more likely to be healthy and educated when their families aren't worried about where the next meal will come from. But in many rural parts of the world, families urgently need support to grow or buy a variety of foods for their children to thrive. With programs in 30 countries, Save the Children's hunger reduction work focuses on improving the food supply, farming practices and finances of families in need, both every day and in the midst of crisis. In 2014, 8.9 million children benefitted

from our programs that provide healthy, nutritious food, micronutrient supplements and nutrition training.

In Bangladesh, we are addressing chronic food insecurity with a five-year project to improve maternal and child health and nutrition, increase market-based production and reduce the risks of disaster. We're also working with the government to build cyclone shelters, using a cash-for-work approach that helps vulnerable families meet their immediate needs, while strengthening the country's disaster safety net.

HIV/AIDS Prevention and Treatment

More than 3.2 million children in the world are living with HIV/AIDS. In fact, nearly 700 children are infected with the virus every day. That's why Save the Children continues to develop and expand proven prevention programs to stop the spread of HIV and treatment programs to prevent mother-to-child transmission and care for children known to be HIV-positive.

In a new collaboration, Save the Children was selected as a strategic partner of the All In! initiative to address the inequity in progress among adolescents in the global AIDS response. We aim to inspire a social movement, led by young people, alongside the United Nations and public and private partners, to accelerate progress for adolescents by 2020, toward the ultimate goal of ending the AIDS epidemic by 2030.

In the United States

Across the U.S., families are struggling to feed their children healthy meals. Fresh fruits and vegetables are expensive, and many communities don't have

Mother and daughter, Nea and Glory Mae, survived Typhoon Haiyan but were left with nothing. Thanks to you, they received the care and protection they needed to recover and rebuild their lives. Philippines.



Motherhood in Crisis



In some places, it's more dangerous to be a woman or a child than it is to be a soldier. Our 15th annual *State of the World's Mothers* report focused on mothers and children whose lives are at

risk in times of crisis. To achieve our goal of ending preventable child deaths, the world must take urgent action to end and prevent conflict, reduce vulnerability to disasters, and improve access to emergency health care and nutrition. Notably, many of our recommendations are reflected in the draft Sustainable Development Goals that will set the global agenda for development in the generation to come.

“**I am happy. I have a healthy child. I have big dreams for my baby. I dream he will grow up, go to school and become a doctor or lawyer.**”

— Babunie, from South Sudan, gave birth to her son Emmanuel at a hospital supported by Save the Children.

Thanks to your support, 5-year-old Maria's parents now have the means to provide a healthy, protein-rich diet, so their children can grow up strong, with the best chance to reach their potential. Guatemala.



full-service grocery stores that regularly stock fresh produce. In schools and at home, children are not getting enough physical activity, in part because there are too few safe and accessible places to play year-round. As a result, more than half of American children living in poverty are overweight or obese, often malnourished at the same time – and therefore at risk for a lifetime of health problems.

Our Healthy Choices program exposes children to healthier ways of living through physical activity, nutrition education and balanced food choices. Eating well and being physically active at an early age not only keeps kids healthy, but helps them focus in school, boosting academic performance, so they grow up to reach their full potential. We ensure children in our program have at least 30 minutes of fun physical activity and a healthy snack every day, in addition to weekly nutrition education lessons.

In 2014, we directly served more than 17,000 children in 157 sites in 14 states and Washington, DC. Children scored significantly higher, by 30 percentage points, on nutrition knowledge tests after completing the program.



2014 Highlights



We ensured skilled birth attendants were present at more than **701,000 births**, giving mothers and babies the best start.



We reached **11.9 million children** with HIV/AIDS prevention and treatment.



ABOVE: Through our Healthy Choices program, we helped nearly 14,000 American children like Jaylen, a fourth grader from West Virginia, lead healthier, happier lives. United States.

LEFT: A new Save the Children-funded community health clinic is helping change attitudes toward health care. Instead of waiting the traditional month, Rong and baby Rakhal are getting their first checkup six days after birth. Bangladesh.

Our work led to more than **7.5 million** lifesaving health interventions for children in 34 countries.

The Opportunity to Learn

In the United States and around the world, Save the Children is dedicated to ensuring every child has the opportunity to learn.

We support quality education and learning for all children, in the classroom and at home. We help children prepare to start and succeed in school. We train teachers in more effective teaching practices. And we offer ways to get kids learning outside of school hours. We also help school-age kids stay healthy, so they don't fall behind or drop out of school. And we make sure children don't stop learning during a crisis. In addition, we provide youth with the skills to succeed – like learning a trade or building a business – to help with the successful transition from school to work. In the United States, we focus on the importance of early childhood learning and literacy.

Quality Education for Girls and Boys

Around the world, more children than ever are going to school and reaching fifth grade. Sadly, research on reading skills in nearly 50 developing countries shows that many students in the world's poorest communities are still struggling to learn to read. To address the gaps and create a culture of reading, Save the Children pioneered the Literacy Boost program. Everyone in the community is involved in supporting young readers – teachers and local volunteers make materials for learning, while children outside of school borrow books and attend reading camps.

In 2014, Literacy Boost was implemented in 24 countries, serving the most vulnerable children, including marginalized girls, in a variety of ways. For example, we promoted a culture of literacy and learning through improved teaching in Rwanda, books are being printed in the local languages of Nepal, and after significant progress in 18 schools in Bangladesh, the program is being scaled up to more than 4,800 schools through the USAID READ project.

To improve existing programs for the most vulnerable children, Save the Children has developed the International Development and Early Learning Assessment (IDELA) tool – a user-friendly global assessment that measures children's early learning and development from ages

3½ - 6. Following on the heels of the first randomized control trial of preschool programs in sub-Saharan Africa, led by the World Bank and based on our programs in Mozambique, IDELA has been well-received by early childhood experts. Both the World Bank and the Brookings Institution, in partnership with UNESCO, are planning to use our tool to measure the success of preschool programs around the world.

Building Life Skills for Young People

Early data from Save the Children's five-year youth financial program, YouthSave, indicates that vulnerable young people in developing countries are able to save money if given the proper tools. Nearly 117,000 low-income youth in Colombia, Ghana, Kenya and Nepal have opened savings accounts designed specifically for them and are building assets and habits to secure their financial future – saving a collective total of more than \$1 million in savings so far. In addition, more than 44,000 young people participated in face-to-face financial education activities in Colombia, Kenya and Nepal, and 48,000 have been reached through community events. In Colombia, almost 9,000 youth received financial education tips and deposit reminders via text messages. And in Nepal, a four-part radio drama on savings has reached an estimated audience of 660,000 people.

Through our Skills to Succeed program, we have capitalized on our life skills expertise to deliver market-relevant employability and vocational training, as well as placement services, to more than 45,000 vulnerable young people since 2012 in Bangladesh, China, Egypt, Indonesia, the Philippines and Vietnam. Of these, more



THIS PAGE: "Lucky." That's what Phong, age 8, wrote on her chalkboard. Because of you, she is fortunate to be learning, developing critical skills for her future. Cambodia.

OPPOSITE: Your support gives children an opportunity to learn that includes teacher training, community involvement and a print-rich environment, increasing their reading and literacy skills. Rwanda.

Every day. In times of crisis. For our future.

than 60 percent have been placed in jobs, apprenticeships, internships and self-employment. Thanks to the support of our donors and partners, these young women and men are empowered to realize their full potential and succeed in life.

In the United States

Early education is a critical window for academic achievement. But that window closes fast. Children are born ready to learn, but for 16 million children living in poverty in America, they enter kindergarten unready to succeed. Four-year-olds from low-income families are often 18 months developmentally behind their peers. And as these children progress through school, they risk falling so far behind that they can never catch up – their futures determined before they leave elementary school. To give the one in five U.S. children living in poverty a chance to succeed, we have to give them a chance to learn – and learn early.

Save the Children reaches the youngest children in need through our Early Steps to School Success program – a low-cost, targeted approach to enhancing school readiness for children ages 0-5. In 2014, we directly served nearly 8,500 children in 106 sites in 14 states and Washington, DC. Despite the challenges they face, 84 percent of the 3-year-olds in our program scored at or above the national average for vocabulary development. Caregivers are reading to their children an average of 37 times a month, well above our goal.

Our school-age literacy programs provide the training, tools and support schools need to accelerate reading growth for struggling readers, kindergarten through sixth grade. In 2014, we directly served more than 24,000 children in 174 sites in 14 states and DC. Three out of four students in target communities achieved significant reading improvement, equivalent to receiving more than four additional months of school.

Giving Children a Head Start

Save the Children expanded our partnership with Head Start in 2014 with two new programs. We now operate select Head Start programs in 15 under-resourced rural counties across Arkansas, Louisiana and Mississippi, serving more than 2,700 children, as well as their parents. Head Start is a comprehensive, federal, early childhood development program that promotes school readiness and social and emotional development for children from low-income families. We aim to gather learnings from our work in these programs that will be useful to other early childhood programs across America's most isolated and struggling communities.



“My knee was badly hurt in the earthquake. Now I want to be a nurse when I finish school. Save the Children helps my school.”

— Our education work in Haiti is reaching more than 30,000 children like 13-year-old Betchina. Many children struggle to learn because of poor teaching and ill-equipped facilities. We help to make classrooms safe, provide supplies and train teachers.

Literacy Boost, our innovative program, is helping children like Anas, shown here with his clay letters, improve their core reading skills, including letter knowledge, vocabulary, reading fluency and comprehension. Pakistan.





Illumination Gala

Save the Children's 2014 Illumination Gala, presented by Johnson & Johnson, honored Ben Affleck, Austin Hearst, T.J.Maxx and others for their contributions to making the world a better place for children. The event was hosted by Save the Children artist ambassador and trustee Jennifer Garner and featured a performance by Grammy Award-winning artist Trisha Yearwood. In a special announcement, Alex Gorsky, Chairman and CEO of Johnson & Johnson named Save the Children its first enterprise-wide global partner. The event raised \$1.3 million to help end preventable child deaths and promote early education – an investment in a better world for children.

2014 Highlights

Literacy Boost programs in Bangladesh, Ethiopia and Indonesia tripled the average percentage of children who understand what they're reading to **60%**

We directly helped **4 million** family members increase their income

or build a more sustainable livelihood, helping lift their families out of poverty.



Our education programs reached

11.8 million children



around the world.

Protection from Harm

In the United States and around the world, Save the Children is dedicated to ensuring every child is protected from harm.

We protect girls and boys, especially orphans and the most vulnerable, from abuse, neglect, exploitation and violence. We ensure children are cared for and protected in a family environment, that they have quality care, and that they are not exploited in child labor and trafficking. We also ensure children are protected in times of crisis, when they are at a higher risk of harm.

Around the World

In 2014, Save the Children and four partners worked to improve the well-being and rights of orphans and other vulnerable children in northern Nigeria by launching a gender equity program called STEER (Systems Transformed for Empowered Action and Enabling Responses). It addresses the difficult challenges facing women and girls and engages them in decision-making. We also urged greater leadership across the country to help mitigate the

effects of HIV and AIDS on Nigerian children and families. STEER intends to reach approximately 500,000 vulnerable children and 125,000 caregivers, providing them with access to community-based health services and quality care.

To date, Save the Children has reached more than 213,000 orphans and vulnerable children and family members with support, and we've trained nearly 47,000 caregivers to better care for orphans and vulnerable children. More than 1,600 girls and boys have participated in kids' club activities where they learn about child protection, personal hygiene and environmental sanitation.

Our experts have also addressed the issue of exploitive child labor in Jordan. Although education is mandatory until the age of 16, the law is not enforced. As part of our Promising Futures project, Save the Children launched a national campaign called My Dream...My Right in 2014. We aim to reduce child labor in Jordan by providing education services and strengthening the livelihoods of families of working children. We are empowering children to claim their right to a quality education and protection from harm, so they can shape their futures and realize their dreams.

LEFT: Saffie* and her sisters have a safe place to express themselves and play at a Children's Club established by Save the Children in Freetown's largest slum. Sierra Leone.

OPPOSITE: Adam*, 14 months old, gets a kiss from his father in the refugee camp they now call home after fleeing the conflict in Syria. Your support helps provide vital care and protection to children and families in need. Iraq.

*Child's name changed for protection.



In the United States

In the United States, Save the Children provided critical protection to children in times of crisis throughout the year. For example, during the U.S. Border Crisis and after tornadoes devastated communities in Mississippi, we set up Child-Friendly Spaces for children to safely plan and learn – so they can be kids again. We also offered our Journey of Hope emotional recovery program to help children and their caregivers cope with the trauma of crisis and build resilience to future crises.

Playing itsy-bitsy spider is good, safe fun. Thanks to you, we choose children – no matter how complicated their circumstances – like these little ones who crossed the U.S. border into Texas last summer. United States.

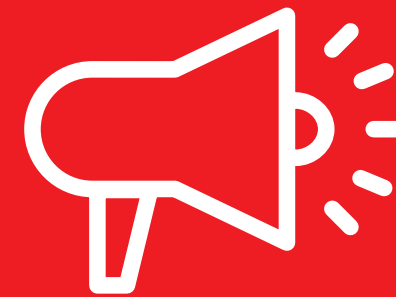


2014 Highlights

We worked in 15 countries to reunite children separated from family members during humanitarian crises.

We worked directly with 1.4 million adults to

protect and support vulnerable children.



Our advocacy efforts contributed to a complete ban on corporal punishment in Brazil, increasing the protection of 59 million children.

Our child protection efforts directly reached **2.1 million**  **children**  **in 22 countries.**

Every day. **In times of crisis.** For our future.



We do whatever it takes in some of the world's most difficult and often remote places to ensure children are healthy, educated and protected in times of crisis. South Sudan.

In times of crisis.

When children are at their most vulnerable – when disaster strikes, in times of tragedy, when their caregivers are overwhelmed and under-resourced – Save the Children is there. We ensure children's unique needs are addressed and their childhoods can continue.

Readiness. Relief. Recovery.

No one knows when or where the next crisis will strike. But we do know that children are disproportionately affected in times of crisis – and often suffer the most. That’s why Save the Children is dedicated to providing child-focused emergency readiness, relief and recovery in the United States and around the world.

We ensure children, families and communities are prepared for emergencies. When crisis strikes, we provide immediate emergency relief, ensuring children’s health, education and protection needs are addressed. And our teams stay in the community as long as it takes to help children, families and communities recover and rebuild their lives.

Around the World

2014 was one of the toughest years in modern history for humanitarian crises, with the United Nations declaring four international crises at its highest “L3” level – Syria, South Sudan, Central African Republic and Iraq. Add to that the Ebola epidemic in West Africa, one of the most acute international public health crises in recent history.

Save the Children actively responded to all of these crises and many more, meeting the critical needs of children and their families. In addition, we remain in places like the Philippines, continuing to support children and families still recovering from Typhoon Haiyan and working with local communities and governments on disaster preparedness efforts. Those efforts proved themselves during 2014’s

Typhoon Hagupit, for which communities and local authorities were better prepared and able to respond to the storm.

Here in the United States, we responded to the crisis caused by the unprecedented number of children arriving at the U.S. border, having fled violence and insecurity in Central America. And we were there for families in Mississippi, whose lives were devastated by a series of deadly tornadoes.

Fighting Ebola in West Africa

More than a year after the Ebola epidemic began, the outbreak has killed more people than all previous known outbreaks of the virus combined. Across the three worst-affected countries, Liberia, Sierra Leone and Guinea, almost 25,000 people, including more than 3,600 children, were infected, and more than 10,300 have died. At least 16,000 children have lost one or both parents to the disease, and many of these children now face being ostracized by communities fearful of being infected. In total, more than 9 million children live in areas affected by Ebola, and the impact on their communities has been enormous.

Striking some of the weakest health systems in the world, this outbreak took hold in one of the most challenging contexts ever encountered by Save the Children. In order to deal with the crisis effectively, we had to build health infrastructure and information systems from scratch that would normally take years to develop. We also had to be extremely agile, constantly monitoring the situation and quickly revising strategies as conditions changed.

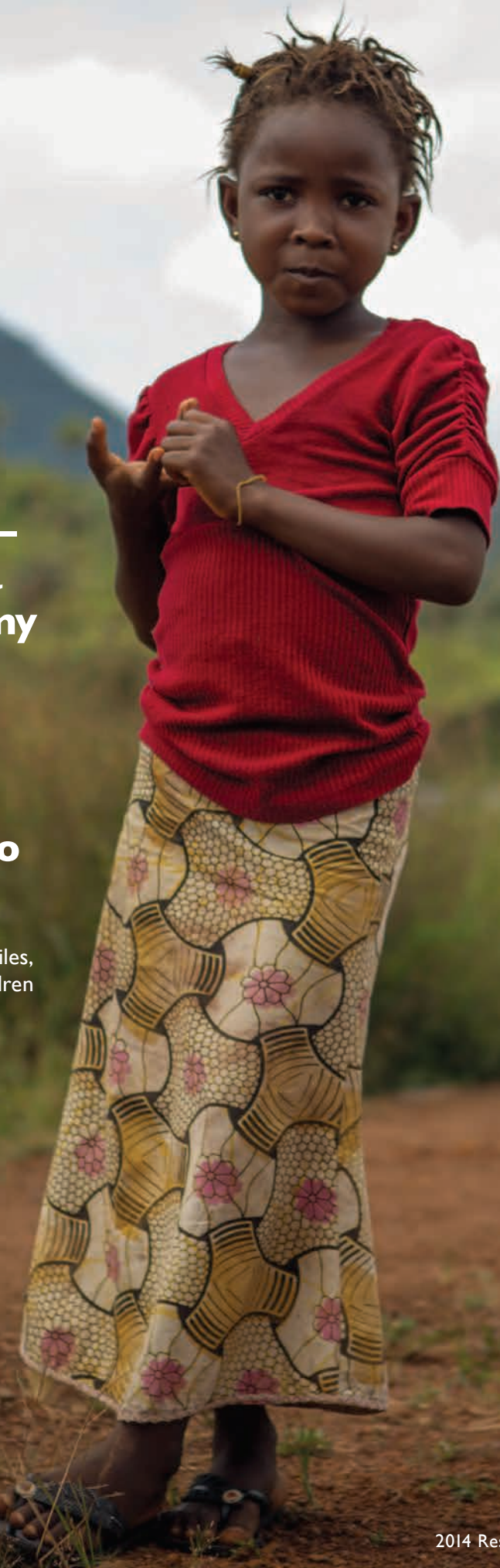
With a long-term presence in West Africa, Save the Children has worked at the heart of this crisis from the start. Thanks to your incredible support, we have helped to stop the spread of Ebola and reduce its impact on children and their families. In addition, our staff has played a vital role in bolstering community awareness and engagement in affected regions – a factor now thought to be a major reason behind the improving situation in Liberia. We also have helped the government prepare for the safe re-opening of schools this spring. So far, we have directly reached almost 870,000 people with our lifesaving work and, significantly, Liberia was declared Ebola-free in



“
In my 16 years with Save the Children, I’m not sure I’ve ever seen – and felt myself – such palpable fear in a place, as I did during my visit to Liberia. There was also real hope... if we could just end the fear and death all around us that have no place in a child’s life.”

— Carolyn Miles,
CEO and President, Save the Children

*Child’s name changed for protection.



OPPOSITE: Named TIME magazine’s Person of the Year for 2014, health workers including our own staff on the frontlines of the war on Ebola fought to save lives in Liberia, Sierra Leone and Guinea.

THIS PAGE: Your support enables us to care for children like Yaema* — left behind by Ebola, orphaned and often ostracized by their own communities. Sierra Leone.

A Devastating Toll

According to *A Devastating Toll: The Impact of Three Years of War on the Health of Syria's Children*, Syria's shattered health system is forcing health workers to engage in horrific medical practices, and a series of epidemics have left millions of children exposed to a plethora of deadly diseases. The consequences – children needlessly dying not just from violent means, but from conditions that would previously have been treated or prevented altogether.

The report garnered major media coverage, including a feature on NBC News and in *The New York Times*, *The Washington Post*, PBS NewsHour and Al-Jazeera America, among many others – drawing the world's attention back to the critical needs of Syria's children, whose very lives and futures are at risk.



May 2015. This would not have been possible without your support. Thank you.

The Ebola crisis isn't over yet, but we'll be there for as long as it takes to help communities recover. We must reach zero Ebola transmissions – and when that happens, our work must continue to ensure local health systems are strengthened so future outbreaks are readily contained.

Syria's Children in Crisis

The humanitarian situation in Syria and surrounding countries worsens every day. The scale, brutality and duration of the conflict have created levels of need almost impossible to imagine. It has stretched limited resources to their breaking point. As the conflict continues, children are among the worst affected. Inside Syria, more than 3 million children have been displaced – forced from their homes to escape violence. What's more, 4.3 million children are in desperate need of food, shelter, medicine and psychosocial support.

Save the Children has a long history of working in the Middle East, responding to both humanitarian crises and long-term development needs. We have been working with children affected by the conflict in Syria since 2012. Despite operating in an extremely complex and difficult environment, we have reached more than 500,000 people inside the country with essential and lifesaving aid, including food, clean water, health care and shelter. We are working to protect children from harm and to help them stay in or restart school. Save the Children is also providing support to refugees and host communities in Jordan, Lebanon, Egypt and Iraq.

2014 Emergency Responses

In addition to our emergency efforts in the United States, Save the Children responded to 103 crises in 53 countries, addressing the unique needs of vulnerable children around the world.

SOUTH & CENTRAL ASIA

Afghanistan
Bangladesh
India
Nepal
Pakistan
Sri Lanka

SOUTH EAST & EAST ASIA

China
Indonesia
Laos

Myanmar
Philippines
Solomon Islands
Thailand
Vietnam

MIDDLE EAST & EURASIA

Bosnia Herzegovina
Egypt
Gaza
Iraq
Jordan
Lebanon
Serbia

Syria
Turkey
Ukraine
Yemen

LATIN AMERICA & CARIBBEAN

Bolivia
Chile
Colombia
El Salvador
Guatemala
Honduras
Nicaragua
Paraguay

EAST AFRICA

Ethiopia
Kenya
Somalia
South Sudan
Sudan
Uganda

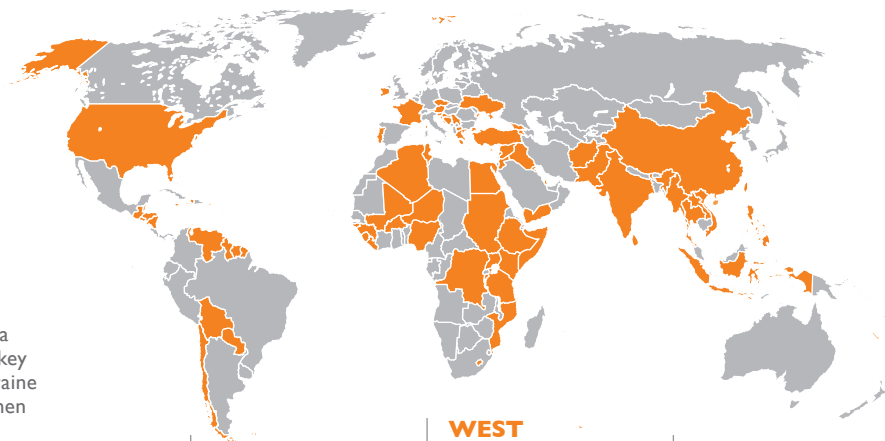
WEST & CENTRAL AFRICA

Burkina Faso
Central African Rep.
DRC
Guinea
Liberia
Mali
Mauritania
Niger

Nigeria
Sierra Leone

SOUTHERN AFRICA

Malawi
Mozambique
Tanzania
Zimbabwe



Brothers and sisters are returning to school, thanks to your support, despite a country embroiled in continuing conflict. Syria.



Every day. In times of crisis. For our future.

Protecting Children at the U.S. Border

Jennifer (child's name changed for her protection) lives in a fishing village in El Salvador where her uncle and his family were found dead, killed by a local gang. "Now I am scared they are going to come into my house and hurt me," Jennifer says. "I'm worried they will rape me. I feel scared and sad all the time. It's hard to be here."

The tragic fact is that the Northern Triangle of Central America and Mexico is one of the most dangerous places to be a child, with the highest rate of child homicide in the

world. As an unprecedented number of unaccompanied children and young families from Central America sought asylum in the United States, overwhelming border control institutions ill-prepared to meet the basic needs of such large numbers of children, Save the Children responded. We worked quickly to identify children's immediate needs and implemented our signature Child-Friendly Spaces to provide psychosocial support and care programs, serving more than 25,000 mothers and children.

We also worked closely with government agencies, including the Federal Emergency Management Agency and the Department of Health and Human Services, supporting their efforts to ensure children received the support, care and protection they urgently needed. And we continue to work to address the reasons families made the desperate decision to leave their homes and to ensure the safety of children returned to their own nations.

What Are You Waiting For?



Save the Children's 2014 Disaster Report Card found that 21 U.S. states still fail to require basic emergency plans for schools and child care

providers. At the same time, more than two-thirds of parents in those states mistakenly assume protections are in place, according to a new national poll featured in the report. And although parents are anxious about disasters, they haven't made their own family emergency plans. We're working not only to hold states accountable for ensuring America's children are protected when disaster strikes, but to empower and equip parents to make disaster preparedness a priority – at school and at home.

Last year, we grew our domestic emergency preparedness initiative, Get Ready Get Safe, and welcomed Lassie to the team. An American icon known for saving the day, Lassie helped lead our new Prep Rallies, including in Moore, Oklahoma on the anniversary of 2013's devastating tornadoes. United States.



Photo: Susan Warner

2014 Highlights

In Ebola-affected regions of Liberia, Guinea and Sierra Leone, we reached 867,000 people

with lifesaving care, awareness-raising and hygiene kits.

We directly reached 10.8 million people, including 5.9 million children through our humanitarian response work.

We responded to 103 humanitarian crises including conflicts, disease outbreaks, floods and cyclones.

Every day. In times of crisis. **For our future.**



Save the Children's pioneering Literacy Boost program supports reading in and outside the classroom, opening future opportunities for girls like Najma and her reading buddy Muneeba, ages 9 and 12, Pakistan.

For our future.

Save the Children works to ensure that our policy and advocacy expertise, combined with decades of on-the-ground experience, translates into lasting change for generations of children to come. We work globally and locally, championing policies and practices that will give millions of children the best chance for success – securing a better future for us all.

Policy. Advocacy. Action.

In the United States and around the world, Save the Children is dedicated to ensuring children's voices are heard and their needs addressed – giving them the best chance for a healthy, productive life.

Through the power of policy analysis and advocacy, we leverage the success of our programs to achieve lasting, large-scale results for children. We speak on behalf of children to some of the world's most powerful entities – from the U.S. government to the United Nations Security Council. We advance policy change and secure financial investments that benefit millions of children around the world.

Around the World

In 2014, Save the Children successfully advocated for large-scale, sustainable progress for children within several priority areas.

We played a lead role in helping increase the momentum on maternal, newborn and child survival. Despite a difficult fiscal environment, we helped secure the highest-ever U.S. government investment of \$830 million and a commitment to save the lives of 15 million children and 600,000 mothers around the world by 2020. At our

annual Advocacy Summit, we mobilized hundreds of U.S.-based advocates, representing 31 states, 9 countries and 45 Save the Children target districts – and they delivered a powerful message on maternal and child health to Congress. We also submitted public witness testimony to Congress, led action alerts and conducted high-level outreach to the White House, USAID and the Department of State.

In addition, we contributed to making maternal, newborn and child survival a priority at the U.S.-Africa Leaders' Summit, at which President Obama hosted more than 50 African heads of state to strengthen a partnership to create a better, shared future. The U.S. committed to mobilizing resources to save the lives of 8 million children and 350,000 mothers in 16 priority countries in Africa by 2020.

Save the Children continued to be on the front lines of humanitarian response, both on the ground and in the halls of Congress. We helped secure historically high levels of State Department funding, including an emergency request for Ebola and strong policy language in support of peace-keeping in the Central African Republic, as well as humanitarian access in Syria. Also for Syria, we successfully advocated for a Senate resolution supporting civilian protection, negotiations and continued funding.

To help feed hungry, malnourished children, we secured a major legislative victory in advocating for reforms to increase the efficiency of food aid programs – worth more than \$138 million. The reforms capture critical efficiencies that will allow aid to quickly and effectively reach as many as 800,000 more children during times of crisis, at no additional cost.

Save the Children continues to be a leading voice for children in influencing the post-2015 global



THIS PAGE: Meet Marie, 9 months, whose mother no longer has to walk eight hours to access basic health care, significantly increasing the likelihood she will survive and thrive. Liberia.

OPPOSITE: If you really look, you can see tomorrow in the eyes of today's child, like those of baby Zazky, whose future is brighter because of you. Indonesia.

Investment in Children

Nearly all countries have made commitments to advancing children's rights, but sometimes action lags behind commitments. Save the Children's innovative global strategy aims to ensure countries invest effectively to fulfill all children's rights. We do this by campaigning with children and other organizations, working with governments at the federal, state and local levels, and elevating the voices of children themselves.

Every day. In times of crisis. **For our future.**

Save the Children Action Network

Founded by Save the Children in 2014, Save the Children Action Network (SCAN) is a new organization dedicated to mobilizing Americans around a commitment that cannot wait – investing in early childhood now. SCAN works to ensure that the issues critical to children's lives and futures are given top priority by our elected leaders and to hold those leaders accountable. SCAN will ensure that promises made are promises kept.

SCAN focuses on two objectives critical to early childhood success:

- Securing early education – by ensuring access to high-quality early education for every U.S. child
- Helping kids survive – by ending preventable, early childhood deaths around the world.

In 2014, SCAN independently raised and invested more than \$1.2 million in 10 federal, state and local elections across five states. In California, Illinois, Iowa and South Carolina, we worked closely with partners on the ground to identify and support candidates who have stood up for investments in early education and maternal, newborn and child survival. In Washington state, we supported Seattle's Proposition 1B, a successful ballot initiative

that will expand preschool for the city's 4-year-olds.

Our data-driven experiment yielded critical results that are driving our strategy for the 2016 election cycle.

We advocate for access to high-quality early education for every U.S. child, so children like Taraji, age 4, get the strong start they need for success in school and life. United States.

development agenda that will be guided by the Sustainable Development Goals (SDGs). Set for ratification by the United Nations in 2015, the SDGs aim to achieve nothing less than eliminating extreme poverty and hunger and ending preventable maternal, newborn and child deaths within a generation. Our research and other advocacy activities have influenced the UN process and pushed the U.S. government to champion a development agenda that “leaves no one behind,” focusing on the poorest and neediest around the world – a Save the Children strategic priority.

In the United States

In 2014, we achieved a milestone victory in Save the Children's domestic policy work. As a result of our advocacy efforts, for the first time in history, all 50 states and Washington, DC will require regulated child care providers to have an emergency plan, including provisions related to evacuation, reunification and children with special needs.

Congress included three child care disaster planning standards, tracked annually by Save the Children, in the bipartisan Child Care and Development Block Grant Reauthorization Act of 2014, now signed into law. We were proud to work with the authors of the legislation in both the House and Senate to ensure these provisions

“**Every kid deserves a strong start to life, and our country can ensure all children have an equal opportunity to succeed by expanding preschool and making early learning a top priority.**”

— Mark Shriver, President,
Save the Children Action Network

Photo: Susan Warner



Children are born ready to grow, learn and succeed. But without our help, those in need like 3-year-old Olivia don't have a chance. That's why we invest in childhood – every day, in times of crisis and for our future. United States.

Photo: Susan Warner



were included, and we look forward to working with states to reach compliance with this new law. Save the Children has worked tirelessly over the last 10 years to champion policy change that would ensure American children are protected from harm before, during and after an emergency. Following Hurricane Katrina, we led the congressionally appointed National Commission on Children in Disasters, which issued recommendations for four minimum standards for safeguarding kids. Through our annual National Report Card on Protecting Children in Disasters and state-level advocacy efforts, we've seen the number of states meeting all four standards go from only four in 2008 to 29 states in 2014. Throughout the same period of time, we pursued a parallel effort at large-scale federal policy change that would require all 50 states to meet the four standards. Last year, with the passage of this law, we witnessed the success of our efforts.

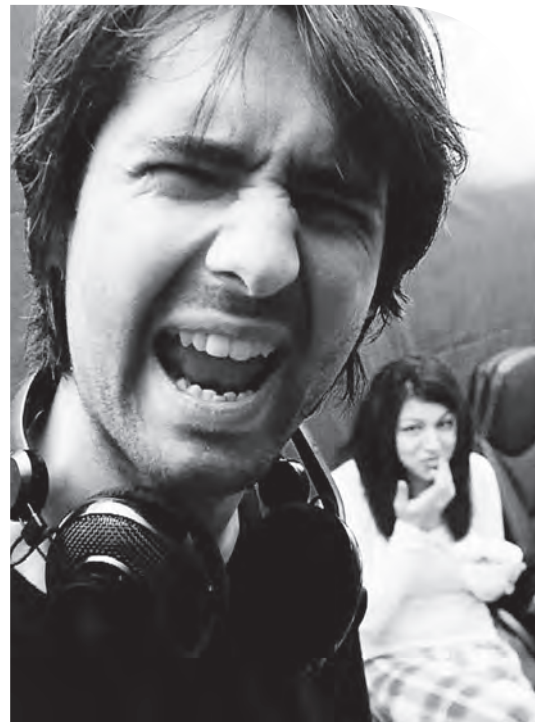
Improving children's literacy skills is central to Save the Children's programming and advocacy in the U.S. Because children who learn to read, then read to learn. United States.

2014 Digital Highlights

When we speak for children in need around the world, people listen. In 2014, our Klout score – the widely accepted benchmark of social media influence – was consistently highest among our peer organizations and on par with some of the world's most powerful brands.

In addition, we continued to be a top charity of choice for some of the web's most popular and compassionate talent:

- PewDiePie, the most popular YouTuber in the world, celebrated his 25 million subscriber milestone by fundraising with his "Bro Army." And John and Hank Green, aka the VlogBrothers, selected Save the Children as one of their 2014 Project for Awesome beneficiaries. Together, they generated millions of video views and more than \$1 million for our mission.
- World-famous gamer, activist and philanthropist "Athene" (pictured here), his collaborator "Reese" and their Gaming for Good community surpassed an epic milestone – \$20 million in funding impact primarily for our maternal, newborn and child survival programs, with the help of institutional matching grants. Through live-stream events in Indonesia and Ethiopia, they established a virtual connection between their enthusiastic fans and real children in need.



Photos: Top, Susan Warner; Bottom, Courtesy of Athene

2014 Highlights

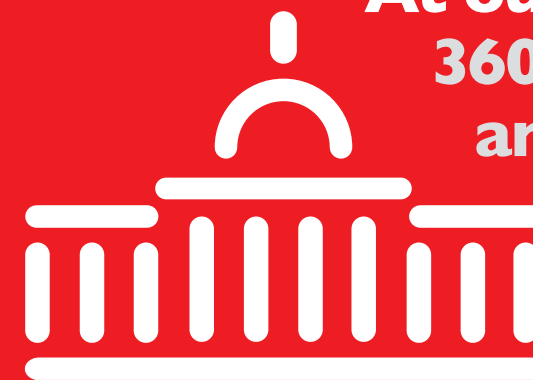
We helped secure the adoption of the global **Every Newborn Action Plan** in 194 countries, setting targets to end preventable newborn deaths.



After years of campaigning in Nigeria, we helped secure a national health bill that could save the lives of **3 million mothers and children** over five years.



At our 2014 Advocacy Summit, 360 advocates from 31 states and 9 countries raised their voices for kids in more than 160 meetings with Congressional offices.



Our Finance Report

With thanks to the tremendous support of all of our donors and partners, Save the Children USA concludes 2014 with strong financials.

Bolstered by the generous response to the emergencies in Syria and the Philippines, 2014 brought a record level of operating revenue at \$688.9 million. Contributions and private grants, including commodities such as donated food and nutrition supplies from the United Nations World Food Program, accounted for \$368 million, or 53 percent of revenue. U.S. government support, also including commodities, provided another \$238.4 million, or 35 percent. Child Sponsorship at \$60.8 million, provided 9 percent of the remaining 12 percent of operating revenue.

Agency spending for the year totaled \$693.2 million, another historic high, with increased spending in the Asia region related to the Philippines emergency response. U.S. programming also experienced an increase, as Head Start expanded operations in both existing and new states. Spending in Africa and Latin America remained in line with 2013, with only the Middle East and Eurasia regions experiencing decline. Of our global expenditure, 33 percent of

programmatic spending was related to emergency response, 23 percent to health and nutrition, and 20 percent to education. The remaining 24 percent is proportionally divided among a variety of essential children's programs in other thematic areas.

Save the Children USA ended the year with an unrestricted operating surplus of \$1.1 million. There was an additional \$5.4 million spend down in temporarily restricted funds received in previous years.

It is important to note that in 2014, 89.1 percent of total were spent on programs. Additionally, we have maintained the cost of raising a private dollar at, or below, 10 cents for the past decade. Charity Navigator awarded us its highest four-star rating for the 13th year in a row.

Save the Children USA has stepped into 2015 with a solid financial platform for our continued investment in the world's children and the future we share.



Eid Natour
Acting Chief Financial Officer



Children of the Sles Slab primary school playing a round of rock, paper and scissors while on their breaktime. Cambodia.

Condensed Audited Financial Information

For the 12-month period ending December 31 (all \$ in 000s)

| OPERATING REVENUE | 2014 | 2013 | Change \$ | Change % |
|---|------------------|------------------|-----------------|-----------|
| Private Gifts, Grants, & Contracts (incl. Bequests) | \$302,040 | \$318,703 | \$(16,663) | (5%) |
| U.S. Government Grants & Contracts | 208,147 | 180,600 | \$27,547 | 15% |
| Commodities and Ocean Freight | 100,044 | 102,452 | (2,408) | (2%) |
| Child Sponsorship | 60,806 | 53,694 | \$7,112 | 13% |
| Other Revenue | 17,856 | 20,899 | (3,043) | (15%) |
| TOTAL OPERATING REVENUE | \$688,893 | \$676,348 | \$12,545 | 2% |

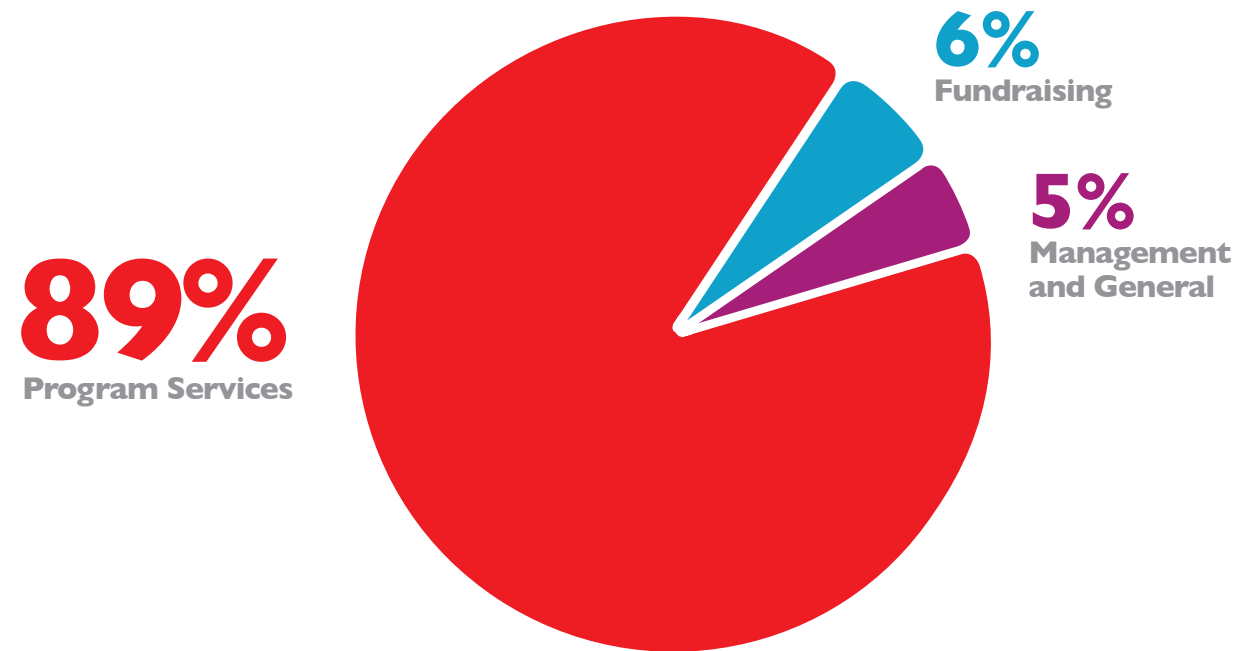
| OPERATING EXPENSES AND CHANGES IN NET ASSETS | 2014 | 2013 | Change \$ | Change % |
|--|-------------------|-----------------|-------------------|---------------|
| PROGRAM SERVICES | | | | |
| Emergencies | \$205,740 | \$211,908 | \$(6,168) | (3%) |
| Health & Nutrition | 144,561 | 140,055 | 4,506 | 3% |
| Education | 122,489 | 104,109 | 18,380 | 18% |
| Hunger & Livelihoods | 42,158 | 47,122 | (4,964) | (11%) |
| HIV/AIDS | 42,252 | 48,715 | (6,463) | (13%) |
| Child Protection | 27,844 | 16,112 | 11,732 | 73% |
| Child Rights Governance | 1,161 | 1,573 | (412) | (26%) |
| Subtotal Program Activities | 586,205 | 569,594 | 16,611 | 3% |
| Program Development & Public Policy Support | 31,118 | 34,143 | (3,025) | (9%) |
| TOTAL PROGRAM SERVICES | 617,323 | 603,737 | 13,586 | 2% |
| Fundraising | 44,335 | 40,157 | 4,178 | 10% |
| Management & General | 31,549 | 31,221 | 328 | 1% |
| TOTAL OPERATING EXPENSES | 693,207 | 675,115 | 18,092 | 18% |
| Excess/(Deficiency) of Operating Revenue over Expenses | (4,314) | 1,233 | (5,547) | |
| Excess/(Deficiency) related to Unrestricted Funds | 1,082 | 3,902 | (2,820) | |
| (Deficiency) related to Temporarily Restricted Funds | (5,396) | (2,669) | (2,727) | |
| Non-Operating Activity (Endowment gifts & pledges, investment earnings and exchange gain/loss) | (1,503) | 13,445 | (14,948) | |
| TOTAL INCREASE/DECREASE IN NET ASSETS | \$(5,817)* | \$14,678 | \$(20,495) | (140%) |

| COMPOSITION OF NET ASSETS | 2014 | 2013 | Change \$ | Change % |
|---------------------------|------------------|------------------|------------------|-------------|
| Unrestricted | \$125,610 | \$126,300 | \$(690) | (1%) |
| Temporarily Restricted | 36,249 | 42,029 | (5,780) | (14%) |
| Permanently Restricted | 29,903 | 29,250 | 653 | 2% |
| TOTAL NET ASSETS | \$191,762 | \$197,579 | \$(5,817) | (3%) |

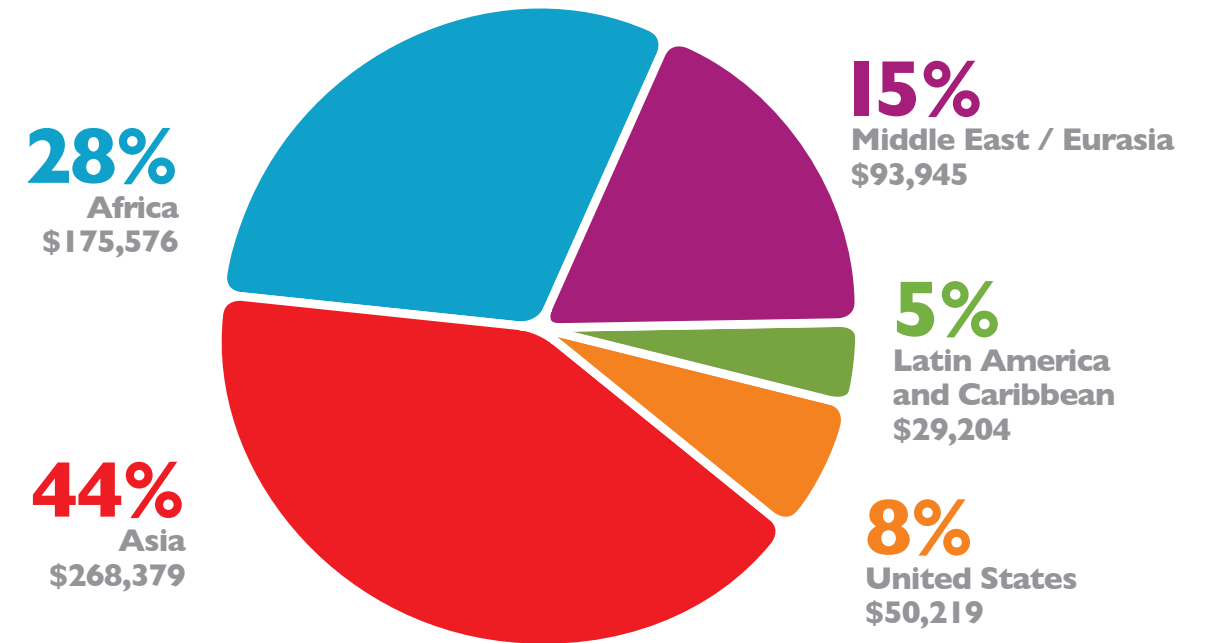
*The majority of decrease in net assets in 2014 was due to spending down of temporarily restricted funds raised in previous years.

In 2014 on average, to administer cash gifts (non Gifts-in-Kind) donated for current use, Save the Children charged 6 percent for fundraising, 6 percent for management and general, and 5 percent for program development and public policy support.

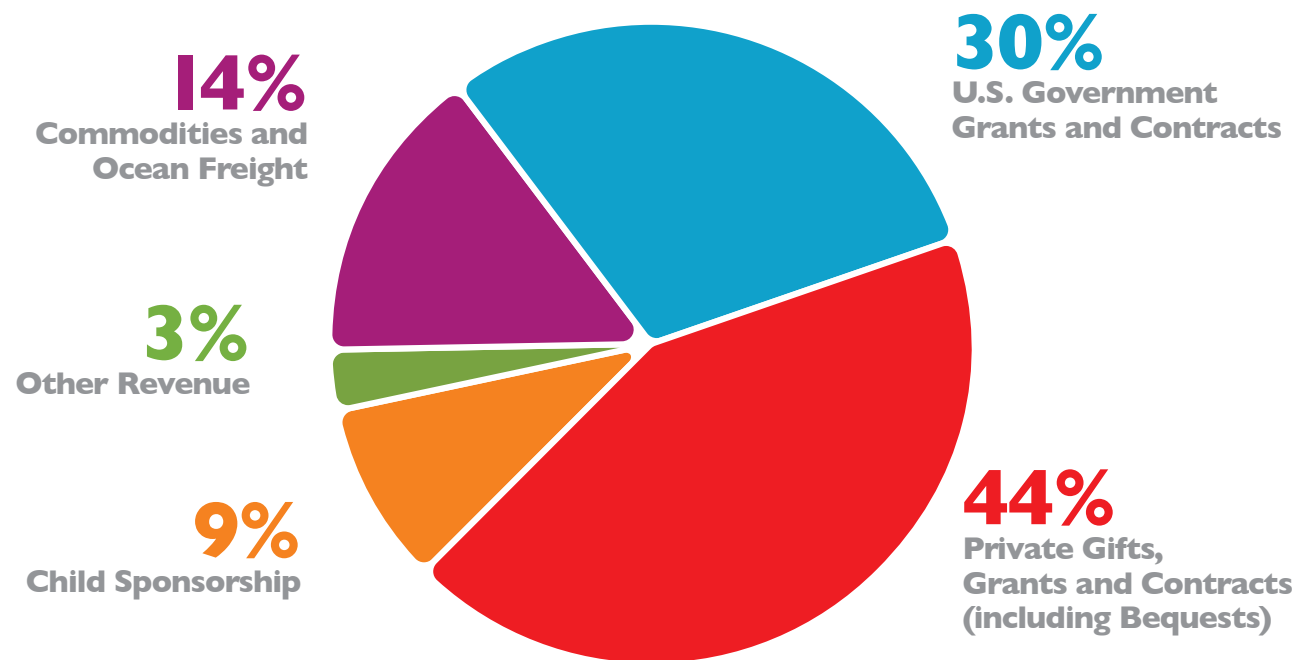
How We Use Our Funds



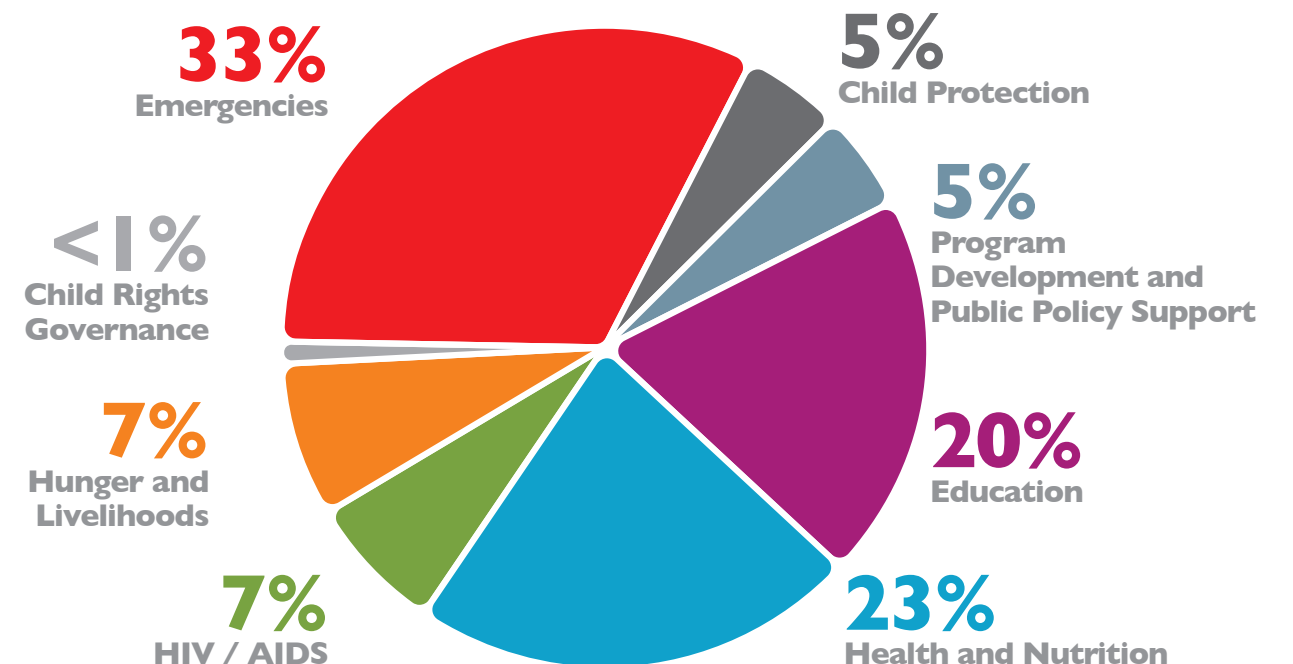
Where We Work (all \$ in 000s)



Operating Revenue



Nature of Our Programs



Every day. In times of crisis. For our future.

Our Valued Investors

We are grateful for the support of our individual donors who know that an investment in childhood is an investment worth making.

We'll Miss You, Sam!



For more than 25 years, Sam Simon was a devoted champion for children. He traveled the world with us to witness his support in action.

Long recognized for his tireless work for charitable causes, Sam is an inspiration to all of us. Sadly, our talented friend passed away in March 2015.

We will miss you, Sam. But your wit will keep us laughing and your compassion will continue to put smiles on the faces of children around the world.

Thanks to you, girls around the world are getting the quality education every child deserves. Haiti.

Photo: Suzanna Klaucke

The Simon Society

Critically acclaimed writer, producer and director Sam Simon, best known as co-creator of “The Simpsons,” was not only a comic genius, but a philanthropic champion, with the vision to invest in the causes he cared about. In honor of Sam’s steadfast and generous partnership with Save the Children, we have named our new recognition society after him: The Simon Society.

The Simon Society is a group of Save the Children’s most dedicated and generous investors who support our overall mission. Mission support is so important because it allows us to help children wherever and whenever the need is greatest – so we can effectively allocate resources and respond quickly in emergencies, achieving maximum impact for children.

We recognize our Simon Society members, who have so generously dedicated themselves to transforming children’s lives and futures.

“**Giving – I get pleasure from it. I love it. I don’t feel like it’s an obligation. In fact, nothing is as gratifying as knowing that my giving has changed lives, especially the lives of children.**”

— Sam Simon



The Eglantyne Jebb Society

Eglantyne Jebb has been called one of the world’s most charismatic, fiercely intelligent and influential champions of human rights. She is also the founder of Save the Children – and the namesake of our planned giving society.

The Eglantyne Jebb Society is comprised of loyal Save the Children supporters who have included Save the Children in their wills, or who have decided to donate assets through charitable trusts, gift annuities, life insurance or retirement plans.

We honor our Eglantyne Jebb Society members for creating a legacy of commitment to the world’s children in need.

To transform children’s lives after your lifetime, ask your estate planning attorney to add this suggested wording to your will or living trust:

I, [name], of [city, state ZIP], give, devise and bequeath to Save the Children Federation, Inc., tax ID number 06-0726487, [written amount, percentage of the estate or residual amount, or description of property] for its unrestricted use and purpose.

Every day. In times of crisis. For our future.

Our Valued Investors

We thank all of our foundation, corporate and venture partners. Your investment helps us achieve maximum impact for children, transforming their lives and the future we share.



Thanks to you, children's lives and futures are transformed. Vietnam.



Photo: Michael Amaditz

Strategic Foundation Partnerships

For 2014, we wish to recognize the exceptional support of these strategic foundation partners and valued supporters:

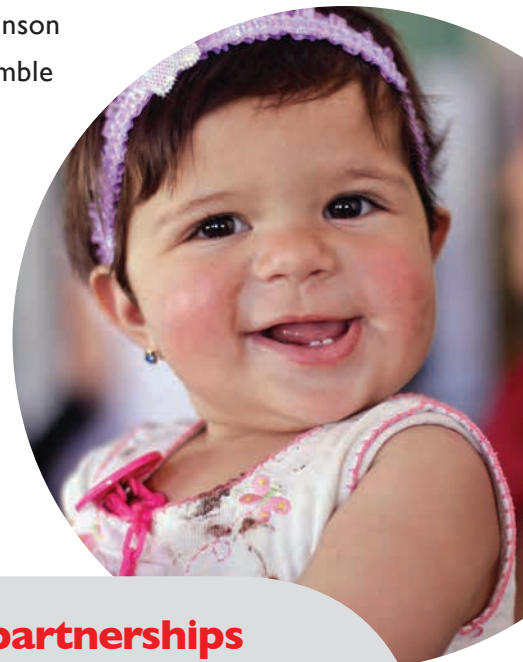
- Paul G. Allen Family Foundation
- Avaaz
- Bezos Family Foundation
- The Bruderhof Community
- Margaret A. Cargill Foundation
- Carmel Hill Fund
- Center for Disaster Philanthropy
- Crown Family Philanthropies
- The ELMA Philanthropies and the ELMA Relief Foundation
- Charles Engelhard Foundation
- Ford Foundation
- Bill & Melinda Gates Foundation
- Gerber Foundation
- GHR Foundation
- Haas Trusts
- Otto Haas Charitable Trust
- Hau'oli Mau Loa Foundation
- William and Flora Hewlett Foundation
- Izumi Foundation
- John D. and Catherine T. MacArthur Foundation
- Meadows Foundation
- N.C. Community Foundation/Edward & Margaret Brown Endowment for Save the Children
- New Venture Fund
- Larry Page and Lucy Southworth
- Stavros Niarchos Foundation USA
- Anonymous (2)

Photo: Sarah Tyler

Global Corporate Partnerships

For 2014, we applaud the exceptional support of our global corporate partners, who work with us in four or more global markets and have committed \$3 million or more annually toward Save the Children's mission and programs:

- Accenture
- Bulgari
- C&A
- GSK
- IKEA Foundation
- Johnson & Johnson
- Procter & Gamble
- RB
- Unilever



The smile of a small child, like 9-month-old Siham,* gives us hope, even in times of crisis. Lebanon.

Venture partnerships

Our impact for children is made stronger with professional support from our venture partners, in particular:

- BCG**
- Egon Zehnder**
- Freshfields Bruckhaus Deringer LLP**
- Baker & McKenzie**

*Child's name changed for protection.

Every day. In times of crisis. For our future.

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Cadbury North America

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Freda Lewis-Hall
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Pfizer, Inc.

Joan Lombardi
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Sr. Advisor
Buffett Early Childhood Fund
Sr. Advisor
Bernard van Leer Foundation

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Global and Strategic Initiatives
Yale University

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Managing Director
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Obstetrics and Gynecology
Cedars-Sinai Medical Center
and UCLA
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Women's Health
NBC, The Today Show

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(through 8/2014)
Former President and Director
Los Angeles County Museum of Art
Executive Vice Chancellor
Emeritus and Former Chief
Operating Officer
University of California, Los Angeles
(UCLA)

Sunil Sani
(through 2/2015)
CEO
Heritage Sportswear, LLC
Executive Officer
CGS Industries, Inc.

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(through 2/2015)
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President, SYSCO
Director, SYSCO

Pernille Spiers-Lopez
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IKEA, North America
Former Global HR Manager
The IKEA Group
Trustee
Save the Children International
Corporate Director
Meijer Corporation, Coop- DK

Helene R. Sullivan
(as of 3/2015)
Former Vice President of Finance
Save the Children

Dawn Sweeney
(as of 3/2015)
President and CEO
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National Restaurant Association Educa-
tional Foundation

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Town and Country Magazine

David Westin
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Former President
ABC News

Dona Davis Young
Former Chairman,
President and CEO
The Phoenix Companies
Director
AEGON and Foot Locker

Honoring Dr. Andrea Rich



We take this opportunity to honor Board of Trustees member Andrea Rich, who passed away in July 2014. Save the Children was fortunate to have Andrea as a member of the Board beginning in February 2009. In addition to her service as a member of the Marketing/Communications and

Development Committees, she was a founding member, along with Judith Reichman and former Trustee Martha De Laurentiis, of Save the Children's LA Council, which raises awareness and funds for our mission.

Always enthusiastic and energetic, Andrea traveled to Save the Children programs in Africa and the Middle East. She was a vibrant member of our Board and her relentless passion for children will be sorely missed.



Children love — and learn — when books are read aloud, as Anne Mulcahy demonstrates here in one of our successful literacy programs in Tennessee, United States.



ON THE COVER: We met David,* age 7, and Mamie,* age 4, while they were under quarantine and mourning the loss of both parents to Ebola. Thanks to your support, we provided vital survival and hygiene supplies, and then helped ensure the children were safely in the care of family members. Liberia.

Photo: Aubrey Wade
*Child's name changed for protection.

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www.savethechildren.org

