



Charity registration number 1100045 (England and Wales)

Company registration number 04607292

KIDS FOR KIDS
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025



KIDS FOR KIDS

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Mr F D N Campailla
Mr A King-Smith
Mrs P M Parker OBE, Chairman
Mrs E A Sutton
Mr K M O Abulrahman
Mr L Traxon
Mrs K Jankel

Charity number (England and Wales)

1100045

Company number

04607292

Registered office

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Independent examiner

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KIDS FOR KIDS

CHAIRMAN'S STATEMENT

FOR THE YEAR ENDED 31 MARCH 2025

On 11th June 2025 I received a letter, in response to mine, from the Foreign, Commonwealth & Development Office saying: "Sudan continues to be the worst humanitarian crisis on record. The scale and severity of the conflict, now into its third year, is unprecedented, with unabating reports of atrocities being committed against civilians and humanitarian access repeatedly being blocked. Children are disproportionately impacted by the on-going crisis from a protection, education and health perspective, with 15 million children in need of urgent assistance. Our goal is clear: to protect civilians, restore stability and work with the Sudanese people and international partners to deliver long-term peace and recovery."

Tragically, the response of the international community has not reached Darfur. Stability is no nearer. The conflict rages unchecked across Sudan. The two main fighting forces – both creations of former President Omer Bashir – the Sudanese Armed Forces (SAF) and the Rapid Support Force (RSF) – continue their vicious and vindictive conflict, with genocide a frightening reality. In Darfur, the RSF now commands much of the region. The relentless and shocking siege of El Fasher, the regional capital of North Darfur, where our small office was situated until the fighting broke out in April 2023, continues unabated.

The world largely remains ignorant of conditions for ordinary, helpless civilians, sheltering in remote, poor, villages. It has been almost impossible for foreigners, whether politicians, photographers or journalists to gain access. The best that has happened is reporting from Port Sudan or from the borders such as Chad where thousands of families have fled, losing everything as they ran. Many children have lost both parents. Many have become separated from their families in the chaos of attacks. Many died on the journeys and many are now dying in the camps as starvation and disease run riot. Malnutrition – hunger – is everywhere.

What can a charity like Kids for Kids do when the world is failing the people of Sudan?

Twenty four years ago you could have asked the same question. When my son and I found ourselves in Darfur in 2001, we were shocked at the conditions we found then: whole families living in huts made of straw through which the winds blew, bearing the sand of the Sahara desert which was already encroaching south. Arguably the most impoverished people in the world, these families were struggling to survive as subsistence farmers. Many had no access to drinking water - finding water took a long and arduous walk across the baking sand to a handpump often many miles away at the height of summer. We found many of the main aid agencies there. Yet not one was providing real provable sustainable help, just basic emergency relief.

Like you, I love my children. The families in Darfur are no different, yet they face the fear of losing their children through preventable, and to my mind, inexcusable neglect. Something had to be done. And Kids for Kids has been doing that for all these years.

Real Sustainable Projects of inestimable value during years of conflict

Our policy of adopting whole communities, empowering local democratic committees and providing basic, grassroots projects – appropriate to local conditions – is today demonstrating beyond doubt that we must continue, at all odds.

The 110 Kids for Kids villages are demonstratively stronger: our midwives, our first aid workers, our veterinary care, our handpumps, and, most of all, our animals have all been playing a crucial role in keeping people alive. The humble goats we have been providing have proved to be priceless beyond words. Our donkeys are more precious than the most costly vehicle. Our chicken eggs are full of protein and vitamins, more valuable than any meal you or I have eaten. Each of these becomes critical when nothing is growing, crops have failed and it is too dangerous to leave the village. The projects we have implemented over the last 24 years are now providing incalculable, sustained help.

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CHAIRMAN'S STATEMENT (CONTINUED)

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But with ongoing fighting, since the departure of the UNAMID peace keeping force many years ago, with sophisticated weaponry provided by outside countries with vested interests in supporting violence, how realistic is it to provide aid? Can we make a difference? Few other agencies are present. The UN is denied access. Health facilities are attacked. Hospitals and schools across the country cannot function. Many schools house hundreds of displaced families who have been forced out of their homes.

Back in 2001 I felt if we could somehow find a way to improve the life, even save, just one child, we must. In the past 24 years I am told we have reached over 590,000 people, all of whom have been struggling to survive in conditions you and I would consider totally unacceptable.

What we are providing now:

Since August 2024, we have found ways to help, and as I write, we are increasing our aid. The Kids for Kids Steering Committee never gave up. Despite losing our office in El Fasher and having to move to far flung villages, these incredible volunteers have continued to do all they can to look after families. When the RSF laid its devastating siege to the regional capital El Fasher, carrying out a burnt earth policy around it, destroying 70 villages, 12 were Kids for Kids' villages. The people had to flee, many of them into El Fasher. Just a month ago two members of the Kids for Kids Steering Committee, who had remained in the regional capital, enabled us to provide two enormous tankers of fresh, clean water for countless families – not just to those from our 12 villages, but to many more.

The Kids for Kids' Steering Committee members are now in their own villages, but they have not failed us or their communities. The members of the Committee, plus other volunteers in each village, are working to deliver our projects to more and more of our villages. To date we have supplied our emergency Kids Kitchen Kits – lentils, ground nuts, pulses and whatever fresh produce is available in markets – plus seeds for their main subsistence crops, and seeds for faster growing crops including water melons, onions, okra, tomatoes which are grown near huts (shade and water) – as well as medicines and veterinary drugs. Thanks to our Emergency Appeal and the generosity of our supporters, since the start of the year we have provided emergency food and water to over 7000 acutely malnourished children. I have not heard of any other agency or group providing any help at all outside the towns. In the towns community kitchens, manned by volunteers, are doing valuable work – but no one has been able to reach out beyond the towns. Villages are forgotten. Because of our community networks, built up over 24 years, Kids for Kids is exceptional.

The Internet is the answer! We have been able to fund this amazing work, despite the closure of banks across Sudan, using digital banking through CASHI in Washington DC who then transfer funds via an App to mobile phones in Darfur. It can be onerous, taking hours, because of intermittent internet – but it works. We are in the process of transferring a further \$100,000 to Washington as I write.

When a mother asks, we do our best to respond:

I have always been proud that Kids for Kids has been flexible from the start all those years ago. We have done all we can to provide what villagers tell us is the most essential. I was astounded to receive a video, in the midst of violence with reports of the closure of schools across the whole of Sudan, from one of our kindergartens. It showed children coming out of school, singing at the end of term. Mothers had begged us for Kindergartens from the very start. That seemed a dream, even to me, but the generosity of our supporters has meant that we have answered that dream. There are now 14 Kids for Kids Kindergartens in villages across North Darfur, continuing to provide those crucial early years of education to children. And as soon as we can we must – we will – build more. Every mother knows that education is the way out of poverty.

The singing of those children reminded me of my first visit back to Um Ga'al, our first village, when children came out of school singing in English about water. It was to celebrate their first handpump just outside the village. Children were going to school because they no longer had to walk for water. As was that first little boy who inspired me to start Kids for Kids - he started school at 9. I have just been sent a photograph of Ibrahim – that little boy, now a father himself – giving water to his children and his goats which he had just collected on his Kids for Kids donkey cart. His little ones are at our Kindergarten in his village.

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CHAIRMAN'S STATEMENT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Kids for Kids continues to plan

We must continue to provide urgent help, food and seed to prevent people starving – no one can stand by and let children go hungry. And as soon as it is safe to do so, we will recommence our sustainable projects. As always, we will plan with the Kids for Kids Steering Committee how to work alongside whichever Government is in place, always ensuring that funds do not go astray. This is the beauty of working closely with our friends in Darfur, and the hard work they put in to provide us with receipts at every stage of each project.

Key to every charity is its Board of Trustees

I am very grateful to our Trustees who continue to ensure the probity of Kids for Kids. I reported in last year's Chairman's

Report that **Patrick Doyle**, founder of **International Diplomat Supplies** had regrettably resigned as Trustee. Our **Board of Trustees** continues to support me and to ensure the smooth running of Kids for Kids. With so many changes to legislation and good practice in the charity sector, the time Trustees spend in supporting Kids for Kids has increased. I am very proud that from the outset I did everything possible to safeguard not just our funds, but also our team in Sudan. We have seen how even the largest charities can be vulnerable if safeguards are not put in place and kept under regular review.

Reserves Policy

The Trustees have from the outset been determined to maintain sufficient reserves to ensure that the charity can sustain operations and fulfil commitments to projects and staff for the equivalent of at least two years. This has required retaining significant funds in our bank accounts and investments. When we adopt a village in Darfur, it is a commitment for 24 months, that is until the first successful rotation of the goats – which proves that our training and projects are being successfully managed by the community. We have always ensured that we do not make empty promises. It would be appalling if we let down families living in abject poverty, having given them the hope of a better future for their children. We have also needed to ensure that we have enough contingency funds in the event of my not being able to continue - it is likely that it would take time to recruit a new CEO and replace all I do. This could also have a detrimental effect on our fundraising and therefore ability to fulfil our commitments both in Sudan and elsewhere. Additionally, and most importantly, because insurance is not available for risk in Sudan, especially now in the volatile conditions in the whole region, the Trustees have allocated a further amount of reserves to cover the lack of insurance for our colleagues and volunteers in Sudan. The Trustees have also had to make provision for high inflation in Sudan.

Effective risk management

From the outset I was determined that each community would own the projects. Our focus on giving them proper training in accountability and democratic management has proved to be an even more important factor to enable them to sustain the impact of projects amid the ongoing conflict. We heard during our programme meetings in Cairo in March 2025 how one community had just managed to do a further goat rotation - their seventh over 14 years.

We keep our Risk Matrix under review regularly and update it at every Board meeting, helping us to maintain a watchful eye on every aspect of the charity. Last year I reported the Trustees' decision to transfer all our data to a CRM. We had to delay this transition when our team shrank after **Charlotte Allum** decided to move on as the charity's Fundraiser at the same time as we faced an unexpected vacancy in our Administrator / PA position. Charlotte had been with us since 2019 and is greatly missed.

We were shocked to learn from our cloud service providers Your Office Anywhere that they had experienced a serious cyber attack. This affected the charity's Access Database. After a considerable delay we were told that all our records had been lost. However as thankfully I had never authorised the retention of personal details, even birth dates, our lawyers assess that Kids for Kids has not been compromised significantly, as the details we kept in the database were likely to be readily accessible elsewhere. No information regarding finances has been lost so that our supporters on line safety has not been compromised in any way. However it has meant a huge workload gathering contact details from countless spreadsheets, which thankfully we retained, in order to start again with a new CRM system, but historic records about donations have been lost.

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CHAIRMAN'S STATEMENT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

I am hugely grateful to **Lara Nassif** and her colleagues at **Herbert Smith** for their pro bono support. Their help and that of **Peter Barclay**, who has supported us for all these years, has been more valuable than I can say as we have navigated these and all the other legal and IT issues that small charities have to tackle, ably managed by **Matt Deubert** of Holmpc.

Our small team and our volunteers

Davina Patel, our Deputy CEO, rose to the challenge of sustaining the charity's efforts, especially during the months without both an Administrator / PA and a Fundraiser, which left just the two of us as full-time members of the team. These vacancies prompted a massive increase in our work. We were fortunate to be reinforced by long-term supporter **Sage Lancaster**, who continues to provide us with invaluable part-time help wherever she finds herself in the world. Despite this reduction in our team capacity, and at a time when other charities have been struggling, our income has risen by an additional £88,208 compared to donations in 2023/24. I cannot thank our supporters enough. And the future is looking even brighter - I am delighted to say that our new Administrator / PA, **Julie Carnell**, started in May 2025, and we are looking forward to recruiting a new CEO to start in late summer 2025.

I have mentioned our wonderful volunteers in Darfur. The support we have had for so long in Sudan from **Hatim Abu Sineina** as a volunteer has ensured our financial probity, enabling us to operate in Sudan with confidence. His is one of the countless families who have been forced to flee Sudan. I am delighted that he has now joined our team officially on a paid basis, working at present from Egypt and Saudi Arabia. Our Programme Manager **Hassan Mehisi** is also working from Cairo. It is a joy receiving his many emails bringing me news from our villages. Without the wonders of the internet Kids for Kids could not exist.

Our volunteers are invaluable, not just in Darfur of course, but elsewhere in the world too. **Mary Jane Kupsky** continues her many years of coordinating our Friends in America. Despite many calls for volunteers to help her we are still in urgent need. If you could help Mary Jane or take over the coordinator role, please will you let me know? She is such a very special person and I am very worried that I am letting her down. Meanwhile in Australia, **Lisa Chapman** has become a close friend and is gradually building up a network across the world. Here in the UK I am indebted to many volunteers who come together to support Kids for Kids. The big band who join me for the mailings are a really special group - I am particularly indebted to **Mary Clark, Ann and Richard Lienard, Liz Rae and Janet and Colin Sandford** for preparing all those envelopes so that the team can get our information into the post. The group really stepped up to make this possible just when I was struck down with a nasty flu. The internet is wonderful in many ways, but receiving our news in the post is something I know gives our supporters time to digest news that the rest of the world lacks – news of life in straw huts, under an ever hotter sun, where water is often many miles away, and now, where mothers and fathers are struggling just to feed their little ones.

Kids for Kids is proving that we can all make a difference. We cannot, must not, wait for the world to act. Every child given a chance is beyond price. Please add your voice to ours to the leaders of this world, but also to those nearest to you. As we move into a new year, I know you will continue to enable us to provide help to the most deprived children in the world. Kids for Kids is showing that it can be done.

Future plans

In 2025 we will undergo a long-planned strategic transition. It is essential for the charity to replace me as CEO whilst I am able to work alongside new leadership to ensure the future of Kids for Kids. It would be tragic to lose our extraordinary and unique ways of working and impact. That is why the Trustees have agreed we should now implement our Transition Plan. When my successor as CEO is fully up to speed, I will then step back and reduce how much I do for the charity, moving to a part-time rather than full-time basis. I am long past retirement age! However, I have agreed to continue as Chairman of Trustees, and initially to continue to oversee our project work in Sudan. When circumstances allow, we will look for a Sudan Country Director to replace my role on projects, hopefully once there is a stable Sudanese government.

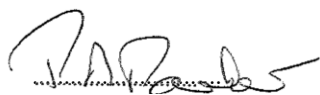
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CHAIRMAN'S STATEMENT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Following the recruitment of a new CEO and Administrator/PA, with the additional National Insurance and Pensions contributions those necessitate, we anticipate our administration costs will rise significantly in 2025/26. We have purposefully kept our Fundraiser and Administrator/PA roles vacant as long as we could to keep our admin costs low while spend on projects was impossible. However, our expectation is that, following completion of the Transition Plan, our income in future years will rise to more than compensate for the increase in administration. This is likely to take some months.

With the situation in Darfur so critical, and with Kids for Kids proving it is possible to get life-saving help through to children and families, there has never been a more important time to sustain what we are achieving.



Mrs P. M. Parker OBE
Chairman

Date: 04/08/2025

