



# OXFAM IRELAND ANNUAL REPORT

**2012-2013**

THE POWER OF PEOPLE AGAINST POVERTY



**OXFAM**

Ireland

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**COVER IMAGE:** Afia Sherifa collects water in Asansua village in Ghana where her family work as Fairtrade cocoa farmers in the Kuapa Kokoo cooperative.. Photo: Cam Cope/Oxfam

*This annual report provides an overview of our work from April 2012 to March 2013.*



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1. Sobrenia, Bolivia: Carmen Cortado, Walter and Sylvia Mercados tend to their paddy plants on new 'camellones' (raised beds of land) built with support from Oxfam, to cope with the impacts of climate change and protect crops from flooding. 2. Women sing and dance on their way to the rice fields, as part of an Oxfam cash-for-work programme in River Gee County, Liberia. 3. Women plant seeds as part of a cash-for-work programme in Konkin, Burkina Faso, during the food crisis of 2012. Across West Africa, Oxfam helped 1.8 million vulnerable people to survive during the hunger season. 4. A pupil drinks water from a newly installed pipeline at Hluhluwe Advent Creche, South Africa. 5. 4½-year-old Yamho (meaning 'the answer'), playing in Bvumbwe, Thyolo. Southern Malawi. Oxfam has introduced a new pilot programme supporting orphans and vulnerable children in Malawi. 6. Oxfam ambassador Sharon Corr during her trip to Tanzania to see the impact of our women's rights programmes. 7. Vanam Jyothi (26) preparing yarn in Vellanki, India as part of an Oxfam-funded livelihoods programme. 8. Pictured are Oxfam campaigners in Dublin showing their support for the *Enough Food for Everyone IF* campaign: (l-r) Monica Gorman, Niamh McCourt, Cathy Geagan, Mary Quinn and Fiona Mubango. 9. Oxfam is supplying water, sanitation and hygiene (WASH) support to Syrian refugees in Zaatari Camp, Jordan. 10. Abdell Rasol Ibrahim with his Oxfam Unwrapped donkey Mashai (Fast), in Garib, Um Dukhun, North Darfur.

*All photos by Oxfam.*



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# LETTER FROM THE CHAIR



**Anna McAleavy**  
Chair, Oxfam Ireland

Oxfam Ireland supports programmes designed to relieve poverty, distress and suffering in some of the poorest countries of the world. We continue this, in partnership with the Oxfam International (OI) confederation, against the backdrop of a challenging economic environment – thanks to the determination and dedication of our stakeholders who share our vision of a just world without poverty.

As part of my role as Chair of Oxfam Ireland, in March 2013 I travelled to Hanoi, Vietnam, for a board meeting of the OI confederation. I was also privileged to visit a number of Oxfam projects while in Vietnam.

Poverty in Vietnam is now concentrated in ethnic minorities and in mountainous areas, with women within minority ethnic groups being the most vulnerable. I visited Lao Cai, to see how a pig farming programme was helping improve the income of ethnic minority women and their families.

I also visited schools seeking to ensure that more children (especially girls and ethnic minority children) could access their right to quality basic education.

Our partnership approach places local communities at the centre of change. This was evident during a visit, in Hanoi, to the Women's Union (WU), an organisation with a network that reaches women at every village and commune in the country. We also visited a women's refuge, supported by the WU, and witnessed the impact of domestic violence against women. Oxfam puts women's rights at the heart of our work – and empowering women is key to tackling poverty.

While this trip reminded me of the powerful contribution of Oxfam's programmes – which help to improve the lives of vulnerable people in more than 90 countries throughout the world – our mission is not complete.



Children from Dai Phuoc C school read books from their mobile library during their break. This is one of the many extra-curricular activities supported by an Oxfam education project in Lao Cai province, Vietnam.  
Photo: Nguyen Thi Hoang Yen/Oxfam

As long as poverty causes hunger, malnourishment and associated disadvantage and poor life chances, our work to eradicate it remains undone.

In 2005 Nelson Mandela, speaking at the launch of the *Make Poverty History* campaign, said, "In this new century, millions of people in the world's poorest countries remain imprisoned, enslaved, and in chains. They are trapped in the prison of poverty. It is time to set them free."

We will continue to work with communities in developing countries and also those left behind as the gap between rich and poor widens in growing economies, supporting their struggles and assisting them to confront the challenges they face now and into the future.

As my term as Chair of Oxfam Ireland ends, I would like to thank everyone across the

organisation for their support and to welcome Dr Henrietta Campbell as the new Chair.

I want to offer my sincere appreciation and thanks to our shop volunteers, to the volunteers who work in our offices in Dublin and Belfast, to our campaigners, and to our donors, both individuals and corporate bodies, whose support makes everything possible. I also want to say thanks to the volunteers who sit on our Board for their unstinting support and loyalty to Oxfam Ireland. These volunteer directors have worked tirelessly to strengthen the organisation and to assist in the achievement of our shared goals.

Together we can and will build a better world.

A handwritten signature in black ink, appearing to read 'Anna McAleavy'.



Jim Clarken at the Regional Hospital of Tahoua, Niger, speaking with Housseini Houseeni about her grandchild Aboubacar, during the West Africa food crisis.  
Photo: Liam Burke/Press 22

## LETTER FROM THE CEO



**Jim Clarken**  
Chief Executive, Oxfam Ireland

### VISION

Oxfam envisions a future where all people will live equitably and free from the injustice of poverty, on a planet that has the natural resources to sustain them. Our future holds the prospect of a life of dignity for all.

We recognise that delivering our vision means overcoming huge and complex challenges in an ever-more volatile world. It requires us to combine social justice with care for our planet and economic growth that puts people at its centre instead of profit alone.

All the world's citizens have the right to the most basic elements required for a dignified life: food, water, shelter, the right to earn a

living, to health care and education and to have a voice in decisions that affect them. It can be done. We live in a world with the capability and know-how to achieve our vision. We have sufficient natural and financial resources if we use them correctly.

### IMPACT

Oxfam is already making a real difference, by providing life-saving support in times of crisis, working on long-term programmes that help people to lift themselves out of poverty, campaigning for people's rights and persuading, encouraging, supporting or challenging organisations, institutions and governments to ensure that they live up to their responsibilities.

Our annual report sets out our performance during the past 12 months, and shows some clear successes despite the challenging environment in which we are operating.

As the economic downturn continues, income is down but demands have increased, putting an unprecedented stretch on Oxfam's capacity; there is a need to do more with less. We are investing in fundraising to protect and grow our income.

With the generous support of the public, we have been able to respond to catastrophic emergencies and humanitarian crises – West Africa, Democratic Republic of Congo (DRC), India, Malawi, Sierra Leone, South Sudan and Syria.

We have also made an impact campaigning for food justice. Oxfam's GROW campaign focused on land grabs, and the Behind the Brands campaign succeeded in obtaining public pledges from three major cocoa-buying companies to improve their policies to help women in their supply chains.

We have helped raise women's voices and strengthen their leadership in numerous countries and launched our women's rights campaign, *Ending Poverty Starts with Women*, across the island of Ireland.

It was enormously encouraging to see that, in a year which saw Ireland's EU presidency and the UK government's chairing of the G8 Summit in Northern Ireland, tackling global hunger was made a top priority. In Northern Ireland, we were part of the *Enough Food for Everyone IF* campaign on hunger, and quickly secured a victory when in March 2013 the UK government's budget committed to spending 0.7% of GDP on life-changing overseas aid.

At the United Nations, we had success as part of the *Control Arms* coalition, when our 10-year campaign helped secure an overwhelming vote to approve the first international Arms Trade Treaty.

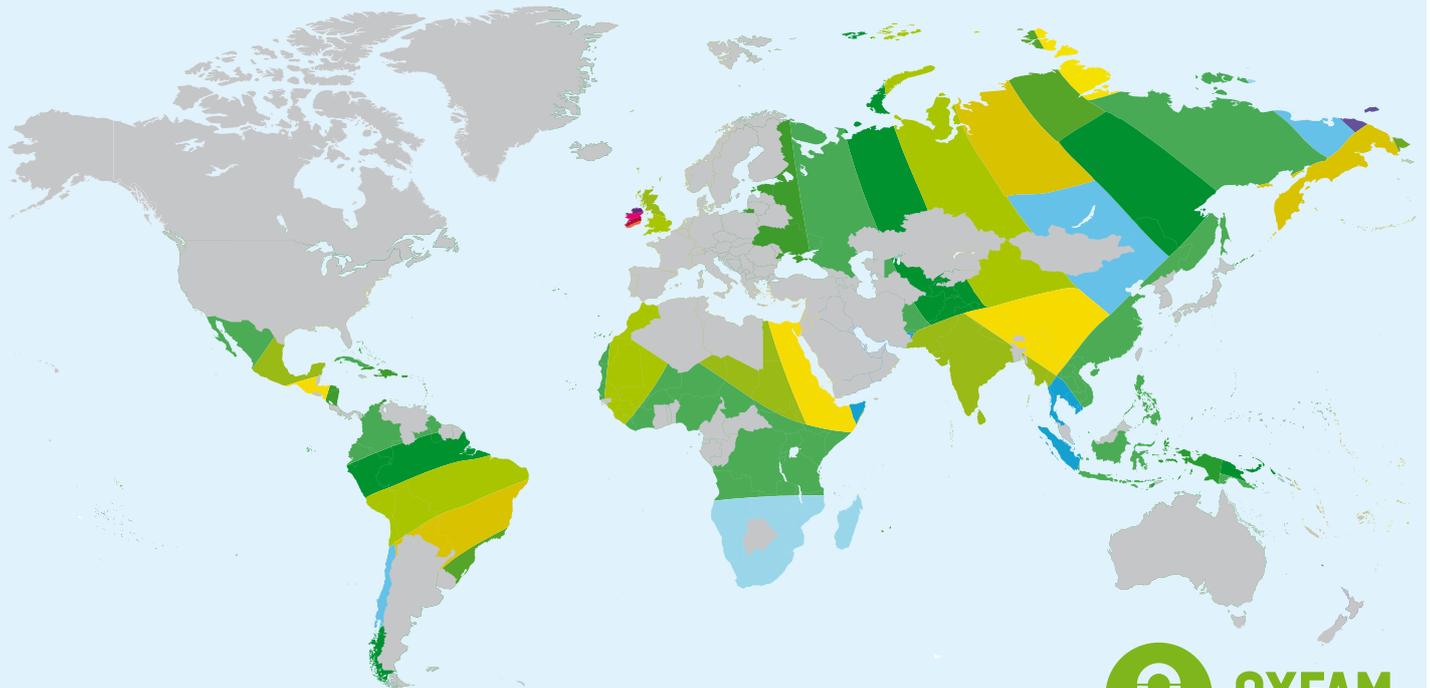
Ending extreme poverty and inequality is within the reach of this generation. It will be achieved through our collective effort.

**It can be done. We live in a world with the capability and know-how to achieve our vision. We have sufficient natural and financial resources if we use them correctly.**



ENGAGING LOCALLY TO IMPACT GLOBALLY

# WHERE WE WORK



SUPPORTED ACROSS THE ISLAND OF IRELAND FOR OVER 50 YEARS.  
CHANGING LIVES IN MORE THAN 90 COUNTRIES TODAY.



One person in three in the world lives in poverty. Oxfam is determined to change that world by mobilising the power of people against poverty.

Around the globe, Oxfam works to find practical, innovative ways for people to lift themselves out of poverty and thrive. We save lives and help rebuild livelihoods when crisis strikes. And we campaign so that the voices of the poor influence the local and global decisions that affect them.

In all we do, Oxfam works with partner organisations and alongside vulnerable women and men to end the injustices that cause poverty.

From the shop on the main street to the trek on the mountain-top, our supporters, volunteers and staff are the local link in this global network of people working to create a brighter future.

We are one of **17** Oxfams working together in more than **90** countries as part of that global network of people and organisations working for change. Oxfam has been supported by people across the island of Ireland for over **50** years. We have over **2,000** volunteers, **140** staff and **51** shops throughout the island.

### OUR VITAL PARTNERS

Working in partnership with others is a cornerstone of our approach. From local partners on the ground to international campaigning organisations, we know that we're better when we work together. We believe that the best people to lift a

community out of poverty are community members themselves and that is why we help local non-governmental and civil society-based organisations reach their potential by providing funding and other support to build their capacity to deliver effective anti-poverty programmes.

We also work with a range of other domestic and international campaigning organisations to try to change the policies and practices of key institutions, including governments, corporations, and multilateral agencies that have power and influence over the systems and structures that keep people in poverty.

We engage positively with corporate partners who share our values and wish to use their expertise and experience to help us make a positive difference to the lives of people affected by poverty.

After being forced to leave their home, a mother and child arrive in Djabal refugee camp, Chad, where Oxfam is providing water, sanitation and hygiene (WASH) support for people fleeing the conflict in Sudan.

Photo: Pablo Tosco/Oxfam



# WORKING TOGETHER TO BUILD A FUTURE FREE FROM THE INJUSTICE OF POVERTY

## OUR VISION AND APPROACH

Our vision is of a just world without poverty. We work directly with communities and local partners to support people to make their way out of poverty and exercise their social, economic, political and civil rights.

We combine humanitarian assistance, long-term development and campaigning and advocacy work to tackle the root causes of poverty. We seek to influence those in power to ensure that people living in poverty can improve their lives and livelihoods and have a say in decisions that affect them.

As a member of the Oxfam International Confederation, we work with the ultimate goal of ensuring that the people with and for whom we work can exercise their rights and manage their own lives.

We work to positively impact the people's lives in four key areas:

- Economic Justice
- Essential Services
- Rights in Crisis
- Gender Justice

These areas of our work are outlined in more detail on pages 10-18.



A candlelit vigil is held in Gaza to mark the anniversary of the start of the Syrian conflict. We have been helping to fix fractured water supplies in Syria, along with providing aid to Syrian refugees who have fled in their millions to neighbouring countries such as Lebanon and Jordan.

Photo: Ghada Snunu/Oxfam



# ONE PROGRAMME: OXFAM IN ACTION

Oxfam's approach integrates our development, humanitarian, campaigns and advocacy work to deliver positive and long-lasting changes to the lives of people living in poverty.

Globally, Oxfam works in more than 90 countries. At Oxfam Ireland we implement specific programmes in East, Central and Southern Africa where we enhance and sustain livelihood opportunities; promote, protect and support the rights and interests of poor women and girls; and work to reduce the incidence and impact of HIV and AIDS. We also contribute to Oxfam's work in other countries through staff involved in cross-federation working groups and respond to humanitarian crises through Oxfam International.

## OVERVIEW OF OUR PROGRAMMES

During the period April 2012 to March 2013, our programme was delivered in line with four strategic change goals – economic justice, essential services, rights in crisis and gender justice.

Our contribution to the achievement of these broad goals included significant programming work on building sustainable livelihoods, reducing the incidence and mitigating the impact of HIV and AIDS, addressing the particular challenges faced by women and girls and providing support to populations caught up in grave humanitarian crises.

We introduced a new results-based

management approach which strengthened the monitoring and reporting of results in our programmes.

Our programmes are delivered through local partner organisations to ensure community ownership, continuity and sustainability. We help those partners to build their capacity to deliver quality programmes. This way we ensure long-term change, not simply short-lived support.

We also work to bring about policy changes to address the structural issues that keep people in poverty. We support and facilitate lobbying and advocacy efforts in the interests of poor people to ensure that their rights are protected and promoted. We do this by working with partners and other allies to bring the voices of poor and marginalised communities to the attention of policy makers at local, national regional and global levels.

The most compelling case for sustainable change is made by poor people themselves. We work to make sure that small-scale women farmers, pastoralist communities, people living with HIV, those caught up in humanitarian crises, women and girls who are subjected to sexual and other forms of gender-based violence and communities affected by climate change have a voice in the processes that impact their lives. This spirit of partnership and participation is fundamental to the way we deliver our work.

Nearly one in eight people on earth go to bed hungry every night, despite the fact that enough food is produced to feed everyone. Sadly, the majority of the hungry are farmers or farm workers who supply the most critical element – food itself – to the very food system that is failing them.

Our *Behind the Brands* campaign, which aims to change the way food and beverage companies do business, has been a huge success – within weeks of its launch, more than 100,000 people around the world had signed the petition or promoted the campaign through social media networks, reaching millions.

We scored an early victory, with three of the world's largest food and beverage companies (Mars, Mondelez and Nestlé) agreeing to take steps to address unequal pay facing many women cocoa farmers and workers in their cocoa supply chains – thanks to pressure from consumers.

Empowering women cocoa farmers has the potential to improve the lives of millions of people, some of whom are earning less than \$2 a day.

Pictured is Etchi Avla [43], a cocoa farmer in Botende, Ivory Coast, who wants to be paid a fair price for her labours. "We do our best to do it well, but the price of cocoa is really low. And that makes it hard for us to take good care of our children and it is tiring. As a woman I know that there are other women in other countries who would like to support us. As a woman when you see another woman is suffering you want to help."

Photo: Peter DiCampo/Oxfam.

## CHANGING ATTITUDES TOWARDS WOMEN IN NEPAL

Five years ago Tika Darlami (45) rarely left her own house, not even to buy food locally. Women's opportunities were limited in her rural village in the Surkhet district of Nepal. Social norms kept them tied to the household, with low levels of literacy and lack of awareness of their rights.

Today, Tika is recognised everywhere in the village, thanks to Oxfam's Raising Her Voice project and the extraordinary efforts of local women themselves.

"For more than 30 years, I stayed in the house doing household work... I thought that I couldn't do anything outside because I was an illiterate woman," she explains. "Now I walk with confidence... I am a totally different woman."

Raising Her Voice is a global project being implemented in 17 countries to try to overcome the widespread marginalisation of women. Oxfam works with partner organisations to promote the rights and ability of poor women to increase their influence and ensure their voices are heard so that those in power, from village leaders to politicians and law-makers, become more accountable to them.

Over five years (2007-2012), more than a million women have seen life-changing benefits as a result of the project that changes attitudes towards women and the role they play.

Tika says: "If you had come here five years ago, you would not have seen the community like this. You wouldn't have seen community work led by women. There would have been only men. We would have been confined to household and kitchen work. Collecting grass for cattle, wood for fuel, managing animal dung, washing the children's clothes, cooking... these were my primary jobs then. Now my living standard has changed. And I am free from household work to see the outside world.

"When I first wanted to get involved in the project, my husband wasn't keen and he urged me not to go. He told me that my primary job was to look after the home and that since I was illiterate, I could do nothing useful there. He didn't mean to hurt me, he just wanted to be sure that household work was not disrupted by my involvement in outside business. I was disappointed. I was really determined to join!

"Nowadays his attitude has changed. People praise my ideas in front of him. Now he feels proud of me. He teases me saying 'Netaji' ['leader']. He has no problem with me being involved in social work, and he is happy to switch the responsibilities between us and do some of the household work that I used to do. Now he believes in empowering women. This change is due to the work of the group."

Women's groups are key to the Raising Her Voice approach because they provide an opportunity for women to share and discuss

issues affecting them, learn about their rights and legal protection, and to find solidarity and support amongst each other.

"When we have a community discussion class, we sit together to select an issue which needs a discussion. Any subject can be a matter of discussion. It can be about a family issue, a neighbourhood issue, the education of children or anything else."

In Nepal, the Raising Her Voice project has directly benefitted 2,004 women in 81 project villages. Another positive development is that more than 1,400 leadership positions in local decision-making bodies have been filled by women.

Along with attending the women's group funded by Oxfam and run by facilitators trained by our partner, Women's Association for Marginalised Women, Tika now also sits on the local school's management committee where she helps make decisions about how to spend the school's annual budget, how to maintain the school premises and how to improve the quality of teaching.

Tika says: "I believe that my daughter and my son have an equal right to a good education."

Tika says her life and that of her family has been transformed by Oxfam's Raising Her Voice project and the extraordinary efforts of the women themselves – proof that when women are treated as equals, we all reap the benefits.

## CASE STUDY: EVERY VOICE COUNTS

Tika dances during a meeting of the 'Nari Utthan' (which means 'women ascending'). Groups like this give women the opportunity to share and discuss issues affecting them, learn about their rights and to find support amongst each other.

Photo: Aubrey Wade/Oxfam.





# ECONOMIC JUSTICE: THE RIGHT TO MAKE A LIVING

## OUR GOAL:

We believe that everyone has a right to decent work and income security. We want more women and men to realise this right so that they can secure sustainable livelihoods.

## HOW WE DELIVER IT:

From supporting small-scale women farmers to campaigning for fairer trade agreements, we are helping people build sustainable livelihoods that will not just feed and clothe those living in poverty, but help them access essential services such as healthcare and education.

We provide financial and technical and strategic resources to livelihoods programmes in Tanzania, Malawi, Uganda and Rwanda.

This involves strengthening access to markets for small-scale agricultural producers, especially women, addressing the consequences of climate change and strengthening access to land and natural resources.

## PASTORALISM IN TANZANIA

Through the Pastoralism Programme in

Tanzania, women and men in targeted pastoralist communities have experienced improved livelihoods through greater security of their land rights.

A process of clearly establishing and asserting the ownership and boundaries of village lands has significantly protected these communities' rights and helped them to agree how best to use the land for securing sustainable livelihoods. This demarcation process is formalised with the issuing of certificates. This improved land security directly resulted in sustainable livelihoods for 32 villages (an increase from 17 villages) and the number of villages with land certificates increased from 106 to 121.

There have also been changes in formally recognising the important role and rights of small-holder female farmers in particular. This has led to women securing better access to land and their participation in planning the use of the land. The number of villages with established representative bodies trained to defend women's land rights increased from 14 to 22 villages, in the five pastoralist districts of Monduli, Longido, Simanjiro, Hanang and Ngorongoro.

## HELPING WOMEN IN RWANDA TO THRIVE

Oxfam's current sustainable livelihoods programme in Rwanda focuses on the horticulture sector, working to develop women's ability to earn good incomes and be respected for their specialist farming skills in areas of food production. This could include cultivating mushrooms; growing good quality pineapple seeds or 'suckers' to sell on to pineapple producers; or even grafting fruit trees.

In 2012, 1,513 small-holder women farmers and 737 men in Rwanda were supported to make a sustainable way of living through greater access to credit, training on new agricultural techniques and new business partnerships between the women and medium-sized enterprises engaged in horticulture.

In 2011-12, women producers sold more than 1.5m pineapple suckers (worth €50,000/£42,000) and have become employers themselves, generating more than 10,000 days of labour. Now, more than 899 producers (688 women) are involved as leading producers and suppliers of pineapple suckers.

## CASE STUDY: MUSHROOM PRODUCTION

Our livelihoods programmes in Rwanda are helping women to thrive – women like Mediatrice Mukantwari, who has learned new farming skills thanks to Oxfam’s partner G7 Enterprises in Kirehe, Rwanda.

The company makes tubes that can be used to grow mushrooms quickly (only 10 days between planting and harvest) which are then bought by local women who grow them close to their homes. Mushrooms are very quick to grow (10 days from planting to harvest), need little land or labour and sell for a good price, making them a fantastic new product for the agriculture sector and poor farmers alike.

It has been a very important programme for very vulnerable households such as families affected by HIV or widows, of whom there are large numbers in Rwanda because of its post conflict status.

G7 Enterprises work with another Oxfam partner, Duterimbere, on mushroom production. Duterimbere provides training for the women farmers on mushroom production and social issues such as HIV and conflict management as well as offering affordable credit loans which are easy to pay back



Mother, mushroom producer and community facilitator Mediatrice Mukantwari selecting leaves from her vegetable patch. Mushrooms are a new crop for many in Rwanda but growing in popularity.

Photo: Simon Rawles/Oxfam.

because of the income from the mushrooms.

As a result of growing, harvesting and selling their mushrooms, women producers like Mediatrice have dramatically increased their income.

Mediatrice says: “It’s really important for us as women to be independent in life... I know if I need something for myself I can just sell

mushrooms and be independent.”

G7 Enterprises is also trialling the use of two small solar driers given to them by Oxfam to make dried mushroom and mushroom powder to sell in Rwanda and export markets. Both dried mushroom and powdered mushroom have longer shelf lives and are easier to transport – two appealing traits for both national and international markets.

## CASE STUDY: THE SWEET BENEFITS OF PINEAPPLES

Fresh pineapple is rich in vitamins and minerals, with sweet benefits for women farmers in Rwanda, such as Godelive Nyirabakobwa (58) in Nyakigandu village.

“I’ve always been a farmer,” Godelive says. “Before now I was a beans and maize farmer until I learnt about pineapples. I moved here two years ago after living very far away in a

rural place. Today we are better off in this village. I had malaria all the time, so did my children and my husband. I could get a good harvest but we had no access to healthcare or good water.”

Thanks to an Oxfam-supported project, Godelive and 800 other women have set themselves up as pineapple sucker growers and sellers. Pineapple suckers are the starting point for any pineapple product.

different use of the same land could bring much higher returns.

Godelive says: “In the training I learnt how to multiply the suckers, how to care for them. Now we grow bananas and pineapples separately. It means it’s a lot better to farm and they grow well.”

Supported by Oxfam, Godelive has been able to access loans and training to slowly improve life for her family.



Godelive Nyirabakobwa in her pineapple field. Supported by Oxfam, Godelive has been able to access loans and training to slowly improve life for her family.

Photo: Simon Rawles/Oxfam.

With growing national demand for suckers we spotted a new work opportunity for farmers living in poverty, particularly women. Instead of families trying to grow crops on small areas of land and getting very small yields, a

“I feel like an entrepreneur, I think my life will be resolved. In my heart I’ll be happy. Personally I tell any woman not to be afraid. Start growing pineapples.”

The success of Godelive and her fellow female farmers has had a wider impact beyond their fields.

“Now the women in Rwanda today are more open,” she explains. “In the past it used to be that if you wanted to start something you had to wait for your husband’s approval to start. Today any of us can just start something.”

Oxfam’s livelihoods programme not only increase women’s income but also supports entrepreneurship, confidence, and leadership amongst Rwandan women, improving their status at home and in the community.



In Ghana 75 women die each week during pregnancy and childbirth. During the birth of her seventh child, Napari Muniru (pictured), suffered life-threatening complications and was rushed to hospital over 70km of uneven roads. She had already lost three children during pregnancy. Specialist care saved Napari's life and that of baby Safia. Oxfam is standing up for mothers in Ghana by training birth attendants and midwives, while teaching pregnant women about the need for skilled help during childbirth.  
 Photo: Aubrey Wade/Oxfam

# ESSENTIAL SERVICES: QUALITY SERVICES FOR ALL

## OUR GOAL:

We demand that national governments fulfill their responsibilities to deliver high quality health, education, water and sanitation services that are accessible to all, especially women and other marginalised groups. We focus specifically on ensuring that the rights of those affected by HIV are protected and promoted particularly in relation to equitable access to treatment, care and other support services.

## HOW WE DELIVER IT:

We campaign and advocate for adequate financing for high quality essential services through campaigning on tax justice and seeking to persuade the Irish and UK governments to maintain their commitments to the world's poorest people; for example, Oxfam Ireland continues to play a leading role within the *Dóchas Act Now on 2015* campaign.

We also promote innovative HIV and AIDS prevention and care programmes, mobilising local organisations to hold their governments to account and building the capacity of local service providers.

During 2012-2013, Oxfam Ireland provided financial, technical and strategic resources to HIV and AIDS programming in Malawi, Zimbabwe and South Africa. We worked to ensure that the needs of those with HIV and AIDS were integrated into all our other programmes.

With a range of partners and allies, we worked to increase access to improved prevention, treatment, care and support services and advocated for policy development and implementation to benefit people living with HIV and AIDS.

In Zimbabwe, psycho-social support was provided to over 2,500 men and 5,800 women as well as almost 800 boys and over 900 girls and prevention activities resulted in over 12,800 beneficiaries reporting consistent condom use.

The programme in South Africa delivered evidence-based HIV and sexually transmitted infections (STIs) prevention programmes, reaching 91,343 people.

Partners provided a wide range of treatment, care and support services, with 32,687 additional people accessing these services.

## OUR IMPACT IN MALAWI

The total number of people benefiting from our work in Malawi:

- Direct beneficiaries – 98,519
- Indirect beneficiaries (family members and wider community) – 248,265

The number of people benefiting from the Essential Services/HIV & AIDS programme in Malawi that Oxfam Ireland is responsible for funding:

- Direct beneficiaries – 4,021.
- Indirect beneficiaries – 23,352.

Highlights from our work in Malawi this year include:

- an increase from 67% to 77% in the number of people with advanced HIV receiving treatment
- an increase from 75% to 83% in the number of people living with HIV who are still alive 12 months after the initiation of Anti-Retroviral Therapy.
- the introduction of an innovative pilot programme for orphans and vulnerable children providing social and emotional support via non-formal counselling, a feeding programme and play materials.



# RIGHTS IN CRISIS: SAVING LIVES, REBUILDING LIVES

## OUR GOAL:

In times of crisis, it is the poorest and most vulnerable people who struggle to survive. We aim to protect those caught up in humanitarian crises by providing impartial and effective help in a manner that protects their human rights. We also work to restore and secure livelihoods in the aftermath of emergencies and enable communities to become more resilient in dealing with predictable emergencies such as drought.

## HOW WE DELIVER IT:

We act quickly to save lives when disaster strikes by delivering essentials such as clean water, shelter, food, sanitation and public health information, and by working with local organisations where appropriate to make sure that help gets to those who need it most.

In 2012, we made a significant contribution to the global Oxfam response to the major food crisis in the Sahel region of West Africa. 18 million people were affected, with Niger, Burkina Faso, Chad, Mali, Mauritania and Senegal being the worst hit countries.

We were at the forefront of efforts to raise awareness of the situation as it unfolded, including significant advocacy with policy-makers here in Ireland along with bringing high profile media attention to the story. As a result we were able to mobilise funding

through our public appeal and additional donation from Irish Aid to support Oxfam's response in Mali. (You can read more about Oxfam's response to the crisis on page 14.)

We continued to support the response to the chronic humanitarian situation in the eastern Democratic Republic of Congo (DRC) and responded to the needs of communities who fled to the neighbouring Uganda following an escalation of that conflict in late 2012, by providing essential basic services such as access to water and sanitation.

## WATER IN EMERGENCIES

Oxfam is widely recognised as one of the leading organisations helping people meet their needs for clean water, safe sanitation and hygiene advice/materials (collectively known as WASH) after a disaster.

For example, in the Horn of Africa, the most common challenges encountered when a drought hits are: delays in responding; maintenance and sustainability of water points after engineers install the infrastructure and leave; and weak partnerships and coordination with governments, private sector, and other agencies. In collaboration with the private sector, UN, government, and other WASH agencies, Oxfam has set up a real-time monitoring system of a number of water points across the region using mobile technology.

Water monitors collect key drought indicators on their phones and transmit this to a shared public website where it is mapped. This provides key data relating to trends in water supply and demand, which can in turn trigger drought-response activities by both agencies and communities before the situation becomes critical.

Above: A young boy washing his hands at a hand-washing station set up by Oxfam in Kigeme camp, Rwanda, where thousands of refugees fled following an escalation of the conflict in DRC. Oxfam set up water and sanitation infrastructure, pumps and tap stands, constructed latrines and showers, and trained hygiene groups to improve public health in the camp.

*Photo: Crispin Hughes/Oxfam*

Further grant support from Irish Aid of €250,000 (£204,500) enabled us to respond to a serious cholera outbreak in Sierra Leone.

Natriguel, Mauritania: Fatimata Awade draws water from one of the few wells that had not run dry in the 2012 drought. We assisted people at risk from food shortages due to the lack of rain in the Sahel region of West Africa.

Photo: Pablo Tosco/Oxfam



## IN FOCUS: WEST AFRICA FOOD CRISIS

The international community's emergency response to the 2011 drought in East Africa, and the money provided from all over the world, saved countless lives and helped families in very challenging circumstances to cope. But this aid would have been far more effective had it come earlier. The failure of global leaders to take decisive action on early warnings of a hunger crisis meant thousands of needless deaths occurred and millions extra in aid were spent.

Oxfam was determined that the lessons learnt from this crisis would help prevent future disasters and save lives. Indeed, the recommendations laid out in Oxfam's *A Dangerous Delay* report, which was published jointly with Save the Children in January 2012, were put into practice very soon afterwards. When the very first warnings of a potential food crisis in the Sahel region of West Africa emerged in late 2011 – with millions

vulnerable and facing hunger on an epic scale – we moved immediately to mitigate its possible effects and avoid a catastrophe such as East Africa.

A combination of severe drought, escalating food prices, insect infestations, regional conflict and chronic poverty in West and Central Africa intensified the vulnerability of more than 18 million people, many of them children.

Media attention was needed to highlight how an early response to the crisis in the Sahel could prevent a tragedy similar to 2011, yet the story of what was unfolding in West Africa was not on the international news agenda. In May 2012, RTÉ and the Irish Daily Star travelled as part of a joint Oxfam Ireland and Concern Worldwide trip to communities literally on the brink of disaster in Niger and Burkina Faso, two of the countries in which

Oxfam was scaling up its work to address the needs of the most vulnerable.

The high profile coverage generated during the trip highlighted to an Irish audience the escalating food crisis with villages on the brink of disaster and where parents were forced to dig up ant hills in search of tiny scraps of grain to feed their children. Oxfam's work dealing with the immediate effects of the crisis and supporting those forced to leave their homes because of drought, hunger and conflict in Mali, encouraged people at home to donate to our West Africa emergency appeal.

Working alongside local communities, Oxfam scaled up operations in eight countries in West Africa to provide life-saving assistance for 1.8 million people across the Sahel region. Our staff and partners distributed vital aid such as food and seeds, ran cash for work programmes and



Oxfam distributes food in the Guéra region of Chad. Each family received maize, beans, oil and salt.  
Photo: Abbie Trayler Smith/Oxfam



Oxfam Ireland Chief Executive Jim Clarken with Chief Naaba Padré, Konéan village in Burkina Faso. Oxfam was assisting with a Water, Sanitation and Hygiene (WASH) programme in the local school and also a cash-for-work programme that saw villagers repair the community well.  
Photo: Phillip Graham/Oxfam



Adoaga Ousmane (45) pictured with one of her children at Oxfam's food distribution in the Guéra region of Chad. Adoaga is a widow with eight children. She also cares for three of her grandchildren. "I let the children eat first until they are full and then I eat whatever is left, so that I have the energy to find food for my children when this runs out," she said. "I also shared the food I received with three other families. I can't eat my food whilst other people go hungry. We always share if we can. There is a strong feeling of solidarity in the village. I have to help others who are in need as they would help me if I asked."  
Photo: Abbie Trayler Smith/Oxfam

provided access to safe water and sanitation. We targeted families with cash transfers so that the poorest could access food that was available in the markets, supporting farmers with irrigation schemes, land improvement techniques, enhanced livestock production and conservation agriculture.

Oxfam also helped tackle the ongoing food crisis by working with government agencies and local organisations across West Africa to modernise agricultural systems – helping people help themselves and, in so doing, improve their communities.

By investing in the long term, our aim was to help communities to build their resilience and break the cycle of crisis in West Africa.

Our lobbying on the issue secured funding for our emergency response and also encouraged the Irish and UK governments to

provide substantial new funding to the UN and other agencies for the crisis.

Meanwhile, the public appeal across the island of Ireland raised €235,333 (£192,501) for our emergency response which, combined with a generous donation of €470,000 (£384,458) from the Irish government, enabled us to respond both quickly and effectively to those worst affected by the terrible crisis.

Acting early saves lives – and is also more cost effective.

For example, it costs **€100/€80** to treat a child who is malnourished but just **€20/€16** to prevent that child becoming malnourished in the first place. Meanwhile, every **€1/80p** invested in disaster risk reduction reduces **€4/€3.20** in relief spending later on.



"I come from a long line of farmers but it's unusual for women to own land so it's just been a dream."

Ipaishe Masvingise had a simple life in Zimbabwe until her husband died. Widowed and without a source of income, her in-laws sent Ipaishe and her son back to her parents' home with only a few belongings.

However, with Oxfam's support Ipaishe was allocated a plot of land to farm and reaped her first ever wheat harvest: "I was so lucky to get this – I love my plot. It's amazing and so green. Who would think it could come from this dry earth?"

Photo: Annie Bungeroth/Oxfam

# GENDER JUSTICE: WOMEN'S RIGHTS & GENDER EQUALITY

## OUR GOAL:

To lift more people out of poverty, we aim to support more women and girls to gain power over their lives, end violence against them and increase their involvement in leadership institutions and decision-making processes.

## HOW WE DELIVER IT:

We work with both men and women to improve gender relations, implementing community projects that reduce violence against women and girls and strengthen women's access to education, land and other economic assets. Inequality, including that between men and women, is a root cause of poverty, which is why Oxfam puts women's rights at the heart of all that we do.

For example, during 2012/13 our Gender Justice programme in Tanzania contributed to Oxfam Ireland's overall programme achievement in supporting women and girls to gain power over their lives and live free from violence. We achieved this through mobilising widespread support for the popular *We Can* (Tunaweza) campaign to end violence against women (VAW).

The campaign signed up 330,772 change-makers (including men, women, young people and local leaders) who have committed to rejecting VAW and who pledge to recruit at least 10 others to commit to the same, leading to a ripple effect in changes in the beliefs, attitudes and behaviour that condone and perpetuate VAW and other forms of gender-based violence.

Women comprise between 70% between 70% and 75% of the agricultural workforce in sub-Saharan Africa, producing between 60% and 80% of their countries' food, but often face discrimination in gaining land ownership, credit and access to markets. Helping women food producers gain the rights and support they need is central to our *GROW* campaign, which aims to ensure everybody has enough food to eat always and that the food we eat is produced in an equitable and sustainable manner.

We place emphasis on women's leadership and inclusion in all that we do, because the success of any development effort depends on shifting greater power to women.

**Women are at the heart of Oxfam's work – they make up between 70% and 75% of the agricultural workforce in sub-Saharan Africa, producing between 60% and 80% of their countries' food, but often face discrimination in gaining land ownership, credit and access to markets.**

Our *Ending Poverty Starts with Women* campaign (see page 17) across the island of Ireland called for aid policy that puts women at the heart of change, through increased support from existing aid budgets for projects that empower women and combat gender-based violence.



Oxfam ambassador Sharon Corr with Ester Jerome Mtegele, winner of the 2011 Female Food Hero competition. Ester told Sharon how her life has changed over the past year since she became Mama Shujaa Wa Chakula (Female Food Hero). Ester has become a beacon of hope for many women in her village.

"I will do everything to support women food producers. They bring peace and harmony in their families and a nation at large," Ester explains. "And they bring freedom. I assure you that a food insecure family is not a free family."  
 Photo: Barry McCall/Oxfam

# ENDING POVERTY STARTS WITH WOMEN

In summer 2012, we launched our *Ending Poverty Starts with Women* campaign across the island of Ireland to highlight how treating women as equals is key to tackling global poverty.

Our aim is to raise public awareness of the crucial importance of addressing gender equality and violence against women, not only because these are fundamental human rights issues, but also because efforts to eradicate poverty will be severely undermined if they are not addressed.

Our ambassador Sharon Corr travelled to Tanzania to meet inspiring women who are

being empowered to transform their families and communities through our programmes.

Singer-songwriter Sharon, accompanied by leading photographer Barry McCall, met finalists in Oxfam's Mama Shujaa Wa Chakula or Female Food Heroes competition, launched to celebrate the outstanding contribution of small-scale female producers to their community and agriculture in Tanzania, and to highlight the challenges facing rural women. Several studies show that helping more women control land would seriously improve food production in Tanzania and other countries south of the Sahara.

- If women farmers had the same access to land, tools, seeds and credit as men, they could grow enough extra food to feed more than 100 million of the world's hungriest people
- As many as seven out of 10 women experience physical or sexual violence in their lifetime. This is a gross abuse of human rights
- Women work two-thirds of the world's working hours, produce half its food, but only earn 10% of the world's income and own 1% of its property



Pictured at the *Ending Poverty Starts with Women* event in Belfast are guest speaker Fatima Shabodien, a former Executive Director of Women on Farms, an Oxfam partner in South Africa; Oxfam Ireland CEO Jim Clarken, who gave the keynote address; and event chair Lynn Carvill, Women's Sector Lobbyist at the Women's Resource and Development Agency.

Photo: Press Eye



Above: Sharon Corr with Emiliani Dionis in Mgeta village, Morogoro, Tanzania. Emiliani was once a very violent man who regularly beat his wife and five children. Supported by Oxfam and our partner, the Morogoro Paralegal Centre, Emiliani joined the 'We Can' campaign – a global social movement which recruits 'change makers', people who pledge to change their attitudes and behaviours towards violence against women. Emiliani later changed his will, making sure that the land went to his wife and children.

Photo: Barry McCall/Oxfam



Bottom left: Pictured greeting a group of Maasai women from Loliondo, Ngorongoro district are Pat Breen T.D. and Jim Wells MLA, who travelled to Tanzania to see our work promoting women's rights, improving people's livelihoods and fighting the effects of climate change.

Photo: Oxfam Ireland

Sharon also visited local partners that advocate for land rights for women and spent time with our programme partners on the *We Can* initiative combating violence against women.

As part of the campaign's goal to get thousands of people across Ireland to add their voice to *Ending Poverty Starts with Women*, our campaigners attended various music and cultural events throughout Ireland, calling on festival-goers to sign up to the global movement for change.

In the autumn we hosted a major international women's rights conference in Dublin and also a public seminar and panel discussion event in Belfast, which included speakers from two of Oxfam's programme partner organisations. Fatima Shabodien, a former Executive Director

of Women on Farms, an Oxfam partner in South Africa, spoke of how women are transforming the food system in South Africa – and how they are being empowered, particularly by organising and forming co-operatives and owning land and equipment. Meanwhile, Lilian Loolaitai, a Maasai woman and director of Oxfam partner CORDS in Tanzania, spoke about the barriers faced by pastoralist women and shared examples of the difference made when women can access equal assets, choices and rights as men in the communities they work with.

As the campaign also called on the Irish and UK governments to increase the proportion of existing overseas aid allocated to women's rights programmes in developing countries, we also lobbied politicians in both Northern Ireland and the Republic.

Our advocacy work included the first cross-border trip of its kind by politicians from Northern Ireland and the Republic, as Pat Breen T.D., Chair of the Oireachtas Committee on Foreign Affairs and Trade, and South Down MLA Jim Wells, Vice Chairman of the NI Assembly All-Party Group on International Development, travelled to Tanzania in August 2012.

The politicians saw how we work with women's community groups to help women gain access to land, farm it in a sustainable way and also end the violence against women that is endemic in Tanzania.

Our campaign struck a chord with people across the island of Ireland and in March 2013 we presented 8,000 signatures calling for more aid to directed to women's rights programmes to Minister for Trade and Development Joe Costello.

Teams set off on Trailtrekker 2012. A total of 298 participants took part in the 50km and 100km challenge.  
Photo: Rob Doherty/Oxfam



## LOCAL SUPPORT ENABLES GLOBAL IMPACT

We have three sources of funds: our charity shop profits, donations from the general public, including corporate partners, and institutional grant support mainly from Irish Aid (the official aid programme of the Irish Government and a division within the Department of Foreign Affairs).

We fundraise in partnership with trusts, foundations, companies and individuals who share our vision of a just world without poverty. Central to Oxfam's way of working are our relationships with numerous local partners and allies worldwide. Whether it's giving a large donation or sharing business advice with smallholders in the developing world – there are a number of ways that people can support Oxfam. We believe

passionately that by maximising our partnerships, we can achieve more effective, lasting change.

Despite difficult economic circumstances, we have again received incredibly generous support from donors and shoppers and we continue to build new alliances to provide long-term funding and support for our global programme.

### OUR SHOPS

A key objective for the period was to achieve total sales in our charity shops of €8.3m/€7.1m throughout the island of Ireland and a net return of €1.9m/€1.62m. Our actual performance achieved a sales figure of €8.1m/€6.9m and achieved the net

return of €1.9m/€1.62m. This result was mainly derived from donated sales.

The overall net contribution from our shops increased by 1.6% to €1.9/€1.62m (2012: €1.88m/€1.6m). The two main factors that affected performance were an increase in warehouse sales and a small surge in sales towards the end of the year. This was achieved against a continued economic downturn, particularly in the Republic of Ireland.

A programme of expansion across new donation bank sites across Ireland enabled the public to donate locally. Our corporate partnership with Marks and Spencer continued with a series of One Day Wardrobe



Top left: 50km event winners Niamh Flaherty and Brendan Sheehan broke all Trailtrekker records by completing the event in 7 hours and 48 minutes.  
 Photo: Rob Doherty/Oxfam

Top right: Participants celebrate their success after completing Trek Peru 2012.  
 Photo: Oxfam

Right: Oxfam Omagh shop volunteers help promote red noses for Comic Relief Day 2013.  
 Photo: Oxfam

Bottom right: Amber Henderson (8) launches the Unwrapped Christmas gift range.  
 Photo: Darren Kidd/Press Eye

Bottom left: Shop volunteer Paul Lang in Oxfam George's Street, Dublin. Volunteers play a vital role in making our life-changing work with people in poverty possible by giving their time to our shops, offices and events.  
 Photo: Oxfam



Clear Out events in M&S stores throughout the island.

Our Trading department continued to innovate into with the successful trial and launch of Born Again, retailing refurbished computers in selected stores and online.

**FUNDRAISING EVENTS**

Trailtrekker, our flagship fundraising event, was revamped for September 2012 with a

new look, a new route and the additional choice of a new 50km option alongside the established 100km challenge. Other fundraising trekking events undertaken in 2012-2013 included successful overseas expeditions to Peru and Kilimanjaro, with participants throughout Ireland signing up to raise funds for our work.

**PUBLIC DONATIONS**

Voluntary income for the period reached

€4.9m/£4.2m (2012: €6.72m/£5.6m), which was a decrease on the previous year. The figures in 2012 were boosted by the increase in voluntary income for the East Africa Emergency Appeal, which raised €1.12m/£1m. When donations to the East Africa Emergency Appeal are excluded, our fundraising performance (net contribution) was down on the previous year by €0.65m/£0.55m. This net reduction includes the effect of increased investment in fundraising.

During emergencies **100%** of your donation to our appeal goes towards that specific response.

Outside of emergencies, for every €1 or £1 received by Oxfam, we spend

- 81%** our core programme work
- 7%** on support and governance
- 12%** on generating future income

Compared to our planned contribution the results were down by 7.8%, largely due to the additional investment.

Costs are continually monitored, and cost savings realised wherever possible during the year. Oxfam Ireland plans to continue investment in fundraising while managing costs as efficiently and effectively as possible in order to maximise returns on expenditure.

### IRISH AID

Irish Aid, the official aid programme of the Irish Government, contributed €2m (£1.7m) to programme expenditure during the financial period. This represents the first tranche of a four-year funding agreement. We also received funding from Irish Aid for our chronic humanitarian emergencies programme with contributions of €1.3m (£1.1m) mainly for the work in the Democratic Republic of Congo and West Africa.

### FUNDRAISING PARTNERSHIPS

- Together Oxfam, our local partners and Comic Relief continued working towards our target of 1.6 million change makers in the *We Can* campaign to end violence against women.
- Oxfam Ireland is proud to be a special partner of ElectricAid, which supported projects in a range of countries. From water and sanitation in South Sudan, DRC, and for displaced peoples settling in Uganda to Oxfam's emergency West Africa appeal, ElectricAid's commitment and support has helped us change lives.
- The Bank of Ireland Staff Third World Fund supported vital work in improving care and support for orphans in Malawi, life-skills training for young people in South Africa and access to education in rural Niger, continuing their invaluable support of Oxfam Ireland programmes.

Our sincere thanks to the many organisations and individuals who make our work possible.

Our Unwrapped range of alternative gifts has helped to transform lives and whole communities in countries like Tanzania and Malawi. Here's what we have achieved since Oxfam Unwrapped was launched

nine years ago:

- 600,000** lives changed
- 158,000** gifts sold
- €4.75m/£4m** income raised



Oxfam volunteers Rebecca Buick and Chloe Watts dressed as a cow and piglet as part of the fun at the Ballymena Oxfam shop's Unwrapped Day.

Photo: Oxfam



Oxfam Ireland was part of the *Enough Food for Everyone IF* coalition, which launched in Northern Ireland with campaigners forming a human 'IF', to send a message to G8 leaders to do more to end global hunger.

Photo: Justin Kernaghan at Photopress Belfast

## ONE VOICE: COMMUNICATIONS, CAMPAIGNS AND ADVOCACY

Oxfam Ireland has a strong and credible voice on social justice and development to governments, supporters, media, institutions and other bodies.

Our campaigning and advocacy at national level, overseas in our programme countries and in the international centres of power informs our work with the media and our donors.

We supported to partners to build their capacity for campaigning and advocacy and supported

campaigning initiatives around key issues such as tackling gender-based violence as part of the *We Can* campaign in Tanzania.

### WOMEN'S RIGHTS

The key campaigning focus for the period was our new flagship campaign on gender justice, *Ending Poverty Starts with Women* (see pages 16-18 for more details), which focuses on unlocking the potential of women to eradicate poverty. This national initiative is linked to the GROW campaign.

### ARMS TRADE TREATY

After nearly a decade of campaigning by Oxfam and our allies in the *Control Arms* campaign, the UN General Assembly finally adopted an Arms Trade Treaty (ATT). The ATT is the first internationally binding agreement to regulate the \$85bn annual trade in arms and ammunition, protecting millions living in daily fear.

### FOOD JUSTICE

Oxfam's *GROW* campaign focused on land grabs, highlighting the fact that, in a decade,



Advocacy and Campaigns Manager Ciara Gaynor, volunteer campaigners Cecelia Fourie and Áine Sperrin met with Minister Joe Costello and MEP Emer Costello (left) to hand over 8,000 *Ending Poverty Starts with Women* campaign signatures on International Women's Day in Dublin.

Photo: Liam Burke/Press 22

the amount of land acquired by foreign investors in poor countries could grow enough food for a billion people.

In early 2013 we launched *Behind the Brands*, part of the *GROW* campaign, to generate specific improvements in the policies and practices of some of the world's most powerful food and beverage companies and to help bring about a world where everyone always has enough to eat. In early 2013, *Behind the Brands* succeeded in obtaining public pledges from three major cocoa-buying companies to improve their policies to help women in their supply chains.

In Northern Ireland, Oxfam Ireland was part of the *Enough Food for Everyone IF* coalition as 100 organisations in the UK and Ireland joined forces to mount a major campaign on hunger and its underlying causes through action on land rights and tax dodging by big companies, along with funding for poor countries to deal with climate change. We played a lead role in launching the coalition in Northern Ireland which was preparing to play host to the G8, a key moment for Oxfam in 2013.

The *IF* campaign lobbied Northern Ireland's MPs, and ultimately led to the early success of the March 2013 UK Budget, with the UK

government announcing that it will meet its historic promise to spend 0.7% of national income on life-changing overseas aid.

### EU PRESIDENCY

Ireland held the presidency of the European Commission from January to July 2013. We worked to ensure that development issues were on the agenda for the Irish presidency. A trip to Malawi with RTÉ drew attention to the impact of climate change on food production and food prices at the time of the Irish government's major conference on hunger, nutrition and climate justice in Dublin in April.

We began our work on the 2013 G8 by urging the Irish government to adopt a strong stance against tax dodging and to lobby at EU level for strong climate, tax and land agreements ahead of the meeting in Northern Ireland in June 2013.

### CLIMATE CHANGE

We continue to play a lead role in the Stop Climate Chaos coalition in both Northern Ireland and the Republic of Ireland and call for strong bills in both parliaments, north and south, for action on climate change and reducing carbon emissions.

On the international stage, we contributed



Oxfam campaigners at the summer festivals throughout Ireland succeeded in signing up hundreds of supporters for our *Ending Poverty Starts with Women* campaign.

Photo: Oxfam



Irina Fuhrmann of Oxfam is interviewed by RTE reporter Ray Kennedy and cameraman Kieran McConville in Burkina Faso during the Oxfam Ireland media trip to put the West Africa food crisis onto the news agenda.

Photo: Liam Burke/Press 22

to advocacy and policy work particularly in the area of climate finance at the UN climate change negotiations in Doha, Qatar, in December 2012.

Biofuels was another area of focus where we joined forces with other organisations to lobby on the issues together. We also drove coverage of the topic in the Irish media.

### RIGHTS IN CRISIS

We put the West Africa food crisis onto the news agenda in May 2012 by inviting media to witness our early response in Burkina Faso (read more on pages 14-15). We carried out advocacy in Ireland designed to result in a faster response by international and national governments to emerging food crises.

### COMMUNICATIONS AND MEDIA

Improving our digital communications was a key priority during this period. In October 2012, we launched a new fully responsive website tailored for the huge growth in mobile web use.

We also sought to grow general knowledge of our work by improving the quality and quantity of our work with the media, both north and south.

Local school children in Ghana from the village of Amankwatia, where an Oxfam-supported Fairtrade farmers' cooperative has invested in several education projects.  
Photo: Ghada Snunu/Oxfam



## MONITORING THE WORK WE DO TOGETHER

To ensure we make the most of every donation, we constantly monitor and evaluate our work to improve its quality. We assess the progress we are making in changing people's lives as the result of our overseas programmes, advocacy initiatives and campaigns.

Monitoring and evaluation occur in several ways, from project visits and participatory data collection to in-depth internal and external reviews and evaluations. We undertake impact assessments, peer reviews, audits and regular reflections with staff, partners, allies and community members.

During these reviews, we consider the

broader context contributing to change, the views, needs and interests of the men and women we seek to benefit, and the perspectives of other stakeholders.

We continued with our efforts to improve the monitoring, evaluation and learning that we see as critical to the success of our programme.

We carry out:

- Real time evaluations: In emergencies we need to act quickly, so Oxfam conducts rapid real time evaluations in the early stages of the relief effort, to be able to fix problems that arise while providing life-saving assistance.
- Peer review: By bringing together a group

of people from different Oxfams, and occasionally external organisations, we evaluate and audit our development programme, to view the effects of the work from a wider range of perspectives and share best practices.

- Impact evaluations: Performed retrospectively, this kind of evaluation helps compare the situation before and after a project is implemented. The focus is on the long-term changes in people's lives.
- Financial controls: With the support of internal and external audit teams, we strive to be as efficient as possible. Performance is constantly monitored and appropriate management reports are prepared and reviewed regularly by executive management and the board of trustees.

### ACCOUNTABILITY AND ACCREDITATION

To ensure human rights are respected and the needs of the most vulnerable are met, our work is guided by the following internationally-recognised codes of conduct and standards to which we adhere:

- Oxfam International Working Principles
- The SPHERE Project Humanitarian Charter and Code of Conduct in Disaster Relief
- The SPHERE Project Minimum Standards in Disaster Response
- The Contract for Oxfam International Humanitarian Action
- The Principles of Conduct for The International Red Cross and Red Crescent Movement and NGOs in Disaster Response Programmes
- The Inter-Agency Standing Committee (IASC) Guidelines for HIV /AIDS interventions

- Oxfam GB Practical Approach to Mainstreaming HIV in Humanitarian Programmes

In addition, our retail work adheres to the code of charity retailing as part of our membership of both the Irish Charity Shops Association and our membership of the Charity Retailing Association in the UK.

We have also signed the Dóchas Code of Conduct on the use of images and messages in our communications materials.

See page 31 for the corporate governance and accountability standards and codes we abide by.

Amir Nasser (12), a young businessman, at one of the small makeshift schools in South Sudan's Jamam refugee camp where Oxfam is providing clean water, public health and sanitation. Conflict and displacement severely interrupts the education of children.  
*Photo: John Ferguson/Oxfam*



## FINANCIAL REVIEW

The period 2012-2013 was a challenging environment as the impact of the global economic crisis continued to be felt.

Our overall level of income for the period was €16,968,000/£13,819,000. Irish Aid, the official aid programme of the Irish Government, provided strong financial support, while we experienced a drop in voluntary income as the Republic of Ireland and Northern Ireland faced another year of economic downturn.

Oxfam's fundraising income – which

includes donations from supporters, the public and institutional income – was down on the previous year, while the volume of items donated by the public to our shops has also fallen.

As a result, our annual expenditure exceeded our income for the year, and so we drew on our reserves to recover the difference and to finance the urgent commitments of our overseas programme work.

A number of key financial performance indicators are used to measure the

performance and health of Oxfam Ireland. The programme investment ratio, which measures how much we spend on programme as a percentage of total expenditure (excluding retail costs) is 89%. The fundraising return on investment is showing a ratio of 2.42:1, which equates to €1/£2.42 received for every €1/£1 spent on fundraising activities. Finally, our administration costs are 7.7% of total costs for 2013 (2012: 5.5%).

These changing indicators demonstrate the commitment to our programme work and our



Oxfam Ireland Humanitarian Coordinator Michael O'Riordan measures the flow rate from a new water point constructed in the Democratic Republic of Congo with the support of Irish Aid.  
*Photo: Colm Byrne/Oxfam*

investment in fundraising to ensure continued and growing funds for the future. The increase on governance and administration costs reflects the investment in information technology and our commitment to ensure efficient future systems.

These indicators show that we are maintaining strong financial controls, particularly in the areas of overhead costs and income generation.

### FUTURE PLANS

Our plans for 2013/2014 focus on delivering results on the strategic priorities identified in our new strategic plan, 'The Power of People against Poverty: 2013-2019.'

Our resources will be channelled on targeted initiatives at national, regional and international levels, ensuring that we continue to grow the impact of our work overseas. We will also grow our position as a consistently reliable and trusted vocal campaigner and commentator on the issues that affect the lives of people affected by poverty and injustice both at home and overseas. We will maintain and grow our influence with key decision-makers on these issues.

We will continue to strengthen and develop our governance arrangements to ensure that we remain an organisation that constantly challenges ways of working in order to ensure the maximum impact of our work.

Through a commitment to quality, efficiency and effectiveness, we will continue to re-design and refine our business processes and promote continuous improvement to achieve our strategic objectives in the most efficient and effective manner.

### TRUSTEES' STATEMENT

The summary financial information is presented in order to prepare the annual report of Oxfam Ireland. The summary financial information is derived from the full annual report and financial statements, which were approved by the trustees on 13 September 2013 and copies have been filed with the Registrar of Companies. The independent auditors have issued an unqualified report on the full financial statements and on the consistency of the Directors' Report with those financial statements. The statement in the independent auditors' report, under section 496 of the Companies Act 2006, was unqualified. The full independent auditors' report contained no statement under sections 498(2)(a) and (b) or 498(3) of the Companies Act 2006.

The financial statements can be found at [www.oxfamireland.org/provingit/where-your-money-goes](http://www.oxfamireland.org/provingit/where-your-money-goes) and are available free of charge from the Company Secretary, Oxfam Northern Ireland, 115 North Street, Belfast, BT1 1ND, or by email from [hugh.walker@oxfamireland.org](mailto:hugh.walker@oxfamireland.org).

# WHERE THE MONEY COMES FROM

	YEAR ENDED 31ST MARCH 2013 CONSOLIDATED PROFIT & LOSS REPORT		YEAR ENDED 31ST MARCH 2012 CONSOLIDATED PROFIT & LOSS REPORT	
	€000's	€000's	€000's	€000's
<b>RESOURCES FROM GENERATED FUNDS:</b>				
Donations, gifts and corporate sponsorship	4,907	3,997	6,501	5604
Legacies and gifts in kind	25	21	220	189
Income from donated & commercial trading activity (Oxfam Ireland Shops)	8,100	6,597	7,946	6,850
Net (deficit) from trading subsidiary	0	0	-107	-92
Investment income	224	182	260	224
<b>RESOURCES FROM CHARITABLE ACTIVITIES:</b>				
Income from Fair Trade trading activity	0	0	476	411
Overseas programme grants received	3,698	3,012	2,906	2,504
Advocacy and Campaigns grants/donations received	10	8	13	12
Marketing and Communications grants received	4	3	2	2
<b>TOTAL INCOMING RESOURCES</b>	<b>16,968</b>	<b>13,820</b>	<b>18,217</b>	<b>15,704</b>

# WHERE THE MONEY GOES

	YEAR ENDED 31ST MARCH 2013 CONSOLIDATED PROFIT & LOSS REPORT		YEAR ENDED 31ST MARCH 2012 CONSOLIDATED PROFIT & LOSS REPORT	
	€000's	€000's	€000's	€000's
<b>COST OF GENERATING FUNDS:</b>				
Fundraising Costs	2,341	1,907	2,055	1,772
Expenses from donated & commercial trading activity (Oxfam Ireland Shops)	7,197	5,861	6,734	5,805
<b>SUBTOTAL</b>	<b>9,538</b>	<b>7,768</b>	<b>8,789</b>	<b>7,577</b>
<b>NET INCOMING RESOURCES AVAILABLE FOR CHARITABLE APPLICATION</b>	<b>7,430</b>	<b>6,052</b>	<b>9,428</b>	<b>8,128</b>
<b>CHARITABLE ACTIVITIES BY OBJECTIVE:</b>				
Overseas programming-grantmaking costs	7,710	6,279	7,370	6,353
Advocacy and Campaigns programme	1,144	932	741	638
Marketing and communications	202	165	249	215
Expenses from Fair Trade trading activity	0	0	643	555
<b>SUBTOTAL</b>	<b>9,056</b>	<b>7,376</b>	<b>9,003</b>	<b>7,761</b>
Governance Costs	169	138	132	114
<b>TOTAL RESOURCES EXPENDED</b>	<b>18,763</b>	<b>15,282</b>	<b>17,924</b>	<b>15,452</b>
<b>NET INCOMING RESOURCES FOR THE PERIOD</b>	<b>-1,795</b>	<b>-1,462</b>	<b>293</b>	<b>253</b>
Movements on investments	-2	-2	-3	-2
<b>NET MOVEMENTS IN FUNDS</b>	<b>-1,797</b>	<b>-1,464</b>	<b>290</b>	<b>251</b>

# INTERNATIONAL PROJECTS FUNDED IN 2012-2013

	EURO	STERLING
<b>DEMOCRATIC REPUBLIC OF CONGO</b>		
Public Health response in North Kivu	538,468	438,531
Rights in Crisis Advocacy in the DRC	50,000	40,720
South Kivu - Fuel efficient stoves and reforestation in Bibokoboko	50,000	40,720
Contribution to distribution costs of non-food items to DRC	6,216	5,062
Goods in Kind	130,779	106,507
<b>EAST AFRICA REGION</b>		
East Africa Food Crisis - Somalia Drought Response	63,553	51,758
East Africa Food Crisis - Kenya Drought Response	154,654	125,951
ACORD - Support to Oxfam Rwanda in Mainstreaming of HIV&AIDS in Livelihoods Programming	23,316	18,989
Mainstreaming HIV&AIDS in Oxfam Programmes in E&S Africa	28,900	23,536
<b>ETHIOPIA</b>		
Livestock Improvement Initiative in Oromiya District	86,995	70,849
<b>GLOBAL</b>		
Contribution to the Oxfam International Justice Coordinator role	15,407	12,548
<b>INDIA</b>		
Assam Floods Humanitarian Response	25,000	20,360
<b>MALAWI</b>		
Oxfam's Programme in Malawi	670,500	546,059
Integrated Emergency Cash Transfer Response to the 2012-13 Malawi Food Crisis	100,000	81,441
<b>REPUBLIC OF SOUTH AFRICA</b>		
Oxfam HIV & AIDS Programme	300,000	244,322
<b>RWANDA</b>		
Achieving women's economic leadership through enterprise development in horticulture	450,000	366,482
<b>SIERRA LEONE</b>		
Sierra Leone Cholera Response	267,925	218,200
<b>SOUTH SUDAN</b>		
South Sudan Emergency Response	27,000	21,989
<b>TANZANIA</b>		
<b>1. HIV Mainstreaming Programme</b>	<b>85,818</b>	<b>69,891</b>
<b>2. Pastoralism Programme</b>		
Pastoralist Programme Operational	283,152	230,600
CORDS - Land Rights Project in Longido and Monduli Districts	60,000	48,864
ORMAME - Pastoralist Media and Civic Education towards Constitutional Review	41,628	33,902
ORMAME - Media Engagement for Rangeland Protection	46,150	37,585
PASTORALIST WOMEN'S COUNCIL - Elimination of malnutrition in Ngorongoro conservation area	25,000	20,360
PINGOS - good governance, gender justice and human rights - Pastoralists	90,000	73,296
UCRT - mainstreaming climate change in N. Tanzania	72,217	58,814

	EURO	STERLING
<b>3. Gender Justice Programme</b>		
Gender Justice Operational	324,499	264,274
KIVULINI - Transforming Lives: Preventing violence against women and girls (Comic Relief)	162,363	132,229
WLAC - Transforming Lives: Preventing violence against women and girls (Comic Relief)	147,348	120,001
HAKIMADINI - Transforming Lives: Preventing violence against women and girls (Comic Relief)	44,922	36,585
MOROGORO PARALEGAL CENTRE - Promotion of property rights for women in Morogoro Region	20,488	16,686
PASTORALIST WOMEN'S COUNCIL - Organisational Capacity Building to empower rural women	39,820	32,430
TANGA POLICE DESK - Strengthening the GBV response among law enforcement agencies in Tanga Region	31,692	25,810
TREE OF HOPE - Promoting GBV activism in faith-based institutions in Tanga Region	17,283	14,075
TREE OF HOPE - Capacity Building for Tree of Hope to support gender equality	21,104	17,187
WOPATA - To minimise land conflict in Morogoro region	71,819	58,490
WOPATA - Organisational Capacity Building to empower rural women	30,184	24,582
WOWAP - Strengthen Organisational Capacity to build anti-gender based violence alliances	19,910	16,215
UZIKWASA - Promoting effective and responsive gender leadership in Pangani	80,000	65,152
<b>4. Economic Justice Programme</b>	232,144	189,059
<b>5. Programme Quality Programme</b>	64,837	52,804
<b>6. Media and Communications Programme</b>	41,624	33,899
<b>7. Regional Economic Justice</b>		
Regional Economic Justice Operational	223,502	182,021
Economic Justice - GROW Campaign in Kenya	38,842	31,633
Economic Justice - GROW Campaign in Uganda	40,505	32,988
Economic Justice - Women's Land and Property Rights	80,140	65,266
<b>UGANDA</b>		
Building Humanitarian Capacity of Oxfam in Uganda	75,688	61,641
Empowering Communities to combat violence against women	75,000	61,080
Response to the influx of DRC refugees	100,000	81,441
Value chain enhancement project for smallholder men and women in Northern Uganda	125,000	101,801
GNPF - Pastoralist Rights Advocacy Project	26,000	21,175
UGANDA LAND ALLIANCE - Enhancing citizen's participation in pastoralism related policies	46,500	37,870
<b>WEST AFRICA</b>		
WASH and EFSL Response to the complex emergency, Gao region, Mali	111,989	91,205
WASH and EFSL Response to the complex emergency, Gao region, Mali	542,436	441,763
Support and improve the food security of vulnerable populations, Gao region, Mali	39,375	32,067
<b>ZIMBABWE</b>		
Combined Oxfam Gender and HIV/AIDS Programme (COGHENA)	200,000	162,881
<b>SUPPORT COSTS</b>		
Programme Support and Development	60,686	49,423
	<b>6,828,379</b>	<b>5,561,068</b>

# IRISH AID FUNDING EXPENDED IN 2012-2013

On behalf of those communities we work with, Oxfam Ireland would like to express our sincere thanks to Irish Aid, whose generous contributions have helped to fund the following programmes:



	EURO	STERLING
<b>DEMOCRATIC REPUBLIC OF CONGO</b>		
Public Health response in North Kivu	485,849	395,678
<b>MALAWI</b>		
Oxfam's Programme in Malawi	300,738	244,923
<b>REPUBLIC OF SOUTH AFRICA</b>		
Oxfam HIV & AIDS Programme	200,000	162,881
<b>RWANDA</b>		
Achieving women's economic leadership through enterprise development in horticulture	320,000	260,610
<b>SIERRA LEONE</b>		
Sierra Leone Cholera Response	242,925	197,839
<b>TANZANIA OPERATIONAL PROGRAMME</b>		
Pastoralism Programme	370,000	301,330
Gender Justice Programme	404,610	329,516
<b>WEST AFRICA</b>		
WASH and EFSL Response to the complex emergency, Gao region, Mali	456,700	371,939
<b>ZIMBABWE</b>		
Combined Oxfam Gender and HIV&AIDS Programme (COGHENA)	125,000	101,801
<b>CONTRIBUTION TO SUPPORT COSTS</b>		
Programme Support and Development	45,223	36,830
Management and Administration Costs	182,664	148,763
	3,133,709	2,552,109
<b>Irish Aid also provided Goods in Kind to the value of:</b>	130,779	106,507



Children during their lessons at the Oxfam-supported Mapambano School in Tanzania. Photo: Glenn Edwards/Oxfam

# ACCOUNTABLE TO YOU: OUR MANAGEMENT, STRUCTURE AND GOVERNANCE

Oxfam Ireland is a registered charity in Ireland (ROI Company Number 284292, Charity Number CHY 5988) and Northern Ireland (NI Company Number 33800, Charity Number XN89651) with headquarters based in Dublin and Belfast at Portview House, Thorncastle Street, Ringsend, Dublin 4, Ireland, and 115 North Street, Belfast BT1 1ND, UK. Oxfam Ireland also has a Tanzania office at PO Box 10962, Dar es Salaam.

## TRUSTES PARTICIPATION

As a not-for-profit, charitable status company, Oxfam is governed by a maximum of 11 unpaid trustees. Trustees have participated from time to time in special committees established by management to consider, and make recommendations, on specific topics such as strategic planning, employee pensions and organisational assessment. Individual trustees are also asked, on occasion, to contribute their specialist advice to management in certain areas. A Finance, Audit and Risk Committee oversees the financial health of the organisation.

## CORPORATE DIRECTORY

Oxfam Ireland Council Trustees as at 31 March 2013:

**Anna McAleavy**, Chairperson, resigned at the AGM on 13th September 2013

**Leila Jane Blacking**

**Catherine Byrne**, resigned at the AGM on 13th September 2013

**Henrietta Campbell**, elected Chairperson at the AGM on 13th September 2013

**Jack MacGowan**, elected to Council at the AGM on 13th September 2013.

**Peig Murray**

**Peter O'Neill**

**Joe Quinn**

**Kevin Rafter**

**Glyn Roberts**

## Lyn Sheridan

**Paul Shovlin**, Treasurer; Chair of Finance, Audit & Risk Committee  
Information about each board member is available at [www.oxfamireland.org/provingit/governance](http://www.oxfamireland.org/provingit/governance).

## EXECUTIVE DIRECTORS\*

(\*These personnel, although designated as directors, are not statutory directors.)

**Jim Clarken**, Chief Executive

**David Nixon**, Business Development and Fundraising (Appointed 3 September 2012, resigned 16 August 2013)

**Trevor Anderson**, Retail Services

**Emer Mullins**, Communications and Campaigns

**Niamh Carty**, International Programmes

**Hugh Walker**, Finance and Corporate Services

## SECRETARY:

**Hugh Walker**

## PRINCIPAL PROFESSIONAL ADVISORS

Oxfam's principal professional advisors include the following:

### AUDITORS:

**PricewaterhouseCoopers LLP (PWC)**

Waterfront Plaza  
8 Laganbank Road  
Belfast  
BT1 3LR

### SOLICITORS:

**Gore & Grimes Solicitors**

Cavendish House  
Arran Quay  
Smithfield  
Dublin 7

**Donaghy Carey Solicitors**

Rosemary House  
45-47 Rosemary Street  
Belfast  
BT1 1QB

We impose the highest international standards on ourselves - all our activities are measurable, accountable and realistic.

Trust in our work is our more precious resource, which is why we are one of only a very small number of charities among the thousands of charitable organisations in Ireland that has reached a gold standard in transparency and accountability.

We adhere to and implement the following:

- SORP (Statement of Recommended Practice) for accounting and reporting practice
- Boardmatch Ireland's Transparency Scale (A Standard)
- Republic of Ireland Charities Act

- Northern Ireland Charities Act
- Dóchas-CGAI Irish Development NGOs Code of Corporate Governance
- Charity Commission for N.I. Code of Good Governance
- Irish Charities Tax Research (ICTR) fundraising principles
- The Wheel's Statement of Guiding Principles for Fundraising.

Our internal governance committee ensure we are compliant with these codes and that we put them into practice.

*Detailed information about our finances is available at [www.oxfamireland.org/provingit/accountability](http://www.oxfamireland.org/provingit/accountability)*

# OXFAM IRELAND

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Ireland

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NI Company Number 33800  
NI Charity Number XN 89651