

# Snapshots from our journey

Annual Review 2013



IKEA Foundation





# Letter from our CEO

## A glorious future

What a remarkable year 2013 was for us, as we reached several major milestones in our journey towards helping millions of children explore opportunities for a better future.

In 2013, we donated €101 million to our hardworking partners, so they can continue implementing innovative programmes that are changing children's lives. That's quite a milestone for a foundation as young as ours!

Also in 2013, our partners began testing the prototype of a new emergency shelter we are developing for refugees and displaced people, giving hope that families who have lost everything will soon have a safer, temporary place to call home.

We signed partnership agreements with 12 new partners, including three in India, the country where our work began and which is still vitally important to us. And

we have a new partner in Brazil, helping us reach children in South America for the first time.

We have come a long way as a foundation since we started in 2009. But the journey continues and we still have lots to accomplish. Or, to say it with our founder Ingvar Kamprad's famous words: "Most things still remain to be done. A glorious future!"

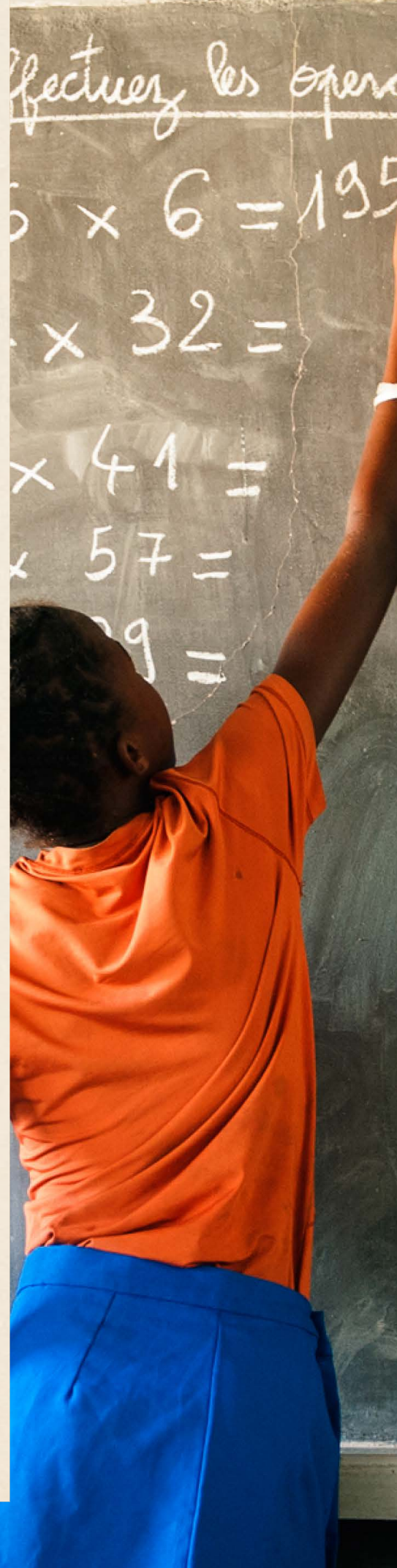
Whether you are an IKEA co-worker, customer or an IKEA Foundation partner, thank you for being part of our journey. Your work and continued support is helping millions of children in some of the world's poorest communities create better opportunities for themselves and their families.



Per Hegggenes, Chief Executive Officer



Save the Children Projects, Annangabad, India





# Our key achievements

**€101** million donated in 2013

**21%**

increase in giving  
since 2012

**98%**

spent on programmes,  
not administration

**31**

partners around  
the world

**12**

new partners  
in 2013

**35**

countries where  
our projects helped  
children

**€10.1**

million raised through  
Soft Toys for Education  
campaign

**11**

million children  
helped by our Soft Toys  
for Education campaign  
since 2003

**25**

thousand visits to  
our IWitness blog

We are giving more than ever:



**€45**

million donated  
in 2010



**€65**

million donated  
in 2011



**€82**

million donated  
in 2012



**€101**

million donated  
in 2013



A young boy with dark hair and a bright smile is sitting at a blue desk. He is wearing a white school shirt with a red tie. He is holding a pencil in his right hand. The background is slightly blurred, showing what appears to be a classroom setting with shelves and books.

Our focus areas:

# Fighting child labour and promoting children's rights

## Changing attitudes, changing futures

**Millions of school-age children worldwide are not in school, leaving them vulnerable to abuse, neglect or being forced into labour.**

To end child labour, we need to address the reasons why children work. We fund projects that give children access to education, help families find other ways to support themselves economically, and educate communities to change attitudes towards child labour.

In 2013, we continued to support UNICEF and Save the Children's work fighting child labour in the cotton, carpet and metalware industries of India and Pakistan. The programmes reach out to farmers, community leaders and families, opening their eyes to the dangers children face while working in fields and factories,

and building their support for children's right to an education and protection.

We also developed new partnerships in 2013, including one with Forest Trends that will help families from the Surui and Yawanawa tribes of Brazil develop sustainable ways to protect their rainforest homelands and improve their family incomes.

And, because we believe that children have the right to a safe place to call home, we have started a partnership with Care for Children, which works with governments in Asia to help them place orphans into local families. Together we will give disadvantaged children in Asia the opportunity to grow up in loving families who will nurture them to reach their full potential.

**“UNICEF is grateful for its strong partnership with the IKEA Foundation, as well as IKEA customers and employees, as we work together to help all children receive the quality education they deserve.”**

**– Anthony Lake,  
UNICEF Executive Director**







Our focus areas:

# Creating better lives for refugee children and families

## New shelter brings hope to millions

**Every year, millions of children lose almost everything during natural disasters and conflicts. Many seek refuge in humanitarian camps just to have shelter, food and clean water.**

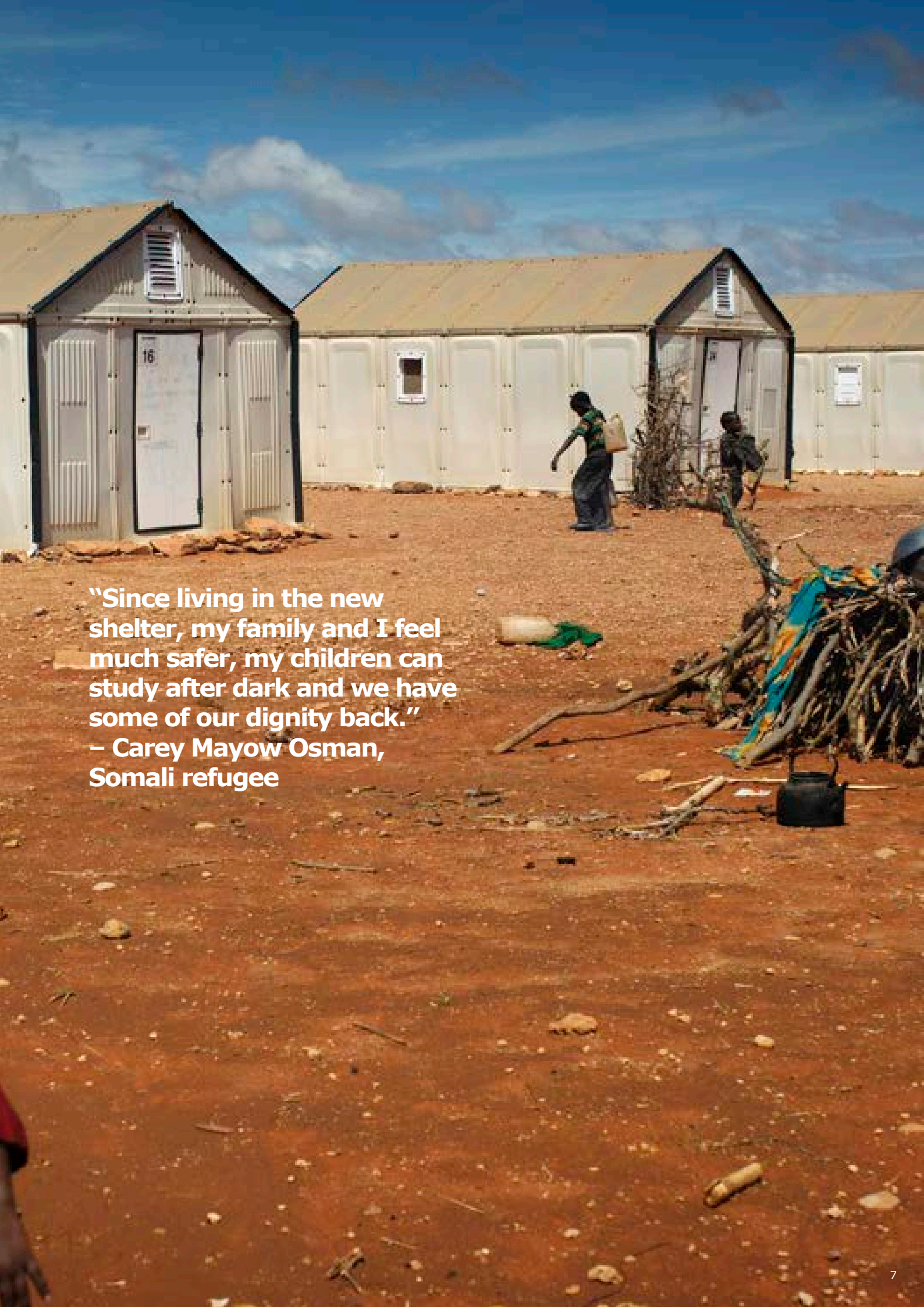
We support the United Nations Refugee Agency (UNHCR) and other leading charities that are helping improve shelter, education and vocational skills in refugee camps.

Many of the shelters currently used in refugee camps have a lifespan of as little as six months before they need to be replaced. Not only does this leave people even more exposed to the challenges of life in a refugee camp, but it also presents a huge

burden to the aid agencies and governments trying to create a more dignified life for millions of refugees.

Thanks to our focus on funding innovative projects and developing connections between our partners, that could be set to change.

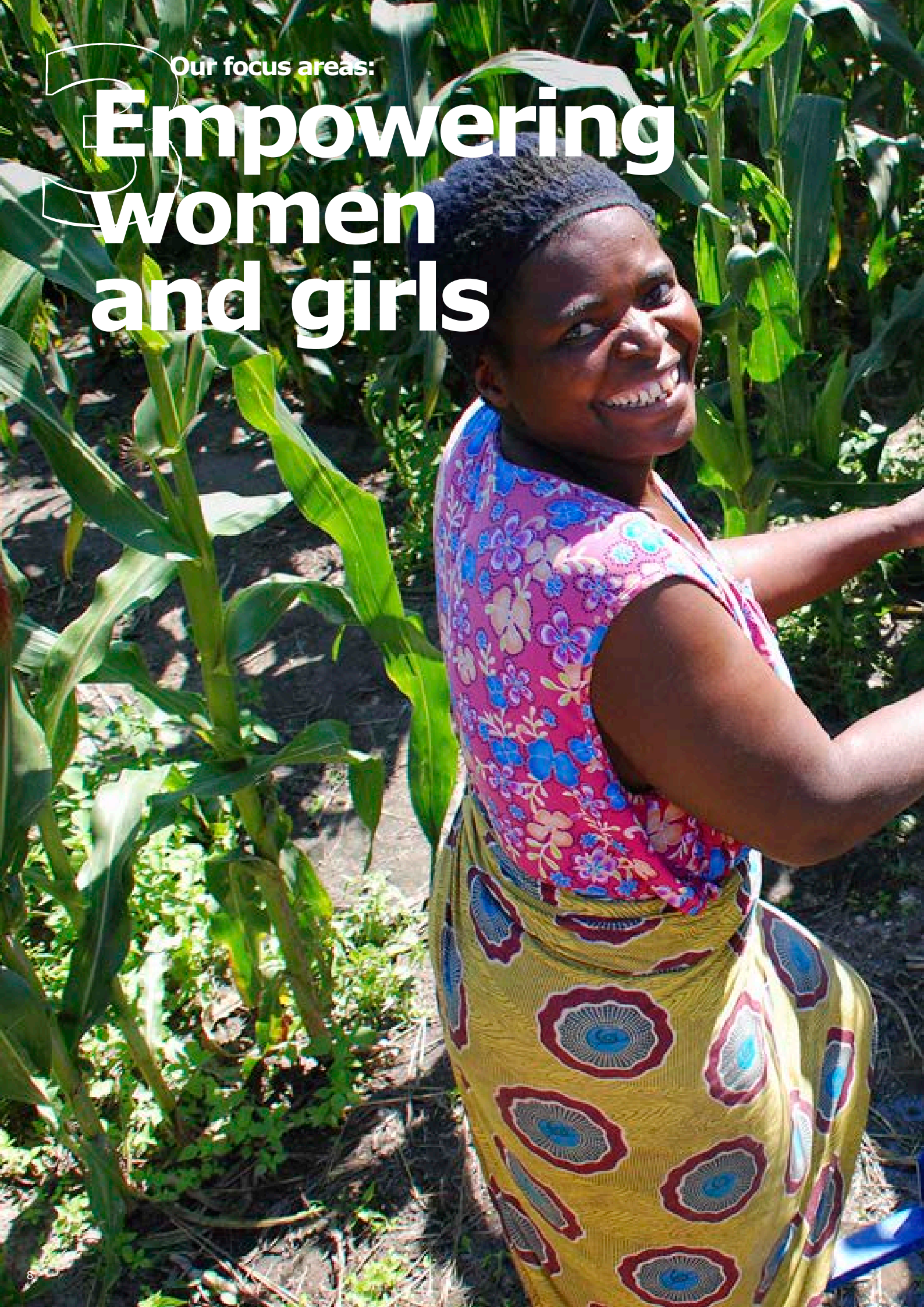
Working with Refugee Housing and UNHCR, we are funding the development of a safer, more durable emergency shelter for refugee families, one that includes innovations such as solar lighting. In 2013, UNHCR began testing the prototype in Ethiopia. The refugee families making the shelter their homes will have a direct say in how the product is developed, putting their experience at the heart of this collaborative process.

A photograph of a refugee camp. In the background, there are several long, white metal shelters with corrugated metal roofs. The ground is dry, dusty, and reddish-brown. In the foreground, there is a large pile of sticks and branches, some covered with a colorful cloth. A black pot sits on the ground near the pile. Two people are visible in the middle ground, one carrying a large bundle on their back. The sky is blue with some clouds.


**“Since living in the new shelter, my family and I feel much safer, my children can study after dark and we have some of our dignity back.”  
– Carey Mayow Osman, Somali refugee**

Our focus areas:

# Empowering women and girls







**"We can do much more for the kids now [that we have a water pump from KickStart]. I can pay school fees and we don't worry about our own food. I've got an income I can rely on."**  
– Vivian Masopo, Zambia

## **Supporting women's education and businesses**

**Women are the most important catalysts for change in their children's lives. By empowering women - through education, skills training, improved healthcare, or providing a loan to set up a small business - we can improve children's health, education and future opportunities.**

In 2013, we continued to support our partner KickStart, which is helping women in southern Africa receive training to grow and sell crops, start their own businesses and increase their family incomes.

Since many girls and young women miss out on the chance to go to school, we also expanded a couple of partnerships that give women scholarships and educational opportunities.

We are now funding scholarships for at least 1,900 women through our partnership with the Lila Poonawalla Foundation, which helps young women from poor families in India pursue higher education in engineering,

healthcare, agriculture or other professional fields.

We also expanded our partnership with Development Alternatives, an organisation that has created an innovative programme to teach illiterate women in India how to read, write and do basic math in just 56 days. This project will help 100,000 women develop literacy and math skills.

And in May, 31 young women with an IKEA Foundation scholarship graduated from the Asian University for Women. They were among the university's first graduating class and have developed leadership skills that will empower them to help break the cycle of poverty in their home countries.

We also signed new partnership agreements in 2013 to expand our work in this area, including one with Aajeevika Bureau to help vulnerable migrant women and adolescents in India develop marketable skills.



# Donations after disasters

## Helping families when they need it most

**We donate IKEA products for families struck by conflict and disasters, and we give our partners cash grants so they can respond instantly to the communities that need them most.**

In 2013, we gave €4 million to Médecins Sans Frontières to provide medical care to Syrian refugees and to help families in the Philippines who were injured or ill after Typhoon Haiyan struck.

We also donated €2 million to UNICEF and €150,000 to Save the Children to bring lifesaving supplies to families in the Philippines, and we donated 50,000 mattresses to UNHCR for Syrian refugees. We committed €1.3 million to Save the Children for their Children's Emergency Fund, an innovative pilot programme. Our donation will improve how children are protected during disasters by giving Save the Children resources to send rigorously trained teams to help hard-hit communities within 24 hours.

And, because we know how important playing is for children's mental and emotional health, we are donating IKEA

educational toys and products - including puppets and art supplies - for UNICEF's early childhood development kits, which are used to help kids cope after disasters. Around 1.2 million children will benefit from them.







**“Nothing in my working life will ever be better than my visits to the projects funded by the IKEA Foundation. To be able to experience them with my own eyes was a real life changer.”**  
– Yngvill Ofstad,  
Sustainability Responsible,  
IKEA Norway

# IWitness

## Engaging IKEA co-workers

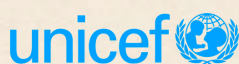
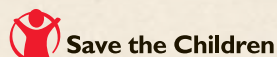
**Every year, a few lucky co-workers are given the opportunity to visit a project run by one of the IKEA Foundation’s partners, UNICEF and Save the Children.**

They share their experiences on the IKEA Foundation’s IWitness blog, so all co-workers can see how their hard work on IKEA Good Cause campaigns is helping millions of children.

In 2013, 92 co-workers visited projects in 12 countries in Africa, Asia and Europe. The IWitness blog received more than 25,000 visits and won several awards, including Best Employee Engagement Programme at the Corporate Engagement Awards in London.



## Our partners in 2013



Watch our short film

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