



Theirworld

Youth driving bold change

Annual Report and
Financial Statements 2024



We are a global children’s charity dedicated to ending the global education crisis and unleashing the potential of future generations.

We bring together our diverse network of youth, social entrepreneurs, campaigners, businesses and researchers to ensure all young people have the best start in life, a safe place to learn and skills for the future.

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Chair and President's letter

In 2024, we completed the second year of our five-year strategy. This provided an opportunity to assess the progress we were making towards our targets. It was reassuring to find we were well on track.

Nowhere was this truer than the **Global Youth Ambassador** programme, which went from strength to strength, combining programmatic breadth and depth to place young people front and centre in our work.

The network grew to 2,204 current members, with a total of 8,477 participants past and present. We are on course to deliver the strategy's target of 10,000 young people having participated in the programme, which would make it the biggest trained cohort of youth education campaigners in the world.

Those numbers are impressive, but even more remarkable is the impact that the youth ambassadors have in their local communities and at high-level influencing opportunities, whether private meetings or international conferences and forums.

They have been especially effective as advocates of the **Act For Early Years** campaign with key decision-makers. By adding their direct experience and passionate voices on the importance of strong early years support in their communities, they have made the campaign their own.

The ambassadors played an important role in winning commitments from **Brazil** as G20 chair to prioritise the early years in its new Global Alliance Against Hunger and Poverty, and they will be invaluable in sustaining the campaign's momentum into 2025 and beyond.

This report is set against Theirworld's 2023-2027 strategy, referring regularly to progress towards our targets, such as ensuring that 85% of our projects are locally run.

But not every element of the strategy can be measured in statistics. Our approach dictates that we look at the big picture and trends, leveraging our network and human resources for maximum impact. That applies particularly to our commitment to deploy our rapid response capacity to support education in emergencies and crisis.

In 2024 we addressed the terrible pain and suffering of children caught up in fresh conflict in the **Middle East** in different communities and contexts. Using our expert knowledge and long-lasting relationships with stakeholders in the region, we came up with initiatives to help children in **Gaza, Israel** and **Lebanon**. Alongside our Global Business Coalition for Education, we also extended and deepened our involvement with **Ukraine** as the full conflict there entered its third year, focusing on the early education and science and mathematics skills to help young people prepare to rebuild their country.

Protecting vulnerable children means different things in different places, and with that in mind we commissioned a research survey that revealed the large extent of bullying and discrimination that young LGBTQ+ people face at school and university in the **United Kingdom** and the **United States**. In keeping with our strategic commitment to be a hub of innovation, on the back of the survey we launched a youth ambassador task team on safe schools and learning opportunities for LGBTQ+ young people.

In our continued effort to make Theirworld an unbeatable place for all people to work, we extended the popular four-day working week into a second year and moved into a new, stylish office space in London thanks to our long-standing partnership with Reed Smith. We continued to invest in staff development as an important part of our internal growth. We launched an in-house training programme and in October we held a **Diversify Lecture** for staff led by June Sarpong OBE, a member of Theirworld's Advisory Board, which focused on the creation of inclusive workplace attitudes and cultures.

In 2024, we established a new **Development Board** to help us reach our strategy's goals and to support our capacity to deliver our long-term vision. The activities detailed in this report demonstrate that our team has been focused on our mission of giving every child the best start in life, a safe place to learn and the skills they need for the future.

Yours sincerely,

Justin van Fleet
President

Sarah Brown
Chair of Trustees





Best start in life

Children at a school in Mwanza, Tanzania, that is part of the Tuwaandae Pamoja Initiative. A winner of Theirworld's Education Innovation Awards, the project provides access to quality early learning and care.

Best start in life

The best start in life means a healthy birth, good nutrition, nurturing care and a safe place to play, followed by a quality, inclusive early childhood education that prepares children for their first years at school.

In 2024, the **Act For Early Years** campaign, the principal campaign in our five-year strategy, took centre stage. Given the campaign's ambitious objectives, it was important that we continued the momentum created in 2023.

By the end of the year, **Act For Early Years** could justifiably be described as a burgeoning global movement, not simply a campaign, with major commitments from governments and international funding agencies already in development.

After our open letter signed by more than 150 civil society organisations at the end of 2023 to Brazilian President Lula da Silva as G20 Chair, working relationships with the Brazilian government were developed throughout 2024 and they engaged in several meetings and events organised by Theirworld.

To influence decision-makers, we adjusted our campaign messaging and prioritised the link between the lack of early childhood care and education and inequality. That emphasis fitted the priorities being set by the G20, the **United Nations** and the **African Union**. We worked with our regular collaborator, the branding agency Saboteur, on a new set of messaging and campaign visuals which highlighted that "inequality starts in the early years".

A new report on this theme, **Every Family, Every Child**, was commissioned, which examined the transformative power of early years investment. Its ground-breaking research revealed that even

Act For Early Years can justifiably be described as a burgeoning global movement, not simply a campaign.



modest increases in early years funding could lift 16 million children out of poverty and enable 70 million women to join the workforce within just a few years of having a child. The report analysed spending patterns across the G20 and beyond, making an urgent case for immediate investment in universal early years support to transform lives and break cycles of inequality.

At the **World Economic Forum in Davos** in January our President Justin van Fleet began a year of high-level engagement and advocacy, during which he

was able to talk to influential voices and decision-makers about the campaign.

In April we partnered with the **African Union** on an early childhood event in **Tanzania**, which was attended by 140 organisations and several high-level **African Union** representatives.

Tanzanian Minister Dr. Dorothy Gwajima presented the country's advances in early childhood development and emphasised **Tanzania's** commitment to our campaign.

Above left to right: Anne Musiwa, Special Rapporteur for Children Without Parental Care in Africa; Dr. Dorothy Gwajima, Minister For Health, Tanzania, and Poloko Nuggert Ntshwarang, African Union Special Rapporteur for Education at a Theirworld event during the East African Conference on Early Childhood in Dar es Salaam, Tanzania.



Above: Children at an Act For Early Years learning workshop.

Signalling the central role the young people would play in the campaign throughout the year, two of our **Global Youth Ambassadors**, from **Kenya** and **Rwanda**, shared powerful personal testimonies about the transformative impact of investing in early education. They were among the highlights of the conference.

For a **Day of the African Child** event in June, 1,500 of our ambassadors, alongside **African Union** officials, called for leaders to invest 10% of education spending on the continent's 200 million under-fives – a target set by Theirworld a decade ago that has become established as an international norm.

More than 75 letters were sent to government ministers in **Ghana, Nigeria, Liberia, South Africa, Zimbabwe, Malawi** and **Zambia**, saying that too many children across the continent were being denied their basic right to preschool education.

South Africa's Department of Basic Education responded to the letter by saying it was "committed to ensuring that we achieve universal access to quality early childhood development programmes by 2030", while Nigerian newspapers featured **Global Youth Ambassadors'** calls to stop **Africa's** youngest children falling behind.

Our **annual donor scorecard**, tracking donor funding for preschool education, was prepared for Theirworld by Associate Professor Asma Zubairi and Professor Pauline Rose of the Research for Equitable Access and Learning (REAL) Centre, University of Cambridge.

The report's release was timed for use at the World Bank and International Monetary Fund Spring Meetings held in Washington DC in April and contained some encouraging news: early years education aid reached a record \$282 million. However, that was still only 1.4% of total spending on overseas education, far below the 10% target. Furthermore, this increase was driven by the contributions of a single donor, the World Bank, which provided almost two-thirds of total aid to pre-primary education.

"We are committed to ensuring that we achieve universal access to quality early childhood development programmes by 2030."
– Government of South Africa

At an **Act For Early Years** event during the week of the Spring Meetings, the UN Special Envoy for Global Education Gordon Brown used the report's findings as a springboard to call on world leaders to invest urgently to reach the \$1 billion investment target for the early years. His call for increased investment was echoed by UNICEF Executive Director Catherine Russell, who named "insufficient public financing" as a major challenge. UNICEF is one of the few global agencies meeting that goal.

To help steer campaign efforts and create a leading set of early years champions we established a **High-level Advisory Group** of 24 leading early childhood organisations, including UNICEF, UNESCO, the Conrad N. Hilton Foundation, the leading regional networks for the early years, and the LEGO Foundation. During the Spring Meetings, discussions were held with senior officials from those organisations to agree the campaign strategy for the next three years.

At the UN General Assembly in September, the **High-level Advisory Group** then signed off on a shared campaign **"Roadmap to \$1 billion"**. The campaign set a goal to mobilise at least \$1 billion in new funding commitments from governments, international donors, businesses and philanthropy for early childhood development, alongside plans for the first-ever international financial summit dedicated to the early years.

This milestone coincided with the launch of the **Act For Early Years 'Minifesto'**, a miniature list of demands for the world's youngest children and a call for new funding to address the global early years crisis.



Above: Global Youth Ambassador Zarlasht Sarmast at the launch of the 'Minifesto' of the Act For Early Years campaign.



Above: The Act For Early Years symposium hosted and convened by youth ambassadors with Nicholas Kristof as keynote speaker.

Global Youth Ambassadors have been a feature of our activities during the UN General Assembly for several years, but in 2024 they played a more central part, hosting or taking leading roles at several high-profile campaign events. They co-hosted an **Act For Early Years Symposium**, with UNICEF, the Early Education Development Action Network (ECDAN) and the Brookings Institution’s Center for Universal Education. Over the course of two sessions, experts from a wide range of

specialities, including climate, gender and business, as well as government ministers, youth activists and celebrities, discussed how investment in the early years had to be placed at the heart of global efforts to tackle inequality and poverty. The keynote speaker was Nicholas Kristof, the Pulitzer Prize-winning New York Times columnist, who described how both his upbringing in Oregon state and reporting from around the world had taught him the fundamental importance of quality early childhood care.

Our Chair, Sarah Brown, introduced two youth ambassadors to speak at the event, while two others attended the **African First Ladies’ dinner**. There, they discussed the importance of the early years for young people in **Africa** and met First Ladies from **Nigeria, Kenya, Sierra Leone, Malawi** and more.

Youth ambassadors from **Brazil** and **Panama** joined a meeting of Latin American First Ladies where they discussed how young people could collaborate with

Below: First ladies from across Africa committed to support the Act For Early Years campaign during an event hosted by Theirworld Chair Sarah Brown and the Organisation of African First Ladies for Development, on the eve of the UN Summit of the Future, also attended by Global Youth Ambassadors Lilia Touil and Blessing Ahmodu and Theirworld trustee Lucy Doughty.



regional leaders on early childhood development and education and urged the First Ladies to unite in speaking up for this issue.

Above: Theirworld was at the launch of the Global Alliance Against Hunger and Poverty during the G20 Social Summit in Brazil in 2024.

These events secured significant commitments:

- **Brazil’s** Minister of Social Development, Wellington Dias, confirmed that early childhood would be a priority in the new Global Alliance Against Hunger and Poverty, to be launched at the G20 in November.
- The CEO of the **International Finance Facility for Education**, Karthik Krishnan, committed to ensuring early childhood education received a fair share of global funding.
- First Ladies from around the world signed up as ‘champions’ of the **Act For Early Years** campaign.

A key part of the campaign’s messaging has been to highlight how a lack of consistent investment into the early years means millions of children arrive for their first day of school already behind their peers. Shortly before the annual United Nations General Assembly, Theirworld published a global survey of teachers which bore out that sad reality, revealing that many four and five-year-olds on their first day of school were struggling with basic tasks like handwashing, using the toilet independently, or identifying numbers and letters. The findings were covered by the media in all the countries featured in the survey – the **Netherlands, South Africa, UK, Brazil** and the **US**.

Many four and five-year-olds arrive at school struggling with basic tasks like handwashing.

We were delighted that our year’s work with the campaign culminated in major announcements at the G20 summit in **Brazil** in November. **Brazil** held true to its promises to include a strong focus on early childhood in its new Global Alliance Against Hunger and Poverty, which aims to support more than 200 million children and women.

Brazil also committed to an expansion of its early childhood programme and, even more encouragingly, a series of commitments to accelerate action on the early years was announced by governments including **Mozambique, Palestine, Angola, Paraguay, Tanzania, Bangladesh and Madagascar**. The **UK, France, the World Bank** and the **Inter-American Development Bank** were among those who said they would provide finance and/or knowledge to help countries making commitments to grow their early childhood programmes.

Jennifer Brown Research Laboratory

Since its inception in 2004, the Jennifer Brown Research Laboratory has improved understanding of what causes premature birth, how treatments can be developed to prevent it and how we can better help newborn babies in those first crucial hours and days – and even years – after birth.

Theirworld’s investment in research has contributed to establishing Edinburgh as a leading centre in perinatal experimental medicine research in the UK, with the goal of improving the lives of children who experience problems in the perinatal period.

The **Theirworld Edinburgh Birth Cohort** was established at the Laboratory in 2015 to develop the range of the Laboratory’s study, monitoring the progress of 400 babies, both premature and full term, from birth to adulthood.

With some of those children now in their eighth year, in 2024 the Cohort’s research entered a new phase – discovering how early challenges affect premature children’s learning and what can be done to address it. On **World Prematurity Day**, we interviewed a mother whose son, born at 27 weeks, had his developmental needs identified through the research work of the cohort.

The pioneering research project has discovered evidence that social deprivation can impact a baby’s brain development as significantly as premature birth, a startling observation with huge implications.

Professor James Boardman, Scientific Director of the **Jennifer Brown Research Laboratory**, said: “It would be fair to say that a baby born full-term into a more deprived household has a similar risk of developing certain developmental challenges as a baby born at 25 weeks into a well-to-do family.”



As this vital research is helping shape how we understand and support the most vulnerable children from the very start of life, Sarah Brown and Professor Boardman invited leading health and social care politicians from the Scottish Parliament to visit the Laboratory to give them an insight into its research and invite them to explore how public policy-making could respond to the needs of preterm children and their families.

To date, the Laboratory team has published 70 papers in scientific journals and shared results at international conferences and with the public via mainstream and social media. This year it published nine new papers. One such paper, *“The neonatal gut microbiota: A role in the encephalopathy of prematurity”*, published in Cell Reports Medicine, highlighted a fascinating area of new study.

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has so far published 70
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Above: Theirworld Chair Sarah Brown with Professor James Boardman at the Jennifer Brown Research Laboratory.

It was the first study to show that preterm infant gut microbiota correlates with important brain MRI markers known to be affected by preterm birth. As the gut microbiota can be modified, for example, by supplementing with pro- and prebiotics, this could be an exciting new avenue to promote brain health in preterm infants.

Cooper's story

Cooper Smith, now aged seven, was born at 27 weeks at the Royal Infirmary in Edinburgh. According to his parents he was so tiny you could see through his skin, and his body was the "same width as a can of Coke".

He was soon moved to another hospital where he was treated for a variety of serious issues including liver failure, infections, jaundice and a heart defect. Once home, he survived on oxygen for his first two and a half years.

Cooper's problems continued through his early years, with chronic muscular pain, imbalances in muscle tone and joint instability and frequent vomiting.

Joining the **Theirworld Edinburgh Birth Cohort** was a turning point for the family, as scans and interactions confirmed that Cooper was experiencing learning and developmental difficulties.

His mother Louise said: "We wanted to know, was his brain developing? Now we've got a better understanding of what it involves, what the outcomes of it are. They can't always pinpoint why, but they know that there's a correlation between tiny prems and these behaviours. That's been our big feedback, just knowing that he's not the only one."

Louise, a 37-year-old student midwife from Alloa in **Scotland**, said she was thankful for the support and advice she receives through the cohort. She added: "It took the Theirworld study to actually get us the recognition that this wasn't normal, that Cooper has developmental needs.

"I think the impact that being born premature has on these kids is so much bigger than we realise. Without studying it, we're never going to know."



"I think the impact that being born premature has on these kids is so much bigger than we realise.

Without studying it, we're never going to know."

– Louise, 37, Cooper's mother

Cooper Smith with his mother Louise.

**Scan to watch
Cooper's story.**



Project highlights:
Best start in life

Blooming Buds
Jeeva Jyothi
India

With Theirworld’s support, **Jeeva Jyothi** has set up three early childhood development centres for children living in the slums and rural villages of Chennai. Each centre supports 30 children aged two to six. Children at these centres have nutritious meals to help reduce stunting and enhance learning, as well as the opportunity to learn and play with toys and musical instruments.



Book Dash Expansion
Book Dash
South Africa

The project condenses the traditional publishing model into just 12 hours to make new books for preschool children and their families in **South Africa** and other African countries, where books are often too expensive to buy from traditional publishers. So far, original, native language books have been distributed to at least 110,000 children across **South Africa** and worldwide.

Above: Rithvik, three, with his family at a Blooming Buds centre.
Left: A young girl at an early childhood development centre run by Masicorp ECD, in Fish Hoek, Masiphumelele, South Africa, a winner of the Theirworld Education Innovation Awards.

MyBestStart
Lebanon ECE Digital Project
Lebanon

Below: Linda, six, at her home in Baalbek, Lebanon, where she attends an early years centre run by Theirworld partner Ana Aqra.

MyBestStart increases access to quality education for vulnerable Lebanese learners and refugee children through online and offline learning, following the Lebanese national curriculum. It reaches children attending early childhood education centres and schools, as well as those learning from home, and gives vital guidance to educators and parents on using digital platforms and online educational tools efficiently and to support children with learning difficulties.





Safe

place to

learn

The kindergarten at the Zagalytsiv Lyceum in Kyiv, Ukraine addresses the issues facing early years care and education amid the ongoing conflict. Theirworld has been working in Ukraine to expand access to quality preschool.

Safe place to learn

Around the world more than 50 million children are out of school in conflict zones and millions more have their education disrupted due to crises and emergencies. A safe place to learn means supporting the education of those vulnerable children exposed to danger by conflict, climate change or discrimination.

Throughout the year we met our strategic goal of activating our rapid response capacity to raise the profile of and mobilise support for education in times of emergency and crisis, especially the early years.

War in Ukraine

As the conflict entered its third year, we advanced several initiatives to support education.

Over the previous two years following Russia's full invasion, we had helped to distribute more than 70,000 laptops to keep Ukrainian children learning. The first collaboration between Theirworld, the Global Business Coalition for Education, HP and Microsoft concluded in November 2023, with all devices distributed to partners across **Ukraine** and refugee-hosting countries. More than 1.6 million children used the devices for learning purposes or participated in a classroom taught by a teacher using one of the devices.



An agreement was reached to support a new, state-of-the-art Museum of Mathematics in Kyiv.

For the next phase of the partnership, Theirworld's Global Business Coalition for Education launched a **Device Coalition for Ukraine** in January alongside the Ministry of Education and Science, UNESCO, Education Cannot Wait and UNICEF. Our President Justin van Fleet spoke at the launch at the European Bank for Reconstruction and Development in London. As part of the coalition, approximately 120,000 students and teachers were identified in critical areas of need in territories bordering combat areas where it was not safe to physically attend school.

Theirworld Your Walk, held annually to raise funds through the number of steps taken by participants, directly donated approximately 500 Chromebooks through Google to schools in **Ukraine**.

We also formed an agreement with the Ministry of Education and Science to support their efforts to reform and modernise preschool education throughout the country. Theirworld collaborated with the Ukrainian non-profit Smart Osvita to develop a blueprint for the sector to be distributed to local departments in the country responsible for preschool education.

We identified a team of consultants to work with the Ministry to execute this national programme, which is intended to incentivise parents to return to the country with their children when safety permits.

An agreement was also reached with the Ukrainian Ministry of Education and Science to support a new, state-of-the-art **Museum of Mathematics**, a centre of excellence in Kyiv to train teachers and engage children in accelerated learning around mathematics. A combination of Covid-19

Above: The new Museum of Mathematics in Kyiv, opened to promote STEM education, is the result of a Theirworld collaboration with the Ukrainian government.

and the war have seen children's performance in mathematics decline dramatically, leading the government to identify supporting those skills as essential to rebuilding the country. The initiative is supported by **Ukraine's** President. The Museum will also prepare travelling exhibitions and programmes to travel throughout the country to engage children and youth in mathematics. It was scheduled to open in 2025.

In an indication of the closeness of our working relationship with **Ukraine**, First Lady Olena Zelenska attended Theirworld's **Sustainable Development Goal 4** dinner during the UN General Assembly and was a recipient of this year's **Theirworld Unlock Big Change Awards**.

Middle East Crisis

Our approach to the Israel-Hamas conflict was to examine and address the suffering and damage caused to all children throughout the region.

Theirworld commissioned a report on children in **Gaza**, authored by Maysa Jalbout, our internationally renowned adviser on education in emergencies. Maysa examined the unique needs of children aged 0-5 in the territory and what services and support would need to be coordinated following a ceasefire to provide these children with the best prospects for a healthy, peaceful future.

We held a private briefing on the report with donors, UN agencies and non-governmental organisations during the UN General Assembly and held a regional briefing with stakeholders in the **Middle East** in late October. The report, due to be published early in 2025, aimed to provide a blueprint for an early years response in **Gaza** as part of the global humanitarian response when and if a ceasefire is in place.

Maysa Jalbout examined the needs of young children in Gaza and what they would need following a ceasefire to have the best prospects for a healthy, peaceful future.

Below left to right: Saima Wazed, SE Asia regional director of the World Health Organization, Maysa Jalbout, Theirworld’s senior advisor on education in emergencies, and Awut Dent Achuil, minister of education, South Sudan, at an Act For Early Years campaign event.



Above: A teacher training session at Seenaryo, a play-based learning programme in Lebanon and Jordan that was a winner of a Theirworld Education Innovation Award.

In **Israel**, Theirworld is supporting a civics study and personal encounter programme which brings together Arab and Jewish middle school students, who live near one another yet have never met. The programme fosters mutual understanding and respect as teachers and students confront their viewpoints on complex issues such as individual and national identity, community life and what it means to share citizenship with a group whose narratives differ starkly from one’s own.

In **Lebanon**, the education system faced significant challenges, including weak infrastructure, teacher shortages and psychosocial needs of students.

Through consultation with our Lebanon-based project partners and our local **Theirworld** consultant Sonia Khoury, we decided to support two projects. The first provided emergency education in schools being used as shelters. Lebanese Alternative Learning, with Thaki and other partners, built temporary dome structures to serve as learning spaces and used blended methods to teach children using digital materials, some of which we helped create.

The second project helped local organisation **Seenaryo** with a play-based scheme to support displaced children and strengthen education systems through three core activities. See the projects section for further detail.

LGBTQ+ education

As part of our safe place to learn mission, Theirworld has always been committed to making education a safe and inclusive space for LGBTQ+ children and youth. This year we emphatically reinforced that commitment. To mark Pride month in June, we commissioned a survey by the global research company YouGov which revealed disturbing levels of bullying and discrimination faced by young LGBTQ+ people at school and university.

We polled hundreds of LGBTQ+ youth aged 16 to 24 in the UK and found that:

- Almost half of those surveyed (47%) said they had been bullied and/or discriminated against at school or university because of their sexual orientation.
- One in four (25%) said they were singled out due to their gender identity.
- Half of those who experienced bullying or discrimination (49%) never reported it.

Similar results emerged from the same survey of 1,008 students in the US. Young LGBTQ+ people surveyed recounted harrowing experiences of being locked in toilets, punched, kicked, verbally and sexually abused, and even driven to suicidal thoughts.

Nirvana Yarger, 26, a teacher from London and a Global Youth Ambassador for Theirworld who identifies as queer, said the research showed a worrying regression in attitudes towards LGBTQ+ young people. She added: "I was a classroom teacher from 2020 to 2022 and felt there was a more inclusive atmosphere towards being an LGBTQ+ member in schools. If I were still teaching in a school, I wouldn't have felt comfortable telling the children, whereas, back then, I would have.

"If an adult teacher feels that it is unsafe in 2024 to have their sexual orientation known, I can't imagine how much worse it must be for our young people."



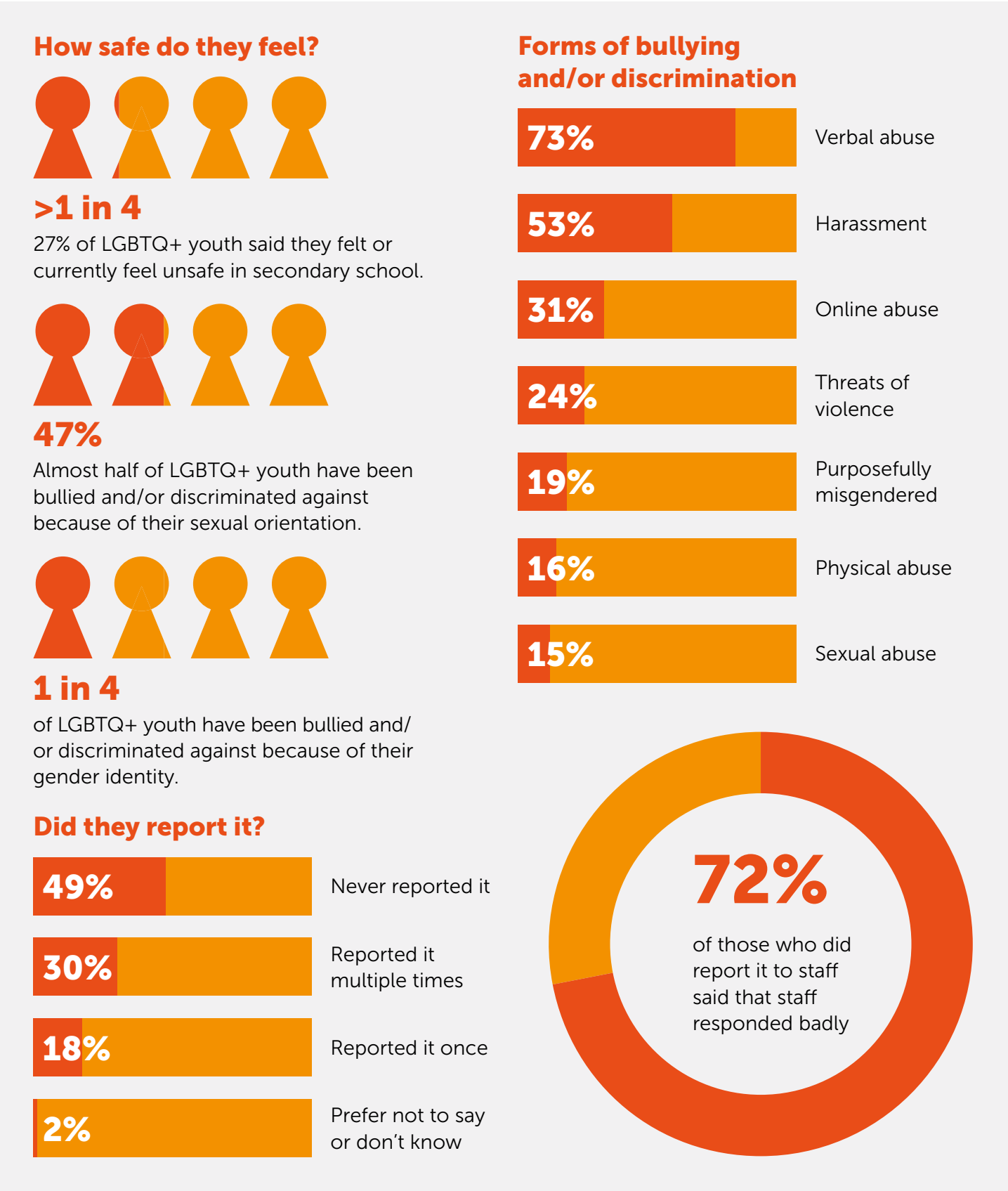
Above: Nirvana Yarger, Global Youth Ambassador and member of the LGBTQ+ Inclusion and Education Task Team.

Nirvana is a member of the youth ambassadors' new LGBTQ+ Inclusion and Education Task Team, set up in 2024 to support safe schools and learning environments for all. A further indication of how we put youth at the forefront of our campaigning and activism, the task team is made up of eight people from six countries: US, UK, South Africa, Kenya, Portugal and India.

The task team built on Theirworld's previous work on this issue. Our report 'Safe Schools: The Hidden Crisis' called for sustained efforts to reduce the victimisation of marginalised groups. Our free online hub The Key also includes activist resources on Education and the LGBTQ+ Community.

Our President, Justin van Fleet announced the Task Team when he was recognised by PoliticsNY as a 2024 LGBTQ Power Player.

Theirworld wanted to find out how safe LGBTQ+ youth feel in UK schools and universities. YouGov polled 545 LGBTQ+ people aged 16-24 in the UK between June 11 – 18th 2024.

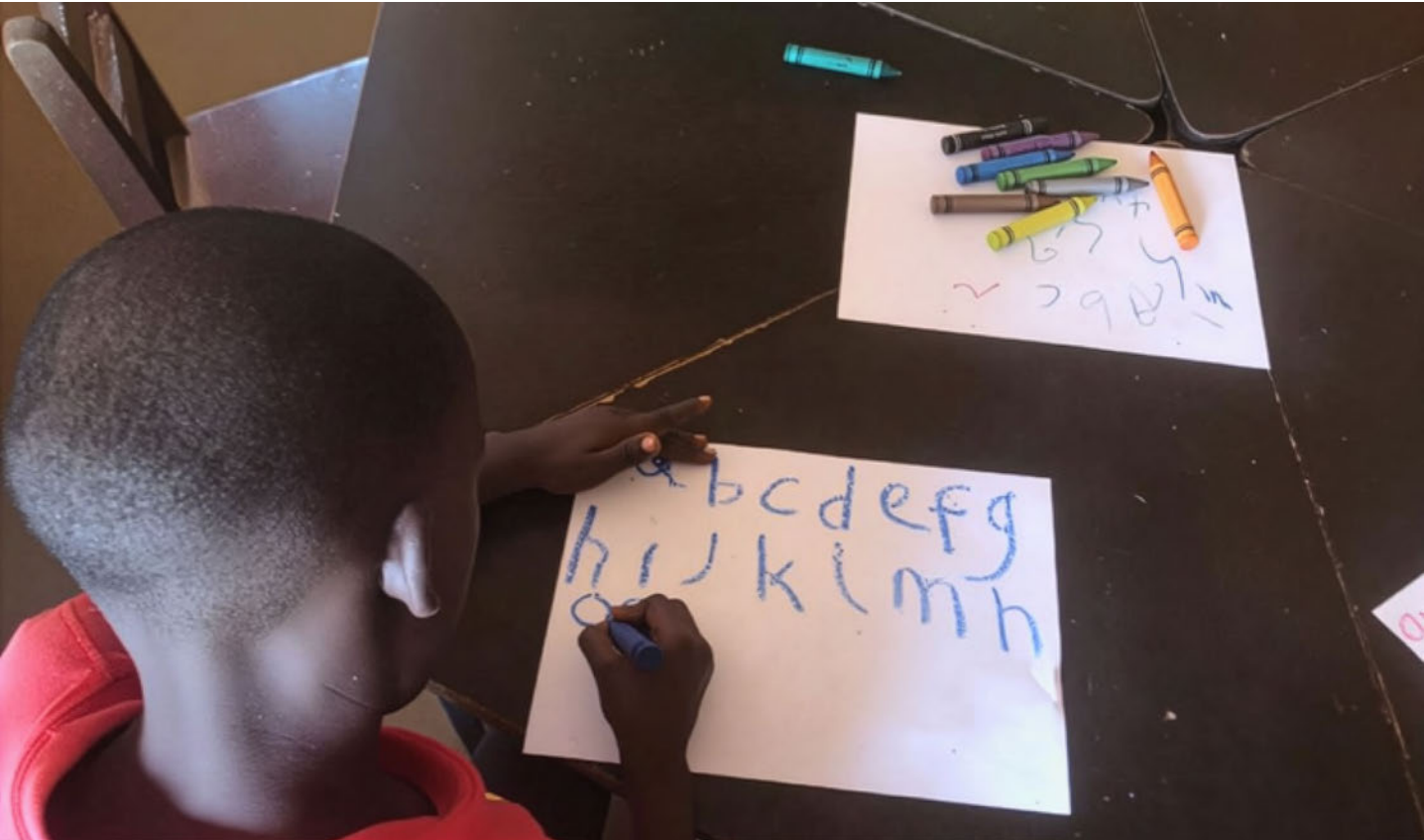


Project highlights:
Safe place to learn

Chance for Childhood
Best Start Together
Ghana and Uganda

The project trains early childhood education (ECE) caregivers, teachers and headteachers in inclusive access to ECE for young children, and in the use of the **Disability Detect** app which helps screen children for disabilities and special educational needs.

Below: A child writing at Chance for Childhood, a project in Ghana training early years teachers to incorporate play and inclusive learning into their classrooms.



It enables **Theirworld** to ensure thousands of young children can benefit from an inclusive, quality education at an early age, and provides an opportunity to compare ECE interventions in differing contexts. While Accra is set in a more stable, urban context, Kyaka II in **Uganda** is home to more than 125,000 refugees, the vast majority fleeing conflict in the eastern **Democratic Republic of the Congo**.

In Accra, the project will reach 3,000 children, and more than 1,000 parents and 2,000 community members; 1,500 children will be reached in the Kyaka II refugee settlement.



Above: A Seenaryo teacher training session in Der El Ahmar, Lebanon.

Seenaryo Playkit
Seenaryo Lebanon and Jordan
Lebanon

Our partner **Seenaryo** adapted its existing project approach to fit a post-ceasefire context in the second half of 2024, supporting displaced children and strengthening education systems through three core activities: Play-Based Learning Cycles for Displaced Children, training of teachers, and Teacher Training in Schools.

In 2024, the play-based sessions reached 87 children, helping them to process trauma, connect with others in a safe space and rebuild emotional resilience. It was the first time such training had been delivered in public schools and was an important milestone in our long-standing partnership with the ministry, which was on course to create access to 50 public schools in 2025.



Skills for the future

A Global Youth Ambassador training event in Amsterdam included media training and team-building activities.

Skills for the future

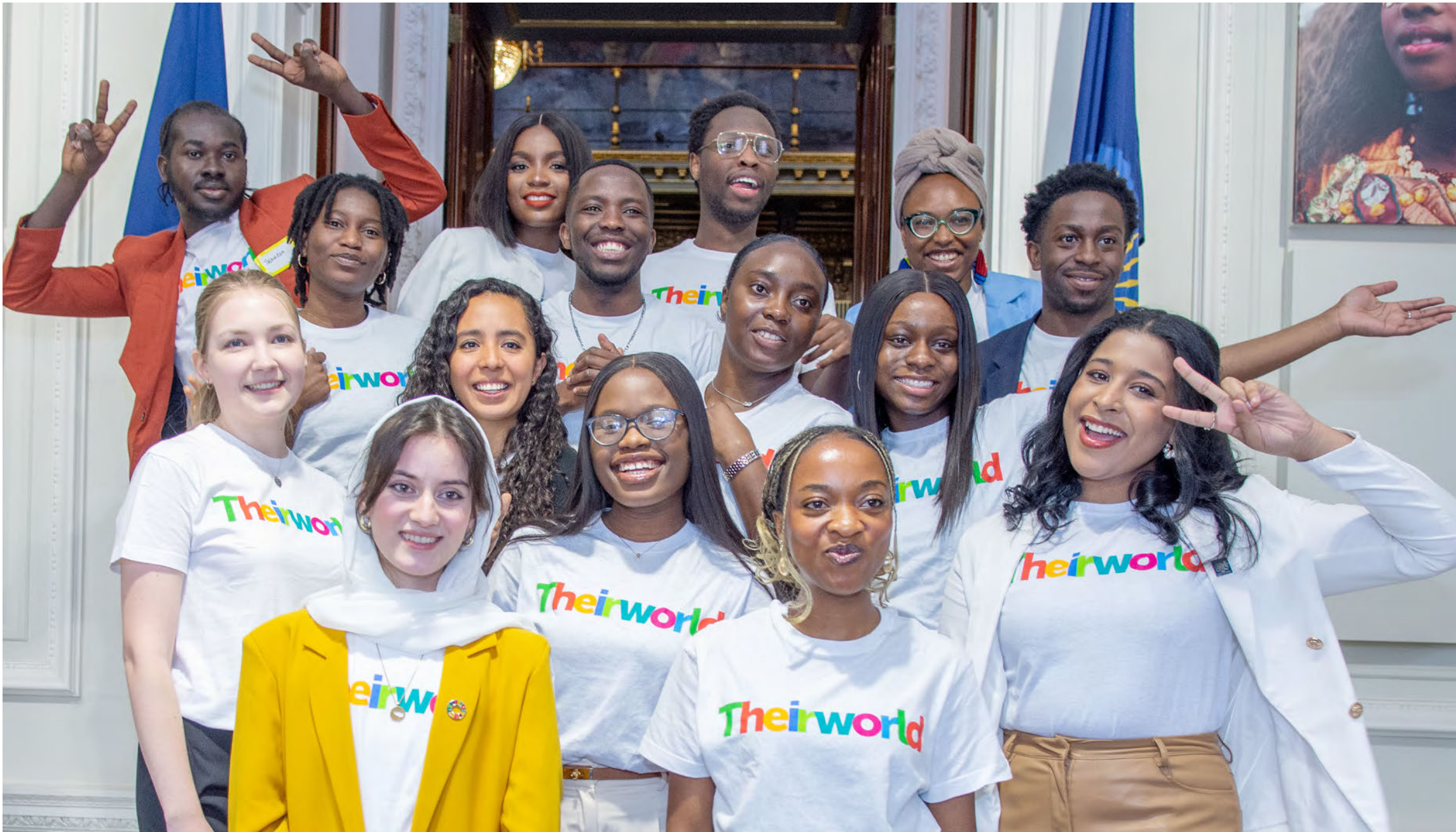
In 2024 our **Global Youth Ambassador Programme** went from strength to strength. We received a record number of applications and by September we had met our target for the year of onboarding 1,000 new young people. We are on track to deliver the 2027 strategic goal of 10,000 young people having passed through the programme.

The programme currently has 2,204 members in the network, with a total of 8,477 including graduates.

Currently, 141 countries are represented in the network, the top five being: **Nigeria, Kenya, UK, India** and **South Africa**.

2024 started with the launch of two new Task Teams, the **Gender and Education Task Team** and the **Disability Inclusion and Education Task Team**, with India-based consultant Vibhu Sharma supporting the latter team. Later on in the year, we launched the **LGBTQ+ Inclusion and Education Task Team**, as detailed elsewhere in the report. Each team increased ambassadors’ public communication and campaigning activities in these focus areas in the same way the **Health** and **Climate** teams had.

Our youth team delivered three training workshops for ambassadors. In Amsterdam, 20 ambassadors were involved in thought-provoking expert talks, hands-on media training and team-building activities, hosted by our supporter the Dutch Postcode Lottery (Nationale Postcode Loterij), who kindly included a trip to the Van Gogh Museum and an opportunity for our **Global Youth Ambassadors** to share their experiences at an event with the Lottery players.



In Dar es Salaam, youth ambassadors attended a workshop on how they can raise awareness for the early years in their communities.

In London, 15 ambassadors were equipped with tools to engage local leaders, ahead of the **UK** general election, and encourage early years in education budgets. The training took place at Marlborough House, the headquarters of the **Commonwealth**, and concluded with a panel discussion with the then Commonwealth Secretary-General Baroness Scotland, which a further 65 ambassadors joined remotely.

Nosizi Dube and Binama Jessica Nyacyesa delivered speeches at the Eastern Africa Early Childhood Conference as African leaders committed to prioritising the early years.

Above: Global Youth Ambassadors at a workshop on engaging local leaders, held at Marlborough House, the Commonwealth headquarters in London.

15 Global Youth Ambassadors were trained at Marlborough House, the headquarters of the Commonwealth, in how to engage local leaders.



**“Youth hold the power
to lead us to a more
just future. We must
ensure all children have
access to education.”
– Andressa Reis**

Left: Global Youth Ambassador Andressa Reis at a Theirworld dinner on Sustainable Development Goal 4: Educating for the Next Generation.

In July, ambassadors from **Brazil** emailed the G20 Ministerial Working Groups and the chair of the new Global Alliance Against Hunger and Poverty in advance of the G20 Summit in Rio de Janeiro. They called for a revitalisation of the G20’s commitments to the 2018 Initiative for Early Childhood Development.

This year, seven **Global Youth Ambassadors** from around the world were selected to attend the UN General Assembly high level week, with each bringing diverse knowledge, experience and insight on the importance of early childhood development. They took part in an intensive programme in the six months leading up to the trip, participating in trainings, attending briefings and contacting decision-makers to arrange meetings while in New York.

There were a series of high-level appearances by ambassadors over the course of the week.

Angela Zhong, 21, from the **US**, and Adrija Sakar, 29 from **India**, met the former **UK** Prime Minister and UN Special Envoy for Global Education, Gordon Brown, and UN Secretary-General António Guterres to announce a new \$1.5 billion commitment to the **International Finance Facility for Education**,

representing the largest one-off investment in global education and skills in decades. Ambassadors have been at the forefront of campaigning for the facility which launched two years ago and will bring education opportunities to millions of children around the world.

Blessing Ahmodu, 23, from **Nigeria** and Lilia Touil, 24, from **France** attended the **African First Ladies dinner**. They discussed the importance of the early years for young people in Africa and met First Ladies from **Nigeria, Kenya, Sierra Leone, Malawi** and more. Blessing shared her own story and talked about the impact on her life of early years care and development. She also spoke about how stronger childcare provisions in **Nigeria** would help women return to the workforce more easily and, as a result, improve gender equality.

Andressa Reis, 22, from **Brazil**, and Rolando Pelicot, 25, from **Panama**, joined a **Latin American First Ladies** event. They had the opportunity to discuss how young people can collaborate with regional leaders on early childhood development and education and urged the First Ladies to unite in speaking up on the issue.

The youth ambassador delegation attended Theirworld’s **Sustainable Development Goal dinner**, with Andressa speaking on the panel alongside World Bank President Ajay Banga and sharing how, at the age of six, floods in **Brazil** displaced her family and disrupted her education.

Three ambassadors held a meeting with Abby Finkenauer, the US Special Envoy for Global Youth Issues, discussing how a lack of investment in the early years leads to inequalities and how it impacts young peoples’ development and opportunities.

Below: Itzel Tissier, Theirworld project assistant (second left) with Global Youth Ambassadors promoting the Act For Early Years campaign ‘Minifesto’.



Our youth ambassadors mobilised en masse for **Act For Early Years** and were involved in every public activity of the campaign.

For the **Day of the African Child** in June, more than 1,500 ambassadors united to call for urgent investment in preschool education for **Africa’s** 200 million under-fives. With only 2.3% of education budgets in **sub-Saharan Africa** going to pre-primary education, far below the 10% target set by Theirworld and agreed by international partners, youth activists highlighted the need for increased funding to ensure these children do not fall behind. Some ambassadors managed to secure local media coverage, while others received responses to their letters, including from **South Africa’s** Minister of Basic Education Angie Motshekga. GYAs in the **UK** have also had responses to letters from the British MPs Alice MacDonald and Luke Charters.

“Millions of women around the world face limited opportunities due to the insufficient investment in early years support.”

– Lara Sampaio



Ambassadors co-hosted the **Act For Early Years Symposium** with Theirworld, ECDAN (Early Childhood Development Action Network) and the Brookings Institution. The event addressed critical areas including early childhood and inequality, emergencies and innovative financing to help make the case for action. The delegation spoke on different panels, engaged with leaders in the room and called on everyone to join the campaign.



Andressa Reis also handed in our **‘Minifesto’** for early childhood education to Wellington Dias, the Minister of Social Development from **Brazil**. The document outlined three actions needed to solve the early years crisis, and was central to furthering Theirworld’s campaign objectives ahead of the G20 in **Brazil**.

As **Brazil** launched the Global Alliance Against Hunger and Poverty at the G20 Social Summit, Lara Sampaio delivered a powerful speech calling for greater investment in early childhood education;

she was one of the only young speakers in the room. In preparation for **South Africa** assuming the G20 presidency in 2025, a group of five ambassadors co-authored an open letter, signed by another 120 ambassadors, urging President Cyril Ramaphosa to prioritise early childhood care.

Left: Lara Sampaio, a Global Youth Ambassador from Brazil, addressing the launch of the G20’s Global Alliance Against Hunger and Poverty.

Above left to right: Justin van Fleet, President, Theirworld; H. E. Wellington Dias, Minister of Social Development, Brazil; Sarah Brown, Chair, Theirworld; Andressa Reis, Theirworld Global Youth Ambassador, Brazil at the launch of the ‘Minifesto’ of the Act For Early Years campaign.

Project highlights:

Skills for the future

ZanaAfrica Foundation

Health and Life Skills Education

Kenya

Two in three girls in **Kenya** lack access to health education and menstrual pads. Topics such as puberty and reproductive health are considered taboo and are rarely discussed at home or in the classroom.

ZanaAfrica Foundation delivers lessons in reproductive and life skills to girls in **Kenya**. Its curriculum improves girls’ self-belief and confidence, as well as teaching boys about respect and understanding.

So far, the programme has trained 70 teachers and reached 20,000 girls, including distribution of a three-month supply of sanitary pads and one pair of cotton underpants – a key resource that help girls break down stigma and negative social norms.

The lack of menstrual products, combined with social stigma, has a huge impact on girls’ health and safety.

Below: Two girls at a ZanaAfrica Foundation health club lesson in Kenya.



Mosaik Education

Helping refugees reaching university

Lebanon, Jordan and Uganda

Attending tertiary education – university, technical school or college – can boost a young person’s future earnings by 17%, according to World Bank estimates. But of the 220 million students enrolled in these institutions globally, just 5% are refugees.

Although the number of scholarships and online courses for refugees has increased in recent years, they still face significant barriers to accessing higher education. Young refugees are often unsure of what options are open to them and require help with applying to courses.

Mosaik runs workshops to help refugees gain access to higher education. Through eight modules, students explore their own interests and strengths, potential areas of study and educational pathways. They are also advised on completing applications, writing CVs and doing interviews. In 2023-2024 **Mosaik** delivered workshops to 2,950 students in **Lebanon, Jordan and Uganda**.

Designathon

Designathon Works

Global

A global project dedicated to providing accessible educational opportunities for children from diverse backgrounds, ensuring equitable access to innovative programmes regardless of socio-economic status or geographic location. Headquartered in the **Netherlands**, the project helps children aged five to 12 around the world use simple technologies through a collaborative design process to address issues like climate change, water scarcity and poverty. It aims to enable one million children around the world to become changemakers for a better world and for society to include children in co-designing shared futures.



Clockwise: Children at a Designathon Works class, a programme encouraging children to develop solutions to social and environmental challenges.

Avin, a Syrian refugee now living in Lebanon, who was helped by Mosaik’s education programme supported by Theirworld.

Education Innovation Awards

Our Education Innovation Awards provide grassroots non-profit leaders with funding, mentorship and scaling expertise to expand the reach of their education innovations.

The awards were launched in 2021 and are open to non-profits, non-governmental organisations and charities, with the winners receiving a grant of up to £50,000, scale-up masterclasses, bespoke mentoring and leadership coaching.

Previous winners have successfully expanded their impact during and after the awards, and the programme has helped teams grow across several key areas: team expansion, value network and partnership development, diversification of funding sources, the testing of new monitoring and evaluation approaches, and public relations reach.

We announced two sets of awards winners during 2024. In June, we revealed that seven projects with a focus on the early years had been selected in the third edition of the awards.

The fourth cohort, announced in October 2024, generated a record 1,200 expressions of interest and 100 full applications.

**Winners receive a grant of up to
£50,000, bespoke mentoring and
leadership coaching.**

Right: Angela Solomon, Theirworld's Senior Advisor for Innovation, Projects and Research, alongside a young learner at Škola dokorán, a programme providing early years care and education in Slovakia, Hungary and Poland.



The ten selected organisations in the fourth cohort were:

1.
PACEmaker International – Kenya, Malawi: engages Kenyan high school graduates on their gap years and university students on long holidays to act as teaching supporters for students in underserved schools.

2.
Enjuba Spelling Bee – Uganda: provides high-quality pre-primary education in rural areas, using AI to create picture books of stories with help from children, elders and parents.

3.
ThinkZone – India: a home-based programme in underserved communities that engages parents in children’s learning with personalised learning support using affordable technology: voice calls, SMS, and WhatsApp.



4.
Charmaghz Cultural Services – Afghanistan: 31 mobile libraries serving disadvantaged areas of Kabul, which have been visited almost a million times since 2011, with 54% of visitors being girls.

5.
Reflective Learning Foundation NPC – South Africa: a tech-based teacher tool which identifies and closes gaps in the students’ maths and English knowledge. The programme is implemented in schools, providing ICT hardware where needed, and teacher training.

6.
Power Learn Project – Kenya: a 16-week tech-skills learning portal that trains young people in software development, and then pairs students with private enterprises and government entities for job placements and internships.

7.
Public Organization EdCamp Ukraine – Ukraine: the first national-level ecosystem to develop social and emotional skills in schools, fostering children’s resiliency during the war.



8.
Stichting Designathon Works: (Belgium, Brazil, Bulgaria, China, Colombia, Croatia, France, Ghana, Greece, India, Ireland {Republic}, Ivory Coast, Kenya, Mexico, Nepal, Netherlands, Nigeria, Pakistan, Poland, Rwanda, Saudi Arabia, Serbia, Singapore, Slovenia, South Africa, Tanzania, Tunisia, Turkey, United Arab Emirates, United States) – fosters skills development essential for 21st-century success among children aged 5-12 worldwide.



9.
Digital Chronicles – Uganda, Tanzania and Rwanda: a diagnostic tech system for schools that assesses each learner’s competence in academic and co-curricular activities, identifying areas of strength and weakness, and recommends focus areas to teachers.

10.
Digify Foundation – South Africa: Digify Foundation’s Kitso bot is a WhatsApp-based interactive learning platform that addresses limited digital literacy and internet safety skills among young Africans.



Small Grants programme

Theirworld’s Small Grants programme provides up to £10,000 to charities and non-profits helping disadvantaged and overlooked young people in the UK and around the world.

Local community and voluntary organisations are crucial to broadening access to education and improving health outcomes for young people.

They are often started and driven by a passion for helping to advance opportunities for children. However, they often lack the resources or profile to secure the funding they need to deliver on their vision. All projects fit into our three pillars of best start in life, a safe place to learn and skills for the future and serve as a way for community organisations to pilot new work or get a project off the ground.

Below: Blessed Life Foundation Uganda Limited. Empowering teenage mothers with vocational skills, with training in areas like hairdressing, tailoring, craft and IT.



In 2024 the Trustees approved Small Grants to the following organisations:

Action for Community Transformation India Foundation Trust (ACTIFT) (India): To empower tribes and other vulnerable and marginalised communities by improving their social and economic status.

Amuria Youth Alliance Development Organization (AYADO) (Uganda): To promote practical interventions to improve vulnerable children’s education and youth employment.

Betsy Elizabeth Trust (India): To provide academic, social, and health care support for ‘untouchable’ children.

The Builder’s Foundation (Ghana): To provide quality education to one million rural students and foster economic empowerment for sustainable community development.

Centre for Advancement of Youth Empowerment (CAYE) (Malawi): To create opportunities for young people to discover and express their abilities and skills.

Dispositif d’Initiatives pour les Metiers de l’Artisanat (DIMA) (Niger): To train young people in the skills to earn their living as artisans and preserve tradition-based arts in Niger.

Eco-Friendly Generation (ECOFRIGE) (Cameroon): To promote smart, sustainable innovation and organise activities with young people for the benefit of the environment.

Education for the Children Foundation (EFTC) (UK with project operating in Guatemala): To break the cycle of poverty through education, and empowerment.

Knowledge Enhancement Network Foundation (KEN-F) (Uganda): To work towards a safe and peaceful society where underprivileged groups have equal access to opportunities.

Kwa Wazee (Tanzania): To empower children and youth through education support, protection against violence and also reduce the effects of climate change.

Kyegegwa Association of People Living with HIV/AIDS (KAPHA) (Uganda): To improve the health and wellbeing of those living with HIV/AIDS and other vulnerable groups.

Ladles of Love Foundation Trust (LLFT) (South Africa): To alleviate hunger and food insecurity for the under-privileged, with particular focus on children aged 1-6 years old.

The Mwezi Foundation (UK with project operating in Kenya): To improve the education of pupils in very remote, ‘last-mile’ communities in Kenya, where there is no mains electricity.

Nepal Association for the Welfare of the Blind (NAWB) (Nepal): To promote the rights of people with visual impairments by eliminating discrimination and promoting inclusion.

Resolve Now (UK): To preserve and protect the mental health and wellbeing of children and young people.

The Sapphires Development Initiative (Nigeria): To create a world where at least 50,000 young Nigerians are trained to become transformational leaders and drivers of positive change.

United African Orphans and Widows Foundation (UAOWF) (Uganda): To ensure that orphans, vulnerable children and women have access to quality education and opportunities.

Uthabiti Africa Foundation (UAF) (Nairobi): To ensure access to quality and affordable childcare.

Wrexham Youth and Play Partnership (UK): To provide advice, assistance and physical and educational activities to children and youth under the age of 25.

Zero2Five Trust (South Africa): To promote holistic Early Childhood Development in formerly disadvantaged areas.

Winning a grant and changing minds

Dzelamunyuy Simuben, 25, is a Global Youth Ambassador whose organisation in northwest Cameroon, Eco-Friendly Generation (ECOFRIGE), was one of our 2024 Small Grant winners.

Its vision is to introduce young learners and communities to food security and sustainable agriculture. Among its activities are showing school children and community groups how to convert waste into organic fertiliser and collect plastic bottles to use as plant pots for growing vegetables.

“Through Theirworld programmes, I gained access to trainings, story-telling and advocacy, enabling us to design our project idea, tell compelling impact stories, and connect local actions to global education and environmental goals. My experience as a **Global Youth Ambassador** played a key role in shaping our team’s successful grant application.

Being a Theirworld grant recipient was a big turning point for us. This was our first award since the beginning of ECOFRIGE. This grant gave us the boost we needed to take our work to the next level.

With the funding, we were able to create community awareness about the impact of poor plastic waste management. We worked with primary schools who were excited to partner with us, and the activities gave children a chance to learn right in their own garden, connect with nature and express their thoughts openly through drawing, painting, singing, fashion parades and dancing.

The grant also supported our ability to communicate better. This has helped people recognise our impact and has even brought new collaborators on board.”

This grant has opened doors for us to build stronger relationships with schools, local leaders and youth groups.



Children at a ECOFRIGE workshop educating children on sustainable agriculture and re-using plastics.

Global Business Coalition for Education

The Global Business Coalition for Education (GBC-Education) is a Theirworld initiative based in New York, focused on leveraging the business community to end the global education crisis.

The Coalition continued to positively affect the lives of children and young people in the US and around the world through its programmes, thought leadership and high-level events, and strategic advising of major companies.

In 2024, GBC-Education fine-tuned its activities to focus its work into three strategic areas and remained on course to achieve our strategic target of enabling 200 businesses to make a difference to the lives of 50 million people through education.

Building a robust ecosystem of private sector partners

GBC-Education's core mission is to engage the business sector as a more informed, impactful partner in advancing public education. We welcomed new companies, including household names Google, Microsoft and Stellantis, as well as Chapel Hill Denham and Alef Education, into the Coalition, expanding efforts to transform business engagement in global education policy, innovative finance and social impact by serving as a platform for collaboration and providing a seat at the table alongside governments, development banks, and international organisations on major decision-making bodies.



GBC-Education again represented the private sector on multilateral organisations which provide more than \$8 billion in education funding, including the board of the **Global Partnership for Education** and the **Education Cannot Wait fund**. GBC-Education also engages in the **UNESCO High Level Steering Committee for Sustainable Development Goal 4**.

Events

In 2024, GBC-Education held several major events for current and prospective members:

In April, at the World Bank and IMF Spring Meetings, we co-hosted an event with Theirworld, Sesame Workshop and ECDAN on the importance of

investing in the early years, a campaign we have been spearheading since its launch in 2023. The business panel included leaders from Etsy, Hewlett Packard Enterprises and the US Chamber of Commerce Foundation, with over 100 attendees from the public and private sector.

In June, during the Global Partnership for Education and the Education Cannot Wait Board meetings in Berlin, **Germany**, GBC-Education hosted a roundtable for donor country governments and the private sector on effective public-private partnerships and dreaming big for the future of education. Senior officials from seven donor countries, two multilateral agencies and four companies joined us for an engaging conversation.

Above: Justin van Fleet, President, Theirworld, Luis Benveniste, Global Director, Education, World Bank and Bama Athreya, Deputy Assistant Administrator, USAID at an Act For Early Years event on Unlocking Investment for Our Youngest Learners event during the IMF/World Bank Spring Meetings in Washington DC.

During the UN General Assembly in September, GBC-Education hosted an annual luncheon to explore the potential of AI to enable growth and prosperity in **Africa** and beyond. More than 100 leaders from business, government, academia and civil society attended.

Providing strategic advisory services to shape corporate policies

In 2024, the team provided strategic advisory services to GBC-Education members, with the most recent projects supporting SAP and HP Inc.

The team worked with SAP on their signature corporate social responsibility initiative, Educate to Employ, by acting as a key strategic partner. The programme aims to equip youth aged 18-35 around the world with soft skills and foundational learning for employment. GBC-Education provided guidance on programmatic efforts as well as vetting and recommendations for potential project partners.

GBC-Education also worked with HP Inc., interviewing senior leaders from around the company to glean insights into their understanding

of the Future of Work landscape. Based on these interviews, the team worked with HP Inc. on its digital equity and the future of work, helping align their philanthropic and business efforts to advance education and opportunity in the various markets in which the company operates.

“What we are doing is shaping and building a new future for humanity.”
– Dr Bosun Tijani, Nigeria’s Minister of Communications

Below left to right: Rapelang Rabana, Co-CEO, Imagine Worldwide; Sam Miller, Director, Google DeepMind Impact Accelerator; Salima Bah, Minister of Communications, Technology and Innovation, Sierra Leone; Dr. Bosun Tijani, Federal Ministry of Communications, Innovation and Digital Economy, Nigeria, and Uzodinma Iweala, (Outgoing) CEO at The Africa Centre at GBC-Education’s annual luncheon exploring the potential of AI in Africa.



Programme implementation

Youth Skills and Employment Accelerator

The Accelerator helps non-profits that work with young people from underserved communities connect with other organisations, businesses and funders to improve their skills and employment prospects.

In February 2024, the Youth Skills and Employment Accelerator launched programming for its third year. The 2024 curriculum included a presentation on corporate pro-bono opportunities for the year, a module on corporate fundraising and partnership, a session on peer resource sharing, operational support on “on demand topics”, AI, non-profit leadership, harnessing communications and media and others.

Above left to right: Tiara, Alejandra, Maryori and Danny who participate in the Southern California College Access Network (SoCal CAN), winner of the Skills Friendly Cities challenge 2023, during a visit by GBC-Education and partner Deloitte.

Since its inception, this programme has had the following impact:

- 43 youth-serving organisations in 24 US states were supported with financial and capacity-building resources.
- 200,000 young people were direct beneficiaries of initiatives led by the Accelerator organisations.
- 146,960 direct beneficiaries have been from under-resourced or under-represented communities.
- 105,255 girls and women have been direct beneficiaries of initiatives led by the Accelerator organisations.
- 16,981 young people landed their first job with support from the Accelerator’s member organisations and 13,520 youth were placed in an internship or job shadowing programme for the first time.

Humanitarian Relief Work – Ukraine

At the request of the Ukraine Ministry of Education and Science, Theirworld and GBC-Education continued our engagement with the Ministry in areas of critical need:

The Device Coalition: GBC-Education partnered with the Ministry of Education to serve as the implementation partner of the Ukraine Device Coalition, a joint initiative of the Ministry, the Ministry for Digital Transformation of Ukraine, the Olena Zelenska Foundation and HP and Google. Justin van Fleet was in regular contact with all parties, particularly the Minister of Education and Deputy Minister as the coalition took shape.



“Investing in quality early years support is critical, especially for children who have suffered trauma due to war or displacement.”
– Justin van Fleet, CEO



Opposite page left to right: Justin van Fleet, William Florance, Head of Strategic and Government Initiatives, Google for Education, Dr. Yevhen Kudriavets, First Deputy Minister, Ministry of Education and Science of Ukraine and Oleksii Prokopenko, CEO, HUCUS Photography of Google joining GBC-Education as a member and signing a new agreement supporting the Ukraine Device Coalition.

Above: Space to learn – children explore innovative exhibits at the new Museum of Mathematics in Kyiv.

Museum of Mathematics: In partnership with the Ministry and Ukraine’s Junior Academy of Sciences we supported the final stages of the development of **Museum of Mathematics**. The museum was due to formally open its doors in early 2025.

Communications and marketing

The team made strong progress towards several strategic goals.

We significantly expanded our supporter base, reaching around one-third (34,000) of our target of 100,000 active subscribers. This growth is also evident in our Instagram following, which has increased by 10%, outpacing our tracked peers' average follower growth of 2.1% for this year.

In February, to mark the second anniversary of the **Ukraine** conflict, media outlets featured Theirworld's involvement in the new **Museum of Mathematics** in Kyiv and the country's early years programme – part of our ongoing commitment to raising awareness of the need for education in emergencies. Theirworld Chair Sarah Brown was interviewed by 15 television and radio outlets including BBC News, Sky News, Times Radio, LBC Radio, BBC 5 Live and BBC regional radio. Our story was featured in more than 130 articles in newspapers and online news sites, including The Independent and Daily Mail. We also secured two op-eds: one by Sarah in the Financial Times and the other by President Justin van Fleet in the **US**-based Chronicle of Philanthropy.

In June, during Pride Month, we released alarming polling data from the **US** and **UK** highlighting the safety concerns of LGBTQ+ youth in schools. To address this issue, we announced the formation of a new youth-led **LGBTQ+ Inclusion and Education Task Team**. A simultaneous online hand raiser successfully garnered 11,000 email sign-ups.

In early September, we published a global survey of schoolteachers that showed millions of young children were not developmentally ready to begin primary school, with problems with washing their hands, going to the toilet independently, or identifying simple numbers and letters.

Only 6% of teachers in the **US** felt children were ready for primary school, with 8% in the **UK**, 9% in the **Netherlands**, 10% in **South Africa** and 16% in **Brazil**. **India** was among the highest at 29%.

We ran a global print and broadcast programme to publicise the survey and support the call for \$1 billion in new funding for early childhood development. This resulted in interviews for Sarah Brown and Justin van Fleet in major **US** and **UK** media outlets, including the BBC, Sky News and the New York Post. Justin spoke on local television and radio stations throughout the **US**. Additionally, the campaign achieved coverage in G20 target countries **South Africa** and **Brazil**.

Letters to the editor from Justin and Sarah advocating for early years investment were published in two top-tier media targets – The Economist and Financial Times.

The INDEPENDENT

Education investment for conflict zone children is critical, says Sarah Brown

The charity of former PM Gordon Brown's wife has launched a development project to help young people in Ukraine.

Ella Nunn • Friday 23 February 2024 17:43 GMT



Sarah Brown, Theirworld chairwoman, after announcing new projects to support Ukrainian children's education (Aaron Chown/PA) (PA Wire)

THE CHRONICLE OF PHILANTHROPY

Ukraine Is Facing an Education Crisis. Here's How Philanthropy Can Help.

Investing in programs for children has immediate benefits and should be a focus of grant-making strategies in Ukraine.

By Justin van Fleet | FEBRUARY 23, 2024



FINANCIAL TIMES

Opinion Education

Educating Ukraine's children is critical to its future

We must act now to equip the next generation of builders, engineers and architects with skills to restore a ravaged country

SARAH BROWN



After four years of disrupted learning, Ukrainian children have fallen significantly behind in reading, maths and science compared to their peers in other countries. © Anastasia Sivolobova/Unsplash/Getty Images/Reuters

POLITICO

Early years investment could lift millions of children out of poverty. Why wait?

Inequality takes root in the first five years of life, and only by acting now will we break the cycle of disparity and poverty.



NEW YORK POST

Nearly 80% of US teachers say youngsters less prepared to start school than several years ago: 'Parenting means so much'

By Carl Campanile and Henry Bruch | Published Sep. 5, 2024, 5:00 a.m. ET



Nearly 80% of US teachers say youngsters are not as prepared to start elementary school as in previous years — the most dismal percentage of any country taking part in the global survey.

About half the US teachers surveyed — 47% — blamed the lingering impact of COVID-19 disruptions for

Theirworld Annual Accounts and Financial Statements 55

The Economist

Supporting children

Your report on the importance of investing in children's early years (Graphic detail, August 8th) was a timely reminder that supporting the health, education and care of the world's children aged six and under should be the cornerstone of efforts to promote sustainable development. We are currently a long way from that, with most countries spending far less on children aged 0-6 than on those in the 6-11 and 11-17 groups. This is despite compelling evidence that investing in the early years is a cost-effective way of alleviating poverty, correcting inequality and boosting productivity.

Our research has found that if the G20 had increased spending on those three areas by just 0.6% of GDP from 2018 to 2021, 16.7m children could have been lifted out of poverty. By contrast, making maternity benefits available only to insured mothers or employed mothers can in fact increase poverty rates and reduce female employment.

Until now, international groups and agreements have done little more than pay lip service to supporting children's early years. But momentum is growing to turn promise into effective action. Importantly, the impetus is coming from three large emerging economies, India, Brazil and South Africa, which are consecutively chairing the G20, rather than the aid powerhouses of the global north.

That momentum will be evident when Brazil chairs the annual G20 summit in November. Beyond that, our goal is to stage the first ever International Financing Summit on the Early Years. Yes, that means another summit and pledging event. But we believe it will be the best way of moving world leaders' minds from good intentions to well-judged investment, to stop

Daily Mail

Almost half of LGBTQ+ youth have felt bullied in education, survey suggests

Almost half of young LGBTQ+ people surveyed in the UK have felt bullied or discriminated against at school or university because of their sexual orientation but many have not reported it, according to research.

The charity which commissioned the polling said the findings suggest that "despite undeniable progress in LGBTQ rights", young people are still facing prejudice "in environments where they should feel secure and protected".

Some 545 people aged 16-24 in the UK were surveyed online by YouGov this month, 337 of whom were still in education.



Some 27% of LGBTQ+ youth said they felt or currently feel unsafe in secondary school (Danny Lawson/PA)

The New York Times

Biden Sought Peace but Facilitated War

Oct. 8, 2024



Influence and Inspiration

From 2024 to 2025, Theirworld partnered with a diverse group of influential online voices from the UK, US, India, and Africa to serve as Brand Advocates – creating digital content about our work and sharing it with their audiences across social media.

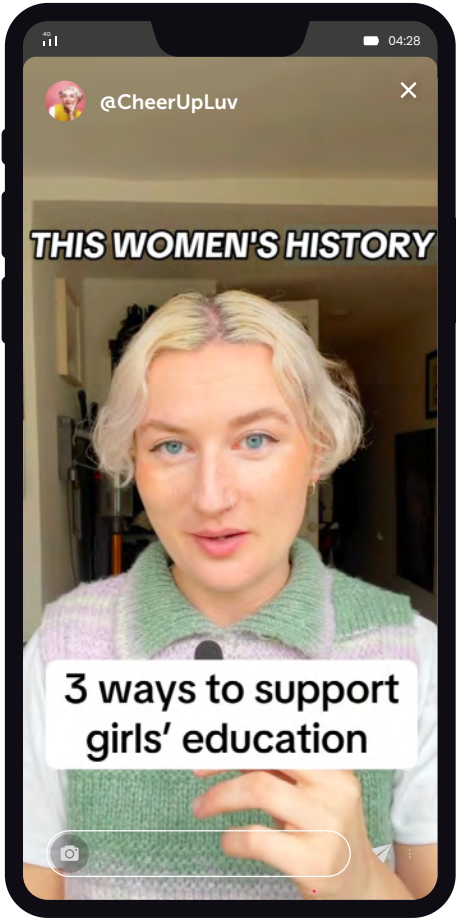
Janet Mbugua:
[@OfficialJanetMbugua](#)
Instagram: 1.3 million followers
Kenya

With more than one million Instagram followers, Janet is one of **Kenya’s** best-known public figures. She was a leading television news presenter before moving into acting, advocacy and humanitarian work. In 2021 she created the Inua Dada Foundation, which is dedicated to empowering girls and women with advice on health, rights and education and is endorsed by First Lady Margaret Kenyatta.



Eliza Hatch:
[@CheerUpLuv](#)
Instagram: 200,000 followers
United Kingdom

Eliza is a young British woman working to tackle sexism and misogyny. Her campaign was named after a man in the street told her to ‘cheer up’ – a typical verbal harassment directed at women in the **UK**. Her activism started with a photographic campaign about harassment which quickly developed into a multimedia platform, podcast, workshops, lectures and media appearances.



Jessica Jordan Ping:
[@TheRollingExplorer](#)
Instagram: 134,000 followers
United States

Jessica collaborates with Theirworld to close the gap in access to quality education for people with disabilities. She was born with a very rare genetic disorder called CHILD Syndrome, which left Jessica with a shortened arm and an amputated leg on the left side of her body. In 2020 she launched the Rolling Explorer, a lifestyle blog with a disabled twist and now works as a writer, speaker, content creator, podcaster, model and presenter.



Events and fundraising activities

Our fundraising activities took a major step forward with the establishment of our Development Board, which has a remit to support the Theirworld Trustees and staff in heightening awareness and philanthropic support for Theirworld’s projects and campaigns.

Its first meeting was held in September in New York during the UN General Assembly, and it went on to host its first fundraising dinner in October as well as supporting fundraising activity throughout the remainder of the year.

Our celebrity ambassadors continue to play a key role in supporting our work, and we will be reaching out to new celebrities to act as ambassadors and expand our reach even further.

In June, our **Theirworld Your Walk** challenge had 150 active participants raising funds through a sponsored walk and counting their steps for laptops to allow Ukrainian children to keep learning despite the conflict.

The top fundraisers were key celebrity supporters Arabella Weir and Joan Armatrading, while a partnership with Walk Active helped us publicise the event.

We hosted some inspiring events to highlight Theirworld’s work, including a **reception for key supporters at London’s Marlborough House**, the headquarters of the Commonwealth of Nations, which celebrated our **Global Youth Ambassador** programme.

We were in Edinburgh in November for a dinner hosted at Valvona & Crolla, where we highlighted the work of the **Jennifer Brown Research Laboratory** as part of our **World Prematurity Day** appeal.

The **annual quiz night for Reed Smith** was hosted this year by Sir Stephen Fry, and also featured a video message of support from the Minister for Education in **Ukraine** and Clare Balding, the BBC sports presenter. The evening raised significant funds for the charity.

Theirworld took part in the **Big Give Christmas Challenge** to raise funds for four of our early years projects. With the winning bids from the auction matched by generous other donors, we raised £80,000 for projects in Edinburgh, **Ukraine**, **Kenya** and **India** to help give young children the best start in life.

At our **Carol Concert** in December 2024 at St Botolph-without-Bishopsgate, there were readings by the broadcaster Ashley John-Baptiste, actors Celia Imrie and Stephen Mangan, UN Special Envoy for Global Education Gordon Brown, Global Youth Ambassador Ian Wangoto and Tamara Box, Reed Smith partner.

Opposite page clockwise: Guests and speakers at the Theirworld and Reed Smith carol concert in London, left to right: Theirworld chair Sarah Brown, UN Special Envoy for Global Education Gordon Brown, actors Stephen Mangan, Louise Delamere and Celia Imrie, with Reed Smith partner Tamara Box, Global Youth Ambassador Ian Wangoto and broadcaster Ashley John-Baptiste.

Sir Stephen Fry hosts the annual quiz night for Reed Smith.

Academic Camp team taking steps as part of Theirworld, Your Walk 2024.

David Boutcher MBE, Theirworld Trustee and Secretary, opens our annual High-Level Dinner during the UN General Assembly, bringing together leaders from business, government, academia and civil society to discuss ways to give all children a quality and inclusive education.

Beulah Waritimi, Global Youth Ambassador marking Theirworld’s contribution to global education and to honour the work of the charity’s Global Youth Ambassadors around the Commonwealth.



How we work

For a second year Theirworld and the Global Business Coalition for Education followed a hybrid four-day working week, on the model of receiving full pay and increasing efficiencies to complete all work while making most working weeks Monday-Thursday.

There were some adjustments to ensure productivity was maintained, with Fridays worked during weeks when national holidays occurred. During September, our busiest month, we reverted to five-day weeks.

The arrangement appeared to suit staff personally, allowing them to maintain a better work-life balance. It also proved constructive for staff retainment, particularly given the high cost of housing in London and New York City.

Staff were encouraged to attend the office three days every two weeks—one team day per week plus one extra day. This proved popular, with the desks in Theirworld's office frequently fully booked.

This was made feasible in London by a move to an office space at Blossom Yard, a development of a 19th-century warehouse. Reed Smith LLP, one of our longest partners, has provided the space as part of its new offices.

The building retains many of the original warehouse features, including original brick, goods lift machinery and iron partition doors. Ceilings are open with many of the services and ductwork visible. There are shared café and restaurant spaces. It is a net zero carbon development and has an 'excellent' BREEAM rating for environmental performance.



With our own breakout area, and more opportunity to work with people from different teams, the new space is encouraging collaboration and a sense of togetherness that, as for so many organisations, required extra effort to encourage after the shift in working habits post-Covid.

**Blossom Yard is a
development of a 19th
century warehouse
building in London's
Shoreditch.**

Above: A versatile café and workspace designed for informal meetings, events and after-work socialising.

The image features two young girls standing in front of a chalkboard. The girl on the left is holding a blue and yellow toy camera. Both girls are wearing denim jackets and floral skirts. The chalkboard in the background has some writing on it, including 'KLMN', 'XYZ', and '12'.

Theirworld's

2023-2027

Strategy

Girls at a Blooming Buds early childhood development centre supported by Theirworld in Chennai, India.

Bold targets to drive education equity

30 million	A hub for innovation, learning and scaling Support 100 organisations and social entrepreneurs to directly serve half a million learners, educators and caregivers and impact the lives of 30 million people. 85%+ will be local .
50 million	Business engagement Support 200 businesses to be more effective supporters of global education, impacting the lives of at least 50 million people through evidence-based environmental, social and governance action and finance, leveraging major global funds and partners.
1 billion	Skills for the future Recruit, train and build a network of 10,000 youth in local communities around the world – the largest youth campaigning force for education – with messages seen 1 billion times .
1 million	Digital network Grow our network to 1 million people and build a digital supporter database of 100,000 campaigners anchored by a robust digital hub.
\$60 million	Fundraising Raise at least \$60 million in direct and pledged-in support by our 25 th anniversary year to advance our growth and sustainability.
Crisis	A safe place to learn Activate our rapid response capacity to raise the profile of education in emergencies and crisis.
\$1 billion	The best start in life Raise at least \$1 billion in new funding and pledges for early childhood development.

Five strategic objectives

To achieve our goals, we have identified five internal strategic objectives for the organisation:

- Building 'digital robustness' to support our organisational objectives.**
- Placing a greater focus on the Gen-Z audience, particularly marginalised youth.**
- Prioritising localisation.**
- Building a global team.**
- Making Theirworld and GBC-Education the best places to work.**

Theirworld

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for the year ended 31 December 2024

Trustees

S Brown
D J Boutcher MBE
L Doughty
Dr. I Laing
Prof. N Modi
T Sowa CBE
A Weir (resigned 3 February 2025)

Secretary and registered address

D. J. Boutcher, 2nd Floor 1 Blossom Yard, Fourth Floor, London, E1 6RS

Company number:

4422413

Charity number:

1092312

Auditors

HaysMac LLP
10 Queen Street Place
London EC4R 1AG

Bankers

Lloyds Bank
City Office Branch
P O Box 1000, BX1 1LT

Solicitors

Farrer & Co
66 Lincoln’s Inn Fields
London
WC2A 3LH

Theirworld

Legal and administrative details
for the year ended 31 December 2024

The Trustees have pleasure in presenting their report and audited financial statements of the Charity and group for the year ended 31 December 2024. The financial statements have been prepared in accordance with the accounting policies set out on pages 80 to 82 and comply with the current statutory requirements, the Memorandum and Articles of Association and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Structure, governance and management

The company was incorporated on 23 April 2002. It is registered with the Charity Commission under the Charities Act 2011 and received its charitable status on 31 May 2002.

Management of the Charity is by a Board of Directors (“Trustees”). The Trustees, who have served during the period and since the period end, are set out in this report.

The Trustees are appointed by invitation on to the Board by existing Trustees. On appointment, an induction is given by an existing Trustee explaining the grant making processes and procedures as well as an overview of the administrative procedures employed by the Charity. In addition, all new Trustees are given a copy of the Code of Conduct for a Trustee, explaining in detail their role and responsibilities.

Trustees

The following were on the Board of Trustees during the period ended 31 December 2024 and to the date of this report unless as otherwise stated:

S Brown
D J Boutcher MBE
L Doughty
Dr I Laing
Prof. N Modi
T Sowa CBE
A Weir (resigned 3 February 2025)

Senior Leadership Team

The following individuals are considered to be the Senior Leadership Team, Justin van Fleet, President, Gil McNeil, Director and Konrad Caulkett, Group Director of Finance, Legal and Operations, who meet regularly with the Chair of Trustees, Sarah Brown.

Objectives and activities

The governing document of the Charity is its Memorandum and Articles of Association dated 22 April 2002. This sets out the objects of the charity which are principally the relief of poor or infirm children and young people and the advancement of the education of children and young people. The Trustees continue to support fundraising for an awareness of some of the most exciting and innovative charity ventures for children.

Grant making policy

During the period ended 31 December 2024 the Trustees adopted a grants policy pursuant to which the Charity will prioritise projects relating to the health, education and welfare of children and young people.

Theirworld

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Activities and performance for the public benefit

The Trustees confirm that they have had due regard to the Charity Commission guidance and this report sets out a summary of the work of the Charity in furtherance of the public benefit.

2024 was the second year of Theirworld’s strategic framework for 2023-2027, as approved by the Trustees in 2022, to address the global education crisis and unleash the potential of the next generation. The Charity has an unwavering focus on the improvement of children and young people in early years, safe schools, and youth skills within the new framework.

Theirworld has now invested nearly £5million in the Jennifer Brown Research Laboratory (JBRL) at the University of Edinburgh, with significant contributions from the Office of Gordon and Sarah Brown and the Doughty Family Foundation. Scientific Director, Professor James Boardman has established the flagship programme – the Theirworld Edinburgh Birth Cohort (TEBC) – and in 2024 cohort children were invited for MRI and behavioural and cognitive assessments as they turned five and seven years old. With this data, the team investigated the cognitive and social dimensions underpinning school readiness, to better understand why many preterm children struggle at this critical point of transition in life, and to determine which early life experiences predict challenges or success at school entry. We expect these studies to inform better support strategies. Funding for PhD studentships were separately secured from the University of Edinburgh, and for MRI scans at the five-year time point from the Medical Research Council.

Throughout the year presentations were made of scientific data from the TEBC, to a number of international scientific meetings and guest lectures, and nine scientific papers were published that used TEBC data in high-visibility journals, including ‘Cell Reports Medicine’. Sarah Brown and James Boardman hosted visits to the laboratory from Members of the Scottish Parliament from all the main parties, to discuss the translation of science into policy. In December 2024, James Boardman gave the celebrated 2024 Edinburgh Neuroscience public lecture attended by the Theirworld Chair, who also hosted the biennial Valvona & Crolla dinner in Edinburgh, which celebrated Theirworld’s work on Early Child Development.

Throughout 2024 Theirworld’s advocacy and campaigns agenda remained focused on the Act For Early Years campaign to drive greater support for global education financing for the pre-primary learners. In May, Theirworld was honoured with a reception hosted by the Secretary-General of the Commonwealth, Rt Hon Baroness Scotland KC, at Marlborough House in London. The reception was well attended by many of the Charity’s supporters and by several Global Youth Ambassadors representing Commonwealth countries, who additionally held a special session with the Secretary-General. The Global Youth Ambassador programme is now present in 75% of Commonwealth Countries, with the wider network spanning 141 countries in total.

At the United Nations General Assembly (UNGA) in September 2024, Theirworld’s annual dinner was hosted by Gordon and Sarah Brown, together with Barbadian Prime Minister Mia Mottley. Other speakers at the dinner included World Bank President Ajay Banga, UNICEF Executive Director, Catherine Russell, IMF Chief Kristalina Georgieva, Global Youth Ambassador Andress Reis of Brazil as well as Theirworld President Justin van Fleet. Honourees at the dinner included Olena Zelenska, First Lady of Ukraine and Letitia Ocampos, First Lady of Paraguay. Other UNGA events were held in collaboration with the Global Business Coalition for Education (GBC-Education) as well as Act For Early Years campaign partners, including UNICEF, Sesame Street and the Early Childhood Development Action Network (ECDAN) with special guests NY Times Columnist Nicholas Kristof and Brazilian Minister Wellington Dias. Events were supported by the Conrad N Hilton Foundation, Minderoo Foundation, the LEGO Foundation, and Dell Technologies. The Global Business Coalition for Education/Theirworld USA’s event focused on Harnessing AI for the Future of Africa and was expertly chaired by former Africa Center head, Uzodinma Iweala. The African First Ladies organisation OAFIAD also supported the Act For Early Years global campaign and put their power behind us with First Lady of Kenya Rachel Ruto as the host of an event in New York in September 2024.

Our Small Grants programme will continue with applications invited via our website. We continue to invest in innovation / projects with local partners including those in Nigeria, Uganda, Kenya, Tanzania, Lebanon and the UK.

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The fourth cohort of the Innovation Awards are identified and will be supported during the year ahead. Charmaghz Culture Services (Afghanistan), Digify Foundation (South Africa), Digital Chronicles (Uganda, Tanzania and Rwanda), Enjuba Spelling Bee (Uganda), PACEmaker International (Kenya, Malawi), Power Learn Project (Kenya), Public Organization EdCamp Ukraine (Ukraine), The Reflective Learning Foundation NPC (South Africa), Stichting Designathon Works (30 countries), and Think Zone (India), were selected as part of the Innovation Award Cohort 4 winners this year (from over 1,200 initial applicants) providing each with a £50,000 grant plus mentoring and other support.

Trustees also agreed Small Grants totalling £164,646 to the following organisations: Action for Community Transformation India Foundation (ACTIFT), Amuria Youth Alliance Organization (AYADO), Betsy Elizabeth Trust, The Builder’s Foundation, Center for Advancement of Youth Empowerment (CAYE), Dispositif d’Initiatives pour les Metiers de l’Artisanat (DIMA), Eco-Friendly Generation (ECOFRIGE), Education for the Children (EFTC), Knowledge Enhancement Network Foundation (KEN-F), Kwa Wazee, Kyegegwa Association of People Living with HIV/AIDs, Ladles of Love Foundation Trust (LLFT), The Mwezi Foundation, Nepal Association for the Welfare of the Blind (NAWB), Resolve Now, The Sapphires Development Initiative, United African Orphans and Widows Foundation (OAOWF), Uthabiti Africa Foundation (UAF), Wrexham Youth and Play Partnership and the Zero2Five Trust.

In conjunction with the World Bank Spring Meetings, Theirworld published its latest annual report analysing global aid to pre-primary education, revealing that despite an increase in funding, there is still a substantial gap in meeting the needs of the world’s poorest children. The report was published in collaboration with Professor Pauline Rose of the University of Cambridge REAL Centre and Dr Asma Zubairi.

This year Theirworld agreed a partnership with the Ukrainian Ministry of Education and Science to support a Museum of Mathematics initiative which will create a centre of excellence in Kyiv to train teachers and engage children in accelerated learning around mathematics. This partnership is with UNICEF and supported by the President of Ukraine.

The current Global Youth Ambassador active network was comprised of 2,204 GYAs in 141 countries at the end of 2024. 1,000 new GYAs were inducted to the Theirworld programme during the year, and we continue to build this programme as one of the most integral parts of the Charity’s investment in youth skills and support for education advocacy. We continue to believe they are all the future leaders of the drive to end the global education crisis. Theirworld continues to develop its digital School Hub to provide study materials for school and university students exploring UN SDG4 and global education issues.

The Trustees would like to thank all the members of the Theirworld Advisory Board for their support and express their gratitude to the GYAs who contribute time and support to the prominence of the Charity’s campaigns and advocacy work. We thank Scott Thomson and Andrew Miller for their service on the Advisory Board. We have also established a new Development Board, chaired by Shannon de Boissard, to steer growth for the Charity.

We give special thanks to Sir Stephen Fry for hosting the 20th Reed Smith Quiz Night, with a celebration of our achievements to support Ukrainian children’s education and their teachers. Ukrainian Minister Yevhen Kudriavets delivered a message of thanks for everyone’s support, and we had contributions from Clare Balding OBE and Audley Harrison MBE in the sports question category.

We are delighted that Theirworld took part again in the Big Give Christmas Appeal with support from Stuart Roden and this raised match funding for our Early Years projects in three countries. Joan Armatrading, June Sarpong, Audley Harrison, Arabella Weir and Bill Nighy all took part in the appeal video and raised funds and holiday cheer. We are grateful to Fr. David Armstrong, the Reed Smith Choir, Stephen Mangan, Celia Imrie, Tamara Box, Gordon Brown, Ashley John-Baptiste, Arabella Weir and Global Youth Ambassador Ian Wangoto for taking part in the 2024 Reed Smith Carol Concert in aid of the Charity. We would also like to thank Richard Curtis and Emma Freud who gave us a highly coveted signed and personalised original Love Actually screenplay that was auctioned to support Theirworld.

We continue to benefit from the support of small businesses which champion Theirworld as their chosen charity raising valuable funds and the profile of the Charity’s work with their customers and stakeholders. Renowned Edinburgh delicatessen, Valvona & Crolla has been a long-standing generous supporter, as well as London jeweller Astley Clarke. TEFL renewed their support for the

Theirworld

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charity this year, and Academic Summer Camps has selected Theirworld as its main charity for the year. Our regular busker Nicola Haxby continues to put her Theirworld sign up wherever she plays to support education in emergencies.

The Trustees would also like to thank the following organisations who have generously supported the work of Theirworld: Dubai Cares, Conrad N. Hilton Foundation, the Nationale Postcode Loterij, the Players of the People’s Postcode Lottery, The Prism Foundation, and Reed Smith LLP. These organisations have supported the work of GBC-Education/Theirworld USA: BHP Foundation, Dell Technologies, Deloitte, HP Inc., SAP Charitable Fund, Ancestry.com, Morgan Stanley Global Impact Funding Trust, UNICEF New York, the Good Planet Foundation and the Office of Gordon and Sarah Brown.

Plans for the future

In 2025 Theirworld will reach the midpoint of our five-year strategic framework to address the global education crisis and unleash the potential of the next generation. The organisation is assessing its progress and will re-invest in areas where we want to see acceleration to achieve the 2027 targets.

As part of our priorities in 2025, there will be several cross-cutting themes underpinning our approach:

- Local to Global: Our localisation objectives are being increasingly integrated into our ways of working, in turn fuelling our campaigns, youth engagement, projects and business engagement. Our ability to scale and reach our targets will be based on our ability to engage effectively with local partners and provide relevant global platforms to increase visibility and share best practice.
- Harmonisation of activities across the organisation: Our strength will lie in coordinating our projects, campaigns, global youth ambassadors and business community for common purpose and maximum impact – packaging these efforts for donors and supporters.
- Global Team: We will further integrate the US and UK offices, harnessing the potential of Theirworld USA for organisational development and building out our regional hubs with additional robustness.
- Building the Brand: Activities to increase the awareness of Theirworld will unlock opportunity for the organisation across campaigns, projects, and new funding.

We remain active supporters of the International Financing Facility for Education, and we will maintain our board positions at the Global Partnership for Education and on the Education Cannot Wait executive committee as they face replenishment in a difficult global funding environment. We believe that all three organisations operate well separately each with a unique focus but co-exist as a positive force with greater potential for delivering more resources for early learning, safe education and youth skills in the future.

The Theirworld Global Youth Ambassadors (GYA) remain at the centre of our Strategic Framework to invest in Gen-Z future leadership, and to develop their advocacy expertise to collectively impact global education investment. Theirworld is on track to fulfil the strategic goals for recruitment, engagement and retention on this programme through to graduation from a two-year programme. By the end of 2025 there should be at least 8,500 current and former GYAs. Theirworld will continue to support the two task teams of GYAs that focus on education and its links to health and climate issues. The GYA teams will raise awareness of Theirworld’s policy areas, the Act For Early Years campaign and the impact on the importance of education in and beyond the education space at regional and national levels.

Theirworld is continually grateful to the Players of the People’s Postcode Lottery in Great Britain whose support enables us to work so effectively to support our mission, which is due to the trust-based approach to funding. We do not take this support for granted and we will continue to support the postcode lottery’s own efforts to increase its grant income and expenditure for more charities in the UK. The Dutch Postcode Lottery also generously supports Theirworld’s core work, and we took members of their team to see our work in action in Kenya in early 2025.

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We are grateful to the Conrad N. Hilton Foundation for the innovative and groundbreaking global support for our Early Years work and look forward to a continued relationship to build the Act For Early Years campaign, and to engaging with new partnerships and allies as the global coalition grows. We are grateful for the long partnership we have had with Dubai Cares, with a shared focus on education and early years. We welcome the Minderoo Foundation as a new partner in the Act For Early Years campaign.

We will continue to work in the United States led by Theirworld USA/GBC-Education as a 501c3 organisation. GBC-Education will prioritise its core functions of bringing businesses together to engage in global education; to integrate regional and national business networks into the coalition to increase the organisation’s reach and dissemination capacity; to engage in local and regional activities as they align with campaigns, projects or youth priorities; and to align programmatic efforts with Theirworld themes. Theirworld USA will take on some programme operations to complement the UK team starting with Act For Early Years and will continue to support operational activities in Ukraine and where there are corporate connections and synergies for projects.

Theirworld will continue to utilise its wholly owned subsidiary, Theirworld Projects Limited, for non-primary purpose trading where appropriate.

The Trustees would also like to thank Dr Lisa Belzberg, David Boutcher MBE, Sarah Brown, Shannon de Boissard, Edward J Estrada (and we welcome his appointment as Treasurer) and Joyce Malombe for their service on the GBC-Education/Theirworld USA Executive Board. The Trustees also extend their gratitude to all the members of the Advisory Board for their guidance and engagement.

The Theirworld UK Advisory Board will continue to support the Charity and enhance our campaigns, advocacy, and support for fundraising activities. We continue to benefit from the support of Theirworld’s Ambassadors for our campaigns, communications, and public events. The Theirworld Development Board will continue to source new avenues of funding, and the development of the new Giving Circle.

Theirworld continues to benefit from legal support and office space in London and New York, as well as other pro-bono services from the global law firm Reed Smith. Theirworld has also received pro-bono creative services from agencies within the Omnicom Group to contribute to the Act For Early Years campaign and in 2025 will benefit from additional investment by Omnicom from AMV BBDO advertising agency. This will considerably increase our impact as a charity and in our campaign work.

The Charity has made permanent the four-day working week for all staff based on the 100/80/100 model, and we offer a range of benefits and support, via our policies, to accommodate life events that may arise for our staff. We continue to monitor and review our policies to ensure they are updated where relevant and maintain the highest standards of good governance and best practice.

Theirworld continues to build on the significant investment into its database, finance systems and safeguarding systems, including investment in cyber security and the prevention of hacking.

The Trustees of Theirworld truly appreciate the tremendous hard work and commitment delivered by our team and external supporters as we work together to create the opportunity for Theirworld to focus on ending the global education crisis and to unlock big change.

Financial review

Total income for the period was £7,414,859 (2023: £6,619,000) with total expenditure of £8,967,599 (2023 – £6,449,041). Funds held decreased by £1,526,918 (2023: increase of £51,764).

Unrestricted funds held are £4,733,883 (2023: £3,444,004), with restricted funds at £5,987,433 (2023: £8,804,230) – this figure includes £738,872 (2023: £386,731) for the Jennifer Brown Research Laboratory, £5,113,650 (2023: £7,998,236) for the Global Education campaign, and £134,911 (2023: £419,263) for the Global Business Coalition for Education.

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Theirworld is reliant on voluntary donations received and receipts from fundraising events, as well as grants made by Trusts and Foundations. These funds are held in bank deposit accounts to obtain the best available rates of interest and mitigate investment risk.

The fundraising events and trading activities during the period generated funds of £115,467 (2023: £128,221), which have been treated as unrestricted income in the financial statements. The Trustees are not aware of any restrictions placed on this income but are mindful that certain individual donors may have considered that their donation would be used to support the Jennifer Brown Research Laboratory or Global Education projects. As stated in the Reserves Policy note below, in considering future grants to the University of Edinburgh Development Trust for the Jennifer Brown Research Laboratory or for Global Education, the Trustees will have access to the excess unrestricted funds.

Reserves policy

The Trustees aim to keep reserves to a minimum, in excess of ongoing grant commitments, in order to ensure that most of the income generated is distributed. The Charity operates on minimal overheads with some services and facilities provided free of charge. A reserve will be maintained to cover unforeseen costs. Total reserves at 31 December 2024 amounted to £10,721,315 (2023: £12,248,234) of which £5,987,433 are restricted (2023: £8,804,230) and £21,831 are held in fixed assets (2023: £19,166). This leaves unrestricted general funds, being unrestricted funds less unrestricted fixed assets, of £4,712,052 (2022: £3,424,838). The Trustees continue to review the level of free reserves held and, will look to hold a balance to maintain core cash flow for a period of nine months which is equivalent to £1,900,000. Any unrestricted reserves in excess of this will be donated to the University of Edinburgh Development Trust for the benefit of the Jennifer Brown Research Laboratory and to ongoing Global Education and project work.

Fundraising

The Trustees have regularly reviewed the requirements of the Fundraising Regulator, and the decision was taken by the Trustees to register the charity with the Fundraising Regulator in 2019. No complaints have been received in respect of the Charity’s fundraising activity. The Charity does not utilise professional fundraisers or commercial participators.

Pay policy

The Trustees consider the Board of Trustees, and the Senior Leadership Team comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day-to-day basis. All Trustees give of their time freely and no Trustee received remuneration in the period. Details of Trustees’ expenses, which are nil, and related party transactions are disclosed in note 10 to the accounts.

The pay of the Directors and all staff are reviewed annually and normally increased in accordance with average earnings to reflect a cost-of-living adjustment. In view of the nature of the Charity, the Charity benchmarks its pay levels with those in similar charities. The remuneration benchmark is the mid-point of the range paid for similar roles in similar charities and sizes.

Risk management

A risk assessment has previously been undertaken and the principal risks associated with the Charity’s activities have been identified and assessed. The Trustees are satisfied that adequate reporting structures and procedures are in place to manage the risks associated with the Charity’s activities. An assessment of these risks is undertaken each year. The principal risks and uncertainties identified are ongoing fundraising challenges and effective monitoring and evaluation of local partners who work on overseas projects. These risks are mitigated by having in place a Risk Policy and Register, which is reviewed annually by the Board of Trustees, and changes are made as required.

Theirworld

Legal and administrative details
for the year ended 31 December 2024

Statement of Trustees’ responsibilities

The Trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial period which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable group will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company, and the group, and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Auditors

All of the current Trustees have taken all steps that they ought to have taken to make themselves aware of any information needed by the Charity’s auditors for the purposes of their audit and to establish that the auditors are aware of that information. The Trustees are not aware of any relevant information of which the auditors are unaware.

In November 2024, our statutory auditors, Haysmacintyre LLP changed its name to HaysMac LLP. HaysMac LLP have expressed their willingness to continue in office and a resolution to re-appoint them will be proposed at the annual general meeting.

In preparing this Trustees’ report advantage has been taken of the small companies’ exemption from preparing a strategic report.

On behalf of the Board



D J Boutcher

Secretary and Trustee

Date: 17 July 2025

Theirworld

Independent Auditor’s Report
to the Trustees of Theirworld

Opinion

We have audited the financial statements of Theirworld for the year ended 31 December 2024 which comprise Consolidated Statement of Financial Activities, the Consolidated and Charity Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group’s charitable and company’s affairs as at 31 December 2024 and of the group’s and parent charitable company’s net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor’s responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC’s Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees’ use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group’s ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the Trustees’ Annual Report and the Chair’s statement. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Theirworld

Independent Auditor’s Report
to the Trustees of Theirworld

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees’ Annual Report (which includes the Directors’ report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors’ report included within the Trustees’ Annual Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees’ Annual Report (which incorporates the Directors’ report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees’ remuneration specified by law are not made;
- we have not received all the information and explanations we require for our audit;
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies’ regime and take advantage of the small companies’ exemptions in preparing the directors’ report and from the requirement to prepare a strategic report.

Responsibilities of Trustees for the financial statements

As explained more fully in the Trustees’ responsibilities statement set out on page 73, the Trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group’s charitable company’s ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor’s responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor’s report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Theirworld

Independent Auditor’s Report
to the Trustees of Theirworld

Based on our understanding of the group and the environment in which it operates, we identified that the principal risks of non-compliance related to Charity and Company law applicable in England and Wales, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as Companies Act 2006 and the Charities Act 2011, payroll tax and sales tax.

We evaluated management’s incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to posting inappropriate journal entries and management bias in certain accounting estimates and judgements such as the recognition of income and expenditure at the year-end. Audit procedures performed by the engagement team included:

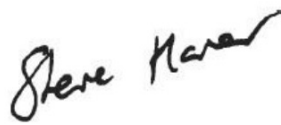
- inspecting correspondence with regulators and tax authorities;
- discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- evaluating management’s controls designed to prevent and detect irregularities;
- identifying and testing journals, in particular journal entries posted with unusual account combinations, postings by unusual users or with unusual descriptions; and
- challenging assumptions and judgements made by management in their critical accounting estimates

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council’s website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor’s report.

Use of our report

This report is made solely to the charitable company’s members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company’s members those matters we are required to state to them in an Auditor’s report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company’s members, as a body, for our audit work, for this report, or for the opinions we have formed.



Steven Harper (Senior Statutory Auditor)
For and on behalf of HaysMac LLP, Statutory Auditor

10 Queen Street Place, London

Date: 29 July 2025

Theirworld

Group statement of financial activities
(incorporating income and expenditure account)
for the year ended 31 December 2024

	Note	Unrestricted funds £	Restricted funds £	Year ended 31 December 2024 £	Year ended 31 December 2023 £
Income from:					
Donations	3	2,055,423	4,965,943	7,021,366	6,334,483
Other trading activities and fundraising events	3	114,857	610	115,467	128,221
Investments	3	278,026	–	278,026	156,296
Total income		2,448,306	4,966,553	7,414,859	6,619,000
Expenditure on:					
Cost of raising funds					
Cost of raising donations	4	–	250,228	250,228	142,939
Charitable activities	5	1,178,265	7,539,106	8,717,371	6,306,102
Total expenditure		1,178,265	7,789,334	8,967,599	6,449,041
Net (expenditure)/ income for the period		1,270,041	(2,822,781)	(1,552,740)	169,959
Exchange (losses)/gains arising on consolidation		19,838	5,984	25,822	(118,195)
Net movement in funds		1,289,879	(2,816,797)	(1,526,918)	51,764
Fund balances brought forward		3,444,004	8,804,230	12,248,234	12,196,470
Fund balances carried forward		4,733,883	5,987,433	10,721,316	12,248,234

All the above results are derived from continuing activities. There were no recognised gains or losses other than those stated above. The notes set out on pages 80 to 95 form an integral part of these financial statements. A comparative Statement of Financial Activities is included at note 19.

Theirworld

Group statement of financial activities
(incorporating income and expenditure account)
for the year ended 31 December 2024

Company number: 4422413

	Note	Group 31 December 2024 £	Group 31 December 2023 £	Charity 31 December 2024 £	Charity 31 December 2023 £
Fixed assets					
Tangible fixed assets	12	21,831	19,166	15,913	7,750
Investments	13	–	–	1	1
		21,831	19,166	15,914	7,751
Current assets					
Debtors	14	165,695	102,692	97,185	161,632
Cash at bank		11,008,179	12,479,127	9,384,962	10,799,828
		11,173,874	12,581,819	9,482,147	10,961,460
Creditors: amounts falling due within one year	15	(474,389)	(352,751)	(468,392)	(206,246)
Net current assets		10,699,485	12,229,068	9,013,755	10,755,214
Total assets less current liabilities		10,721,316	12,248,234	9,029,669	10,762,965
Accumulated funds					
Restricted funds	16	5,987,433	8,804,230	6,040,498	8,384,967
Unrestricted funds		4,733,883	3,444,004	2,989,171	2,377,998
		10,721,316	12,248,234	9,029,669	10,762,965

A separate statement of financial activities (SOFA) and income and expenditure account are not presented for the charity itself following the exemption afforded by section 408 of the Companies Act 2006. The unconsolidated deficit of the parent charity was £1,733,296 (2023: surplus of £788,106).

The financial statements are prepared in accordance with part 15 of the Companies Act 2006 in regard to small companies. These financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies’ regime.

These financial statements were approved by the board, signed on their behalf by and authorised for issue on 17 July 2025.



D J Boutcher
Secretary and Trustee

The notes set out on pages 80 to 95 form an integral part of these financial statements.

Theirworld

Group statement of cash flows for the year ended 31 December 2024

	2024 £	2023 £
Cash flows from operating activities	(1,760,524)	14,633
Cash flows from investing activities		
Interest income	278,026	156,296
Purchase of tangible fixed assets	(14,272)	(11,613)
Cash provided by (used in) investing activities	263,754	144,683
Change in cash and cash equivalents in the reporting period	(1,496,770)	159,316
Cash and cash equivalents at the beginning of the period	12,479,127	12,438,006
Change in cash and cash equivalents due to exchange rate movements	25,822	(118,195)
TOTAL CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	11,008,179	12,479,127
RECONCILIATION OF NET INCOME TO NET CASH INFLOW/(OUTFLOW) FROM OPERATING ACTIVITIES		
Net (expenditure)/income for the period	(1,552,740)	169,959
Add back depreciation charge	10,795	12,993
Add back loss on disposal of asset	812	–
Deduct interest income shown in investing activities	(278,026)	(156,296)
Decrease/(increase) in debtors	(63,003)	25,126
Increase/(decrease) in creditors	121,638	(37,149)
Net cash generated by operating activities	(1,760,524)	14,633

All cash and cash equivalents were held as cash at bank and in hand in both the current and prior period.

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

1. Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Second Edition, effective 1 January 2019) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

Theirworld meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Preparation of accounts on a going concern basis

The Trustees consider there are no material uncertainties about the Charity’s ability to continue as a going concern. The Trustees have considered the impact on the budgets and cash flow forecasts prepared and, following this review, remain satisfied that the Charity remains a going concern for a period of at least one year from the date these accounts were approved. The review of our financial position, reserves levels and future plans gives Trustees confidence the charity remains a going concern for the foreseeable future.

Critical accounting judgements and estimates

In preparing these financial statements, management has made judgements, estimates and assumptions that affect the application of the charities accounting policies and the reported assets, liabilities, income and expenditure and the disclosures made in the financial statements. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Group financial statements

These financial statements consolidate the results of the charity and its wholly owned subsidiaries, Theirworld Projects Limited and the Global Business Coalition for Education, Inc/Theirworld USA, on a line-by-line basis.

Fund accounting

Funds held by the charity are either:

- Unrestricted general funds – these are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.
- Restricted funds – these are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

Income

Income is recognised when there is entitlement to the income, receipt is probable and the amount concerned can be accurately measured.

Voluntary income arises as follows:

- Donations and grants are included in unrestricted income when these are receivable, except as follows:
 - When donors specify that donations or grants given to the charity must be used in future accounting periods, the income is deferred until those periods.
 - When donors specify that donations or grants are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in income of restricted funds when receivable.
 - Membership fees received by the Global Business Coalition for Education, Inc. are recognised on an accruals basis.
 - Trading income is recognised in the period in which the goods are delivered, or the service provided.
 - Donated services and facilities have been included in the accounts within voluntary income to the extent that they are material in the context of the accounts. Donated services and facilities are included within the accounts at an assessment of the value to the charity, which reflects the value that the charity ascribes to the service or an appropriate alternative which would be purchased in the absence of the donated service.

Expenditure

Expenditure is accounted for on an accruals basis.

Grants payable are recognised as expenditure in the period in which a binding commitment to make payments is entered into.

Support costs represent the cost of providing general management, human resources, financing and other services to the charity. They are set out in note 5 and they have been allocated on the basis of the level of grant and direct expenditure incurred.

Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice. Governance costs are shown as a component of support costs.

Fixed asset investments

Investments in subsidiaries are stated at cost less impairment.

Foreign currency translation

Foreign currency transactions are translated into sterling at the rates ruling when they occurred. Foreign currency monetary assets and liabilities are translated at the rates ruling at the balance sheet date. Any differences are taken to the statement of financial activities.

Results of overseas operations are translated at the average rates of exchange during the period and the balance sheet translated into sterling at the rate of exchange ruling at the balance sheet date. Exchange differences which arise from the translation of the opening net assets and results of foreign subsidiary undertakings are taken to the statement of financial activities.

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments, including trade and other debtors and creditors are initially recognised at transaction value and subsequently measured at their settlement value.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2. Charitable company status

Theirworld is a charitable company limited by guarantee and registered in England and Wales. Its registered address is Fourth Floor, 1 Blossom Yard, London, E1 6RS. The charitable company does not have a share capital and the liabilities of its members are limited to the guarantee of up to a maximum of £1 each.

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

3. Income

	Unrestricted funds	Restricted funds	2024	2023
	£	£	£	£
Donations and grants	1,748,845	4,965,943	6,714,788	6,210,157
Donated office space	70,000	–	70,000	50,000
Donated communications	236,578	–	236,578	74,326
Fundraising events	114,431	–	114,431	126,500
Trading	426	610	1,036	1,721
Investments	278,026	–	278,026	156,296
	<u>2,448,306</u>	<u>4,966,553</u>	<u>7,414,859</u>	<u>6,619,000</u>

Prior period:

	Unrestricted funds	Restricted funds	2023
	£	£	£
Donations and grants	480,355	5,729,802	6,210,157
Donated office space	50,000	–	50,000
Donated communications	–	74,326	74,326
Fundraising events	126,500	–	126,500
Trading	1,021	700	1,721
Investments	156,296	–	156,296
	<u>814,172</u>	<u>5,804,828</u>	<u>6,619,000</u>

As shown above, a gift in kind has been recognised in respect of donated communications. This relates to pro-bono communications, branding and media support for global education campaign activities. The corresponding expenditure is shown as part of direct charitable activities. In line with the requirements of the SORP, the value ascribed to the donated communications reflects the value which the Trustees would have been willing to pay to procure equivalent services.

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

4. Cost of raising income

	Unrestricted funds	Restricted funds	2024	2023
	£	£	£	£
Cost of raising donations	–	250,228	250,228	142,939
	–	250,228	250,228	142,939
Cost of raising income – 2023				
	Unrestricted funds	Restricted funds	2023	
	£	£	£	
Cost of raising donations	–	142,939	142,939	
	–	142,939	142,939	

5. Charitable activities

	Grant payments	Direct charitable expenditure	Support costs	Total 2024	Total 2023
	£	£	(note 8)	£	£
Children’s health and welfare	117,304	–	–	117,304	131,480
Global Education	614,608	7,856,777	128,682	8,600,067	6,174,622
	731,912	7,856,777	128,682	8,717,371	6,306,102

Charitable activities (2023)

	Grant payments	Direct charitable expenditure	Support costs	Total 2023
	£	£	(note 8)	£
Children’s health and welfare	131,480	–	–	131,480
Global Education	401,086	5,702,187	71,349	6,174,622
	532,566	5,702,187	71,349	6,306,102

6. Grants payable

	2024 Number	2024 £	2023 Number	2023 £
Payable to Institutions	38	731,912	25	532,566

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

	2024 £	2023 £
The following grants to Institutions were made:		
Restricted funds:		
Jennifer Brown Research Fund:		
The University of Edinburgh Development Trust	117,304	131,480
Global Education:		
Abraham Kriel Bambanani NPC	–	4,952
Action for Community Transformation India Foundation Trust	5,000	–
Action for Development	–	10,000
Amal Alliance	25,000	–
Amuria Youth Alliance Development Organisation	10,000	–
Awareness for Child Trafficking Africa	–	10,000
Betsy Elizabeth Trust	5,000	–
Blossom Trust	–	10,000
Book Dash	–	40,000
BRAC	–	63,480
The Builders Foundation	5,000	–
Charmaghz Cultural Services	25,000	–
Center for Advancement of Youth Empowerment	8,820	–
The Creative Kids Zone Initiative	20,000	20,000
Deaf Girls Rescue	–	9,750
Digify Foundation	25,000	–
Digital Chronicles	25,000	–
Dispositif d'Initiatives Pour Les Metiers de L'Artisanat	9,000	–
Ebinezer Women Welfare Sangam	–	8,378
Eco-Friendly Generation	4,362	–
Edcamp Ukraine	25,000	–
Education for the Children Foundation	7,968	–
Enjuba Spelling Bee	25,000	–
Fortune Learners	–	10,500
Happy Child International	–	8,500
Kyegegwa Association of People living with HIV/ AIDS	9,936	–
Knowledge Enhancement Network Foundation	9,200	–
Kwa Wazee	8,499	–
Ladles of Love Foundation Trust	10,000	–

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

	2024 £	2023 £
The following grants to Institutions were made:		
The Let Cerebral Palsy Kids Learn Foundation	–	4,983
Madrasa Early Childhood	25,000	–
MapleLeaf Early years Foundation	25,000	–
Maya Vakfi	–	40,000
The Mwezi Foundation	8,520	–
Nepal Association for the Welfare of the Blind	9,885	–
Nanziga Women Development Initiative	–	9,000
PACEmaker	25,000	–
Power Learn Project	25,000	–
The Reflective Learning Foundation NPC	25,000	–
Resolve Now	10,000	–
The Sapphires Development Initiative	3,500	–
Seenaryo	–	40,000
Sibling Support	–	9,959
Skola Dokoran – Wide Open School	25,000	25,000
Stichting Designathon Works	25,000	–
Sunbeams London	–	10,500
Tanzania Early Childhood Education and Care	30,000	25,000
The Society of Queen Rania Foundation	50,000	–
Think Zone	25,000	–
Tanzania Early Childhood Education and Care	–	25,000
Training and Empowerment Academy	–	10,000
Unatti Foundation	–	5,000
United African Orphans and Widows Foundation	9,918	–
Upokulio Somaj Kollan Foundation	–	10,446
Uthabiti Africa Foundation	10,000	–
Vulnerable Aid Organisation	–	9,138
Wrexham Youth and Play Partnership	10,000	–
Zambia Orphans Aid UK	–	6,500
Zero2Five Trust	10,000	–
Total grants funded by restricted funds	731,912	532,566

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

7. Support costs

	2024 £	2023 £
Professional fees	34,706	1,960
Bank charges, card charges, and gains/losses on foreign exchange	1,006	1,109
Governance costs	22,970	18,280
Facilities	70,000	50,000
	128,682	71,349

8. Governance costs included within support costs

In 2024, Governance costs amount to £22,970 in respect of the audit of the charity (2023: £18,280).

In addition, fees of £3,000 (2023: £2,850) were paid to the auditors in respect of the audit of the UK subsidiary. In addition, non-audit remuneration of £4,950 (2023: £4,475) is included for the Group.

9. Trustees and related party transactions

The Trustees neither received nor waived any emoluments during the period. During the course of the period no expenses were reimbursed to Trustees (2023: £nil – no Trustee). Total donations received from Trustees amounted to £400,416 (2023: £276,790).

No other related party transactions requiring disclosure under FRS 102 took place during the period (2023: none).

10. Staff costs

	2024 £	2023 £
Wages and salaries	2,216,731	1,969,728
Social security costs	317,364	285,316
Pension costs	54,830	42,583
Termination payments	172,062	–
	2,760,987	2,297,627

The Charity made termination payments totalling £172,062 during the year. These payments which relate to redundancy are recognised in accordance with the Charity’s accounting policy for termination benefits. The policy is to recognise the liability at the best estimate of the cost of settling the obligation. At the reporting date a liability of £130,487 remains outstanding.

The average number of employees during the period was 34 (2023:33).

12 employees earned more than £60,000 during the period (2023:12). These employees emoluments fell into the bands:

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

10. Staff costs (continued)

	2024 £	2023 £
£60,000 – £69,999	3	4
£70,000 – £79,000	–	–
£80,000 – £89,999	–	1
£90,000 – £99,999	1	–
£100,000 – £109,999	1	3
£110,000 – £119,999	4	2
£120,000 – £129,999	1	1
£130,000 – £139,999	1	–
£140,000 – £149,999	–	1
£160,000 – £169,999	1	–

The total remuneration of the key management personnel of the group amounted to £469,341 (2023: £426,157). In previous years this figure included team directors as well, whereas now only the Senior Leadership Team are being reported. The 2023 figure here has been updated to reflect a like-for-like comparison.

11. Taxation

The company is a charity within the meaning of Para 1 Schedule 6 Finance Act 2010. Accordingly, the company is potentially exempt from taxation in respect of income or capital gains within categories covered by Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes. Similar tax exemptions apply to the US subsidiary charity.

The UK subsidiary company makes qualifying donations of all taxable profits to Theirworld. No corporation tax liability on the subsidiary arises in the accounts.

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

12. Fixed assets

	Furniture fixture and fittings £	Office equipment £	Total £
Group			
Cost			
At 31 December 2023	135	67,647	67,782
Additions	–	14,272	14,272
Disposals and exchange movements	–	(14,975)	(14,975)
Balance at 31 December 2024	135	66,944	67,079
Accumulated depreciation			
At 31 December 2023	135	48,481	48,616
Charge for the period	–	10,795	10,795
Disposals and exchange movements	–	(14,163)	(14,163)
Balance at 31 December 2024	135	45,113	45,248
Net Book Value			
Carried forward at 31 December 2024	–	21,831	21,831
Brought forward at 1 January 2024	–	19,166	19,166
Charity			
Cost			
At 31 December 2023	135	44,617	44,752
Additions	–	14,272	14,272
Balance at 31 December 2024	135	58,889	59,024
Accumulated depreciation			
At 31 December 2023	135	36,867	37,002
Charge for the period	–	6,109	6,109
Balance at 31 December 2024	135	42,976	43,111
Net Book Value			
Carried forward at 31 December 2024	–	15,913	15,913
Brought forward at 1 January 2024	–	7,750	7,750

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

13. Fixed asset investments

	Shares in subsidiary undertaking £	Total £
Group		
Market value & historical cost at 31 December 2024 and 31 December 2023	–	–
Charity		
Market value & historical cost at 31 December 2024 and 31 December 2023	1	1

Subsidiary undertakings

Theirworld Projects Limited

The wholly owned trading subsidiary, Theirworld Projects Limited (company number: 04326134), which is incorporated in the United Kingdom. Theirworld Projects Limited’s principal activities are all the commercial trading operations carried out by Theirworld. The charity owns the entire issued share capital of 1 ordinary share of £1 each. The full profit for the period is donated to Theirworld under deed of covenant. A summary of the trading results to 31 December 2024 is shown below.

	2024 £	2023 £
Summary profit and loss account		
Turnover	486	1,021
Cost of sales	–	–
Administrative expenses	(188,843)	(188,591)
Other operating income	190,000	190,000
Net profit / (loss) before amounts donated to Theirworld	1,643	2,430
The assets and liabilities of the subsidiary were:		
Current assets	2,971	115,096
Creditors: amounts falling due within one year	(2,970)	(115,095)
Total net assets	1	1
Aggregate share capital and reserves	1	1

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

Global Business Coalition for Education, Inc

The wholly owned charitable subsidiary, the Global Business Coalition for Education, Inc./Theirworld USA is a corporation which has exemption under section 501(C)(3) of the Internal Revenue Code from Federal income tax in the US, and is incorporated under the laws of Delaware, USA. GBC-Education was created to act as a business voice for making education a global priority. Theirworld USA is an assumed name of Global Business Coalition for Education, Inc., and creates awareness, raises financial resources and takes action to end the education crisis in the U.S. and around the world.

A summary of the operating results to 31 December 2024 is shown below.

	2024 £	2023 £
Summary profit and loss account		
Income	2,223,047	1,004,975
Expenditure	(2,044,134)	(1,613,387)
Net (expenditure)/income retained by the subsidiary*	178,913	(608,412)
The assets and liabilities of the subsidiary were:		
Fixed assets	5,918	11,416
Current assets	1,774,903	1,617,728
Creditors: amounts falling due within one year	(90,816)	(143,875)
Aggregate reserves	1,690,005	1,485,269

*This relates to the operating result excluding exchange movements on translation to pounds sterling.

14. Debtors

	2024 Group £	2023 Group £	2024 Charity £	2023 Charity £
Amount due from subsidiary undertakings	–	–	85,915	112,449
Other debtors	159,023	73,354	6,718	21,930
Prepayments and accrued income	6,672	29,338	4,552	27,253
	165,695	102,692	97,185	161,632

All amounts shown under debtors fall due for payment within one year.

Theirworld

Notes to the Financial Statements
for the year ended 31 December 2024

15. Creditors: amounts falling due within one year

	2024 Group £	2023 Group £	2024 Charity £	2023 Charity £
Trade creditors	116,185	244,733	113,159	103,495
Grant commitments	144,000	14,952	144,000	14,952
Other taxation and social security costs	50,644	52,742	50,673	50,325
Other creditors	11,717	19,198	11,717	19,198
Accruals and deferred income	151,843	21,126	148,843	18,276
Amounts owed to subsidiary undertakings	–	–	–	–
	<u>474,389</u>	<u>352,751</u>	<u>468,392</u>	<u>206,246</u>

16. Restricted funds

Group	1 January 2024 £	Income £	Expenditure £	Transfers £	31 December 2024 £
Jennifer Brown Research Fund	386,731	469,445	(117,304)	–	738,872
Global Education	7,998,236	3,982,025	(6,866,611)	–	5,113,650
Global Business Coalition for Education	419,263	521,066	(805,418)	–	134,911
	<u>8,804,230</u>	<u>4,972,536</u>	<u>(7,789,333)</u>	<u>–</u>	<u>5,987,433</u>

Income in the above note includes exchange gains on consolidation of £5,984 (2023: gains on consolidation of £103,577).

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Notes to the Financial Statements
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	1 January 2023 £	Income £	Expenditure £	Transfers £	31 December 2023 £
Group – comparatives					
Jennifer Brown Research Fund	222,214	295,997	(131,480)	–	386,731
Global Education	7,786,258	4,844,044	(4,822,825)	190,759	7,998,236
Global Business Coalition for Education	1,170,745	664,787	(1,541,582)	125,313	419,263
	<u>9,179,217</u>	<u>5,804,828</u>	<u>(6,495,887)</u>	<u>316,072</u>	<u>8,804,230</u>

	1 January 2024 £	Income £	Expenditure £	Transfers £	31 December 2024 £
Group – comparatives					
Jennifer Brown Research Fund	386,731	469,445	(117,304)	–	738,872
Global Education	7,998,236	3,982,025	(6,678,635)	–	5,301,626
Total restricted	8,384,967	4,451,470	(6,795,939)	–	6,040,498
Unrestricted	2,377,998	739,855	(128,682)	–	2,989,171
Total funds	<u>10,762,965</u>	<u>5,191,325</u>	<u>(6,924,621)</u>	<u>–</u>	<u>9,029,669</u>

The Jennifer Brown Research Fund was launched in February 2003 to support the Jennifer Brown Research Laboratory at the New Royal Infirmary Edinburgh. The Laboratory’s innovative work seeks to advance our understanding of what causes early labour, how we can develop treatments to prevent it and how we can better help newborn babies in those first crucial hours and days after birth. The Theirworld Edinburgh Birth Cohort was launched in November 2016; a 25-year study which includes social, educational and clinical information, a world first in investigating the long-term effects of preterm birth.

The Global Education fund was launched in April 2012 to help children unlock their potential by focussing its efforts on three causes: giving every child quality preschool care, enforcing every child’s right to go to school and giving every young adult access to skills development.

The Global Business Coalition for Education fund reflects restricted grants received within the subsidiary undertaking, Global Business Coalition for Education, Inc. less amounts released during the period to unrestricted funds.

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Notes to the Financial Statements
for the year ended 31 December 2024

17. Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total funds £
Fund balances at 31 December 2024 are represented by:			
Fixed assets	21,831	–	21,831
Current assets	5,186,440	5,987,433	11,173,873
Liabilities	(474,388)	–	(474,388)
Total net assets	4,733,883	5,987,433	10,721,316

18. Analysis of net assets between funds 2023

	Unrestricted funds £	Restricted funds £	Total funds £
Fund balances at 31 December 2023 are represented by:			
Fixed assets	19,166	–	19,166
Current assets	3,777,589	8,804,230	12,581,819
Liabilities	(352,751)	–	(352,751)
Total net assets	3,444,004	8,804,230	12,248,234

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Notes to the Financial Statements
for the year ended 31 December 2024

19. Comparative statement of financial activities

	Unrestricted funds £	Restricted funds £	2023 £
Income from:			
Donations	530,355	5,804,128	6,334,483
Other trading activities and fundraising events	127,521	700	128,221
Investments	156,296	–	156,296
Total income	814,172	5,804,828	6,619,000
Expenditure on: Cost of raising funds			
Cost of raising donations	–	142,939	142,939
Fundraising trading: cost of goods sold and other costs	–	–	–
Charitable activities	71,349	6,234,753	6,306,102
Total expenditure	71,349	6,377,692	6,449,041
Net income for the period	742,823	(572,864)	169,959
Transfers	(316,072)	316,072	–
Exchange (losses)/gains arising on consolidation	–	(118,195)	(118,195)
Net movement in funds	426,751	(374,987)	51,764
Fund balances brought forward	3,017,253	9,179,217	12,196,470
Fund balances carried forward	3,444,004	8,804,230	12,248,234

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