



Creating opportunities
for 100 million children

IKEAfoundation.org

Letter from our CEO



OPPORTUNITY: What we're striving to create for 100 million children by 2015.

Every day, we work with our partners to reach the world's poorest children, who are often deprived of the opportunities available to the rest of us.

Those children inspire us to seek out opportunities to improve and expand our own work. In 2012, we gave grants to 20 partners doing innovative work to help children in 28 countries.

For the first time, we gave grants to organisations based in the USA and UK who do vital work for children in developing countries.

And, through our IWitness programme, we offered IKEA co-workers a remarkable opportunity to see first-hand how their support for our Soft Toys for Education campaign changes children's lives.

In 2012, we gave €82 million—a 26% increase from 2011. But we won't stop there. We are leading the way corporate donors work with charitable organisations, driving innovation and demanding efficiency.

By helping create new opportunities for children, we can provide lasting, positive change. Working together, we *can* change the lives of 100 million children.

Per Heggnes

CEO, IKEA Foundation

Our vision and mission

Our vision is a world where children living in poverty have more opportunities to create a better future for themselves and their families.

Our mission is to create substantial and lasting change by funding holistic, long-term programmes in developing countries that address children's fundamental needs: a place to call home; a healthy start in life; a quality education; and a sustainable family income.

Key achievements

2012 was an incredible year.

Not only did we give more funding than ever before, but we also celebrated an important anniversary and found new ways to show IKEA co-workers and customers how we're helping children create more opportunities for themselves and their families. Here are our highlights.

€**82**

million donated
in total

26

percent increase in total
giving since 2011

10

year anniversary with
UNICEF India

20

partners around
the world

6

new partners

28

countries where
our projects
helped children

€**9.3**

million raised
through Soft Toys for
Education campaign

3

million children helped
by our Soft Toys for
Education campaign

61

IKEA co-workers went
on IWitness trips

Want to know more?

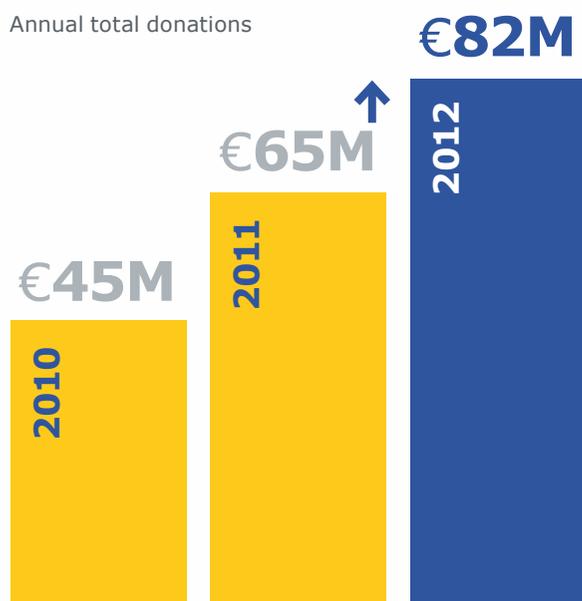
Visit: IKEAfoundation.org/AnnualReview2012

We're giving more than ever.

Our charitable giving is growing as IKEA's business grows. In 2012, the IKEA Foundation donated €82 million—a 26% increase from 2011—including €4 million in in-kind donations for emergencies. We supported 20 programme partners, helping children in 28 countries.

We are the largest global corporate donor to many of our partners, including UNHCR, UNICEF, UNDP and Save the Children.

Annual total donations



Programme vs. administration costs



We donate where it makes the biggest difference.



Opportunities for children

Every child deserves a place to call home, a healthy start in life, a quality education, and a sustainable family income. We support holistic programmes aimed at making these a reality for children in developing countries.

Providing a place to call home for refugee children

Every year, millions of children lose almost everything—their homes, belongings and families—in natural disasters and conflicts. Many stay in camps for years. We support projects that address children's need for a safe place to call home, and we share IKEA's specialist logistics knowledge to help partners get emergency supplies where they're needed quickly.

"We feel safe. It's now much easier for my children to play."



Hawa,
a Somali
refugee

Promoting children's rights and fighting the root causes of child labour

Millions of school-age children worldwide are not in school, leaving them vulnerable to abuse, neglect or being forced into labour. We fund programmes that promote children's rights, giving them access to education, healthcare and a sustainable family income so they can create more opportunities for themselves and their families.

"I'm very happy that I'm back at school."



Basit,
a boy in
Pakistan

Empowering women and girls

Women are the most important catalysts for change for their children. Children whose mothers have no education are more likely to die before their first birthday, to be undernourished, and not go to school. That's why we fund programmes to help women and girls get a quality education and learn marketable skills to increase their family income.

"I want to become a social entrepreneur and do business with a purpose."



Narmatha,
Asian University
for Women
student

Engaging IKEA co-workers and customers



Soft Toys for Education

We donate €1 to Save the Children and UNICEF for every soft toy sold in participating IKEA stores in November and December. Thanks to our dedicated customers and co-workers, we raised a fantastic €9.3 million in 2012!

IKEAfoundation.org/Soft-Toys



United Nations awards

In October, UNHCR, the UN Refugee Agency, invited a group of IKEA co-workers to attend the annual Nansen Refugee Award ceremony in Geneva. The co-workers met the UN High Commissioner for Refugees and got to blog about their experience.

blog.IKEAfoundation.org



IWitness programme

IWitness gives IKEA co-workers the unique opportunity to visit projects funded by the Soft Toys for Education campaign, so they can show fellow co-workers and customers how the campaign helps children. In 2012, around 60 co-workers visited 10 countries in Africa and Asia. They shared their stories, photos and videos on our new IWitness blog.

blog.IKEAfoundation.org



Sharing expertise

IKEA co-workers have given a unique 'knowledge donation' to UNHCR, the UN Refugee Agency, sharing skills that are the core of the IKEA way of working—including product design, efficient packaging and logistics expertise—to help UNHCR respond even more quickly.

IKEAfoundation.org/UNHCRworkshops

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Our partners in 2012

Asian University for Women
Astrid Lindgren's Hospital
Clinton Health Access Initiative
Development Alternatives
Earth Institute, Columbia University
Fight for Peace Academy
Gapminder Foundation
Half the Sky Movement
KickStart
Lila Poonawalla Foundation
Lund University, Ingvar Kamprad Design Center (LTH)
Lund Vietnam Childhood Cancer Programme (LVCCP)
Mentor
Refugee Housing
Refugees United
Save the Children
United Nations Children's Fund (UNICEF)
United Nations Development Programme (UNDP)
United Nations High Commissioner for Refugees (UNHCR)
Women on Wings

This QR code
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