

# 2014 Annual Report





#### **Message from Allison Aldred**

#### **Literacy Support Programme (LSP)**



I'm delighted to introduce the 2014 Annual Report - my first as Chief Executive with Suas since I joined towards the end of the year.

I am pleased to acknowledge the steady leadership of outgoing CEO, Martin Tomlinson, in delivering the many achievements of Suas over 2014. I would also like to appreciate the contribution of our outgoing Chairperson, Eanna McHugh, and welcome our new Chairperson, Bob Semple.

I look forward to leading Suas into the future.

Our achievements over the year – and our ambitions for the future - are the result of the hard work and commitment of our Board members, volunteers, mentors and the Suas staff team. And this work is only possible through the generosity and conviction of our donors and other supporters.

Allian Acduel

Thank you sincerely, everyone,



In Ireland, 1 in 10 children have serious literacy difficulties. In designated, disadvantaged schools (DEIS) this figure can rise to 1 in 3.

Suas Literacy Support Programme works at the 'coal face' providing direct learningsupport to schoolchildren (8-14 years old) from disadvantaged communities, to improve their standard of literacy through:



Adelaide Nic Chartaigh

- Selection and delivery of innovative, evidence based literacy support projects (Paired Reading and AcceleRead AcceleWrite)
- Recruitment and training of voluntary mentors (corporate, community and students) to deliver one-to-one interventions
- Implementation of both quantitative and qualitative monitoring and evaluation of the process and its outcomes
- Working in partnership with DEIS schools, community organisations, university bodies and corporates together with Suas College Societies.



Helina O'Donoghue

Partnerships with A&L Goodbody, the Communications Workers Union, Folens, SMBC and the Australian Ireland Fund have been tremendously valuable in the delivery of the programme through generous donations and, in some cases, employees volunteering as mentors in our literacy projects.

We also greatly appreciate the financial support of the Department of the Environment, Community and Local Government through Pobal.

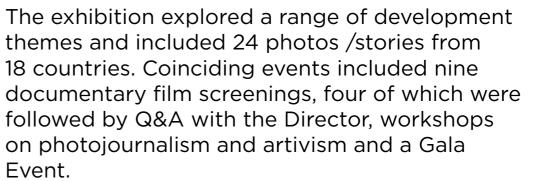
#### **LSP Highlights**

- Successful completion of 52 Literacy Support Projects with all projects 100% literacy focussed
- 611 school children were supported, attending at least twice per week
- 787 volunteer mentors recruited and trained to deliver literacy support projects
- More than 60% of children participating in Paired Reading projects demonstrated an increase in their standardised scores for reading
- 95% of schoolchildren participating said that they enjoyed the sessions enjoying the book, working with their mentors and reading
- 85% of school children participating agreed that they were better at reading.

# Global Citizenship Programme (GCP)

2014 marked the highest level of engagement with our Global Citizenship Programme activities to date. The programme, funded by Irish Aid and the European Commission, aims to support the progressive engagement of third level students with global justice issues.

The Suas' 8x8 Festival had an estimated audience of 8,900 (up from 2,700 in 2013). The 8x8 Photo Exhibition formed a core part of the Festival delivered in five university locations (DCU, NUIG, TCD UCC, UCD) in late 2014.



Suas ran 16 Global Issues Courses in six university locations (DCU, NUIG, NUIM, TCD UCC and UCD) over 2014, with nearly 300 participants completing the courses. Our website for students to explore and discuss global issues - www.stand.ie - had over 7,500 users in 2014.



Joanne Malone



Grainne Carley



Deirdre Kelly

Priorities for 2015 – the final year of the programme - include a conference to bring together interested third level stakeholders to identify practical actions to enable the continuation of non-formal Global Citizenship activities at third level beyond this programme.



#### **GCP Highlights**

- Nearly 9,000 people viewed the 8x8 exhibition over the course of six weeks on display. Over 500 people attended coinciding events
- Overall, 98% of 8x8 attendees surveyed say they were informed about global issues and 79% were motivated to be more active on development issues
- 99% of participants in the Global Issues Courses said they would recommend the course to a friend
- 85% of course participants were able to identify complex relationship between local and global issues at the end of the course
- 80% of course participants were willing to take a new action for development as a result of the course
- 72 articles addressing local and global justice issues were published on stand.ie from 29 contributors with the support of a nine member volunteer editorial team
- Stand.ie had 7,500 repeat users over the year.





#### **Volunteer Programme (VP)**

'Working in a small community in India has helped me reflect on my own community and what I can do to help there.' Bronadh Rooney, Volunteer 2014.

2014 saw our largest programme to date with over 100 volunteers deployed to partner NGOs in Delhi and Kolkata.

The Volunteer Programme aims to provide a transformative educational experience for the children that the volunteers work with, as well as for the volunteers themselves.



Claire Faithhorn

We have continued to develop our evaluation of child learning to further understand the educational impact of the volunteers and the children they support.

The Global Citizenship and Development Education strand of the programme has continued to be a strong and distinctive feature of the Suas Volunteer Programme, with a focus on developing active global citizens.



Stephen Cassidy

After completing the programme in 2014, 89% of volunteers agreed that they had an increased awareness of different ways to bring about positive change in society whether internationally or at home. This is a huge positive for Suas as it underpins our mission and key values.

#### **VP Highlights**

- 88% of the children tested at the beginning and end of the Volunteer placements had improved their English language skills - this is an increase of 9% on 2013
- Feedback from our partners has demonstrated that Suas Volunteers had a huge influence on boosting the confidence of the children they work with over the placement
- The presence of Suas Volunteers had a positive impact on the local teachers that they work with
- Volunteers engaged with passion and energy during pre and post placement training weekends; whilst also fundraising and raising awareness for Suas and our partners.





#### **International Education Programme (IEP)**

We invested considerably in research and programme design for our new International Education Programme (IEP) over 2014.

This investment has paid off in early 2015 with the launch of two new pilot programmes as part of IEP - one in Zambia and one in Nairobi. Kenya.



Saoirse McCann

#### **IEP Highlights**

- Over 2014 we have worked on the development of the programme concept for our International Education Programme, planning small-scale pilots to be launched in Zambia and Kenya over 2015
- Framing this as our new 'Fast Forward' programme, each project is being designed to respond to the specific local context whilst being informed by common principles and approaches; including the promotion of literacy and 21st century skills, using appropriate technology and supported by international and local volunteers and mentors
- All projects will actively promote inclusion, and valuing, of girls and of minority groups that are so often excluded from education due to stigma and discrimination
- Rigorous impact assessment will allow us to use results to inform our own programme learning and development and, over time, advocate with other actors for quality education for children and young people living in disadvantaged settings in India and Sub-Saharan Africa.

#### **Finance and Governance**

## **Finance and Governance**

# To be read in conjunction with Financial Statements available on www.suas.ie

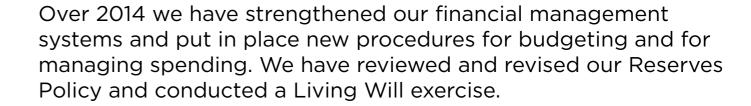
Although 2014 has been another difficult year in terms of fundraising across the not-for-profit sector in Ireland, Suas has tightly managed income and expenditure to ensure that programme and partner outcomes and commitments have been fully achieved.



Total income for the year was €1,273,531 with expenditure of €1,309,315. Overall, Suas ended 2014 with a deficit of €35,785. However reserves of €252,248 have been maintained which is in line with our Reserves Policy.

As part of our strategic planning process we are developing a detailed three-year Fundraising strategy with clear outcomes and targets which will inform a considerable step-up in our restricted fundraising efforts over 2015.

As the Irish economy starts to improve Suas is well positioned with a new and inspiring strategic proposition. We believe we can significantly develop our unrestricted fundraising whilst continuing to achieve targets for programme income.



Suas was one of five charities to be chosen as finalists for the Publishing Accounts Award in 2014.

Focus for the development of the finance function over 2015 will be to ensure we have the systems in place to tightly manage income from multiple sources and to inform our work on relationship management with all donors and supporters.



#### Governence

In late 2014, a new Chairperson was elected to Suas. Bringing a professional background in governance and risk management, Bob Semple is spearheading the strengthening of our governance and risk processes, including recruitment of new Board members – to include more financial, fundraising and legal expertise. We're also reviewing our Board sub-committee structure.

Over 2014 we have developed a new detailed Risk Register for Suas. A key component of risk management is good governance, and Suas has continued to build on its legacy of sound governance processes, and this will continue in 2015. We are working towards full compliance with the Governance Code for the Community, Voluntary and Charitable Sector in Ireland this year and are fully compliant with the following and as such follow best practice in the sector:

- Irish Charities Tax Reform Group (ICTR)
- Statement of Guiding Principles for Fundraising
- The SORP reporting principle for Charities
- Dóchas Irish Development NGOs Code of Corporate Governance
- Dóchas Code of Conduct on Images and Messages
- Comhlámh Code of Good Practice Code of Good Practice for Sending Organisations.



## **Marketing and Communications**

During 2014 we have worked to implement more strategic communications.

Over the year we have significantly increased our overall following and levels of engagement on social media (our average reach increased by 275%, from a daily reach of 293 to a daily reach of 1,100). Although there was a slight fall off in the numbers of visitors to our website, we have built stronger engagement - our bounce rate decreased by 6%, indicating greater engagement once visitors arrive on the site.

We are currently re-developing our website to further improve engagement and traffic, and to improve branding and visibility for Suas and our partners.

Other priorities for 2015 include improving data collection in relation to our online communications, implementing a more rigorous approach to tracking and strengthening our ability to communicate the results and impact of our work.

#### **Human Resources and Administration**

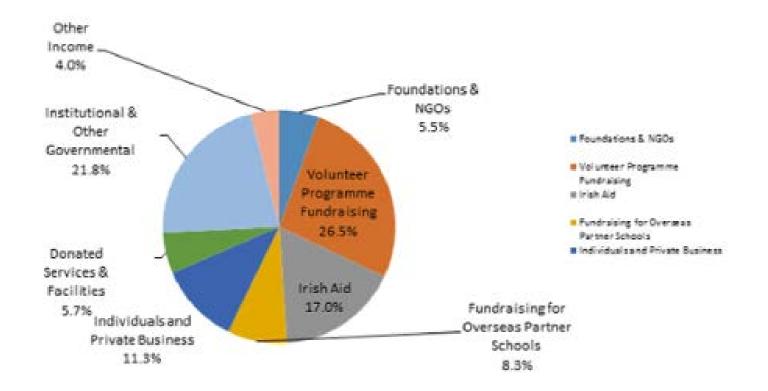
We have committed to strengthening our performance management and review processes and over 2014 have reviewed and are now in the process of revising all our HR Policies.

We are building on recent work with the Suas alumni to offer a more active and engaging alumni experience and continuing to invest in building active relationships with the Suas Societies in third level institutes.

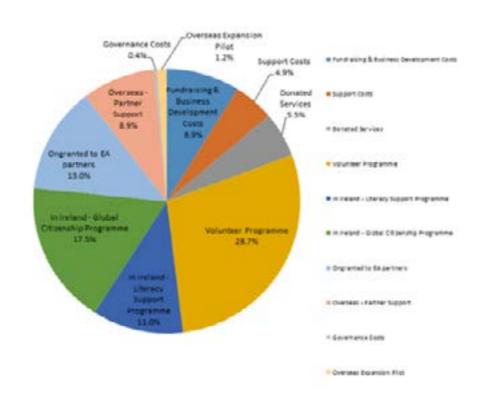
Over 2015 and in line with our programme commitment to 21st century skills we will invest in further developing these skills internally.

#### 2015

2014 Income: €1,273,531 (inclusive of donated services & facilities)



2014 Expenditure: €1,309,315 (inclusive of donated services & facilities)



Suas started a strategic planning process towards the end of the year, re-stating our vision and mission and drafting a new strategic proposition to be developed further over 2015.

This reiterates our commitment to delivering literacy and other quality education inputs to children in disadvantaged communities in Ireland, India and Sub-Saharan Africa whilst working with young people to equip them as global citizens and encourage them to take action to tackle inequality.

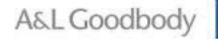
We believe in the transformational potential of volunteering and mentoring opportunities and these will continue to be integrated into all aspects of our work.

Looking forward to 2015 we will continue to invest in programme quality and improved organisational processes and to promote greater integration across our programmes whilst encouraging a greater diversity of programme participants.

Building a strong fundraising base must be a key priority for 2015.



#### **Our Supporters**



















#### **Members of**







The Irish Association of Non-Governmental Development Organisations



