

365 days of change

Oxfam's Annual Review 07/08

Be Humankind  **Oxfam**

**We can't change the world
overnight. But over a year,
now that's a different story.**

**This is a story of impact on a global scale.
Of campaigning, development and
emergency work that's saved thousands
of lives, changed the minds of world leaders,
and brought about real and lasting change.
It's the story of thousands of people who've
come together worldwide to push for change.
This is Oxfam's story 2007/08.**



365 days of change

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Pushing for change together. Fishermen in Haiti head out to sea despite threatening skies following Hurricane Dean. Their courage is a great example of how determined people, with support from Oxfam, are beating poverty worldwide.

Foreword

In this Annual Review, I hope we give you a clear sense of the global impact we have had – both in figures and in the lives of the people we work with.

For our emergency and long-term humanitarian work, measuring impact is relatively easy because we – with our local partners – deliver services: water, sanitation facilities, and the things people need to survive and recover following conflict or natural disasters. Lives are saved, sickness is avoided, and untold suffering is averted. Measuring the impact of our long-term development work is more difficult. Oxfam's input is only one factor in a series of events and developments. This Review illustrates how we're working with diverse groups to enable people to improve their circumstances, achieve a sustainable income and, ultimately, to have control over their lives.

To make the biggest possible impact on the greatest number of people, Oxfam combines humanitarian and long-term development work with local, national and global campaigning. The experiences of ordinary people who are living with the consequences of conflict, climate change, domestic violence, and the many other factors which contribute to poverty, directly inform our campaigns for change – from international policy to household level. We enable people to organise themselves, so they can negotiate from a position of power. The effects of this are particularly evident in our livelihoods work. By working co-operatively, people can dramatically improve the quality of their products and their ability to reach

wider markets. Oxfam can also link co-operatives and small companies with the bigger private sector to help people get a truly fair deal.

This multi-layered approach to tackling poverty is our greatest strength; but it does present challenges when communicating to the UK public – the people on whose generosity and support we depend. In April 2008, we launched a major brand refresh, with the end-line *Be Humankind*. We want people to take a new look at Oxfam – and to feel they have the power to bring an end to poverty, rather than perceive that it's remote and a circumstance they can't help to change. We hope that *Be Humankind* will motivate far more people to get involved, in any way they can.

International aid and debt relief have helped huge numbers of people to get out of poverty, by enabling increased access to health and education. And some leading multinational companies are using their core businesses to help reduce people's poverty – through their supply and distribution chains, or in the communications sector. But all such gains are now at risk because of climate change – which is affecting poor people earliest and most severely – and the dramatic increase in food and fuel prices.

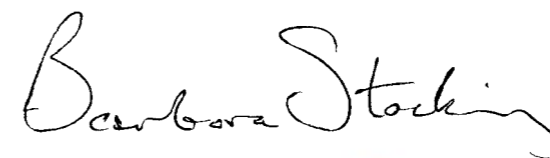
For the year and a half up to the Copenhagen UN climate change meeting in December 2009, Oxfam will be campaigning hard to get the human face of climate change recognised. We want to make sure that there is a just deal in which the countries most responsible

“As the anthropologist Margaret Mead said, ‘Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has’.”

for carbon emissions cut back the most and pay for the adaptation required in developing countries which have not caused the problem.

Since Oxfam's beginning, food has been part of our core business. We have an enormous amount to contribute about how food prices can be handled in national and global economies. It is welcome that, after years of pressing for aid for agriculture, this is now globally accepted as a priority, and that the need to support smallholders has at last been recognised.

As our new poverty report *From Poverty to Power* lays out, the critical factors in overcoming poverty are effective states that have the interests of their people at heart – and active citizens who are able to hold them to account. We know a lot about what needs to be done. And while there's no doubt that climate change and the world food price crisis present huge challenges to Oxfam's mission, we will not be daunted. We will work with increased urgency to make the world a fairer and safer place for everyone. We look forward to your support in this challenging era.



Barbara Stocking

Barbara Stocking
Chief Executive
Oxfam GB





**Organic farming. Business training.
Setting up co-operatives. Making
trade fair. Low-interest credit
schemes. Seeking investment.
Increasing yields. Making a living.**



Making a living

The belief that every person has the right to enough food, a steady income, and decent employment conditions has long been central to everything we do. Today, we work on many levels to achieve this aim – to make the greatest positive impact on the largest number of people.

Our development work continues to demonstrate that investment in small-scale agriculture and business can transform millions of lives and overcome poverty. And our calls for global decision-makers to make long-term changes – such as *Make Trade Fair* – are already helping to protect vulnerable people.

Going organic in India. Freshly dyed organic cotton on its way to market in Hyderabad. We're helping farmers to switch from using dangerous chemical pesticides to safer, more profitable, organic methods.

From poverty to prosperity

This year, scaling up our agricultural programmes continued to be a major priority – enabling farmers and other producers to work co-operatively to spread good practice and increase the quality of their produce and their business skills. This gives them more negotiating power in local and global markets. Our long-term aim is to convince governments, policy-makers and companies that small-scale, sustainable agriculture has a major part to play in ending rural poverty.

Small farmers, big change

In southern India, successive years of drought are forcing cotton farmers to borrow money for expensive, toxic pesticides and fertilisers as they try to grow crops from deteriorating soil. Some have even taken their own lives to escape the desperate spiral of debt, known locally as the ‘chemical treadmill’.

Oxfam and our partners are working to improve the quality of life of people working across southern India’s cotton supply chain, from farm to factory. In 2007/08 we trained 1,300 farmers to adopt organic methods and supported the creation of a farmers’ trading company. The combined advantages of working together and farming organically are dramatic: crop yields improve, and farmers’ debt is reduced as they no longer have to pay for expensive, dangerous chemicals. Farmers also enjoy better facilities, benefit from collective negotiation, and ultimately receive a significantly higher price for their cotton. This programme currently benefits more than 8,000 families and aims to reach 25,000 families by 2011.

Our partners are also supporting handloom weavers and garment factory workers – enabling them to work together to make a secure living and to stand up for their rights in an industry which is notorious for poor and unstable conditions. Vanam Jyothi is a handloom weaver in

Nalgonda district. She explains how being part of a co-operative has given her better income and more security: “We received training on better dyeing and design techniques. We now work to established quality standards and are in a position to sell to wider markets. We get almost double the rates because our work is now of a very high quality.”

Stronger together

In Honduras, we are working with local partners to promote better agricultural practice, so that families can grow enough food to eat and to sell. We are also supporting farmers as they work co-operatively to get a better price for their produce.

Thanks to this approach, rural communities are transforming themselves through small-scale agriculture. It has directly benefited 22,000 people and will indirectly benefit thousands more, by influencing changes in national policies on issues such as credit, land rights and agriculture.

“Today Honduras invests more than \$1.5m annually in food aid to families that have no means of producing. If they invested in small-scale farming instead, then these families would be in a better position to feed and provide for themselves.”

Sonia Cano, Country Programme Manager, Oxfam



Gillian Lipton, Corporate Responsibility Manager, Monsoon Accessorize

“We’re proud to be working with Oxfam to improve the income and quality of life of cotton producers in India. This partnership highlights our links with India and will have a long-term impact on the lives of cotton farmers, garment workers and weavers.”



ABOVE: Vanam Jyothi prepares her yarn; Women farmers harvesting and dyeing cotton, Andhra Pradesh, India.

BELOW: Emelina Dominguez in her co-op’s vegetable garden, Honduras; Fair Trade coffee ready for export.

Partners in change

The Enterprise Development Programme

Oxfam's work with producers in India and Honduras exemplifies our approach worldwide – to enable small-scale producers to increase and improve productivity and reach new markets. To help these enterprises reach their full potential, we are increasingly working with partners from the private sector to benefit from their investment, expertise and business acumen.

In 2007, we launched The Enterprise Development Programme (EDP), an initiative which links UK business people with promising social enterprises which Oxfam is already supporting. Over five years, we aim to develop a portfolio of up to 50 small to medium-sized enterprises that can both drive growth and revitalise local economies. Successful business leaders are joining the Enterprise Development Board, using their skills and resources to strengthen and grow each initiative.

Business proposals are submitted from across Oxfam's programme. Enterprises must show how they will achieve sustainability and large-scale impact, applying business principles and using the right combination of loans, grants, guarantees and equity to fund activities. At its inaugural meeting in November 2007,

the Enterprise Development Board introduced six enterprises to the portfolio, into which £1 million will be invested over the next three years.

For example, in St Lucia, a group of local co-operatives has together formed a farmer-owned and operated business to supply fresh produce for the island's hotels and restaurants – offering an alternative to expensive imported food. Investment in the business will increase the co-operatives' market share in St Lucia by, for example, strengthening production, marketing and accounting. Ultimately, learning from this experience will be replicated in other islands across the Caribbean. We will demonstrate that agriculture, linked with tourism, can make a major contribution to poverty reduction in this region.

“This is a really innovative opportunity to work with entrepreneurs in poor communities. It's about supporting poor people to take advantage of market opportunities so that local economies start to grow and take care of themselves.”

David Bright, Global Markets and Enterprise Development Adviser, Oxfam

Madhya Pradesh, India: in 2008, local fishing co-ops, with help from Oxfam partner Vikalp, won the right to fish on local ponds. More than 1.5 million people will benefit.



David Gait, Maitri Trust, member of the Enterprise Development Board “Oxfam's Enterprise Development Programme takes a very innovative, collaborative approach to market and enterprise development. We are delighted to be involved and look forward to seeing how, given the right kind of support, local enterprises can make a deep and lasting impact on poverty.”



ALL: From seed to shelf – Oxfam-supported farmers in St Lucia are increasing their market share by successfully promoting their produce as a high-quality, local alternative to expensive imports.

Standing up and speaking out

The relationship between spiralling food prices, climate change and the increasing demand for biofuels may be complex, but the potentially disastrous consequences for poor people are all too clear.

Climate change and the world food crisis

Oxfam campaigners are calling on the international community to take urgent action on climate change and the world food crisis. We are demanding that governments invest more in agriculture and rural development, freeze all new biofuels targets, and agree fair trade deals that address, rather than contribute to, the global food price crisis.

We're also calling for increased humanitarian aid, and support for the governments of poor countries to implement social protection schemes. These would protect the poorest and most vulnerable people – for example by providing minimum income guarantees, free seeds and fertilisers, and reduced tax on food.

Taking a stand on biofuels

Biofuels – liquid fuels made largely from crops such as palm oil and sugar cane – are increasingly in demand, as governments in developed countries seek 'green' alternatives to oil. However, today's biofuel policies are not solving the climate or fuel crises, but are instead contributing to food insecurity and inflation which hit the poorest people hardest.

Oxfam calculates that rich country biofuel policies have dragged more than 30 million people into poverty. Following months of campaigning we welcomed the European Parliament's decision to reduce European Union (EU) targets for biofuels in transport, and are now calling on the Member States to go further.

Making trade fair

Global trade could be a major force against poverty. Instead, unfair rules which are weighted in favour of rich countries mean that international trade is robbing millions of people of a decent living. They are also directly contributing to the global food price crisis.

Last year, our campaigners pushed hard to keep World Trade Organization talks on track as we continued calling for international trade deals that protect poor countries from volatile markets. We also celebrated two high-profile campaigning victories. First, following months of concerted pressure, coffee giant Starbucks agreed to allow Ethiopia's 15 million coffee farmers to trademark their speciality coffee names. Second, in August 2007, the Indian high court ruled against the international pharmaceutical company Novartis, in a court case which threatened to price its medicines out of reach of millions of poor people worldwide. Nearly 500,000 campaigners across the globe voiced their opposition to Novartis' action.

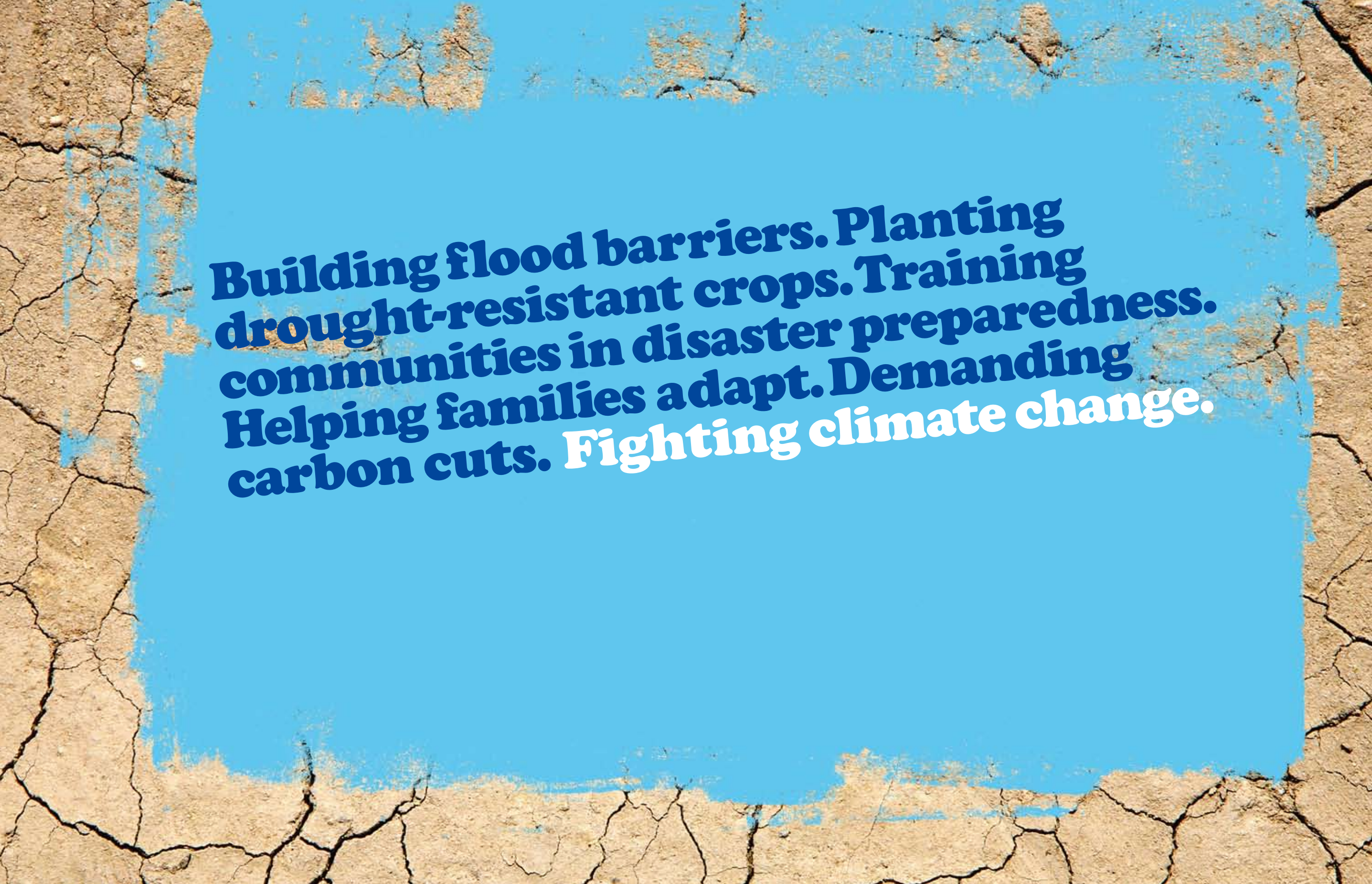
Oxfam continued to campaign on Economic Partnership Agreements (EPAs). These trade deals between the EU and 75 African, Caribbean and Pacific countries currently put the EU's economic interests far above those of millions of the world's poorest people and their environment. We are calling on the EU to stop pressuring poor countries and to make good on its original promise to safeguard their economic development.



Stephen Doughty, Head of EU and UK Government Relations, Oxfam
“Oxfam is not saying that all biofuels are bad, but it would be a travesty if pressure from industry was allowed to get in the way of doing the right thing for climate change and poverty.”



ABOVE: Forest clearance for palm oil plantations, Indonesia. BELOW: Campaigners stage a tug-of-war outside the Novartis Foundation in London; Trade justice campaigners outside the German Embassy in London, April 2008.



**Building flood barriers. Planting
drought-resistant crops. Training
communities in disaster preparedness.
Helping families adapt. Demanding
carbon cuts. Fighting climate change.**

Fighting climate change

Left unchecked, climate change has the potential to present an insurmountable obstacle to development, unravelling the efforts of people worldwide to free themselves from poverty. At its heart is a deep injustice – caused by the rich, it's hitting poor people first and hardest.

Oxfam is fighting back: assisting people in emergencies; enabling communities to adapt their lives and livelihoods; and campaigning locally, nationally and globally for urgent action to prevent further global warming.

Saving lives in Haiti. With support from Oxfam, members of the Borgne Civil Protection Committee put their life-saving skills to the test during a training exercise.

Climate change is happening now

2007 was a year of weather-related crises, with devastating flooding in many parts of Africa and South Asia, and deadly heatwaves in Australia and the USA. Then there were the disasters which didn't make the headlines: millions of people's yields and incomes plummeted as freak weather played havoc with traditional farming and fishing systems. Although scientists remain unable to blame individual events on climate change, they are certain about a pattern that is emerging of increasingly severe and unpredictable weather.

Putting people first

In 2007, Oxfam emerged as a powerful voice on the human cost of climate change. At the UN Climate Change Conference in Bali in December, Oxfam campaigners and policy experts urged world leaders to put the needs of poor people at the heart of a deal which will succeed the Kyoto agreement in 2012. And our partners from developing countries shared their stories about the harsh reality of a changing climate.

We're calling on developed countries to stop harming and start helping. This means reducing carbon emissions to prevent catastrophic climate change (with those most responsible for carbon emissions making the greatest cuts), and funding 'adaptation' to enable developing countries to cope with the effects of global warming.

After a fortnight of intensive campaigning and negotiation, delegates from more than 180 countries agreed the *Bali Action Plan*, charting the way for a binding treaty to tackle climate change. Bali delivered clear progress on adaptation: a fund was put in place, and all countries agreed that more money must be raised. It was an important result, but ultimately is just the first step in ensuring an agreement which matches the urgent need.

“New sources of funding must be found because adaptation cannot be paid for out of aid budgets. This is not about aid – it is about the world's biggest and richest polluters covering the costs they have forced upon those who are most vulnerable.”

Antonio Hill, Policy Adviser, Oxfam

Walking the walk

Oxfam is increasingly reducing our own carbon footprint, and calling on our supporters in the UK to take personal action to help fight climate change. In the run-up to Bali, 100,000 campaigners sent a message telling world leaders about their personal efforts to reduce carbon emissions, and calling for action on a global scale. We also encouraged our supporters to take positive action and raise money for Oxfam by switching to green energy supplier and generator, Ecotricity. The company's founder, Dale Vince OBE, explains: “Oxfam and Ecotricity have a shared view. The fingerprints of climate change are all over the droughts, famines and floods of the last few decades. And it's within the power of each of us to do something about that.”



Dale Vince OBE, Ecotricity founder

“Oxfam and Ecotricity have a shared view. The fingerprints of climate change are all over the droughts, famines and floods of the last few decades. And it's within the power of each of us to do something about that.”



ABOVE: Campaigners at the UN Climate Change Conference in Bali. BELOW: Dutch Environment Minister Jacqueline Cramer supporting our campaign in Bali; A festival-goer pledges to Stop Climate Chaos at Glastonbury 2007.

Ready for anything

Preparing for disaster

Floods are a fact of life in South Asia, but climate models predict that the region's monsoons will become less predictable, with heavier rainfall. By the end of the century, rising sea levels will flood at least eight million homes.

With Oxfam's support, communities in Bangladesh are developing strategies to prepare for, and reduce the impact of, severe flooding. Measures include raising homes above flood levels, keeping rescue boats maintained and at the ready, and putting early warning systems in place. And at a household level, small measures can make a big difference to a family's ability to cope in emergencies.

Sahena Begum took part in disaster-preparedness training and now helps others in her village – particularly the women – to be ready when the floodwaters arrive. She encourages them to store food, wood, portable ovens and other essential equipment in high places, and to keep seeds that can be planted when crops are destroyed. Sahena explains, "If women are aware, then families can be saved from many losses."

Adapting to a new reality

Florence Madamu lives in the Bundibugyo district of Uganda. She has seen huge changes. "Because of the current weather changes the yields have completely gone down. When it rains, it's so heavy it destroys our crops. Sometimes you feel like crying."

Florence's experience – of the gradual, quiet, but ultimately devastating effects of climate change – is echoed by farmers across Uganda, where the once reliable rainy seasons are now anything but.

Oxfam is supporting local organisations that are working with farmers like Florence to implement soil and water conservation measures, and promoting fuel-efficient stoves. At a national level, we are working with the Ugandan government to improve adaptation plans and ensure they are funded, and to better prepare for disasters like floods and droughts.

Oxfam's work with communities worldwide enables us to share adaptation experiences, lobby governments to replicate successful programmes, and to urge rich countries to help poor countries pay for adaptation on a massive scale.

Oxfam, together with other organisations, presented the names of 2.6 million people – all demanding tough action at the UN Climate Change Conference in December 2007.



Sahena Begum, Bangladesh

"If women are aware, then families can be saved from many losses. Diseases can be avoided, poultry can be saved, the children are properly looked after and the women themselves are saved from a lot of suffering."



ABOVE: Sahena Begum, who leads the weekly women's disaster-preparedness group in Kunder Para; Villagers raise the ground level to prevent flood damage during monsoon season. BELOW: Severe flooding, Uganda; Florence Madamu.



**Promoting girls' education.
Ending domestic violence.
Challenging traditions. Redefining
roles. Encouraging equality.
Fighting discrimination.
Empowering women.**



Empowering women

An estimated 70 per cent of the 1.3 billion people who live in extreme poverty are women and girls. Gender discrimination and unequal power relations are major causes of their continuing poverty.

Oxfam works with women and men to redefine gender roles; to promote women's rights; to encourage their education and development; and to ensure that they have equal participation within society. We challenge attitudes that perpetuate inequality and injustice at household, community, national and global levels.

Promoting equality in Liberia. An Oxfam-sponsored billboard in Monrovia – just one example of how our local partners are challenging traditional attitudes to women.

Women changing their world

Violence against women is one of the major causes of poverty for women and their dependents. It damages women's health, physically and psychologically, affecting their ability to go to school or earn a living. In short, it denies them choices and opportunities in almost every aspect of their lives. With help from Oxfam, women are standing together to challenge attitudes and change lives.

The *We Can* campaign

In many countries, social customs and attitudes tacitly condone violence against women, and are entrenched in families and communities. These attitudes are based on a deep-seated social belief that women are fundamentally of less value than men. Only when this perception is changed will violence against women be viewed as the shocking, unacceptable violation it is, rather than an invisible norm.

In India, Pakistan, Bangladesh, Sri Lanka, Nepal and Afghanistan, Oxfam continues to support the *We Can* campaign, a region-wide initiative to end the violence that affects almost half of all women in South Asia.

In 2007/08, we reached our target of recruiting one million 'Change Makers' – women and men who are speaking out and letting their families, communities

and governments know that violence against women is unacceptable.

Bina Sareshttra fell pregnant after she was repeatedly raped by her employer when she was just 13. After fighting – and winning – for her attacker to recognise and support his son, she joined *We Can* as a Change Maker so she can help other women. She says: "I want them to fight, and I can help them to go through this process. None of this is their fault. I can help them fight for justice."

Spreading the word

Oxfam's aim is to recruit five million Change Makers by 2012. They will mobilise 50 million people across the region, helping to create a fair and equal society where violence against women is not tolerated. We're now spreading this success by starting *We Can* in the Democratic Republic of Congo, Kenya, Tanzania and Uganda.

In 2007/08, Oxfam recruited one million 'Change Makers' – to spread the message that violence against women is unacceptable.



Kofi Annan, Former UN Secretary General

"Violence against women is perhaps the most shameful human rights violation. As long as it continues, we cannot claim to be making real progress towards equality, development and peace."



ALL: Some of the one million Change Makers across South Asia who are campaigning for an end to violence against women.

Empowering women worldwide

More power in the UK

Unemployment in Govan, Glasgow, is more than double the average for Scotland, and 44 per cent of the children live in poverty. In a recent survey, most women responded that their poverty deprived them of a voice and prevented their inclusion in decision-making on local issues. So we're helping to ensure that policy-makers listen to and act on women's rights issues.

Tea in the Pot, a drop-in centre funded by Oxfam, is supporting women to overcome their difficulties, learn new skills and find new opportunities, and is encouraging them to speak out. For Caroline Mockford, forced to give up work after contracting a debilitating disease, it gave her renewed confidence. At first, she'd say very little; yet last year, she spoke out about poverty at a Scottish National Party event. Caroline is now campaigning for change in the community: "The more I do, the more confidence I get!"

... in Tanzania

Meoshi Manie is treasurer of Inkidemi, the Maasai women's umbrella group in Malambo, Tanzania. Using loans from Oxfam, women's groups are now earning an income for the first time through a wide range of trading activities.

The effects on the women – and on the community as a whole – have been profound. Women have much more influence, not only at home but in village issues and district-wide affairs, and have new-found authority and respect. The changes have been personal as well as political, as Sophia Olulu explains: "A husband and wife can sit and discuss issues with each other, listen to and respect each other. Now your husband can be your friend."

"Oxfam found us poor. We depended on what men might leave for us. Now I support my family – I'm the one who can get the children into school. Oxfam has changed the lives of women, and we will not go back to where we were."

Meoshi Manie, Malambo, Tanzania

...in Brazil

Muriel Saragoussi has been passionate about people and planet ever since she was a teenager. Muriel's passion has taken her all the way to government, where she is now a senior member of the Brazilian Ministry of Environment. She devotes much of her time to promoting the rights of women, their actions, and decision-making as she travels to remote traditional communities throughout her vast country. In 2007, Muriel was filmed spreading the word for Oxfam's *Sisters on the Planet* campaigning DVD: "Women have a crucial role – they are the anchor of their territory," she commented.

The Let's Talk campaign

For Oxfam to make the greatest possible impact on women's empowerment, it's vital that all our staff, in every country we work in, have a clear understanding of the links between gender and poverty, and recognise the impact of their own attitudes and practices. *Let's Talk* is an internal campaign, launched in November 2007, which aims to raise awareness and understanding of gender issues – and, ultimately, to strengthen our staff's commitment to gender equality in their professional and personal lives.



ABOVE: Women at the *Tea in the Pot* drop-in centre, Glasgow. BELOW: Caroline Mockford (left); Muriel Saragoussi (top right); Ndawasai Natisile and Noorkishon Mbukeny, members of women's umbrella group Inkidemi, Tanzania.

Training teachers. HIV and AIDS awareness. Distributing mosquito nets. Home-based care workers. More doctors and nurses. Supplying schoolbooks. Health and education for all.



Health and education for all

People's chances of beating poverty are severely hindered when they can't get quality health care, can't afford to buy medicines, and don't have the money to send their children to school.

Oxfam works directly with people who need regular medical care. We train doctors, nurses and midwives. We fund mobile health units. We support schools by funding the construction of new classrooms and teacher training.

We campaign for health and education funding from governments, to ensure the well-being of every family – and that every girl and boy receives the education to which they have a right. The future of millions of people depends on it.

Supporting schools in Zambia. Children sing and mime during class at the Oxfam-supported Kakola school, Northern Province.

Better health and a brighter future

Lack of decent health care and education continue to be huge obstacles in overcoming global poverty. From HIV and AIDS care and support, to rebuilding classrooms and libraries, health and education development work continues to be a major focus for Oxfam. And thanks to the tireless efforts of dedicated local partners worldwide, this work is changing lives.

Inspiring a community

Teresa Bingo, from Kamacupa, rural Bié in Angola, is one of 30 Oxfam-trained health educators who graduated in August 2007. Everyone in her village now understands how HIV is transmitted, and how to prevent it spreading. Teresa's son Laurindo observes: "My mother does a good job. Whenever she attends a workshop about HIV and AIDS, she calls the whole community to the water point so she can tell us all at the same time." During the year, construction work began on a Counselling and Testing Centre in Kamacupa.

Protecting newborns

Provision of maternal care is also a major priority. In developing countries, a woman dies every minute in pregnancy or childbirth, because of the lack of medical care. In communities where health care is scarce or non-existent – or where people are too poor to afford it – Oxfam-trained midwives are helping to save lives. In Sayoun, Yemen, 19 girls began the second year of their Oxfam-funded midwifery training. "My community really needs health care and education – and is happy that they will be able to receive help from me, from the skills that I am learning here," said 17-year-old Jasmine Al Khamira, a member of the group.

"There are very few people [here] to help all those who are sick. I have wanted to be a doctor since I was at primary school. I really want to sort out the problems of my land."

Dr Matias Joshua, District Health Officer,
Dowa Hospital, Malawi

Learning for life

Oxfam's work in schools in Liberia, last year typifies our education projects in developing countries. In a country where only 26 per cent of the female population can read and write, we're running teacher-training schemes, building and equipping classrooms and libraries, and setting up night classes for adult women to catch up on the learning they missed as children. Mary Mulbah is 45 years old and is one of the students. She is happy to have had the opportunity to return to school. "As long as I have life, I want to learn."

The Forum for African Women Educationalists (FAWE) is a local partner that encourages more children, especially girls, into school. At Quelimim Toto Elementary School in Maimu, only 60 girls attended before FAWE started working there – but during 2007/08, girls' enrolment more than tripled.



Jonathan Mould, Managing Director, Romo Fabrics

"We are in a very privileged position to be working in partnership with Oxfam to rebuild schools in the Democratic Republic of Congo. We wanted a project where we could see tangible results to tell our staff about. What's been achieved is amazing. The best investment I have ever made."



ABOVE: Teresa Bingo teaching youngsters from her community. **BELOW:** Miadda Sumo feeds her daughter Patricia, during a night class for 'over-aged' students, Quelimim Toto Elementary School, Liberia; Trainee midwives in Sayoun, Yemen.

Campaigning continues

Free For All

As more and more girls, boys, and adults enter school, developing countries need more and more well-trained teachers to give them the high-quality, government-run education they deserve. And this is what's driving Oxfam's hard-hitting *For All* campaign, launched in 2007.

We're putting pressure on UN Member States to meet all of their promises on aid. The *For All* campaign calls for the necessary additional funding to train six million doctors, nurses and teachers. In essence, that's \$36bn to get 4.25 million new health workers – including 700,000 midwives – into training by 2010 and \$16bn in increased aid for education annually by 2015 and every year thereafter.

In countries where increased aid and debt relief have been delivered, families are getting the health care they once lacked, and millions more children are in school for the first time. The Zambian government has responded to its debt cancellation by introducing free basic health care.

“We're saving lives now. People who couldn't afford any health care at all can come here for free. I can't describe how glad that makes me.”

Brenda Mwila, nurse, Zambia

Free to learn

And last year, the Liberian government was able to abolish primary school fees, after debts worth \$844m were annulled, following a promise made in 2005.

School enrolment in developing countries is on the rise – up to 88 per cent, compared with 84 per cent in 2001.

Nevertheless, poor countries were promised back in 2000 that, if they put plans in place for primary education, the necessary funds would be provided to realise these plans. To date, 35 countries have had their plans ratified. Our campaigning continues for these – and for all developing countries – to receive sufficient financial aid to fulfil them.

Last year, the Liberian government abolished primary school fees, after \$844m in debt was annulled by the international community – a direct result of campaigning by organisations including Oxfam.



UK actor Bill Nighy at the 2008 G8 summit in Japan

“I am here with Oxfam to be a kind of benign nuisance around the G8 summit, and to remind everyone of the magnificent promises that have been made to poor people in recent summits. If G8 leaders don't keep their promises, the world will be facing a critical situation in which millions of lives will be lost, even though the solution is easily achievable.”



ABOVE: Afsana, teacher in rural India; Emilien, doctor in Mali; Fatoumata, obstetrician nurse in Mali – supporting our *For All* campaign. **BELOW:** Six-year-old Barka is examined by Dr Amen in the Oxfam-funded Mobile Health Unit, Yemen.

A photograph of a weathered concrete wall. The wall is covered in numerous bullet holes of various sizes, some with jagged edges and others as simple indentations. A large, irregular section of the wall is painted bright yellow. The text is overlaid on this yellow section.

Clean water. Food and shelter.
International arms control.
Protecting civilians. Reconciliation.
Rebuilding homes. Saving lives.
Responding to conflict.



Responding to conflict

In conflict and war, civilians are often the worst affected. Living in unstable regions, poverty and suffering are exacerbated by frequent, life-threatening atrocities.

Oxfam's emergency response – clean water, food, shelter, sanitation – keeps people alive. Long-term, we fund poverty-reducing projects that enable people to rebuild their lives, livelihoods and communities.

Where possible, we work with governments to ensure they protect civilians and provide the right level of assistance. And as part of a massive global campaigning force, our activists and supporters are calling for international controls on the weapons that fuel indiscriminate violence.

Rebuilding lives in Sierra Leone. The National Amputee Football Team on the beach at Freetown, where Oxfam is providing safe water and sanitation to communities as they rebuild following years of war.

Working in war zones

Many of the world's emergencies are the direct result of prolonged and continuing conflict. Oxfam continues to work through local partners to support people who have lost everything, in some of the most dangerous places on the planet.

Sudan and Chad

In the five years since the Sudanese government and rebels in the Darfur region began their conflict, more than 2.5 million people have fled their homes to camps in Sudan and across the border in Chad. More than 4.5 million people need help.

Oxfam is a globally acknowledged expert in providing water and sanitation during emergencies – and we're the leading agency of this kind in Darfur. We promoted and maintained good health and hygiene in these over-crowded conditions, and distributed blankets, cooking utensils and sanitary items. Last year, more than half a million people stayed relatively healthy, because of the dedicated response by Oxfam's local partners.

As the population in the camps increased, so did the need for clean water – to keep people alive and healthy. Oxfam is the only agency with water drilling rigs in eastern Chad's refugee camps. Each rig costs £47,000 – and the drilling of each new borehole costs an extra £10,000 for the necessary fuel and parts. We drilled for water at 45 new sites and found a sufficient source at 28 of them. We installed four new wells at Gassire and one at Koubigou.

“This is one of the hardest places in the world to find water. We quickly found a new source, and were extracting three litres every second. A vital improvement.”

Roland van Hauwermeiren, Country Director, Oxfam

Somalia

All NGOs have severely restricted access here – but because Oxfam works through local partner organisations, we got vital assistance to where it was needed most.

After almost all the inhabitants of Mogadishu had fled from the derelict capital and set up makeshift camps along the 15km road to Afgooye, our partners – often under fire – diverted the city's water supply, so that it fed 480 tapstands with 1.8 million litres of water every day for more than 120,000 people. We worked with a further 100,000 people in Lower Juba, by repairing damaged water systems and instigating public work programmes in exchange for cash or food.

Through the UN and the international community at large, Oxfam continues to call for all parties involved in this prolonged conflict to protect civilians – and for increased international assistance for the estimated 2.6 million people who have been affected to date.

Afghanistan

We continued working with communities, helping them to rebuild. Last year, we funded support for 65 villages in Badakhshan and Daikundi provinces. With our local partners, we established health and sanitation facilities, developed ways for people to earn a sustainable living, and provided teacher training, learning materials, and special schools for students – especially girls – to get the education previously denied them.



ABOVE: Sudanese refugees, Riyad refugee camp, Darfur, Sudan. BELOW: An Oxfam T70 water tank under construction.

Keeping civilians safe

Every individual has a right to be protected from domestic abuse, inter-ethnic disputes, cruelty by a state on its own citizens, or warfare between nations.

In any year, it's estimated that a third of a million civilians – women, men and children – are killed by firearms. Many more are left severely injured. Much of this violence occurs in regions of the world that are already volatile, where weapons keep falling into the wrong hands because they can be shipped there easily – and often illegally.

“At around 7pm, a group of bandits came to my home. There were five men and four women. They had machine guns – a lot of guns. The men were shooting, and they forced their way into the house, where they beat me.”

Yvonne (surname withheld) from Haiti

Controlling arms

Yvonne's story is typical of many we hear from around the world. The frequency of such indiscriminate abuse of human rights, and the unjustifiable poverty and fear it causes, will be greatly reduced if the international arms trade were controlled by strong global regulation.

The *Control Arms* campaign was co-launched in 2003 by Oxfam, Amnesty International and the International Action Network on Small Arms (IANSA). It calls for a legally binding international arms trade treaty (ATT) to regulate the trade in arms. Three years of campaigning resulted in a spectacular victory at the UN General Assembly in December 2006, when delegates voted overwhelmingly for an ATT.

Treaty talks begin

In 2007, UN Secretary General Ban Ki-moon asked governments for their thoughts on the treaty. *Control Arms* launched a simultaneous global debate – the People's Consultation – where ordinary people (many of whom have been affected by armed violence) voiced their opinions, too. The UN Secretary General also appointed a Group of Governmental Experts (GGEs) to discuss “possible content of the future treaty”.

Some countries began to back-pedal at the GGE meetings, obstructing the nations that are genuinely in favour of an ATT. That's why Oxfam continues to campaign vigorously for an effective, watertight treaty that will prevent civilians from suffering indiscriminate armed violence.

Thanks to three years of campaigning pressure from the *Control Arms* campaign, the UN has started work on an international arms trade treaty.



Ambassador John Duncan*

“Oxfam's campaigning for an arms trade treaty has been very effective, and shows the power of an internationally co-ordinated campaign.”

*UK Permanent Representative to the Conference on Disarmament, and UN-appointed Governmental Expert.



ABOVE: Gravestones in Trafalgar Square launch the *Control Arms* campaign in 2003. **BELOW:** Hundreds of guns are destroyed – an international arms trade treaty would help to stop weapons like these falling into the wrong hands.

Taking the initiative

Adapting and innovating is as vital to our marketing and fundraising as it is to our work in poor communities. By identifying trends, forming new partnerships and listening to the people we work with, we can raise more money, influence more people and fight poverty more effectively.

Oxfam teams up with M&S

Marks & Spencer is one of the UK's leading high street brands. And with more than 700 shops all over Britain, so is Oxfam. In 2008 we came together to pioneer a joint initiative to raise money for our work and reduce the one million tonnes of clothing sent to landfill in the UK each year. The scheme raised an extra £1m for Oxfam in the first six months alone, with shoppers

receiving an M&S voucher in exchange for donating unwanted M&S clothing to our shops.

Accountability Report

In December 2007, we launched our first Accountability Report. This aims to ensure we are as accountable as possible to our stakeholders, including donors, partners, staff, volunteers and people living in poverty. The report describes how Oxfam listens to the people we work with and responds to issues they raise. John Gaventa, our Chair, said: "While we still have a long way to go, the Accountability Report is one of the first and most far-reaching attempts by an international NGO to be more transparent."

Sir Stuart Rose, Chief Executive, Marks & Spencer
 "It's a triple win – it's good for customers, good for people in developing countries and good for the environment. We are pleased that we have teamed up with Oxfam."



Barbara Stocking and Marks & Spencer Chief Executive, Sir Stuart Rose, promote the M&S and Oxfam clothes exchange.



Be Humankind: the brand refresh

With Oxfam, you can play your part in creating a world free from poverty. In other words, you can *Be Humankind*. That's the message of our bolder, more direct communications, including a groundbreaking television advert which launched nationwide in April 2008. We want people to take a fresh look at Oxfam, and to challenge their perceptions that global poverty is something they are powerless to change. We hope that in the coming years, *Be Humankind* will help us motivate far more people to join us in the fight against poverty.

Oxfam shops tap in to trends

In 2007/08, Oxfam launched our online shop – the first high street charity shop on the Internet. An instant hit, it raised £1m for Oxfam in the first three months. We also teamed up with some of the biggest names in fashion to launch boutiques selling original products from sustainable, ethical sources as well as top quality, donated designer fashion. Former Topshop brand manager Jane Shepherdson worked as a creative consultant on the project: "Oxfam has always been a place where stylish people hunt for interesting items to create their look. The boutiques are set to make that even easier."



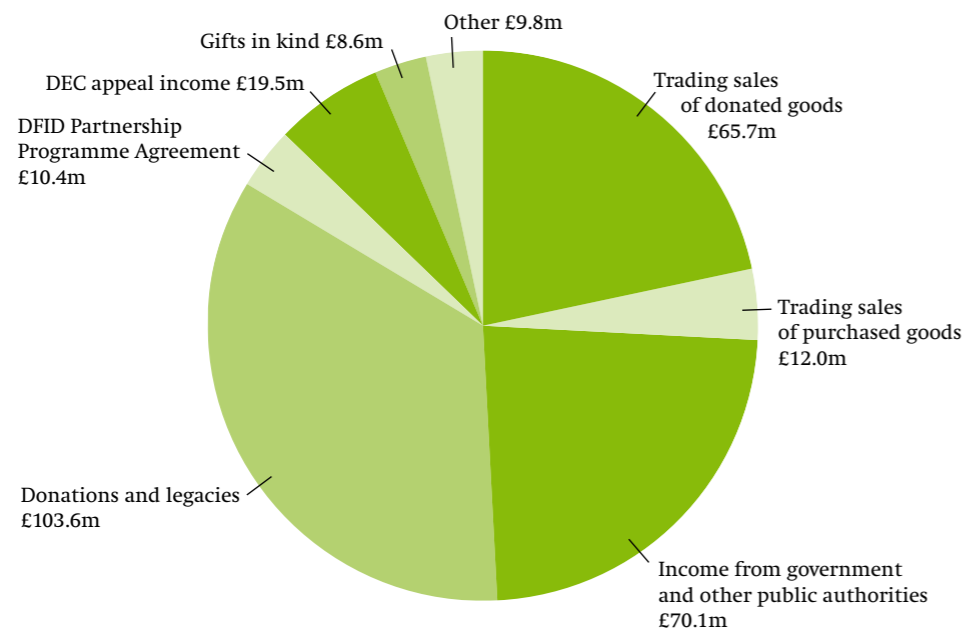
Jane Shepherdson, former Topshop brand manager

"Oxfam has always been a place where stylish people hunt for interesting items to create their look. The boutiques are set to make that even easier."

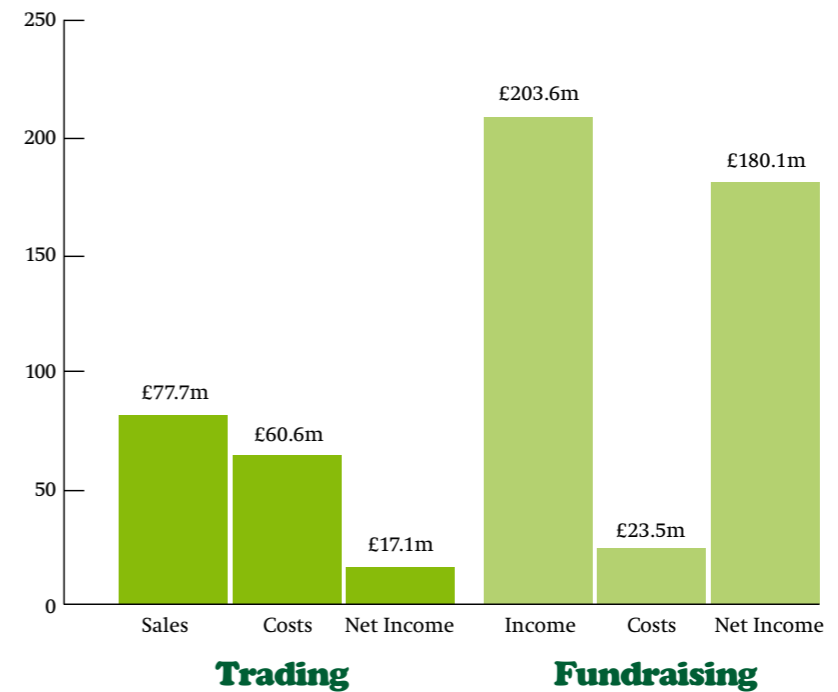
ABOVE: Stills from Oxfam's *Be Humankind* TV advert launched in April 2008. BELOW: Models pose at the launch of the new Oxfam Fashion Boutique, Westbourne Grove, London.

Where our money comes from...

Total Income £299.7m



Trading & Fundraising Net Income



Trading & Fundraising Net Income £197.2m

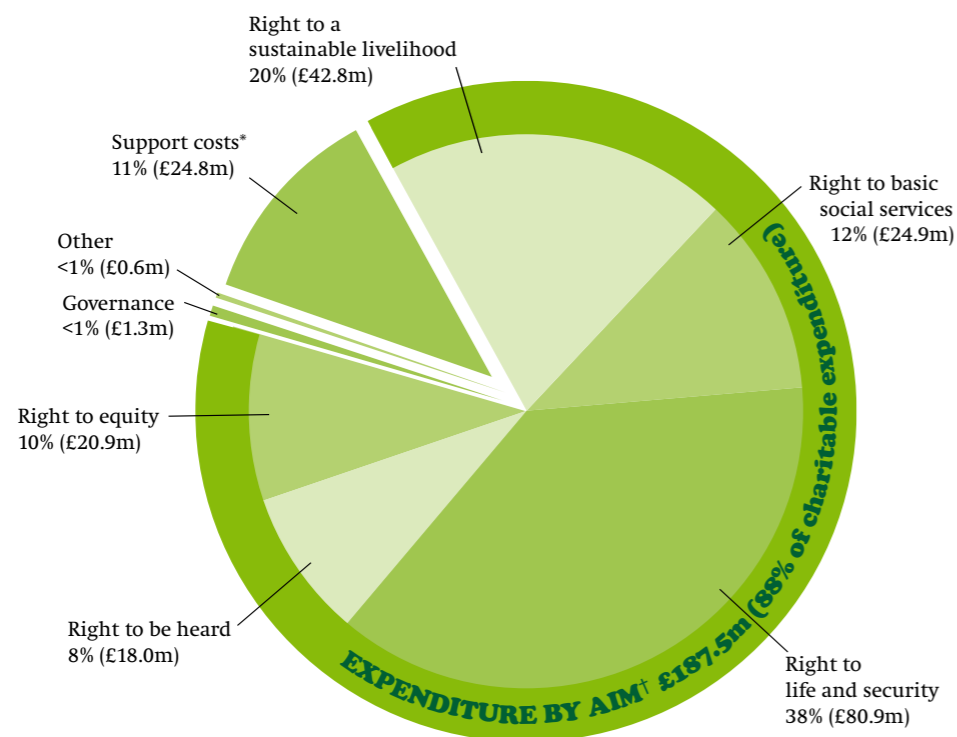
Gifts in Kind £8.6m

Other Net Income £9.7m

Total Net Income available for charitable application £215.5m

...and where our money goes

Charitable Expenditure £214.2m



*Support costs include support to the programme from Oxford, and the costs associated with supporting programme delivery at a regional level, e.g. finance, human resources and senior programme management. Support costs also include central finance, human resources and corporate communications costs.

†Oxfam's work is rights-based. It is divided into five aims – the rights we believe everyone should be entitled to: the right to life and security; the right to equity; the right to basic social services; the right to a sustainable livelihood; the right to be heard. These aims underpin everything we do.

Balance Sheets at 30 April 2008

	Oxfam		Oxfam Group	
	2008	2007	2008	2007
	£ m	£ m	£ m	£ m
Fixed assets				
Tangible assets	15.2	16.6	15.2	16.9
Investments:				
Investments	4.8	4.4	3.2	2.8
Programme-related investments	–	–	0.1	0.1
	20.0	21.0	18.5	19.8
Current assets				
Stocks	1.8	1.5	4.1	2.9
Debtors	24.7	20.4	27.0	20.6
Cash at bank and in hand	68.3	75.6	68.3	75.7
	94.8	97.5	99.4	99.2
Creditors: amounts falling due within one year	(14.9)	(18.0)	(15.9)	(18.3)
Net current assets	79.9	79.5	83.5	80.9
Total assets less current liabilities	99.9	100.5	102.0	100.7
Creditors: amounts falling due after more than one year	(0.7)	(1.3)	(1.8)	(1.4)
Provisions for liabilities and charges	(10.3)	(8.5)	(10.3)	(8.5)
Net assets before pension scheme liabilities	88.9	90.7	89.9	90.8
Defined benefit pension scheme liability	(13.0)	(20.1)	(13.0)	(20.1)
Net assets	75.9	70.6	76.9	70.7
Charitable funds				
Designated fund – fixed assets	14.1	14.7	14.1	14.9
Designated fund – other	0.1	0.1	1.0	0.1
General reserves	44.6	48.8	44.6	48.6
Charitable unrestricted funds excluding pension reserves	58.8	63.6	59.7	63.6
Pension reserves	(13.0)	(20.1)	(13.0)	(20.1)
Total charitable unrestricted funds	45.8	43.5	46.7	43.5
Endowment funds	2.7	2.6	2.7	2.6
Restricted funds	27.4	24.5	27.4	24.5
Total charitable funds	75.9	70.6	76.8	70.6
Funds retained within a non-charitable subsidiary	–	–	0.1	0.1
Total funds	75.9	70.6	76.9	70.7

Thank you

Central to Oxfam's way of working are our numerous relationships with local partners and allies worldwide. Our sincere thanks to the many organisations and individuals who make our work possible.



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Oxfam received funding from the Commonwealth Education Fund (CEF) of £128,045 for Mainstreaming Gender in CEF Partners Globally⁶, £76,921 for the Education Advocacy Program in Southern Africa⁷, £75,007 for the Global Campaign for Education in Southern Africa⁸ and £6,802 for the Education Advocacy Program in India⁹.

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Australian Agency for International Development (AusAID)
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 Foreign and Commonwealth Office (FCO)
 Government of Belgium
 Government of Finland
 Government of Germany

Government of Ireland Department of Foreign Affairs (Irish Aid)
 Government of Luxembourg
 Government of the Netherlands
 Norwegian Agency for Development Cooperation (NORAD)
 Scottish Government
 Swedish International Development Cooperation Agency (SIDA)
 Swiss Development Cooperation (SDC)
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 United Nations Development Program (UNDP)
 United Nations Educational Scientific and Cultural Organisation (UNESCO)
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 The Balcombe Trust
 The Beautiful Store
 The Bill and Melinda Gates Foundation
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 The Newman Charitable Trust
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 Oxfam Hong Kong
 Intermon Oxfam
 Oxfam Ireland
 Oxfam Japan
 Oxfam New Zealand
 Oxfam Novib
 Oxfam Quebec


Oxfam 365Alliance:
 a life-saving partnership



Special thanks to founder partners of the Oxfam 365 Alliance for their generous support of our emergencies work, Vodafone Foundation and Aviva plc.

1 Roars not Whispers Programme spend: £529,689
 2 The Million Cisterns Program in Brazil spend: £152,879
 3 Ensuring the Rights of Migrant Workers in the UK spend: £44,032
 4 Gender and Regeneration in the UK spend: £64,133
 5 Anti-Poverty Network in Wales spend: £22,448
 6 Mainstreaming Gender in CEF Partners Globally spend: £103,704
 7 Education Advocacy Program in Southern Africa spend: £58,876
 8 Global Campaign for Education in Southern Africa spend: £68,923
 9 Education Advocacy Program in India spend: £6,1220

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**Another 365 days to make
our mark on poverty starts
here. And the clock's ticking.**

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**On our own we're
only human. Together
we're Humankind.**

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