



Crossroads
GLOBAL VILLAGE (UK)

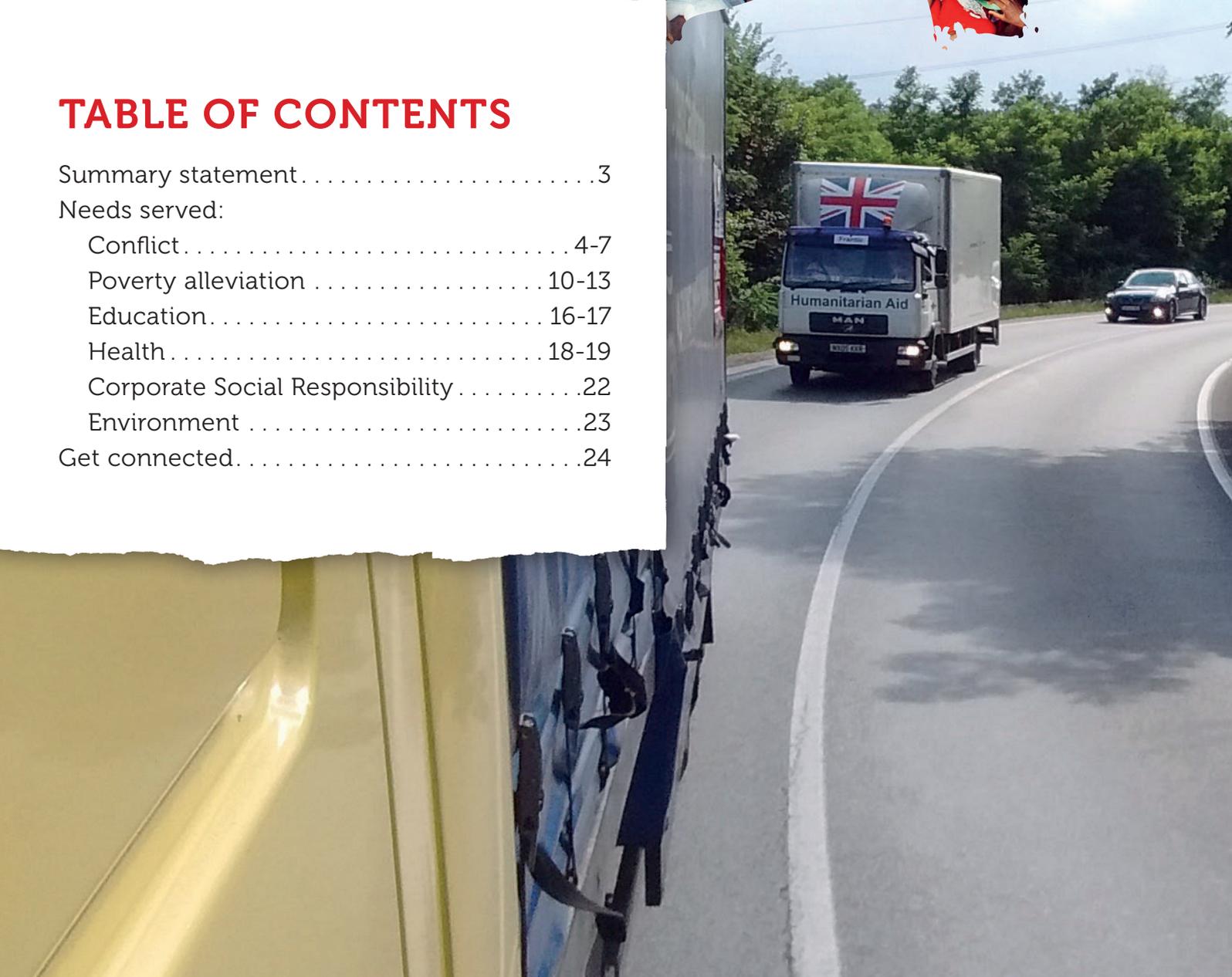
ANNUAL REVIEW 2016

CROSSROADS GLOBAL VILLAGE UK



TABLE OF CONTENTS

Summary statement	3
Needs served:	
Conflict	4-7
Poverty alleviation	10-13
Education	16-17
Health	18-19
Corporate Social Responsibility	22
Environment	23
Get connected	24





SUMMARY STATEMENT

This report comprises the Annual Review for Crossroads Global Village (UK), CGV UK, for the year ended December 2016.

The principle vision of CGV UK continues to be the goal of linking people in need with those who can provide help. As the name implies, we seek to be a crossroads that brings them together through three services: Global Hand, Global Handicrafts and Global X-perience.

These services support many of the global issues being addressed by NGOs and companies in the UK. This year, in particular, saw focus on poverty alleviation, displacement of refugees and IDPs, health, educational need, Corporate Social Responsibility, people with disabilities and environmental issues, particularly where they intersect with people in need. This Annual Review tracks our activities in response to those challenges over the past twelve months. We extend our profound gratitude to all our donors, supporters and partners who have made this possible.

CGV UK has global reach, but its strongest links are with businesses, charities and NGOs based in the UK.

**Channelling
goodwill, at home
and abroad**

WHEN ELEPHANTS FIGHT, THE GRASS GETS TRAMPLED

It's a powerful, and poignant, African proverb: 'When the elephants fight, the grass gets trampled.' When powerful forces go to war, it's their people who are hurt. Those who never asked for the conflict in the first place are caught, and killed, in the crossfire. 2016 demonstrated that reality, as never before, when an increasing movement of refugees swept across our planet. This is a challenge which has baffled governments, policy makers, NGOs, businesses and all who have sought to find solutions.

CGV UK engages in several ways. We run Global X-perience simulation programmes which deepen empathy and, ultimately, help participants find ways to respond. We also support the placement of aid through our Global Hand service, in two ways. Our team is often on the phone providing suggestions and advice to those trying to get donations to refugees. We also try to 'match' offers of goods with our NGO network, publicising the offer so that relevant NGOs can respond and pass on the goods to those they serve. You can see examples here.



A GENERATION OF INNOCENTS

No matter how long the Syrian conflict continues, the truth remains the same. Life for today's victims is every bit as tragic as yesterday's. For the little ones, who watch the adults in their lives continue this battle, there is every possibility the conflict will rob them of their childhood. We are always pleased, then, when donors give specifically to children, particularly when those donors are themselves children. A young school in Wales contacted us when they had a large quantity of uniforms they could no longer use. Through Global Hand, we connected them to the UK NGO, Syria and Refugee Aid NW Community who regularly send life-saving support to refugees. It is heartening to reach out, in ways large and small, to the little lives who never asked for this war. Antonio Guterres, Secretary General of the United Nations, put it best: "What is at stake is the survival and well being of a generation of innocents."



BRINGING A SMILE TO CHILDREN OF WAR

We hear it repeatedly. If kids in conflict don't learn how to play again, their emotional development is impacted. They need to know 'normal' once more. They need the chance to 'be a child' and allow simple fun to begin replacing the trauma which war has etched in their memories. With that in mind, we responded when 200 toys were offered in the UK for refugee children. UK charity, Hope and Aid Direct, took them for distribution among children in the range of camps they serve. It is hard to fathom the suffering of these young lives who have witnessed, or experienced, horror and abuse. We grasp any opportunity to put play back into their lives.



REFUGEES: BATTLE ON A SECOND FRONT

They have won one battle: the struggle to survive the conflict in Syria which has caused them to flee for their very lives. These refugees should not need to face a second battle on arrival in the 'refuge' of the camps, but many do meet a further challenge in the form of weather. Cold temperatures have seen children die overnight, their little bodies struggling with hyperthermia. When a UK primary school offered winter jackets and jumpers, therefore, one of those who reached for them was the Samara appeal for Syria and Refugee Aid NW Community, whose dedicated volunteers work tirelessly to prepare them for distribution. It's often a rush, in the winter months, to get warm clothing quickly enough to those battling on the ground, particularly as the sheer number fleeing the conflict continues to grow.

NOTHING BUT THE SHIRTS ON THEIR BACKS...

The journey from conflict zone to refugee camps is rarely longer than the painstaking trip many asylum seekers take from the Middle East, moving north over the European continent in an effort to reach the Turkish coast. From there, they take the perilous ocean journey to Greece, a trip which itself costs many lives. When the refugees reach the camps, they often have nothing more than the clothes on their backs. A range of NGOs supplies the camps which absorb them. One of these, UK group Hope & Aid Direct, routinely trucks clothing and a wide range of other goods, to provide for them. They responded when a UK company offered surplus clothing through Global Hand. The clothing was new but the company had rebranded so they were eager to see it used in others' lives. For refugees, the gift of clothing is not only about meeting their physical needs, but giving them dignity as well.

DEPRIVED OF THEIR LEGACY

Angelina Jolie has said, "In my experience, going home is the deepest wish of most refugees." That longing is true of all ages, the young, the old and those in between. For the aged, though, those who have spent a lifetime building a legacy for their families, the need to leave it all behind is of particular heartbreak.

It is not often that donors tell us they have elderly refugees in mind when offering support, so we were touched when Everglow, a community in Australia, asked if they could help. The group itself cares for the elderly at home and, as part of their rehabilitation programmes, they had knitted colourful, warm blankets which they wanted to reach refugee camps. Through a Global Hand match we were able to send them on their way: a loving touch of warmth and even colour for lives now living in the shadow of past loss and future uncertainty.

EXPERIENTIAL LEARNING AND THE REFUGEE CRISIS

As the world struggles with the current refugee challenge, our UK team has put special emphasis on displacement in their experiential learning programmes. Their goal has been twofold. They want not only to help students understand the refugee dilemma more deeply but also to find ways they can respond. One group of student volunteers planned to help in the camps on Lesbos Island, Greece. They used the simulation in order to prepare, telling us it “opened our eyes”, “helped us **feel** their dilemma”, and “made us realise we have been arrogant and egotistical.” We appreciated their honesty and their willingness to prepare for their trip through the experiential programme. It is the very best of worlds when participants respond to simulations with both hearts and hands.



Following participation in our simulation programme, students went on to volunteer in refugee camps on Lesbos Island, Greece

WORLD ECONOMIC FORUM 'A DAY IN THE LIFE OF A REFUGEE.'

Natalya Kan, Crossroads Global Village UK manager, represented CGV UK at the World Economic Forum, at Davos, in January 2016. She took part in our refugee simulation, 'A Day in the Life of a Refugee': a programme which invites participants to 'step into the shoes' of displaced people. Its goal is to allow participants the chance to empathise in a deeper way with the refugee crisis and to find effective ways to respond.

The Forum brings together leaders from business, politics, academia and the NGO sector, committed to 'improving the state of the world.' It is, therefore, an ideal opportunity to bring this issue before people who have the global reach to make significant change to the refugee crisis.

"A profound experience."

Ban Ki-moon, former Secretary General, United Nations

Often, UK companies take part in the simulation at the Forum and go on to request programmes be run for their UK operations. Our UK office supports and participates in these simulations.

Participants respond well to this simulation. A few examples:

"Truly moving and educational."

Sheryl Sandberg, COO Facebook

"Everyone should do this.

It will change the way you see refugees."

Jimmy Wales, Founder, Wikipedia

"This reminds us why it matters."

Kelly Clements, Deputy High Commissioner for Refugees, UNHCR

"Remarkable experience.

One is moved to a better understanding of the fears and dangers present for refugees."

Jeffrey Sachs, Author of 'The End of Poverty'





We believe every life matters.
Each human life is precious
and, if we can help any
person, we want to do so.





NORTHERN THAILAND: "NEW SHOES, NEW JOURNEY!"

Communities living near the northern Thai border often battle to survive financially, given the struggles of the region: both historically and present. When over 450 pairs of shoes were offered through Global Hand, UK NGO, Epiphany Trust, saw them distributed to people in dire need. As one grateful recipient expressed it: "In our culture we say that receiving new shoes is the sign of a new journey."



Placing material aid strategically

Right goods, placed the right way, can change the future of those who receive them. Wrong goods, placed the wrong way, can be ineffective or harmful, even if well meant.

That's why our creed is to place goods wisely and well. Our team advises both donors and recipients to ensure any match made will be of strategic help. If goods offered are inappropriate for a certain country or need, our experienced team works with both sides to find a better match, one where the donation will help people on the ground in the best way possible.

Humanitarian logistics specialists

Our network includes seasoned specialists in humanitarian logistics. That means we can take goods large and small: by the box, the pallet or container load.

'Teach a man to fish': Are donated goods needed?

We all know the maxim: 'Give a man a fish and he eats for a day. Teach a man to fish and he eats tomorrow.' In our experience, though, that fisherman might need more than teaching. He may need equipping. In order to thrive he may need a boat, a freezer or even a computer to track his sales. That's where we step in to help others step up.

FAIR TRADE FOR A FAIRER WORLD

Many of us ask ourselves what difference we can make in a world fighting poverty. What can one person do? For Sheila, a UK resident from the north of the UK, the easiest place to start was right where she was.

"I've always loved fair trade!" she told us as she set about selling goods through our Global Handicrafts service. "I love telling the stories of the people who make them and then selling the products that will see them helped!"

Sheila has been as good as her word. She has taken Handicrafts products to stalls, fairs, fetes and other events that allow fair trade to be sold. She has gone a step further, though. Smart enough not to stop with the sale of one-off crafts, Sheila has also targeted consumables: items which people need repeatedly.

"Coffee, tea, chocolate... These are things people need regularly!" says the redoubtable Sheila. She has now set up a system that allows people to place their monthly orders which she delivers to them.

We were astounded at her commitment. "Why not?" she told us. "There is no need for them to come to us. We can go to **them!**"

She has all manner of ideas to combat poverty by selling fair trade products. "The world is our oyster," she says, unstoppable in her quest to get fair trade not only into people's hands, but also into their minds.



POVERTY ALLEVIATION

INVESTING IN NIGERIAN COMMUNITIES



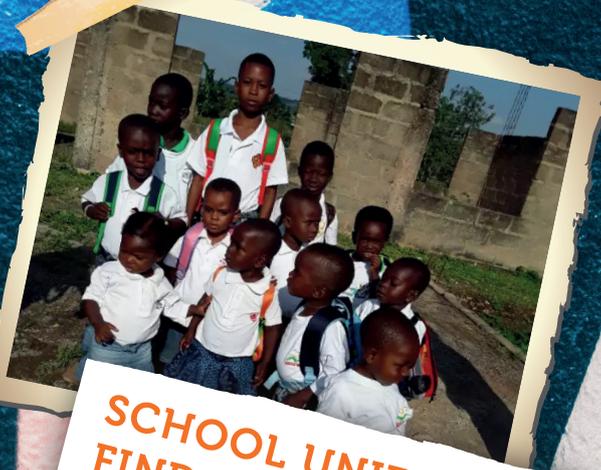
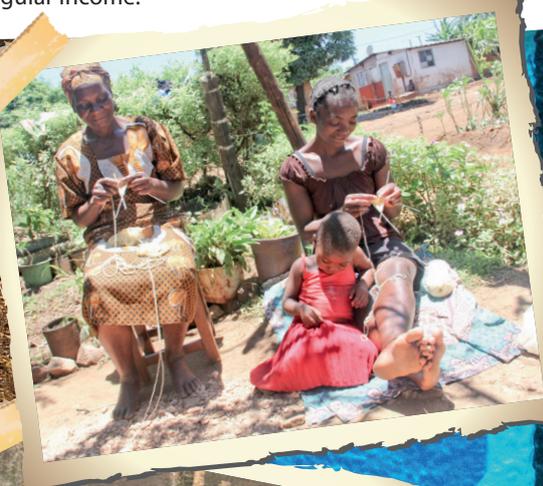
Poverty and loneliness are terrible bedfellows. Villages like Akinbami village, in Nigeria, are a heart-breaking example. Its 3000 people, like many in remote Nigerian villages, are virtually cut off from the broader community by very poor roads. This means they cannot easily access vital services, infrastructure or outside markets. Any or all could help release them from the deep poverty that holds them captive. Without the needed access, though, they are left to struggle alone.

We're thankful for groups like Global Hand NGO, Guildance, whose goal is to work with such communities to raise the standard of living, education and access to health services. Global Hand was pleased to facilitate a match of an offer of clothing made on our website, which Guildance distributed in Akinbami as they ran health services for the local population. The clothing was originally donated through a community collection drive in London. Global Hand loves to make matches like this: across the road or across the world.



GRANNIES 'DOING BATTLE' WITH KNITTING NEEDLES

When women's unemployment in Zimbabwe reached 97%, a bunch of grannies took action. They faced down the economy with knitting needles. (Knitting, they explained, is easy and can be done anywhere.) They began knitting stuffed toys which are as funky as their name: Gogo Olive. Gogo means 'granny' or someone equally endeared. Olive stands for peace. They created these animals with tons of personality and knitted their way into a regular income.



SCHOOL UNIFORMS FIND NEW LIFE IN GHANA ORPHANAGE

Their schools may look different, but the tiny students at one Country Durham school made a very special connection with little ones across the globe in Ghana. When Trimdon Village Community School was merging with another in the district, their uniforms could no longer be used. Rather than throw the clothes away, they wanted to make sure children somewhere else could benefit, so they offered their uniforms on Global Hand. Today, those same uniforms are proudly donned by little ones at an orphanage in Ghana, where each has a history of loss and struggle, making it difficult to afford decent clothing and school supplies.

HIV/AIDS: A GENERATION WITHOUT PARENTS

Over 1,500 children, many orphaned through HIV/AIDS, live on the streets in Freetown, Sierra Leone, making a living from odd jobs. These children become prone to violence and sexual abuse. As young as 5 years old, they are pushed onto the streets to fend for themselves and in some cases, for the entire family. SuhoG, an NGO in Sierra Leone, is working to bring children back into the educational system so children are not exposed to dangers on the streets. SuhoG is running projects in education and healthcare and aims to empower local people to improve their lives. A total of 6000 t-shirts were donated to SuhoG through Global Hand to support their work with vulnerable groups in Sierra Leone, Kenya and Nigeria.





We believe there are no hands too small to help. We can't start too young in growing global citizens. We support kids who take action, no matter what their age.



EDUCATION

1 of 4 children in Scotland living in poverty.

photo credit: Mark McQuade

STATIONERY FOR SCOTLAND'S POOR

"It's hard to believe that schools in the developed world could lack basic provision such as paper and pencils. This is, however, the grim reality," said Ross Galbraith, of NGO, Glasgow the Caring City. Working with Scotland's poor, he knows only too well that thousands of children from impoverished families are lacking essentials they need for school. The charity was pleased to accept an offer made on Global Hand from a major British retailer of 7 pallets of boxed A4 writing pads, which they distributed to schools across central Scotland, where he says 1 in 4 children are living in poverty. "No fewer than 36 schools and community groups benefited from the donation," said Ross.



RESPONSIBLE SHOPPING: STARTING EARLY

In today's world, kids are besieged by media, online or in print, telling them how to spend their money. Against that backdrop, it is exciting to offer them the option to spend thoughtfully and responsibly. Part of our Global Handicrafts outreach is to take fair trade to young students, such as this Lancashire primary school: something we love, increasingly, to do. As Ben & Jerry's founder famously put it, "Nobody wants to buy something that was made by exploiting someone else". That message can never start too early.

AN OVERALL SUCCESS FOR GLASGOW YOUTH TRAINING

Finding a job, or learning the skills to secure one, can be that much harder when you're living with a disability. Adam (pictured) is getting the support he needs through a local disability awareness partner group. Better yet, he's now gaining valuable workplace skills while training in woodcrafts at a workshop with Glasgow the Caring City. Adam is wearing a set of overalls that the NGO received through an offer made on Global Hand, when a clothing company had 100 pairs to give away. "Thanks to the donation of overalls, we're able to safely equip our teams of volunteers on our employability programme," said Ross, from Glasgow the Caring City. "The overalls allowed us to give people a proper set of protective equipment and allow them to feel part of a team."





photo credit: Jane Hewitt

TEACHERS' PROFESSIONAL DEVELOPMENT DAYS

Our educational simulations are requested not only for students, but also for teacher professional development days. One particularly original group, Independent Thinking, describes its members as a 'family of amazing educators'. They regularly hold 'Thinking Saturdays' on a range, as they put it, of 'mind-expanding topics'. They are working with schools to explore ways to embed charity-related work into the heart of the curriculum, as distinct from a 'bolt on' approach: a 'pedagogy of possibility'. They invited us to bring our Identity of Culture simulation to their Thinking Saturday (pictured). The enthusiasm with which they participated amazed us as they seemed to embrace both the message and the method with both hands.



PUTTING 2 AND 2 TOGETHER FOR SRI LANKAN STREET CHILDREN

For children in Sri Lanka struggling with trauma, deprivation and loss, multiplication tables can be the last thing on their minds. Yet, if the pain of the moment displaces a plan for the future, their livelihoods, in years ahead, may be at stake. Thankfully, Epiphany Trust is supporting several projects helping street children in difficult areas access education, good nutrition and hope for that future. They gratefully received an offer made on Global Hand by a publishing company of 100 maths text books, which they're now using to help Sri Lankan street children reach their potential.

DEVELOPING 'NEW EYES'



In today's multi-cultural Britain, education must include the need to view life through another's lens. Our multi-cultural x-prience supports that goal by setting participants up, initially, in one culture and then requiring them to switch so they have to embrace a completely different perspective. As Marcel Proust puts it: "The real voyage of discovery consists not in seeking new landscapes but in having new eyes". We love nothing more than to target that through our experiential education programmes.

Three E's

Crossroads Global X-priences have three basic goals:



Our simulations provide **education** about the needs we represent, **empathy** through identification with those impacted, and opportunities for **engagement** for those who wish to take action.

HAITI: 'VITAMIN ANGELS'

Being pregnant in Haiti is like stepping into a minefield, for both mother and baby. It's the most dangerous place for pregnant mothers and new babies in the Western hemisphere: women here have a 1 in 80 chance of dying in pregnancy or childbirth. Even if they make it safely through the birthing process, gaining proper nutrition and care is difficult. A third of all Haitian women and children are anaemic, and according to the UN, about half the population has no access to basic health services at all.

Haiti Action Collective is trying to battle those statistics, one woman at a time. As part of their projects working with the poorest of Haiti's poor, they give care to pregnant mothers, new mothers and their babies. When they saw an offer on Global Hand from US charity Vitamin Angels, they knew it had wonderful partnership potential. Vitamin Angels was offering an ongoing supply of vitamins and medicines, which HAC has now accepted, and begun distributing.

"Since registering with Global Hand, we've benefited a lot," said HAC staff. "With the support of Vitamin Angels, we're now distributing Vitamin A and deworming tablets to pregnant and lactating women in Haiti. We're very grateful. You have boosted our activities here in Haiti."

We're grateful in turn for donors like Vitamin Angels for reaching out through Global Hand to make lasting partnerships for real change.



GIVING SENIORS DIGNITY



Dignity is hard come by in the agony of war as those impacted are forced to flee. It is the more difficult to find, however, for those who are elderly and already struggling with life and health. When, therefore, a UK donor offered more than 3,000 incontinence pads through Global Hand, they were quickly taken by UK charity Hope and Aid Direct. "Incontinence pads are always needed," said its founder, Charles Storer, whose work supports refugees from Syria and elsewhere, in Europe, as well as communities still struggling in the Balkans. It's hard to put sufficient value on the gift of dignity, particularly in life's most personal needs.

A KAZAKH CHRISTMAS



Life for deaf people in Kazakhstan can remain hard today. People with disabilities still face stigma, poverty and high unemployment. When we looked for a fair trade producer for our 2016 Christmas cards, we were delighted to find a

Kazakh social enterprise who trains and employs deaf people. The festive partnership had a special significance for our UK office, since Natalya Kan, who manages Crossroads Global Village UK, hails from Kazakhstan herself!

The cards reflect the region's traditional matryoshka doll design, with our designer drawing on the culture and humour found among Kazakh people. It was a delight to honour both, while supporting the employment of people with hearing impairment.

When she was young, Victoria believed Moldova had no children with disabilities. They were there, she later discovered; but they were 'invisible'. A trait common to the region is to keep the disabled out of sight, as if their presence in public brings 'shame' in some way. Thankfully, that is a pattern which some are now successful in changing. Through Global Hand, we were glad to match donated medical equipment with 'Making a Difference', a charity founded by Moldova-born Victoria Dunford that serves people with disabilities in Moldova. Through such work, the invisible people of Victoria's childhood will now be visible, and cared for.

INVISIBLE PEOPLE: DISABLED 'HIDDEN' FROM SIGHT



LIFE-SAVING BABY SUPPLEMENTS



For babies in refugee camps, a severe allergy can be a death sentence unless proper supplements are available. One UK mum had this in mind when she was told by a doctor that the prescription formula she had in stock for her baby was the wrong one. She suddenly had nine new boxes of the specialised Neocate formula sachets that she couldn't use. Rather than throw them away, however, she took the trouble to get them to other families for whom they might be beyond reach. Using our Global Hand service, she donated them through UK charity Hope and Aid Direct, who work in conflict and post-conflict zones through Eastern Europe. Not a large gift, of course, but a thoughtful one. Every measure helps, great and small.





We believe that
product well placed can
transform lives.
Done with excellence,
donations can equip
and empower people,
institutions and
communities.



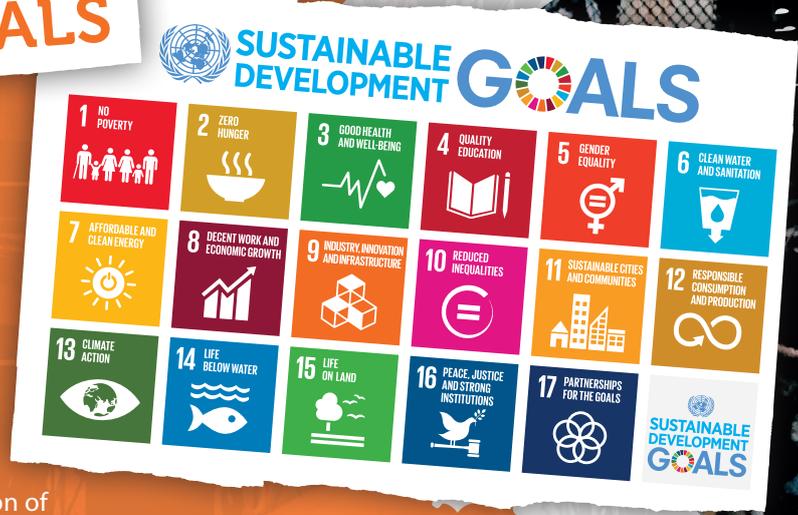
CORPORATE SOCIAL RESPONSIBILITY

CSR & SUSTAINABLE DEVELOPMENT GOALS

Crossroads is committed to supporting companies and others in pursuit of their CSR agendas. We do so in two ways. We help 'match' them with like minded groups, where possible, through Global Hand, seeking to link proffered goods and services with NGOs. We also support the exploration of corporate CSR policies through our Global X-perience simulation programmes.

In particular, we are keen to support the implementation of the Sustainable Development Goals, as per the website our IT team supported: www.business.un.org.

After undertaking our experiential simulation programmes, our team spends time debriefing with participants on ways that they can bring their core strengths to address today's massive challenges. One question we love to hear is 'What's my place in a world of need?' Often organisations can make strategic change when they bring their unique skills and expertise to those who are under-resourced: hurting people on a hurting planet.



MASTERCARD: CORE STRENGTHS ADDRESSED TO CORE NEEDS

Crossroads has seen Mastercard truly 'walk the walk' when it comes to helping the poor, with projects using their core strengths in refugee camps and developing nations. After sponsoring our 'A Day in the Life of a Refugee' simulation at the World Economic Forum, Mastercard asked us to bring more simulation experiential programmes to their London office. We ran the Struggle for Survival simulation for 50 staff, another building block for a company already deeply, and strategically, committed to using their core strengths for those who are disenfranchised.



HELPING QLIK HELP AFRICA



What can people really experience of poverty in a 90 minute simulation? It was a question on the mind of Qlik's African charity partner We See Hope, when Crossroads brought our Struggle for Survival simulation to the London office of software company Qlik in 2016. But after the simulation, We See Hope's Mark Glen was astonished. The kind of empathy and engagement he saw in that short hour and a half was akin to what he usually hopes to see after taking teams of staff on trips to their projects in Africa. Qlik themselves believe that their "people, products and culture can make the world a better place," and we were privileged to be part of that mission statement through running the Struggle for Survival, helping Qlik rally staff support for their work with We See Hope.

CROSSROADS GLOBAL VILLAGE UK

Connecting people in a world of need

Find ways you can make a difference in a global village that needs you.



DONATE GOODS/SERVICES

Would you like to donate goods or services for people in need?



DONATE FUNDS

Even a small donation can help change lives.



DONATE TIME & TALENT

Your time, talents, and skills can provide vital help, especially when given regularly.



BUY FAIR TRADE

Empower people in poverty by buying their products through our services.



WANT PARTNERS/PROJECTS?

Interested in projects or partnerships suitable for companies, NGOs or educational institutions? Please ask!



BOOK AN X-PERIENCE

Deepen your understanding by taking a few steps 'in the shoes' of people facing poverty, blindness, hunger, cross cultural challenges and more. Book as a group or for a team build. Debrief, afterwards, on ways to engage with global issues.

www.crossroadsglobalvillage.org.uk







We believe all can use
who they are to change a
world in need. We are
glad to help people find
their role, whether
with us or others.



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