

2014: THE YEAR IN REVIEW



Advocating the Rights of Children (ARC) is a non-governmental, non-profit organization registered in the Maldives in December 2009.

Photography by: Moosa Rameez

Letter from the Executive Director

On ARC's fifth anniversary, I am delighted to share that our expansion continues unabated. This has undoubtedly been helped by the extensive groundwork of previous years. In 2014, ARC has expanded geographical outreach, by travelling to many outlying atolls. Our expansion in advocacy has seen ARC submitting reports to UN related bodies and participating in conferences on important issues of child rights, human trafficking and children with disabilities.

Our momentum has been helped significantly by ARC's team of dedicated staff and technical consultants, as well as a steady stream of interns and volunteers. I would also like to thank all the sponsors and members of our Corporate Ambassadorship Programme for their generous contributions that ensured the successful implementation and expansion of our awareness campaigns and projects.

Looking ahead, we will be launching the GRACE Campaign to empower the girl child, and Surf Smart Campaign to promote internet safety, along with other measures to ensure that ARC maintains its tireless efforts to improve the lives and prospects of all our children. To everyone who have helped make this year a truly productive one, many thanks and our very best wishes for 2015.

With much hope for the year to come,

Zenysha Shaheed Zaki

ONGOING AWARENESS CAMPAIGNS: REACHING ACROSS THE NATION

HEAL Campaign promoting health and nutrition

- Awareness sessions and workshops for students, parents, healthcare workers and teachers, with support from UNICEF, MRC, Local Councils, Police and NGOs, at:
Kaafu, Lhaviyani, Haa Alif, Noonu, Raa, Thaa, Haa Dhaal and Gnyaviyani Atolls
- Dissemination of posters and leaflets for the messages of “*Eat a Rainbow*” and “*Re-think Your Drink*” to all primary schools in the Maldives, with UNICEF
- Produced the “*Eat a Rainbow*” animated Sing-Along Song, with UNICEF
- Launched the 2nd educational story book “*The Sneaky Snare of the Syrupy Slurp Slops*”, in association with MCB and Novelty
- World Health Day event in partnership with ADK General Trading
- Posters, Leaflets, TV and Radio Clips on the messages of “*Snack Smart*” and “*Dunk the Junk*”, with UNICEF
- Aired 30 video clips to encourage children to learn how to make healthy snacks, in partnership with Seagull Foods



HOPE Campaign preventing child abuse

- Advocacy for ratification of the Third Optional Protocol to the Convention on the Rights of the Child, on a communications procedure
- Awareness sessions in K. Maafushi and B. Eydhafushi for parents and teachers
- Billboards and awareness notices on child abuse prevention and reporting
- Submission to the review of Maldives by the Universal Periodic Review (UPR) of the Human Rights Council, on rights of children
- “*The Rights of Children Photography Exhibition*” and ARC fundraising calendar 2015, on the International Convention on the Rights of the Child, in association with NCA, FDI Station, Asters, Cyprea Pvt Ltd. and Reefsides



SHELTER SUPPORT PROGRAMME: KEEPING CONSISTENT

Programmes for children at Kudakudhinge Hiya:

- Holiday Programme including swimming lessons in association with MNDF for 43 children, and Kool Kamp in association with Adaaran Resorts and New Look Saloon, for 49 children
- Volunteer Doctor Programme by Dr. Usama Ali Omar (General Physician) and Dr. Andrea Manchado Garcia (Dentist)
- Islam/Quran classes
- Annual Roadhaveellun made possible by Olive Garden Restaurant
- Annual Ramazan Collection facilitating public donations of clothes, food, toiletries, books, toys etc



Training for Care Workers at Kudakudhinge Hiya:

- Medical First Responders Training in partnership with MNDF Medical Service
- Fire Safety Training in partnership with MNDF
- Early Childhood Play and Development Training in partnership with the Chinese Embassy

NEW CAMPAIGNS: SPANNING THE SPECTRUM OF CHILD-RELATED ISSUES



Photography by: Shifaz

RESPECT Campaign promoting social values

- Launched the RESPECT Campaign with key messages of Respecting Yourself, Others, Differences, Boundaries and Surroundings
- Workshops for teachers at 15 preschools
- Awareness sessions for students at 9 secondary schools with BML
- Workshops and awareness sessions for parents and teachers of 5 primary schools
- Interactive sessions for children and childcare workers at Kudakudhinge Hiya
- Social Partner of Dhiraagu Maldives Road Race



CAN DO supporting children with disabilities

- Hosted weekly radio shows on Atoll Radio and VFM Radio to raise awareness
- Facilitated a workshop in India for 26 teachers on “Mainstreaming of Children with Special Needs”, in association with Indian High Commission
- Organized a panel discussion on TVM with stakeholders on the International Day of Persons with Disabilities
- Initiated the “CAN DO Community Challenge” where public helped raise much needed funds to support children with disabilities
- Made a joint submission to the review of Maldives by the UPR of the Human Rights Council, on rights of persons with disabilities
- Established a partnership with the Chinese Embassy to implement CAN DO’s work plan for 2015



Other Highlights

Contribution to Stakeholder Committees

- Foster Care Panel
- Anti-Trafficking Steering Committee against Human Trafficking
- National Action Coordination Group on Violence Against Children
- Juvenile Justice Coordination Committee

Awards

ARC greatly appreciates the awards received in recognition of our work in 2014, from:

- Kudakudhinge Hiya Children’s Home
- Living Values Education Pre-School
- Islanders Education Group
- 41st National Badminton Tournament Championship

Sponsors: Muni Home Care, Damas Company Pvt Ltd., New Look Saloon, City Investments Pvt Ltd.

Corporate Ambassadors

