

GADENS B  RN



ANNUAL REPORT 2018

# GADENS BØRN IN

## IN 2018, WE:

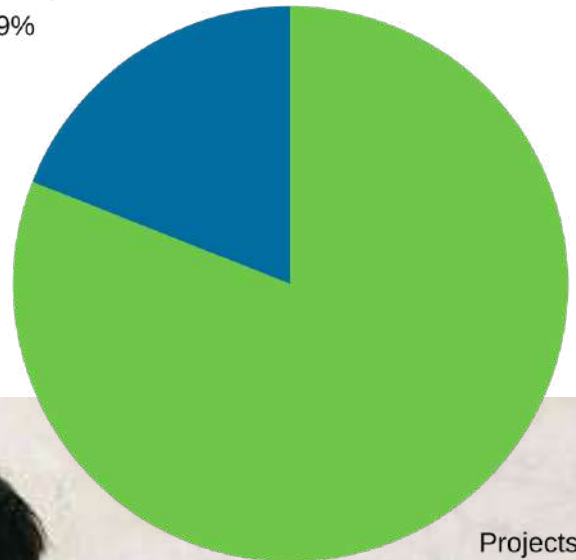
- Started a health clinic, with doctors and/or nurses, offering free treatments to local citizens.
- Ran three schools, one kindergarten and a day care centre.
- Distributed more than 105,500 meals to children via our projects
- Offered approx. 430 children daily eligible and free schooling, including food, at our three schools.
- Made sure that all children at our schools have undergone free dental check ups and examinations by a nurse.
- Daily, helped more than 500 children through our schools, our health clinic, and through our out-reaching services.
- Managed 41 Indian employees and sent 4-6 Danish volunteers to our projects in Kolkata for 3-6 months at a time.
- Helped pregnant women with health examinations, as well as with support during and after labour.
- Helped children, adolescents and pregnant women with more than 100 hospital- and dental treatments

## TRANSPARENCY, TRUST AND COMMITMENT

On November 28th, Gadens Børn celebrated its 6 years' anniversary.

It was a great day, which was celebrated in all of our schools. A day, on which we paid tribute to the overarching values of Gadens Børn: TRANSPARENCY, TRUST and COMMITMENT. The core of Gadens Børn is based on the fiery souls of our volunteers. They drive forward the organisation by implementing our values into their work. We have an outstanding utilisation rate and are proud to announce that 81% of all funds raised in 2017 went directly to our projects in India. This is only possible, because our projects are run by committed, trustworthy and competent volunteers. Thank you to all of you, who will continue to be the pivotal element in driving Gadens Børn.

Operations, DK  
19%



Projects, IN  
81%







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*There are 4-6 Danish volunteers continuously involved in Gadens Børns' projects in Kolkata. Usually, they will stay for 3-6 months at a time*

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# THE CHAIRMAN'S REPORT



*I am so proud of this organisation, which, only six years ago, was no more than just a bunch of thoughts I had in a plane going home from my trip. An organisation, which today helps more than 500 children. Children, who otherwise would live on the streets without food, health, noticeable solicitude or a future. Children, who otherwise would have been easy victims of rape, abuse and human trafficking.*

*I live and breathe for those moments, in which I step into the schools and get to see the children I once met on the streets – shattered, tired and with an emptiness in their eyes – now running towards me - one big happy smile.*

*Our volunteers are the driving force of the organisation. They sincerely believe that all children have a right to a future. They start at Gadens Børn with a burning desire to help, and they experience, at first hand, how tough and merciless life can be. It makes me proud to see them grow as they take on*

*the responsibility of attempting to make a difference to our children. I just love working with them.*

*My goal for 2018 was to start a health clinic. And we succeeded. So now, we can offer free, competent and worthy treatment to the local people in the slums of Kolkata.*

*My goal for 2019 will be to start an orphanage for the most vulnerable children – those children with no parents, or where violence and abuse are part of their everyday lives. We expect the orphanage to open its doors in September 2019.*

*My vision for the future is to continue providing access to schooling of the same quality and standard as Indian private schools to even more street children and children of extremely poor families. Schooling and education will ensure these children a brighter future and an everyday with access to safety, food and care.”*

*Yours truly,*

*Heidi Piel* “



# IN 2018, A DREAM CAME TRUE

## OUR OWN HEALTH CLINIC

Gadens Børn is proud to announce that, today, we can offer free treatment to children and adults in the slums of Kolkata - treatments that oftentimes may be of vital necessity, and which could make the difference between life and death itself. Every year, we use a lot of resources to help sick children, adults and babies at the hospital. Treatment at the public hospital is of very variable quality, and especially children are often being treated badly. Our desire was to offer proper, free and dignified treatment to each and everyone in need. In October, this dream became a reality, and subsequent to sheer hard preparatory work, we could declare the health clinic open.

Following the start-up, we learned how severe the lack of trust in doctors and hospitals is. Many locals have exclusively had bad experiences with the established health care system, thus, they won't come see our clinic unsolicited. This, despite the fact that we, through our daily outreaching services, meet numerous children and adults, who are in need of help. They cut their feet, stepped in pieces of broken glass or nails, suffered hefty burns, malaria, dengue, severe diarrhea, and so much more. Children, who will die if not being treated. We knew, it would require great outreaching and trustbuilding work, but we are still surprised, how much it actually takes.

So, instead of the locals having to go see us, we realized that we would have to seek out to them, in their safe and entirely known environment. Accordingly, we have restructured our clinic, so going forward, it will be a mobile unit with a mini-van and an ambulance that will render treatments in the slum and at the station, which is where the patients reside.

We have hired a married doctor's couple, who join us on Tuesdays and Fridays. In addition, our mobile clinic is staffed with voluntary nurses from Denmark.

Primary focus of our clinic is on:

- Regular health checks and supervisory dialogues with girls, who have been impregnated, voluntarily or by other means.
- Regular health checks and follow-ups of children and babies.
- Prevention and treatment of infections, such as measles, dengue, malaria, and diarrhea.
- Treatment of injuries and wounds, and other infections, such as abscesses, cuts, burns, etc.





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*Gadens Børn reaches out to more than 500 street children. Their schooling and everyday life is looked after by our 41 competent and committed Indian employees, as well as by our fiery voluntary souls from Denmark.*

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# GADENS BØRNS CHARITY GALA 2018

## GADENS BØRNS CHARITY GALA 2018

On Saturday, 29 September 2018, months of planning and hard work by our founder, project manager, interns, volunteers, partners and sponsors, culminated in one heck of a charity gala at The Plant. Despite the raw settings and the natural theme of the old Mærsk factory, you could clearly feel the warmth and racing hearts.

A total of 287 guests participated, and there were several well known faces, who have been following and supporting Gadens Børn from the very beginning. However, Gadens Børn also made new acquaintances, including H.R.H. Princess Marie, who attended on behalf of the Danish royal family. She was excited about our work and our organisation. Mildly speaking, we were incredibly proud of such royal recognition of the organisation, which entailed a positive nation wide media coverage.

Our hosts, Manu Sareen and Tina Hjortshøj Bilsbo, competently and safely guided us through the evening. An evening, which included a delicious 4-course gourmet dinner, composed by star chefs, and entertainment by recognised comedians and singers. Last but not least, we held intriguing auctions and lotteries. We collected a total of DKK 1,050,000 for our projects.



# BUSINESS AMBASSADORS 2018

## OUR SPONSORS AND BUSINESS AMBASSADORS

Gadens Børn can only stay operational due to the numerous companies and people, who believe in our work. We are very moved by the generosity and benevolence we are being met with. In 2018, many companies and people contributed to that. The most important of which, we would like to mention here.



### BENSIMON ROSSING

In the beginning of 2018, Bensimon Rossing donated DKK 250,000 to our new orphanage. THANK YOU.



### NTG A/S

Over the past four years, we have had our administrative address at NTG A/S, with no costs attached at all. They make sure that everything around us works both practically and logistically, allowing us to focus on our projects. THANK YOU.



### KOMMUNIKATOR A/S

Kommunikator A/S has helped us with numerous graphical print jobs and materials over the last many years -from the menu of our charity gala to our information leaflets and annual reports. They are always there for us – and their services are totally free of charge. THANK YOU.

## VANG & BAR

COCKTAILBAR

### VANG OG BAR

Vang og Bar showed up at our 2018 charity gala with their entire mobile cocktail bar and bartenders, and they served free drinks to all of our guests. In addition, they offered to be there again for the next charity event. THANK YOU.



## THE PLANT

THREE LEVEL EVENT SPACE

### THE PLANT

Our 2018 charity gala was conducted at The Plant. Thanks to Palle and the entire team for your tremendous help. THANK YOU.



### XPONERING

Lennart and Søren from Xponering are a huge gift and inspiration. To the point and well-planned media coverage means the world to our fundraising, and that is what they do best. They support us free of charge. THANK YOU.

### BÆREDYGTIGE STUDERENDE OG STUDIECAFÈEN HUMLEN

The association of Sustainable Students and the Students' Café Humlen support Gadens Børn through their deposit-refund and recycling project and the deposit-refunds from the Students' Café. They are visionary and passionate young people, and we are deeply grateful for their support. THANK YOU.





# BUSINESS AMBASSADORS 2018



## MERCOPRINT A/S

In 2018, we engaged in a new collaboration with Mercoprint A/S. They donate 20% of the sales from their own company's christmas gifts, which are purchased through our webshop in support of Gadens Børn. They also help with printing jobs and T-Shirts for "You Run". THANK YOU.



## BLIK & RØR

### BLIK & RØR

Blik & Rør continue to be business ambassadors for Gadens Børn in 2018, and so, they support us financially each year, for the next three years. THANK YOU.

- din rengøringspartner



### PS REN

PS Ren continue to be business ambassadors for Gadens Børn in 2018, and so, they support us financially each year, for the next three years. THANK YOU.

hudplejecentret

### HUDPLEJECENTERET

Hudplejecentret supports us whenever they can – financially or with products for our events. We can always count on them. THANK YOU.



## CITY SELFSTORAGE A/S

People often donate clothing, games, computers, medical equipment, etc. to the benefit of the children; and for a long time, we have been in need of storage space for the donations prior to shipment. In 2018, we started collaborating with City Self-Storage, who provide free storage space. THANK YOU.



## PIXUM

Each year, Pixum prints the Gadens Børn calendar, which is sold in several shops. They do it completely free of charge. THANK YOU.

## SEIMEI

For many years, Seimei has delivered water to all of our charity events, and when asked, they don't hesitate at all. THANK YOU.



# FUSION

## FUSION

Fusion is a gorgeous clothing shop that always helps out when we need gifts for our events. THANK YOU.

A photograph of a hallway with a window in the background. The window has a grid pattern. The hallway walls are painted in shades of blue and yellow. A person is visible in the background, standing near the window. The image is overlaid with a semi-transparent orange rectangle containing text.

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*ALL CHILDREN DESERVE A HEALTHY AND SAFE CHILDHOOD*

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# WORTH MENTIONING

## H.R.H. Princess Marie

We never thought it was possible, but in Gadens Børn, we always try, and then we take rejections with a smile. When we wrote a letter to H.R.H. Princess Marie, we did not want to get our hopes up too high - but she accepted. It was a great surprise, and it required a lot of extra work to prepare royal attendance at our charity gala. She is a sweet, warm, and unpretentious human being. She personally shook hands with all volunteers and intensely and curiously listened to the various stories being told. Her participation was an honour and a royal recognition of our work, which gave positive publicity and supported our fund-raising activities.

A great thanks to you, H.R.H. Princess Marie!



## Your Song

In June, we were all gathered in Pia Lindell Qwist's home together with a small TV crew from Channel 4, waiting for Pia to come home.

The programme, 'Your Song', surprised ordinary Danish people, who had extraordinary stories, with a song by their favourite artist. These people have all been through a particularly hard time, but they have been extraordinarily strong when life treated them badly. Pia Lindell Qwist has often talked about that when things get difficult, she would take a long run while listening to Aura's song "I'm in love with the world". So that day in June, Aura was waiting in Pia's garden to sing that song. The episode was broadcasted in October 2018 on Channel 4.





# PERSONAL REPORT FROM VOLUNTEER

## Amanda Sofie Vagn Christiansen



I'm sitting in my lovely apartment, eating breakfast of a slightly expensive bowl. From where I sit, I can oversee Copenhagen, beautiful Copenhagen. On the pavement in front of me, I can see a little family. A happy couple pushing their brand new baby carriage. It has it all, lots of fancy functionalities, and it is packed with baby equipment of top quality. In the carriage, amongst pillows and blankets, lies a little, well-nurtered baby. Completely ignorant of how blessed he is. He has his mother and father, who love each other, and especially him. They have chosen each other, and they have chosen him. He is a planned child. For the parents a real blessing.

At this sight, I cannot help but think about my friend in India. She is 17 years old. She lives on the platform at Sealdah station, and she will soon be a mother of two. Every day, she struggles with guilty conscience of not being able to take proper care of her almost one year old daughter. Her greatest wish is to be able to afford a tiny slum house, in which she can live with her husband and soon two children. Each Sunday, she visits her daughter at the shelter that takes care of her. She is allowed to stay for one hour in a visitors room. Whenever her husband is in a good mood, he may be persuaded to come along. Each week, she saves enough money to be able to buy a little piece of new clothing for her daughter. It does soothe conscience a bit. During spring time, she became pregnant again. Not for a second she doubted whether or not to have this child. "I cannot have another child until I can take care of the child I have already." A huge realization. She sought for help to have an abortion at the public hospital, but she was met with harsh rejection and judgemental eyes. Abortion is illegal in India. She thought of poisoning herself with over-the-counter medicines to get rid of the foetus,

but decided to not take that risk and keep the baby instead. I know she already loves this little life in her womb; but for her, this is not a planned baby. It is not a choice she made. No one ever taught her about prevention. No one ever taught her about pregnancy. The baby is just another challenge in her tough everyday life.

By now, she is almost half-way. I do hope that, despite her conditions, she is getting excited. I hope her husband will support her. I hope that he has stopped stealing from sleeping passengers during the nights, and instead protects his while she is asleep. It is not always easy to be a woman all alone at the station at night. I hope, he will be a loving father to his next child, and that he will stop abusing his wife and children. I hope they can condemn intoxicants like alcohol, glue and drugs, especially while she is pregnant and breastfeeding. But most of all, I hope that they will allow Gadens Børn to stay close by, so we can help them as much as possible.

It has been approximately one month since I left India as a volunteer. I miss being there for them. I miss giving them hugs, kisses on their foreheads, letting them know that everything will be just fine, although I sometimes wasn't too sure about that myself. I miss running towards them for a big group hug. The joy and love which I received during the 6 months I was there, no one will ever be able to take away again. Never have I felt so wanted and valued. A hole that is hard to fill. The feeling of abandonment, sorrow and deep misery still occupies me a lot. It is hard to be grateful of all we have, when the world is so unjust.



Amanda Sofie Vagn Christiansen  
Volunteer in Kolkata, January – June 2018



# PROJECT 2019

## GADENS BØRN'S ORPHANAGE

### ORPHANAGE

In 2019, when we open the doors to our own orphanage, a great dream will become a reality. We have had this dream ever since the organisation was established, but there were many obstacles in our way. However, a new collaboration with a local NGO, Trinita, and our collected funds from the charity dinner accelerated the process and has made it easier to navigate through the maze of Indian bureaucracy. So now, the dream is just around the corner. The orphanage, in all its simplicity, will become a permanent home for the most disadvantaged of our children. Children, who live all by themselves at the station or in the slum with no parents, and children, where we can see that violence and abuse are part of their everyday lives.

According to Indian law, boys and girls are not allowed to live together, so we will start two orphanages – one for boys and one for girls. With these two orphanages, we expect to be able to offer 60 vulnerable children a permanent home. Currently, we are trying to find and purchase a property close to the Sealdah Station and our own school, Sealdah School, to ensure the foundations in the project. We wish to offer the children caring, warm and stable relations, as well as a structured daily life. With the children having a safe and stable base, the aim is to have them benefit from our school programme and consequently learn, grow and get educated towards a brighter future. The children will live in the orphanage, but they will attend kindergarten or school at one of our three schools or a public school. The afternoons will provide opportunities for doing homework and creative activities such as yoga, self-defence and dancing lessons.

As with our other projects, we will try to hire local personnel to the extent possible, whilst project management is assigned to our volunteers.



# NEW AMBASSADORS OF GADENS BØRN



## NIKOLAISTOKHOLM

Nikolaj Stokholm is a comedian and has toured with his first one-man show "My Life as Nikolaj Stokholm" during the autumn and winter of 2017/2018. The Danish audience just loved Nikolaj's first show, and he ended up performing 97 times before 45,000 spectators, all over Denmark. Nikolaj performed at Gadens Børn's charity gala 2018. His motivation for supporting Gadens Børn is "that everyone should have a chance for a good life. This chance will only come once – during childhood."



## SARA SODE

Sara Sode is the owner of Notes du Nord - a Danish feminine brand founded with a vision to make women feel more confident and beautiful in an elegant style – for parties and everyday casual. Notes du Nord draws inspiration from the past, the present, nature and from powerful women. They design clothes for women, who dare be unique. Notes du Nord's slogan is: "You're already unique – dress accordingly". Sara supports Gadens Børn and the strong female forces organisation.



## SARAH GRÜNEWALD

Sarah Grunewald is a Danish fashion model, TV-host and actress. She was born in Germany, but was raised in Marielyst on Falster, DK. Sarah has played a part in the TV series 'Tomgang', and in the movies 'Dirch' (2010) and 'Det andet liv' (2014). On top of that, she hosts the popular TV show 'Let's Dance', Denmark. Sarah supports Gadens Børn with networking and at events.



# ADVISORY BOARD

Our Advisory Board is an important resource. Our Board consists of strong profiles with extensive experience from the business world. They have lots of ideas and make striking points. Together, we

evolve and Gadens Børn grows, enabling support to even more children. We are immensely proud and grateful of our new Advisory Board. All members work on a voluntary and unpaid basis.



Lykke Sørensen  
Head of department  
Gildbro School



Sofie Offenberg  
Board member  
Fundraiser



Ina Stæhr.  
Photographer and cutter



Tina Bilsbo.  
Owner of 'Be by Bilsbo'



Dariush Rezai.  
Managing director  
Sweco Denmark PLC



Chris Dejean.  
Communication advisor  
and teacher



Petet Schultz.  
Manager, CEO  
PS Ren



Henrik Horst.  
Partner  
The View



Susanne Kier.  
CEO  
Kier Communication

# ADVISORY BOARD



Jørgen Hansen.  
CEO/managing  
director, NTG



Susanne Kynne.  
VP HR & Communications,  
NIRAS



Helen Rasmussen.  
Owner of Butik KLUD,  
Køge, DK



Jesper Fauerholdt.  
CEO/managing director,  
Saint-Gobain



Lars Stoltze.  
M&A/IPR Manzati-Andersen/  
Korsø Jensen & Partners



Camilla Greisen.  
Consultant,  
SAS



Brian Robertsen.  
CEO, Storeteam PLC



Johan Harsbo.  
Head of Sales, Bethien PLC



Camilla Kornerup.  
CSR adviser, Global Impact



Jane Husen  
Head of Customer Centre, IF



Dorte Mejlby  
Event manager/Advisor





# REPORT



# REPORT

2018 has been yet another exceptional year with great project and financial progress. We are proud of how we are growing. We do make many mistakes, and we do encounter push-backs, but it does not stop us. We reflect on it, we learn, and then we continue with our work. The goals we set for 2018, we achieved.

## FINANCES

Our financial target for 2018 was to safeguard a solid financial foundation for the continuous operation of our three schools and of our mobile health clinic. Moreover, we wanted to generate capital to establish our orphanage. This objective has been attained. We generated an equity that allowed us to invest in a big property for our orphanage. The capital was raised through funds, private donations, members, collections and our charity gala. We are deeply grateful for all those people who support our work. It gives us the courage to keep going.

We are also supported by the Jubilee's Foundation, The Bird Foundation, The Foundation of 17-12-1981, Gudbjørg and Ejnar Honores Foundation, The Remuneration Foundation in the Novo Group, SAS Group of Developing Countries, Erik Thunes Grant, Ministry of Culture / Gaming Funds, as well as Rotary Høje Taastrup.

In addition, in 2018, we launched our new sponsor scheme, which allows our members to support and follow a school class. The sponsor scheme is called KNUS ('hugs'), which stands for K-ærlighed (love), N-æring (food), U-ddannelse (education) and S-undhed (health). Recruiting members has been harder than initially expected, but those who joined, provide us with a stable financial basis. One of the 2019 goals is to recruit even more permanent KNUS-members.

## PROJECT DEVELOPMENT

Our three schools are running well. Kidderpore School (125 pupils) and Santosphur School (250 pupils) are almost self-driven. We have strong superintendents and competent personnel, who have established professional, suitably qualified routines and processes. We have had bigger challenges at the Sealdah School (50 pupils), as the children come from very exposed areas and they are extremely vulnerable. It has been difficult to establish a structured everyday life. Consequently, in the end of 2018, we decided to employ a new superintendent, who has many years of experience with vulnerable children and their families. She has been well-received by the other employees, and we believe that she will have a positive influence on the school.

A major focus area regarding our schools is the frequency of attendance. The children come from vulnerable families, who need their labour. i.e., they are often forced to beg or watch their younger siblings instead of going to school. It can be difficult to persuade their parents about the long-term perspective of their children getting an education. Therefore, we spend a lot of time building good relations with the children's carers. Our volunteers go visit the families and they listen and talk to them. We conduct and facilitate many meetings for the parents, where they can air concerns and wishes. Furthermore, we have introduced routines, intended to inform the parents of their children's progress. This has been a great success.

In total, we have approx. 430 children registered in our schools. 62% of them attend on a regular basis. Our goal for 2019 is to increase this figure.



# REPORT

## EXPECTATIONS FOR 2019

We have big plans as well as high expectations for 2019.

- We wish to expand Sealdah school, increasing the number of pupils to approx. 80.
- Our mobile health clinic will become an integral and well-attended part of the community.
- The orphanage will become a reality, with 60 children calling it their home.

## NEW COLLABORATION WITH CLARION HOTEL COPENHAGEN AIRPORT

We are very excited and deeply grateful for a new three-year period collaboration with Clarion Hotel Copenhagen Airport. Still, we are totally over the moon about this, realizing how big a gift this is. They will make their beautiful rooms and personnel available for our charity galas over the next three years. This is a tremendous help and a big relief and reduction of work. Thank you very much, everyone!



A young boy with dark hair, wearing a plaid shirt and shorts, is captured in a dynamic pose swinging a baseball bat on a dirt field. The background shows a blurred outdoor setting with some structures and foliage. An orange semi-transparent rectangle is overlaid on the image, containing white text.

WITH YOUR SUPPORT,  
WE CAN HELP CHILDREN  
TOWARDS A SAFER CHILD-  
HOOD AND A BRIGHTER  
FUTURE.

WHOLEHEARTED  
THANKS.