A close-up photograph of a woman with a white headscarf smiling as she washes a young child's hands with white soap foam. The child is laughing joyfully. In the background, other people are partially visible, including a woman in a red and green patterned dress.

# OUR ANNUAL REVIEW

A GUIDE TO OXFAM'S WORK  
IN 2014/15



**OXFAM**

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# LAST YEAR, YOU PROVED THAT YOU WON'T LIVE WITH POVERTY.

You took on the big issues that keep people poor – like inequality, climate change and hunger. And whether you donated, shopped, ran, baked or left a gift in your will, your support meant we made amazing progress in the fight against poverty.

Together, we believe that a fairer world is possible. A world where people are able to influence the decisions that affect their lives. A world where people are safer and better able to recover from crises and disasters. A world where everyone is treated and valued equally.

Last year, we took a step closer to this world. But we're not there yet. Because 1.2 billion people are currently living in extreme poverty – and we won't live with it. So we'll keep going. For as long as it takes. Because today, for the first time in history, an end to extreme poverty is in sight.

We've seen poverty halved in just 15 years. In 15 more, we can end extreme poverty for good. That means every child with a brighter future. Every family with enough food to eat. Everyone safer when disaster strikes. All these things as rights, not privileges.

Within our lifetime, we can change our world for good.  
And we won't live with poverty.

**Thank you for your continued support.**

As a member of the Kabwadu Women's Farming Group in Zambia, Irene Muzukira has gone from working as a labourer to being a co-producer at an Oxfam-supported banana farm. She's now earning enough money to put food on the table and send her children to school.



Turn over to see how you helped us take a step closer to a world without poverty last year.



# 2014/15 AT A GLANCE



We reached **11.8 million people** directly in **52 countries**.



**560,000 people** globally took online actions in support of our campaigns.



We supported **8.1 million people** in **39 humanitarian emergencies**.

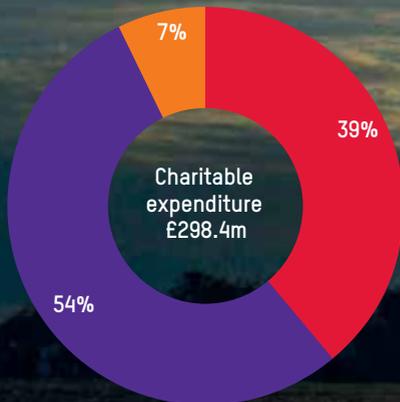


We made **1,191 grants** to **775 partner organisations**.



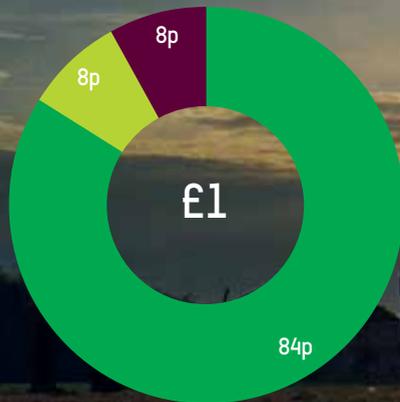
**405,000 people** in the UK made a regular donation to us.

What we spent our money on in 2014/15  
(after allocating support costs to our primary activities)



- HUMANITARIAN** – £116.0m
- DEVELOPMENT** – £162.1m
- CAMPAIGNING & ADVOCACY** – £20.3m

For every £1 you donated to Oxfam



- 84p** – goes directly to emergency, development and campaigning work
- 8p** – is spent on support costs
- 8p** – is invested to generate future revenue

We're proud of how we used your donations to fight poverty last year. For more detail, you can download the full financial review at [oxfamannualreview.org.uk](http://oxfamannualreview.org.uk)



Children made homeless by conflict play football as the sun sets over a temporary camp in Mingkamen, South Sudan. With your help, Oxfam is working in camps like this to provide clean water and sanitation to thousands of vulnerable families.

Photo: Kieran Doherty/Oxfam

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# SAVING LIVES



Photo: Will Wintercross/Oxfam

The year was an unusually busy one for our humanitarian programme – it stretched us physically, took us to new countries, and challenged us to work in new ways.

In total, we responded to **39 global emergencies** – each time working around the clock to save lives as soon as disaster struck. But Oxfam’s unique approach to humanitarian response also meant that we stayed long after the dust settled, to help people build back stronger.

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## EBOLA

During the Ebola crisis, it soon became clear that educating people about the deadly disease was absolutely vital to saving lives. So our Ebola response started with a widespread leaflet distribution warning about the risks. In October we began a huge scale-up of staff and equipment, working with communities to reduce transmission rates, find potential cases, and refer those cases to health facilities. We also provided water and

sanitation at isolation and treatment centres and in schools. Oxfam community health workers like Alan, pictured above, played a vital role in stopping the spread of Ebola – teaching families how to protect themselves against the disease. Overall, once the peak of the crisis was over, we had reached more than one million people and learned lessons that will undoubtedly have long-lasting effects on our public health work.

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## SOUTH SUDAN

In May we launched an appeal for people affected by the war in South Sudan. The regional crisis displaced hundreds of thousands of people, and many sought refuge in Uganda and Ethiopia. Our response involved urgent life-saving work to keep water supplies flowing, providing communities with hygienic living conditions, distributing food where markets had stopped functioning, and running cholera-prevention campaigns. Overall, our supporters helped us to reach 732,000 vulnerable people – like Nyamar Dau Awan, pictured right. In addition to immediate, crucial support, we also worked to support peace-building initiatives with communities in South Sudan and Uganda.



Photo: Kieran Doherty/Oxfam



Photo: Philippe Meris/Oxfam/US

## CYCLONE PAM

When a massive category five cyclone caused widespread destruction across the small Pacific island nation of Vanuatu, Oxfam supporters helped to provide food, clean water and hygiene kits, like those being distributed at the temporary evacuation centre pictured left. Thanks to people like you, we reached more than 21,000 people in the first three months. We are still there now – helping communities to rebuild their lives and stand stronger in the face of future disasters.

## THE MIDDLE EAST

Throughout the year we have continued to respond to the huge demand for humanitarian assistance across the Middle East. Thanks to our supporters, we were able to carry on providing Syrian refugees with life-saving essentials and set up a huge water supply network to reach every family in Zaatarī – a refugee camp that is now Jordan's fourth largest city. We were also able to distribute basic supplies to more than half a million people displaced by bombing in Gaza, and ensure safe cash transfers to Yemenis made homeless by an upsurge in fighting.

### OUR GLOBAL HUMANITARIAN PROGRAMME 2014/15



**4.1 million**  
people provided with improved access to clean water.



**3.15 million**  
people reached by health-promotion activities.



**1.25 million**  
people benefitted from improved sanitation facilities, greatly reducing the spread of disease.

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# CHANGING LIVES



Photo: Irina Werning/Oxfam

Last year, we worked at a grassroots level to promote development in some of the world's poorest communities. Thanks to supporters like you, we helped people to earn a fairer living and work their way out of poverty.

By tackling the big problems that keep people poor, like inequality and climate change, we aim to create a just world in which poverty no longer exists. Last year, we made important progress in critical areas – from education through to basic sanitation.

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## EDUCATION

In Pakistan, where only a third of women and girls can read and write, we worked with local communities to renovate classrooms, improve teaching, and campaign to get more money allocated to education. The number of children attending school, like those pictured above, rose by 19%. And, in all five districts where the project operates, local governments are committed to adopting as many of the features of Oxfam's educational model as possible.

## LIVELIHOODS

When Typhoon Haiyan destroyed the coconut trees that people relied on to earn a living, we supported farmers in the Philippines to push their government for help to establish alternative incomes. We also helped successfully lobby the government to give control back to farmers over billions of pesos that had been collected from them years before. The money is now being used to benefit 3.9 million coconut farmers.

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## FOOD

In the Philippines, climate change is increasing the frequency of disasters like storms, floods and droughts. On the island of Mindanao, extreme weather is destroying farmers' livelihoods and pushing people further into poverty. Last year, we started to support communities in 42 villages to adapt to the changing climate – and are now setting up field schools, teaching farmers new techniques, and establishing early weather-warning systems. Around 9,000 people now better understand how to adapt to climate change. More than 230 farmers, including people like Gerondio – pictured right – have developed plans for climate-resilient livelihoods. He says: "We've managed to improve our lives through growing vegetables. I can breathe again now, as there is hope."

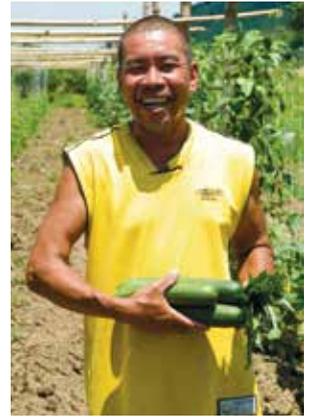


Photo: Tessa Burney/Oxfam

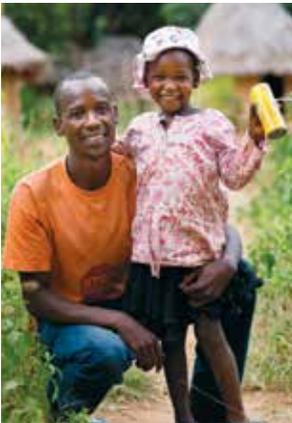


Photo: Kieran Doherty/Oxfam

## GENDER RIGHTS

In Zambia, we are partnering with local organisations as part of the I Care About Her campaign – which works to end violence against women and girls by transforming attitudes and encouraging men to speak up against violence. Alex, pictured left with his daughter, Ethel, said: "There were many myths in the community before, like beating your wife brings you respect. We must put them aside. I bring my daughter to the discussions. I believe it is a good lesson for her." Through the campaign, Alex and other men are champions of non-violence. They are challenging traditional leaders, the police, the military and the government of Zambia to change their beliefs. With promising results, this project has the potential to replicated across Southern Africa.

## WATER AND SANITATION

With two and a half billion people lacking basic sanitation and 780 million people living without safe drinking water, last year saw Oxfam continue to develop new ways to bring basic services within the reach of the world's poorest people. In the slums of Nairobi, Kenya, for example, conventional approaches to sanitation are simply not working. In collaboration with our partner, Sanergy, we installed innovative toilets in schools – managed by micro-entrepreneurs who help convert the waste into organic fertiliser that is sold on to farmers. The toilets have improved sanitation, raised school attendance by reducing the spread of disease, and provided local people with a sustainable income.

### EMPOWERING PEOPLE IN POVERTY WORLDWIDE IN 2014/15



**700,000**

people have received information, training or regular updates about their rights as citizens.



**500,000**

people benefitted from support to improve their crops, their goods or their services.



**270,000**

women and men are now aware of actions they can take against gender-based violence.

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# MAKING A LASTING DIFFERENCE



Photo: John Phillips/Getty Images

People living in poverty want justice, not handouts. So alongside our development and emergency work, we continue to campaign for change.

Last year, we worked with supporters, the UK public, coalitions, businesses and governments to fight for an end to extreme inequality and climate change. From signing petitions online through to marching in the streets, campaigners across the UK fought incredibly hard – and achieved some very significant successes.

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## CAMPAIGNING TO EVEN IT UP

In October we launched the Even it Up campaign. A challenge to extreme inequality, it was endorsed worldwide by respected authorities on the issue including former UN Secretary General, Kofi Annan. Supporters from 38 countries took action during the launch and put pressure on politicians to act. And, when Oxfam co-chaired January's World Economic Forum annual meeting in Davos, we generated unprecedented media coverage with a report revealing that, by 2016, the world's richest 1% will own more wealth than the remaining 99% combined.

## FIGHTING CLIMATE CHANGE

Worldwide, over 600,000 people took to the streets in September to call for action to tackle climate change. As part of the UK Climate Coalition, we brought together 40,000 people to take action in London. Under this coalition, we are also putting pressure on the government to phase out the use of coal power. It's a key step towards achieving an ambitious, fair and binding global agreement on climate change at the UN meeting being held in Paris during December 2015.

Above: Joining forces with the Climate Coalition at the UK's biggest ever lobby of MPs on climate change.

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## BACKING BRANDS TO DO THE RIGHT THING

As a result of our Behind the Brands campaign, some of the world's biggest food and beverage companies changed the way they do business. After four of the largest ten companies – Coca-Cola, PepsiCo, Nestlé and Unilever – all committed to zero tolerance for land grabs, the next phase of our campaign saw General Mills and Kellogg's both agreeing to important new commitments to mitigate climate change. Associated British Foods' African sugar subsidiary, Illovo, also published new guidance on land and land rights.

Pictured right: Oxfam supporters outside Coca-Cola headquarters, calling for the company to help stop land grabs.



Photo: Mike Kemp/Oxfam



Photo: Tommy Trenchard/Oxfam

## PUSHING FOR HUMANITARIAN ACTION

Last year, we continued to call on governments to do more to help people caught up in a range of humanitarian disasters. As part of a global coalition, we gathered 165,000 signatures calling for G20 countries to step up efforts to tackle Ebola. And, by joining the call for governments to resettle more Syrian refugees, we helped secure ten times more places for refugees worldwide. Other highlights included the global Arms Trade Treaty coming into force after a ten-year Oxfam campaign, and the UK's commitment to spending 0.7% of GNI on international aid passing into law.

Pictured in Sierra Leone, Oxfam's Holly Taylor joins the campaign to get more support to stop the spread of Ebola.

## SPEAKING OUT AGAINST UK POVERTY

We have continued to stand up for – and with – the UK's poorest and most vulnerable people. In 2014/15 we launched the *Below the Breadline* report which highlighted how changes to the social security system, a lack of decent work and rising living costs are contributing to food poverty and the use of food banks. The All-Party Parliamentary Group on food poverty in the UK published a report whose findings and recommendations drew heavily on Oxfam's evidence and analysis.

### CAMPAIGNING AND AWARENESS-RAISING ACTIVITIES IN 2014/15



140,000

offline actions taken by people in support of campaign or advocacy issues.



560,000

online actions taken by people in support of campaign or advocacy issues.



12,000

known media pieces featuring Oxfam's activities.

# THANK YOU FOR HELPING TO SAVE AND CHANGE LIVES.



oxfam.org.uk

**FRONT:** Onima is multi-talented. She sews, dances and is learning karate. She is also an Oxfam volunteer, running hygiene-promotion sessions for local children in Bari Colony slum, Bangladesh. Photo: Tom Pietrasik/Oxfam

**THIS PAGE:** Neem lives in the Democratic Republic of Congo, where she was too scared to farm her land for fear of attack. But after joining an Oxfam Women's Forum, she's been able to work with her community to make sure everyone stays safe. Photo: Eleanor Farmer/Oxfam



**OXFAM**