





Crossroads'
Global
Village ^{UK}

Annual Review 2018

CROSSROADS' GLOBAL VILLAGE UK



CONTENTS

Summary Statement.....	3
Needs Served:	
Conflict	6-9
Poverty Relief	12-13
Education	14-17
Decent Work.....	20-21
Health	22-23
Corporate Engagement	26-29
Get Connected	32-33

SUMMARY STATEMENT

This report comprises the activities of Crossroads' Global Village UK (CGV UK), for the year ended December 2018.

As ever, we seek to do as our name suggests: to provide a crossroads between people in need and those who can help. In the UK, we do this in three ways, highlights from which are featured in this review.

- Global X-perience. These educational programmes are interactive, simulating global challenges which help UK students, companies and community groups empathise with the issues and then look for ways to engage.
- Global Hand. UK donors and UK NGOs are often in need of partners. We help 'match' them so that donors with valuable goods may find suitable NGOs who may place them strategically in their work: either at home or in their wider programmes.
- Global Handicrafts. In the UK, we sell fair trade items made by people working their way out of poverty.

The work of these three 'globals' is related, in this review, to particular global issues being addressed by NGOs and companies in the UK. This year saw focus on refugees and others battling displacement, educational need, health care, decent work and Corporate Social Responsibility.

Some say that work like ours is 5% inspiration and 95% perspiration, as grit is needed to get it done. We salute our UK office, and the many UK NGOs, companies and educational institutions they serve. To remind ourselves of the inspiration that drives us, however, we have, this year, developed a series of powerful quotations which capture, in many ways, the heart behind the work we do. They are featured in this Annual Review as well as elsewhere in our lives.

We extend our profound gratitude to all our donors, supporters and partners who help make the work possible.

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



I HAVE
DECIDED TO
STICK WITH
LOVE. HATE IS
TOO GREAT
A BURDEN
TO BEAR.

MARTIN LUTHER KING JR.





THE ONGOING NEED TO RESOURCE REFUGEES

Refugees and asylum seekers on Greece's Lesbos Island are enduring unimaginable emotional and physical turmoil as conditions there are reaching a new level of crisis. The major camp, Moria, has been overwhelmed by numbers, this year. Thousands upon thousands who have fled the nightmare of war have given their all to get to this island in the hope that here they would be safe and see their lives start over. The reality, however, is heartbreakingly different. The hopelessly overcrowded camp is seeing suffering beyond anything they could have guessed. That is being felt across the UK, we found, this year, with people making contact to see if their gifts could make a strategic difference.

**"THERE IS NO SUCH THING AS 'AWAY'.
When we throw anything away it must go somewhere."**

Plastic is one of the greatest enemies facing our planet today. So is conflict. We watch both do their worst and agonise, looking for areas to help 'right the wrong' in any way we can.

When, therefore, a company called up our UK office offering a massive donation of plastic items for families, children in particular, we were delighted on both counts. They were brand new, carefully designed for young ones at various stages of development: bowls, bottles, trainer cups, soothers, cutlery safe for children. Literally thousands of units were on offer. We immediately thought of the many thousands of asylum seekers who had fled war zones with nothing but the clothes on their backs. Such plastic items would fill a critical need for them in the camps and even be useful, travelling with them, if/when they are moved on to be re-settled: gifts that would keep on giving.

Annie Leonard was right when she said "There is no such thing as 'away'. When we throw anything away, it must go somewhere." Where better than to give such goods to people whose lives can be equipped as a result?

SEA OF HUMAN SUFFERING

Our directors visited Lesbos Island on a recce trip there and told us, afterwards, they found it impossible to describe the pain they had encountered: what they termed a 'sea of human suffering'. "Each life we encountered had a story too deep, and too painful, to be communicated," they told us, "and the heartbreak was that here, in the place the refugees hoped would give them safety, they remained at risk." One of the major challenges is the massive overcrowding in the camps, Moria particularly. Designed to hold just over 2,200 people, it was hosting as many as 10,000 at a time this year. "One of the saddest sights," our directors reported, "was the line of people waiting for medical help, knowing that the clinics had too few staff and very little medicine. It was heart-breaking to have conversations in which we could sense the sheer helplessness of both those who are sick and those who long to give them much-needed care."

We were therefore delighted when hundreds of high quality mosquito nets were offered in the UK through Global Hand. Mosquito borne illness is just one of many that quickly gain ground under conditions like these and it was strategic to see nets delivered into the heart of the camp to help combat the spread of debilitating disease.



Malcolm and Sally Begbie, in Greece, visiting rescue operations for refugees seeking safety on Lesbos Island.



KERMIT THE FROG: A TOUCH OF COMFORT FOR REFUGEE KIDS IN GREECE

It was an unusual donation, but a touching one. Fouad Hannah, working in the corporate sector, offered us 4,320 small back packs featuring Kermit the Frog, of Muppets fame, complete with face, arms and legs suitable for little ones to cuddle. He was painfully aware of the emotional toll borne by refugee children and asked if this donation might be a way to give them a touch of comfort.

One of our UK Global Hand partners responded and packed them into a massive delivery of food, shoes, clothes, toiletries, sanitary supplies, medication and more, all part of regular deliveries they make to displaced people across Europe, Greece in particular. Upon seeing the accompanying photo, Fouad told us that he thought "both the children and Kermit seem happy to be together" and added that he was glad Kermit could be a "distraction from the horrors the children and their families are facing."



THE GREAT TRAGEDY OF THIS CENTURY

"Syria has become the great tragedy of this century," says UN chief, Antonio Guterres.

Last year, the medical journal, The Lancet, published a study in which it described the 'weaponisation' of health care in Syria: a paradigm in which people's need for medical support was used against them by denying them access. Medical services are not just inadequate in Syria, but are actually targets of war in this chilling scenario. The frequency is ramping up, as time passes, with both buildings and personnel being attacked at a rate that is unprecedented in other conflicts.

We always welcome responsible medical donations through Global Hand, and never more so than this year, therefore, when we were offered a range of new medical equipment for people with fractures. We were delighted when Care UK Charity took it for the Syrian dilemma.

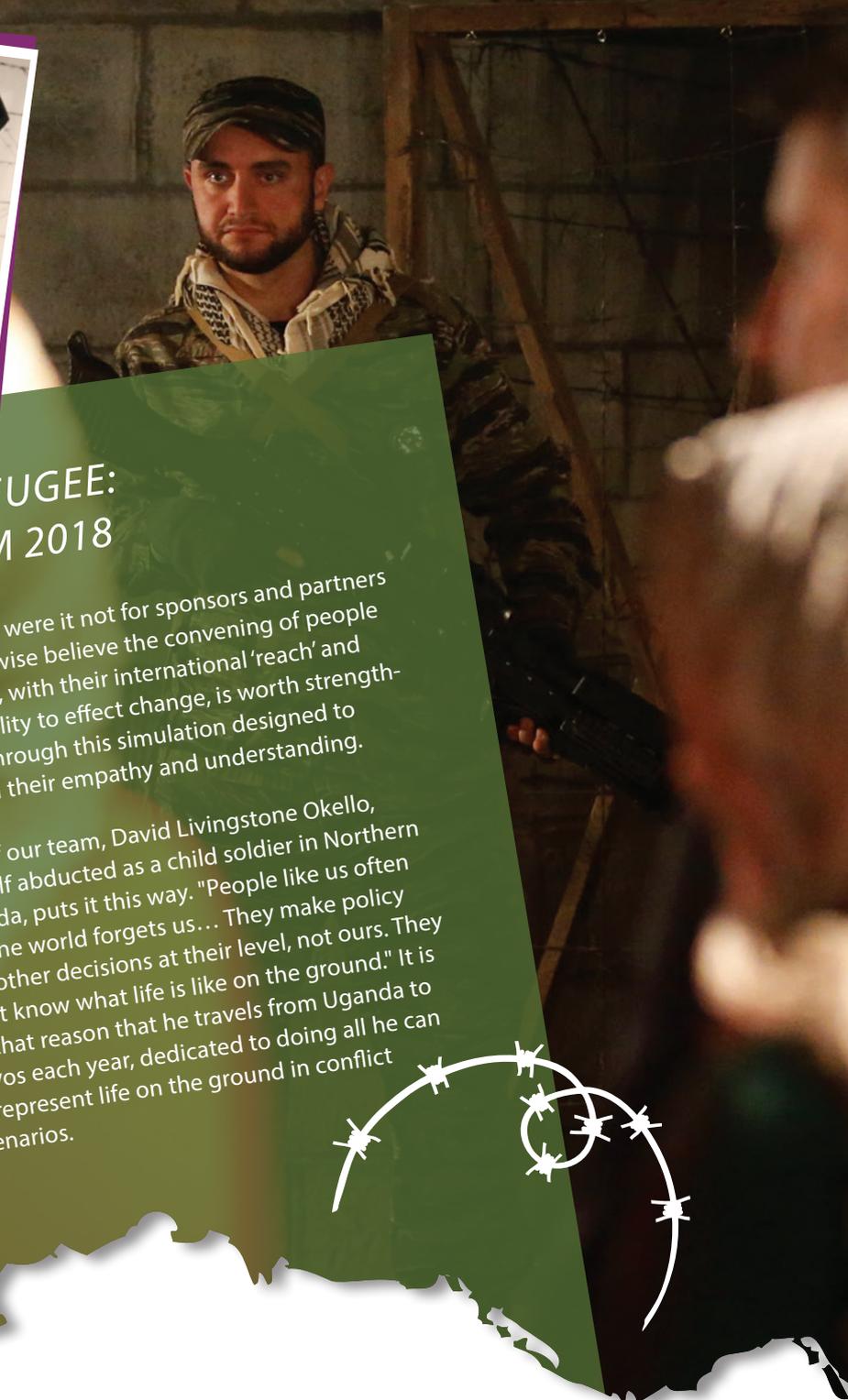
We are looking for any and all strategic donations as the conflict in this region astonishes us all by its longevity and intensity.

"People like us often feel the world forgets us..."

David Livingstone Okello



UK office manager, Natalya Hanley (right), in 'A Day in the Life of a Refugee' at WEF 2018



A DAY IN THE LIFE OF A REFUGEE: WORLD ECONOMIC FORUM 2018

We again attended the World Economic Forum, in Davos, Switzerland, this year as it continues to focus on the magnitude of today's refugee plight, searching for answers. Our UK office manager, Natalya Hanley (née Kan), joined international colleagues in representing the challenge of displacement through a simulation of refugee need in under-resourced communities: medical in particular, in her role.

We always consider Davos an invaluable opportunity to see this profound need discussed and addressed, since the WEF brings together global leaders from politics, industry, academia and the non profit sector. The cost of taking our simulation there, however, would be beyond

our reach were it not for sponsors and partners who likewise believe the convening of people in Davos, with their international 'reach' and their ability to effect change, is worth strengthening through this simulation designed to deepen their empathy and understanding.

One of our team, David Livingstone Okello, himself abducted as a child soldier in Northern Uganda, puts it this way. "People like us often feel the world forgets us... They make policy and other decisions at their level, not ours. They don't know what life is like on the ground." It is for that reason that he travels from Uganda to Davos each year, dedicated to doing all he can to represent life on the ground in conflict scenarios.



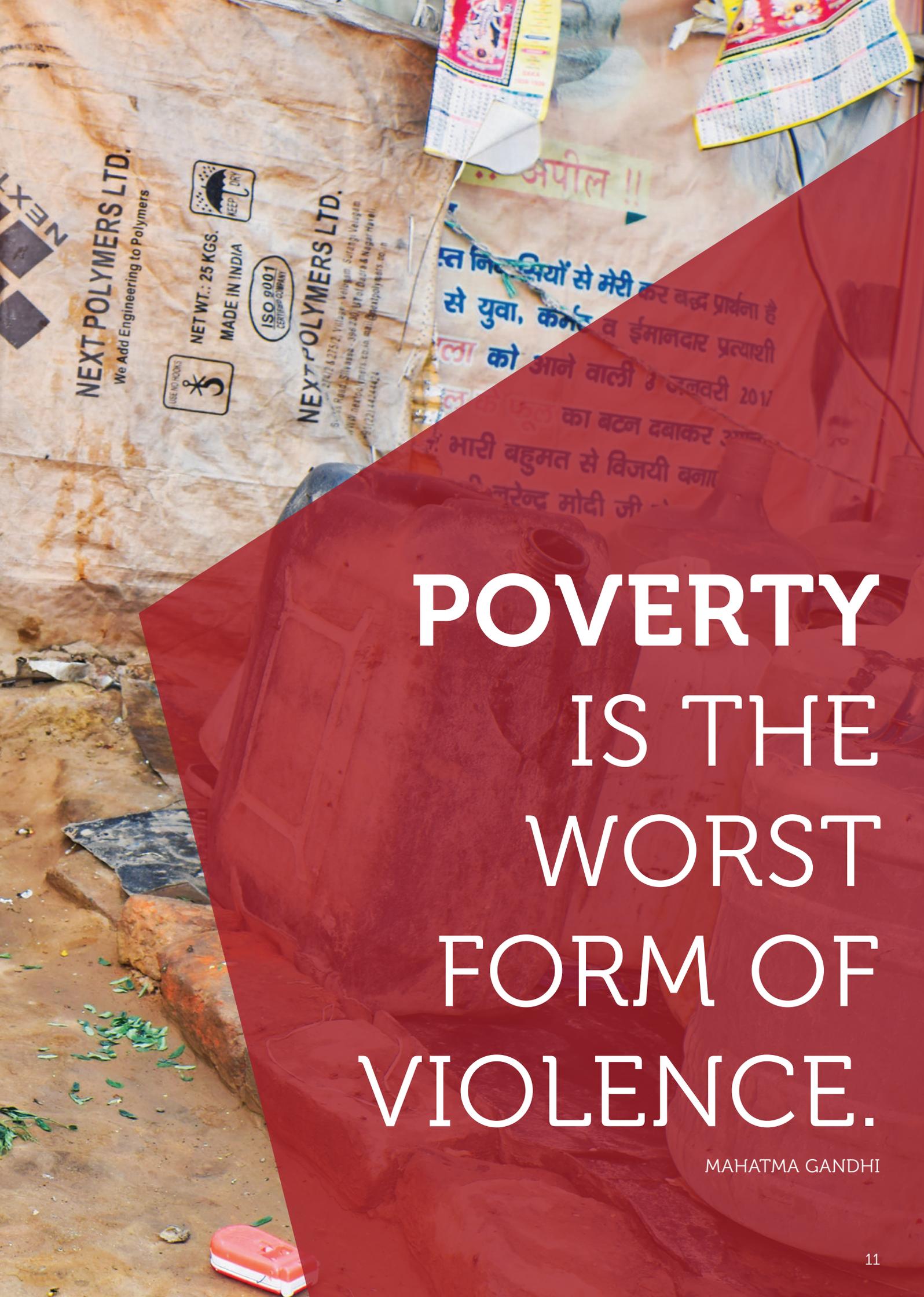
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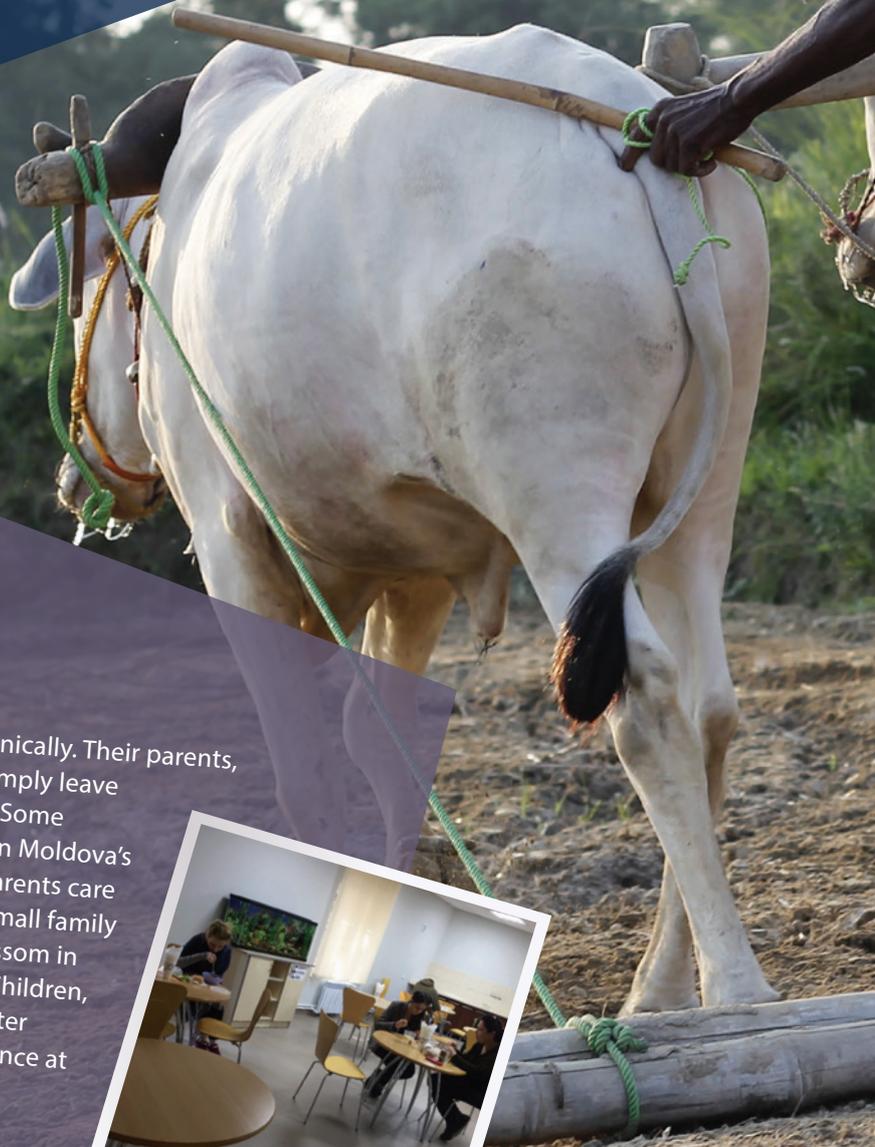
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POVERTY IS THE WORST FORM OF VIOLENCE.

MAHATMA GANDHI

A STEP IN THE RIGHT DIRECTION

"Poverty with dignity is better than wealth based on shame," says a Thai proverb. Thailand has its fair share of poverty and Global Hand participants, such as Epiphany Trust, make it their goal not only to assist, but to do so with dignity. A recent example was an offer through Global Hand from a very famous shoe manufacturer, though one who prefers anonymity. When the offer was placed on the Global Hand website, Epiphany responded almost immediately, writing of those "who live at subsistence level. Vulnerable families there are living a hand-to-mouth existence, and stretching the budget to a new pair of shoes is unthinkable. To receive such good quality shoes would be far beyond anything they could have imagined," said their director. These are shoes of excellent quality which would last for many years and, yes, give them that less tangible gift as well: a special sense of dignity.



MOLDOVA: 'ORPHANED' CHILDREN

Most kids in Moldova's orphanages are not orphans, technically. Their parents, struggling with some of the lowest incomes in Europe, simply leave Moldova to work in other countries for financial survival. Some estimates place the number of such kids as high as 98% in Moldova's orphanages. Although they do have parents, and their parents care about them, they live without the daily interaction of a small family group and struggle emotionally, even cognitively, to blossom in their development. Global Hand NGO partner, Help the Children, supports not only orphanages but, increasingly, finds foster families for these 'institutionalised' children to have a chance at normal family life.

Care such as this costs money, however, and this NGO, in order to scale up and be sustainable, has opened thrift shops where it gives training and employment to the 'orphanage graduates': social enterprise in action. In 2018, CGV UK helped facilitate a valuable match for Help the Children, when they received coffee shop furniture from a UK donor, giving their workplace a sense of professionalism and comfort, invaluable gifts as these young people transition into their adult lives.



BEAUTY FROM BROKENNESS

It can be a hard, barren life in Mongolia's rural villages, and for those who move to the city, dreams of employment and security don't always come true. The poverty rate in Mongolia hovers at just under 30%. Cheap alcohol makes it easy to find solace in a bottle, and too often, that alcohol leads to family violence.

These angels (pictured below) are a symbol of hope for Mongolian families affected by alcoholism. Made from broken vodka bottles, they are produced by Mongolian women who have known the heartache alcohol can bring. With proceeds going to support families of recovering alcoholics, the little angels are a symbolic reminder that something beautiful can be formed from the very thing which breaks lives.

CGV UK has been selling 'bottle angels' for some years, and we love this partnership. Priced at 3 pounds, the angels are a popular item when we hold fair trade stalls at community events.



SUPPORTING RURAL SAFETY IN NIGERIA

Sadly, in many developing nations, agriculture does not always have the needed support.

"Farmers are an important part of our society," says Adisa of Guildance Community Development Foundation, Nigeria. That's a serious understatement. In rural Nigeria, farming is the backbone of the community and, if farmers can't work, their families don't eat. Guildance supports grassroots agricultural communities, and in 2018, Crossroads was able to come alongside them to help Nigerian farmers with a UK donation of safe footwear made through Global Hand.

"Many farmers have lost legs or suffered serious foot diseases from hazards on farms. These would have been easily avoided if they'd had farm boots," says Adisa. Working with herbicides and other chemicals adds an additional hazard.

When a UK donor organisation offered 200 pairs of industrial-quality boots, Guildance was quick to accept. The boots are not only waterproof and resistant to chemicals and animal products, they have steel toe-caps, making them extremely hardy and safe for agricultural work. The boots were shipped from the UK and distributed to farmers in south-western Nigeria, where

they are now in use. "The farmers were full of praise," said Guildance. "They now use the safety boots on their farms and, from their feedback, incidents of hazards have reduced drastically."

The boots are a wonderful example of how Crossroads can help give a second and even third life to unneeded goods. They were offered as second-hand goods, having been formerly used in the food industry, but the quality was fine. We are excited to see them find a new life on Nigerian farms, contributing not only to safety but, in the larger picture, to food security and, ultimately, poverty alleviation.



INDIA: WHERE CORPORATE MEETS GRASSROOTS

At 22, Musharif should have been excited about the life ahead of him. He felt, however, he was going nowhere. His family had tried to survive on his father's minimal salary as a rickshaw driver. They lived in a poor part of Pune, India, where Musharif dropped out of school early and started earning a minimal income in a mechanic's workshop.

While Musharif was feeling trapped in Pune, an investment company nearby had 27 computers to get rid of, some of them very high-end. They reached out to Global Hand and our UK and HK offices together helped match them to NGO Saahasee, which serves the poor in India, including Pune. Saahasee used these superb computers to help set up a computer school that now offers high quality training at very low cost. It was here that Global Hand's story met Musharif's. A friend told him of the course. He enrolled and did so well that he was offered a job in a tech company, becoming team leader, and receiving a pay rise within four months. "The IT school has changed my life completely," he says.

We love Musharif's story: one small opportunity, driven by one company's decision not to trash their computers helping break the poverty cycle for a grassroots family.



The computer school continues to thrive, offering training to young and old as they prepare for a life which requires technical skills.

GIFTS THAT EMPOWER

Sometimes, the intrinsic value of a donation is less than the whole story. School furniture initially, for example, seemed to us hardly worth the effort of shipping. It was our partners on the ground who 'saw' it with different eyes. Working at grassroots, where the cost of even the most basic items is beyond them, and certainly the cost of such furnishings for an entire school, they badly needed them and for two reasons. First, the obvious: they didn't want kids sitting on the floor. Second, the less obvious: although dedicated and sacrificial teachers are teaching their students, the government would not give their graduates national status until they had a fully furnished facility. That very fact impacted tertiary studies, job approval and more. Now, therefore, we are careful to think hard when offered school furniture. Donors in the UK provided us with desks this year, some of which went to Ghana and others to Moldova.

It's surprising how the value of a gift can be greater than the sum of its parts.



Students in Ghana benefitting from UK donated furniture.



THE KEY FOR THE PADLOCK OF POVERTY

A little boy rises before dawn and walks 90 minutes, on an empty stomach, to the nearby market. There he sells matches, not by the box, but individually, for twelve hours. He eats nothing. He pockets the tiny amount of money he receives, less than a ten cent piece, and then he walks home. There, he takes the family's only vehicle, a bicycle, to collect water. That takes a couple more hours. Then the family cooks its one meal for the day: cornflour and water. The little boy puts his tiny earnings into a safe place, goes to bed and then, next morning, the daily pattern begins again.

That was the way Bonaventure, a little boy in Nigeria, paid his way through primary school. "My parents could not afford to pay. If we wanted to go, my siblings and I had to earn the money during our holidays."

Today, that little boy is the principal of a school giving education to the poorest in his community. What happened in between? Bona topped his primary school, academically, and his parents borrowed money for him to start secondary. There a compassionate priest took him under his wing and paid

for him to stay in school till graduation. After that Bona came to Hong Kong and, there, worked with Crossroads, serving the poor and was then offered tertiary education as a gift from a supporter in Australia. He could have stayed there, but chose, instead, to go back to his village and start a school which even the poorest could attend.

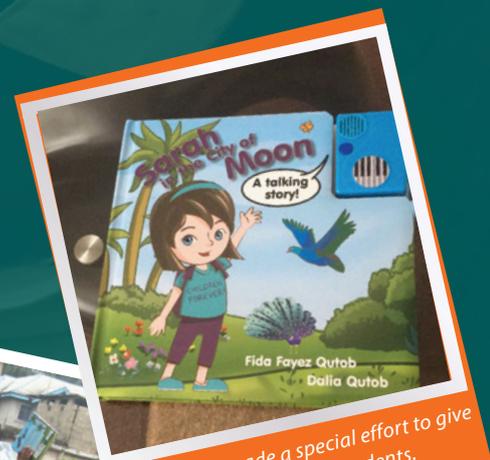
School fees are US\$10 per term for primary and US\$20 for secondary. Even so it is hard for many parents to meet. "We take payments as low as 50 cents at a time for the parents who struggle," he told us. And if parents can't pay for a while, the teachers go on teaching without their full salary. They don't do this work for money. They feel 'called'. Their goal is to give these kids education, the key, Bona says, that unlocks the padlock of poverty.

Or, to change the analogy, Bona also says: "We are trying our best to bring light into a very dark tunnel that holds thousands of our people captive."

We have partnered with Bona's work for many years, but a special opportunity came, this year, when we received an offer of talking books in English: an invaluable contribution to his school (see photos).



Bona supervising the distribution of donated school books to his students.



A UK donor made a special effort to give talking books to Bona's students.



"THE REAL FACE OF POVERTY"

This year our UK team has again run education simulation programmes, Global X-periences, at school and university level, helping participants understand the challenges of poverty as well as the refugee dilemma. The programmes run deep and so do the responses. Here's a sampling.

"The real face of poverty is not what we think," a nursing student from Zimbabwe fed back to us. "I cannot imagine the stress of those living that kind of life. I felt helpless and frustrated in the system. It was an eye-opening experience that will help me relate to the struggles they face on daily basis. It allowed me to put myself in their shoes."

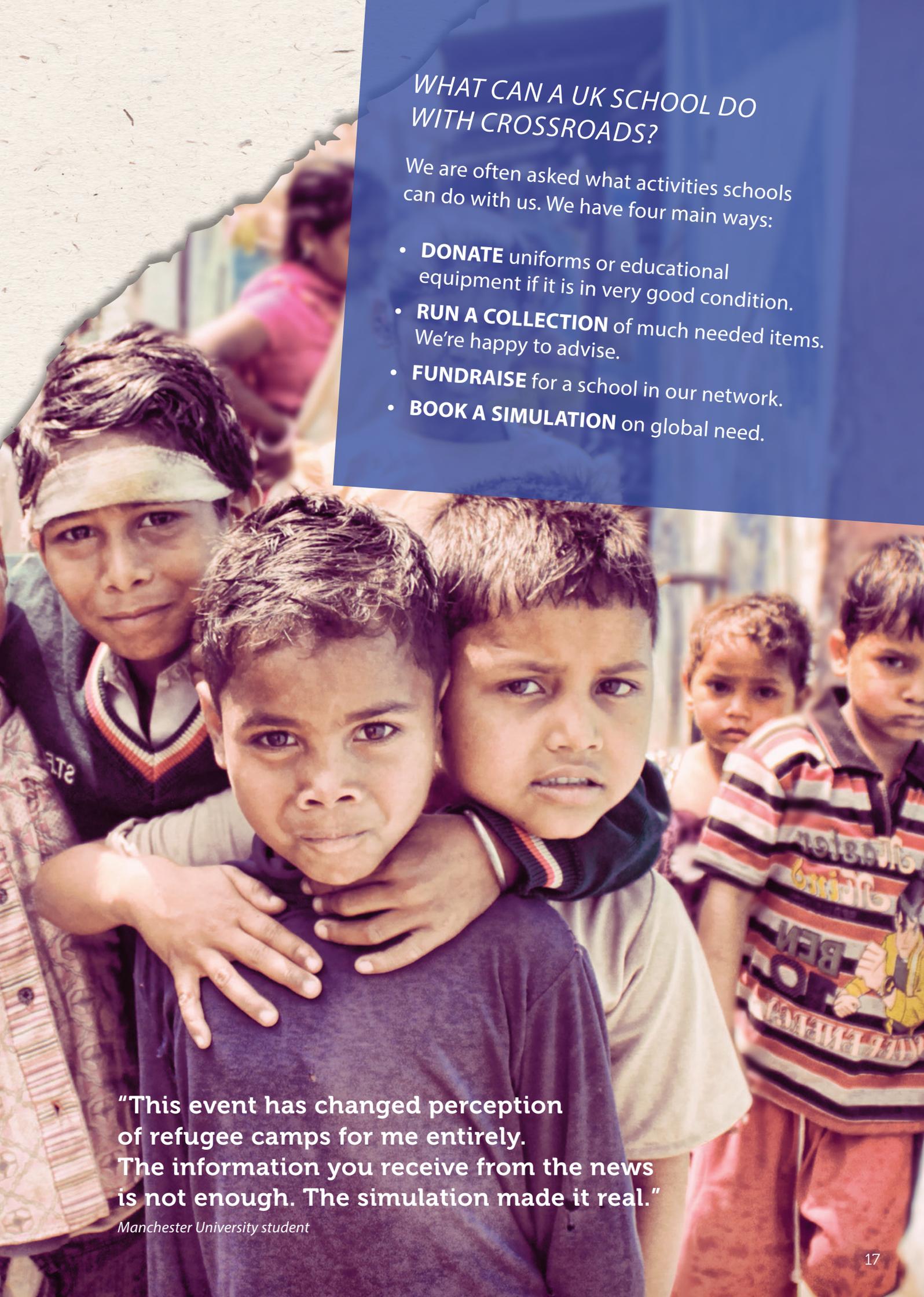
The simulation, said one who organised adult student participation, gave "first-hand knowledge of a situation you would [otherwise] never experience. It was well planned and awesome, enjoyable but shocking too."

A university participant said the programme showed her that "these things can happen to anyone regardless of how hardworking or intelligent you are." The frustration in breaking out of the poverty cycle hit her hard. "It demonstrated how hopeless these situations can be, it felt like running in circles. The simulations changed the way I perceive poverty, homelessness and even being an addict. Instead of jumping to a conclusion and judging, I started thinking what bad things could have happened in a person's life that led him/her to live like that."

The programmes seek to re-produce the raw and intense struggle which so many battle when pitted against life's odds. A Manchester University student wrote, "This event has changed perception of refugee camps for me entirely. The information you receive from the news is not enough. The simulation made it real." She said it shocked her at the time but, after analysing the experience later, saw it represented reality. Escaping death, these people then face, as she put it, "iniquity because of their vulnerability." She cited the choices they had: child labour, sexual abuse, even the sale of body organs, just "to have a little chance for their family to survive. What is sadder is that there is no guarantee that in the end all is worth it."



Students participating in the Struggle for Survival simulation led by our CGV UK manager Natalya Hanley.



WHAT CAN A UK SCHOOL DO WITH CROSSROADS?

We are often asked what activities schools can do with us. We have four main ways:

- **DONATE** uniforms or educational equipment if it is in very good condition.
- **RUN A COLLECTION** of much needed items. We're happy to advise.
- **FUNDRAISE** for a school in our network.
- **BOOK A SIMULATION** on global need.

"This event has changed perception of refugee camps for me entirely. The information you receive from the news is not enough. The simulation made it real."

Manchester University student



I ALONE CANNOT
CHANGE THE WORLD,
BUT I CAN CAST A
STONE ACROSS THE
WATERS TO CREATE
MANY RIPPLES.

MOTHER TERESA



EMPOWERING 'A NATION OF WIDOWS'

"AIDS is creating a nation of widows." That poignant statement came from Tintsaba, a fair trade group in Swaziland, which trains and empowers women after the loss of their breadwinners.

For Khetsiwe, a young Swazi widow, that loss meant no school and little food for her kids. Tintsaba trained Khetsiwe to be a master silversmith, producing high quality items cleverly woven with native sisal grass into elegant, modern designs (see photo). Today, her kids are now back in school. Today, they have a balanced diet. And, today, Khetsiwe has dignity, purpose and a sense of hope, for which she thanks their customers around the world. Those customers include some of you: purchasers of UK Global Handicrafts at fairs and other events.

"Tintsaba helped us out of a dark hole," says Khetsiwe. The same could be said by more than 1,000 women and 26 smaller women's cooperatives Tintsaba has helped over the past 30 years. Our team is proud to see these UK sales help widows leave that darkness behind.



Tintsaba women with a variety of crafts they produce.

RELEASE FROM THE SEX INDUSTRY

It was never Maria's dream to become a sex worker. With a broken marriage behind her and a past of rape and abuse, though, she was struggling to bring up her child in Hong Kong. Desperate, she signed up for work in a massage parlour: one which, like many, came with the expectation of 'extra services' for clients. As years passed in this role, Maria's self-worth crumbled. Life held little promise. It didn't take much convincing, then, when she met a man on WeChat who asked her to marry him, sight unseen. "Come and meet me in Australia," he said, painting a picture of a new, trouble free life.

When she arrived at the airport in Australia, however, immigration officers were on high alert. Trained to identify signs of trafficking victims, they called Maria to one side. Before long, Maria discovered that, had she successfully connected with her 'groom', she would have become a statistic: one in a line of women tricked into work in a brothel or forced labour.

It was a narrow escape for Maria. She returned to Hong Kong, shattered in spirit, where she met one of our partners: Eden, an NGO that supports women wanting to escape the sex industry. She received friendship, counselling, English training and became a property agent. Eden is at work in several Asian locations, supporting other 'Maria's on their journeys. One of their centres trains its women to make jewellery (see photo): exquisite items that we sell at stalls through Crossroads UK. Perhaps Maria herself is best in summing up the inspiring work of Eden. "You are like my angels."



BETHLEHEM: FAIR TRADE IMPROVING WORKPLACE HEALTH

It was a surreal moment. We were visiting Bethlehem, hoping to find products we could sell to support local residents whose livelihoods had suffered as Middle Eastern tension kept tourists at bay. Carpentry, we were told, was the best choice. And, at that very moment, Joseph, the carpenter, was on his way from Nazareth to Bethlehem. Could we wait? We blinked, wondering if we had stepped into a Christmas carol.



The scene showed little of that idyll, though. When we watched the carpenters at work, we realised the air around them was laden with sawdust and wood particles. Glasses protected their eyes, but the particles were also on their clothes, hands and hair. Surely, we thought, they had to be inhaling this stuff. What was it doing to their lungs?

This is the darker side to Bethlehem's woodcarving industry. Lung lesions, even cancer, can result. And death, of course, follow.

A local fair trade group, Holy Land Handicrafts, made it their goal to see the workplaces made safe. They began with Raja, a woodworker and himself a health victim. They cleaned out generations of wood dust, and most importantly, installed an extractor device that sucks up wood dust and coating fumes, removing them safely from the workspace.

In such a small community, word soon spreads. Soon, dozens of other woodworking families were begging for renovation too. It's literally changing the health and lives of Bethlehem's artisans.

Holy Land Handicrafts works with 35 workshops in its cooperative. Their olive wood carvings are popular sellers, especially at Christmas time. With each sale, we, and our customers, can breathe a little easier, knowing that the artisans can, too!



Holy Land Handicrafts earns a 'social premium' through selling their goods with Crossroads. That means a portion of profits is set aside to invest in a community project. In 2018, they chose to do so by promoting the need for decent work conditions and work safety.

BRINGING FAIR TRADE TO YOU!

Want a fair trade handicrafts stall at your fair or event? We have beautiful products like jewellery, homewares and Christmas decorations from around the world, all produced in communities battling poverty and need. Email enquiries@cgvuk.org

In 2018, we enjoyed selling handicrafts at fairs, coffee mornings, craft events, schools and more. Ask us if you'd like us to come to your event.



HYGIENE KITS HELPING ACROSS THE GLOBE

Dental care often falls way down the list for refugees and others in desperate circumstances. The consequences can be serious though, with complications from tooth decay leading to infection and even heart disease. In 2018, we helped a UK dental care company offer a massive donation of dental hygiene products, including toothpaste and toothbrush travel packs, and large tubes of toothpaste: 42 pallets of goods in all. Global Hand partner Hope and Aid Direct was experienced enough to handle such a big donation, and immediately started distributing the goods to their various projects. They took 10 pallets to France, where the dental products helped refugees in the 'Calais jungle'. The donation also reached Syrian and other refugees in Greece, along with people living in deep poverty in Moldova and even Africa. A far reaching gift for a far reaching problem.



Dental supplies are a much needed provision for refugees.

DIALYSIS SUPPLIES FOR SYRIAN HOSPITAL

When a UK donor offered a significant supply of peritoneal dialysis supplies on our Global Hand site, it was bittersweet. We knew that the goods would be incredibly valuable to someone in need of exactly this kind of medical aid, but the very reason they were offered was a sad one: the donor's wife had passed away and no longer needed the fluids, wipes and special connectors. We were touched that he wanted to donate them, and Global Hand partner Care UK Charity felt the same way. They gratefully accepted the goods to add to their medical supplies for their work with a hospital in Syria, where they will no doubt be of immense use to people suffering there.





'ANGELS' HELP NOURISH UGANDAN KIDS

"22% of children under 5 in our town have stunted growth," said our partners in Uganda, who run research and health projects for children in need. Through the Global Hand website, they found an offer from Vitamin Angels, a US agency that donates vitamins, and received a gift that helped 30,500 malnourished children in their district.



YOU HAVE NOT
LIVED UNTIL YOU
HAVE DONE
SOMETHING FOR
SOMEONE WHO CAN
NEVER REPAY YOU.

JOHN BUNYAN





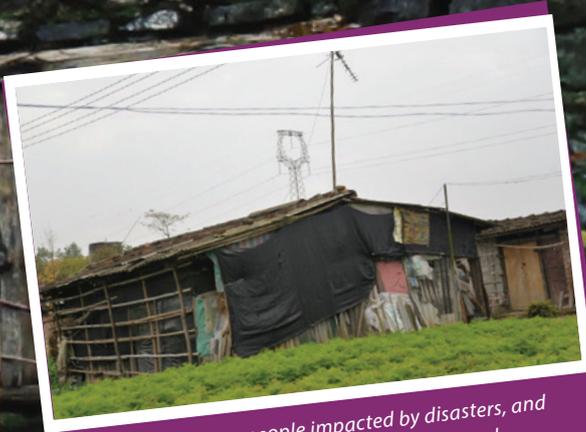
THE LONG REACH OF UK COMPANIES...

Companies have a choice when it comes to excess product. It can go to landfill or it can be sent to people whose lives will be changed as a result. Many UK companies make contact with us when they have significant surplus. Usually, though, they do not manufacture inside the UK so the items may be located elsewhere in the world.

China, of course, is one example. This year saw several massive donations of clothing offered in China for NGOs within the country. The companies involved were, in each case, reticent in seeking publicity for themselves, but not reticent in their generosity. One provided 15,000 children's items, and another gave 15,255 items for both adults and children. Through Global Hand we matched these and other offers with the Chinese Relief and Development Foundation (CRDF), an NGO which is one of 30 awarded for its transparency. They work in disaster relief, elderly care, student support and provision for children and families where parents are employed far from home.



To follow up, we sent a team comprising Crossroads' Directors, Malcolm and Sally Begbie, together with Jason Noble, Engagement Strategist and President of Crossroads' Global Village (US).



CRDF focusses on people impacted by disasters, and children and older folk battling economic need when parents work in cities many hours away and cannot take immediate care of their families.



Richard Cai, founder, with the national award received by CRDF, one of thirty awarded to charities considered 'most trusted'.



Crossroads' Directors with some of those who are recipients of UK companies' generosity.



TEAM BUILDS FOR A BROKEN WORLD

It's a team build with a difference: companies with a conscience, looking for meaningful staff 'time out', often ask us to run simulation Global Xperiences for their people. This year, in the UK, our corporate team builds focussed on 'Struggle for Survival': our programme which simulates the complex range of issues underlying poverty. In it, participants make market bags out of newspaper with a simple glue of flour and water. With that, they must earn an 'income', under the pressure of a condensed timeline, in the face of poor housing, facing the battle for food, shelter and education. Among this year's participants were law firm, Linklaters, Cathay Pacific and Hewlett Packard Enterprise.

Of course, at best, we can only simulate such pressures, but we aim to embed them in reality for those we serve. It was then especially moving to hear from one of the participants that, while she now works in the UK, she too used the flour and water glue when she lived in one of Hong Kong's less affluent villages.

THE LUXURY OF CHOICE

As corporate participants undertook the simulation, the issue of choice came up. "It gave me a better understanding of the luxury of choice, leisure and the absence of fear," wrote one. That realisation can be profoundly impactful for people working on comfortable (or better than comfortable) salaries in the private sector. Choice is a given. Not so, too often for those battling poverty.

"The biggest impact," wrote another, "was becoming more conscious of the sheer lack of choice struggling people have, and what needs to change to give them that choice." The programme gave "a lot of insight into the choices surrounding poverty and how misunderstood it is."

Another added that the x-perience "forced me to confront how judgmental I can be when regarding those stuck in poverty. Their choices are not made in a vacuum. They live in contexts I can't even begin to understand."

Another added: "I saw how one's situation changes perspective, how it narrows the field of view and we forget who we should be. It made me recognize that there is more I could proactively be doing: opened my eyes to the daily struggles and why people are in certain situations." That's what we love best about these simulation programmes: the fact that empathy gives way to engagement with the issue.



"It opened my eyes in a way I didn't know was possible," said a Linklaters staff member, after doing the Struggle for Survival in London, 2018.

WHAT CAN UK COMPANIES DO?

- **DONATE GOODS:** Do you have quality product available? Whether it is in the UK or anywhere else in the world, we would love to hear about it. Our Global Hand service is, in essence, a virtual warehouse through which we seek to match appropriate product with NGOs, in any country. Sometimes that 'match' happens intranationally. At other times, the product may be shipped internationally by the NGO. Either way, please let us know if your UK company has surplus product.
- **FAIR TRADE:** Are you interested in fair trade products? We have producers we can connect you with and will happily do so.
- **BOOK A SIMULATION:** Would you like to consider a team build which incorporates one of our simulation xperiences? We have seasons when they are available and, if you let us know, we'd be glad to plan accordingly.



"This made the issues feel real. It made me want to do something to help." Hewlett Packard Enterprise staff have engaged over a number of years with Crossroads, including offering the Struggle for Survival to staff in 2018.



Longtime strategic partners of Crossroads Cathay Pacific invited us to run the Struggle for Survival simulation for their staff in 2018.

I'VE LEARNED
THAT PEOPLE WILL
FORGET WHAT
YOU SAID, PEOPLE
WILL FORGET WHAT
YOU DID, BUT
PEOPLE WILL **NEVER**
FORGET HOW YOU
MADE THEM FEEL.

MAYA ANGELOU





CONNECTING PEOPLE IN A WORLD OF NEED



DONATE GOODS/SERVICES

Like to donate goods located in the UK or elsewhere in the world? We would love to hear!



DONATE FUNDS

Become a sustaining donor, hold a fundraiser or make a corporate donation.



DONATE TIME & TALENT

Your time, talents, and skills can provide vital help, especially when given regularly. We are in particular need of online volunteers at this time.



BUY FAIR TRADE

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



BOOK AN X-PERIENCE

Take a few steps 'in the shoes' of people facing global challenges. Book as a group or an individual. Debrief afterwards on ways to make a difference.



WANT PARTNERS/PROJECTS?

Interested in projects or partnerships suitable for companies, NGOs, schools or universities? Please ask!



RECEIVE GOODS/SERVICES

Does your non-profit project or organisation anywhere in the world need goods or services? We can connect you to donors who can help.



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This Annual Review was written and
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